

Differentiation of the Demand for the Hunting Tourism in the Czech Republic

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Abstract

In the world scale, there are various forms of how the hunting tourism is carried out. There is a considerably specific situation in the Czech Republic originating in the historical development. The assessment of the diversification of the demand for tourist activities was chosen to be the aim of this article. This assessment is based on a questionnaire survey among tourism participants who consume the specific products of the hunting tourism in the tourist regions of Bohemian Forest and South Bohemia. A guided tour in a game enclosure with a professional commentary and wildlife observation showed to be the most interesting offer. The most important thing is the identification of five main segments of demand called “ordinary” gamekeeper’s hunting, “occasional” gamekeeper’s hunting, angling activities, hunting without the killing and complementary activities. The differences among the latter five segments were identified in the representation of respondents as far as their gender and their membership in a community of anglers or gamekeepers are concerned.

Keywords

gamekeeper, angler, hunting, tourism, environment

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Introduction

The idea to develop those tourist activities that are acceptable on local level in long term is not new in any way. However, they gain more and more of the topicality in connection with the progressive degradation of the environment. Even those alternatives bring the expected economic profit, however, at minimal losses on nature and society compared to the “traditional” tourism. We can find numerous types of the sustainable and environmentally friendly tourism in various modifications and the hunting tourism is often rated among them. The substance of the hunting tourism is the protection of nature and landscape at a simultaneous use of the potential that the nature and landscape naturally offer.

In the world scale, we encounter various forms of how the hunting tourism is carried out. The observation of wild animals in their natural environment or rising of public awareness in the field of the environment protection belongs to the most common. However, there is a considerably specific situation in the Czech Republic originating in the historical development. In this case, we speak about gamekeeping.

The gamekeeping has developed step by step into the combination of traditional values and culture of the society in connection with the nature protection and the hunt itself. With its conception, it is a unique phenomenon all over the world.

Theoretical basis

Just as there is a difference between playing volleyball leisurely and the active participation in the sport tourism, it can be distinguished the difference between local hunting and hunting tourism (Sharp & Wollscheid, 2009). By the local hunting, it is understood a kind of activity where the hunter lives usually in proximity of a hunting ground and he pays for his hunting experience a fee in the place of performing such an activity and he also organizes this activity. On the contrary, the hunting tourism is identified as the activity where the hunter travels some distance out of its home, quite often abroad, and he should be ready to pay quite a considerable sum of money for getting such a hunting experience (including the payments to the providers of hunting services). The hunting tourism comprises then both domestic and international hunting tourism where the hunt is the main (but the sole) content of the journey (Nygard & Uthardt, 2011).

This type of tourism belongs to a wider group of tourism activities called consumptive wildlife tourism (Macmillan & Phillip, 2008). The latter is put into the opposition of the wildlife tourism (Catlin, Jones, & Jones, 2011) that comprises the activities classified as “non-consumptive” (e.g. wildlife watching, taking photos, feeding of wildlife or similar activities). However, even the consumptive wildlife tourism is fundamentally dependent on the same prerequisites for tourism as the wildlife tourism and its development contributes to the natural resources protection at the level of both animate and inanimate nature (Barnes, 2001; Buckley, Castley, de Pegas, Mossaz, & Steven, 2012).

Despite their indisputable economic (Wilson & Tisdell, 2001) and also environmental importance (Higginbottom, Tribe, & Booth, 2003; Pennisi, Holland, & Stein, 2004), the

consumptive wildlife tourism remains on the edge of the interest of researchers (Kompupula & Suni, 2013). The hunting tourism still remains generally a little known field of business (Catlin, Hughes, Jones, Jones, & Campbell, 2013).

It is also given to some degree by the fact that neither hunting nor angling is considered as definitely typical tourist activities from the point of the research purposes. Both the hunting and angling are also not considered as mainstream leisure activities of the educated middle class in the developed countries. There are also many ethical problems (Ianos, Stoica, Talanga, & Vaidianu, 2012; Şafak, 2012) linked with the hunting and angling as it is a case of the topics linked with arms and with killing the living organisms (Şafak, 2012).

From the marketing point of view, the angling and principally the hunting are decidedly the market niches (Curtin, 2013). It is a matter of the highly specialized activities; therefore the preparation of the products requires a very good knowledge of the defined segment of tourism participants (Tangeland, Aas, & Odden, 2013). There is another fact, i.e. that the partial consumptive wildlife tourism activities themselves are highly specialized (Lovelock, 2008).

In spite of this fact, all components of the consumptive wildlife tourism bear some common attributes. The key attribute is the attractiveness of the hunting environment – the hunting ground or district (Merz, 1997). The offer of the products is then significantly related to the conditions of the offer of the environments suitable for hunting.

The demand for products of the hunting tourism is diversified with regards to the type of the activity. On the basic level, we can classify the hunters into three categories – natural hunters, for whom the stay in a “natural environment” is the most important element; the hunters who hunt for a benefit and whose main goal is to get the meat; and the sport hunters who hunt for pleasure (Lovelock, 2008). This classification was several times identified even for anglers (Arlinghaus, Bork, & Fladung, 2008) as well as for hunters (Kompupula & Suni, 2013). The important element for the sustainability of the tourism development is first of all the motivation to spend some time in a pleasant natural environment. This element makes the hunting tourism one of the main contributors to the natural environment protection (Lindsey, Balme, Booth, & Midlane, 2012). In many areas, it concerns not only the natural but also the cultural environment (Hunter, 2012). The activities of the hunting tourism require an individual approach and exclude the mass character of the production (Darroch, 2001). This is the reason why deep cultural contacts come about between hunters and anglers and their hosts/guides. These contacts occur particularly whenever the activities of the consumptive wildlife tourism are organized by local residents with the emphasis on the traditional ways of hunting or angling (Lovelock, 2008). On the other hand, the hunting tourism is viewed (at least at the international level) as a barbaric activity, the substance of which is the passion for killing (Kompupula & Gartner, 2013), and which causes the decrease of the number or even disappearance of some animal species (Brink, Smith, & Skinner, 2013; Packer et al., 2011; Van Den Bergh, Kusters, & Dietz, 2013), and the neocolonial order of the present-day world as well (Osagie & Buzinde, 2011).

All the above mentioned aspects of the consumptive wildlife tourism have a lot of both positive and negative aspects that are the object of the heated debates on the importance of the hunting tourism (Oian, 2013).

In the Czech Republic, the approach to the hunting tourism is strongly influenced by the historical development and the long tradition – we speak first of all about the gamekeeping and not about the hunting itself – about the gamekeeper, not the hunter. Sekera (1972) explained the difference between the hunter and the gamekeeper – he stated that the hunter is simply authorized to hunt, whereas the gamekeeper takes care of breeding and also protection of the game, especially during the closed season.

The gamekeeping is regulated by the act No. 499/2001 Coll. in the Czech Republic. The definition stated in this act shows the difference between the gamekeeping and the hunting. This act defines the gamekeeping as a set of activities performed in the nature in relation to the feral animals as an integral part of the ecosystem; and an associational activity being aimed to sustain and develop the tradition and habits of the gamekeeping as a part of the Czech national heritage (act No. 499/2001 Coll. on the gamekeeping). The gamekeeping is viewed as a rational activity that is aimed at the breeding and protection of animals in relation with the protection of their biotope (Hanzal, 1994).

The Czech gamekeeping is associated with the special terminology, the so-called gamekeeper's language. It is a case of a set of special gamekeeper's expressions used when doing gamekeeping (Štěpánek, 2003). According to Kovařík (1996), the gamekeeper's language initially appeared in the Middle Ages and it differed from the common colloquial language. Therefore it was not easy to understand. Thanks to the revivalists and to a number of writers on gamekeeping, the Czech gamekeeper's language is still preserved. Kovařík (1996) also stated that the gamekeeper's language was used by the gamekeepers during the hunt as well as during other gamekeepers' activities. It is also naturally used in publications on gamekeeping. The apt terms are used to name particular parts of the body of various kinds of animals, to sex the animals, to distinguish the age or to describe the manifestations of life. Special names exist also for the gamekeeper's arms and equipment, hunting implements, breeding implements and other various equipment, ways of hunting, varied activities linked with the breeding and care of animals, or hunting dog-breeding. Specificity and uniqueness of the Czech gamekeeping is also certified by the entry in the list of intangible possessions of the traditional and folk culture of the Czech Republic, which was done towards the end of 2011. The item No. 5/2011 is "Gamekeeping – a systematically sustainable cultivation of animals and their environment as a natural part of the rural life". In a document presented by a commission of the Ministry of Culture, the gamekeeping is defined as an effort made in order to preserve nature and landscape, to protect it, including the protection of feral animals as well as the other aspects, such as animal breeding, game enclosure keeping, pheasant keeping, protection of animals and their biotopes, public education, gamekeeper's dog-hunting, or keeping gamekeeper's habits and traditions. The entry of gamekeeping in the list of the intangible cultural heritage of the Czech Republic is an important event and it is considered by the gamekeepers as a high appreciation of their systematic work for animals and the nature as well as for the ethical and cultural values of the Czech

gamekeeper's habits and traditions that have no parallel all over the world. The Czech understanding of gamekeeping is unique compared to the other countries because the phenomenon of the Czech gamekeeping extends beyond the ordinary likes or hobbies. In other countries, the gamekeeping always covers only the animal hunting. The protection or breeding component as well as the tradition of gamekeeping are absent there. (Horálek, 2012; Tripes, 2012)

However, the most important activity within the sector of the consumptive wildlife tourism in the area of the Czech Republic is the angling in the fisheries of the big anglers' associations (the Czech Anglers Union and the Moravian Anglers Union). Detailed attention is paid to the angling tourism and numerous aspects of the sport angling were analyzed as a potentially important market niche. The analysis was done not only with respect to the nature protection but also to the regional development (Navrátil, Martinat, & Kallabova, 2009). Our knowledge of the structuring of the demand for angling itself is quite good as well as in case of the angling tourism. It is particularly thanks to the socioeconomic studies of the sport angling in the Czech Republic that are done in the North American manner by the anglers' unions in co-operation with Mendel University in Brno (Spurný, Mareš, Kopp, & Fiala, 2003; Spurný, Mareš, Kopp, Fiala, & Vitek, 2009).

On the contrary, practically no important study has been conducted on hunting tourism in the Czech Republic till now. Therefore our knowledge of the demand in this sector has been based so far only on vague presumptions and experts' estimates. For that reason the aim of this paper is to assess the diversification of the demand for tourist activities, which comprises the assessment of (1) the degree of attractiveness of the partial activities of the hunting tourism, (2) structuring of the partial activities of the hunting tourism, and (3) segmentation of the demand for hunting tourism.

Methodology

The data that were necessary to accomplish the above mentioned objectives were collected by a questionnaire survey. The questionnaires were collected in the tourist regions of Bohemian Forest and South Bohemia, specifically among the tourism participants, who consume the specific products of the hunting tourism. The latter survey was done during the summer season 2012 (from June to August). This means in the period when most of the events related to the hunting tourism were organized in the region. Then the sufficient representativeness of the inquired sample could be created (with regard to the sufficient number of visitors of a higher number of such events). Altogether 193 questionnaires were collected by the first author. The number of the incorrectly filled-in or incomplete questionnaires was 12.

The basic part of the questionnaire focused on the identification of the degree of the potential interest in the participation in the specific types of the hunting tourism. The created bank of activities was based on the study of literature and based on the database of activities and products of the hunting tourism offered by the tourist information centers and other institutions (e.g. administrative offices of the protected landscape areas

and the National Park) to the visitors of the tourist regions in the Czech Republic. The mentioned database was created especially for this purpose. Respondents decided on the 5-point scale from “I would certainly not participate” till “I would certainly participate”. The following activities were listed to be scored:

- paid hunting – black game kill;
- paid hunting – mouflon kill;
- paid hunting – roe deer kill;
- paid hunting – wild duck kill;
- paid hunting – deer kill;
- paid hunting – fallow deer kill;
- paid hunting – ring-necked pheasant kill;
- viewing of trophies, guided by a professional;
- off-road walk with a specialist on wildlife watching;
- angling in fisheries of the Czech Anglers Union / Moravian Anglers Union;
- visits of a game enclosure, run by a special guide and linked with a game watching;
- participation in the event “One day with/become a gamekeeper” ;
- lecture on the traditional game/fish cuisine;
- exposition of the hunting dogs linked with the demonstration of the work of dogs;
- visit of a nature trail with a gamekeeping orientation;
- angling in a “private fishery”;
- shooting at a shooting range;
- lecture “Importance of the gamekeeping in the modern society”.

The basic segmentation questions were employed for the statistical assessment of the questionnaires, such as gender and age. Last two questions of the questionnaires inquired if the respondent was an angler and/or a gamekeeper.

The measures of location (means and standard deviations) were employed for the assessment of the relative degree of interest in particular activities. Their comparison was done by means of the one-way analysis of variance.

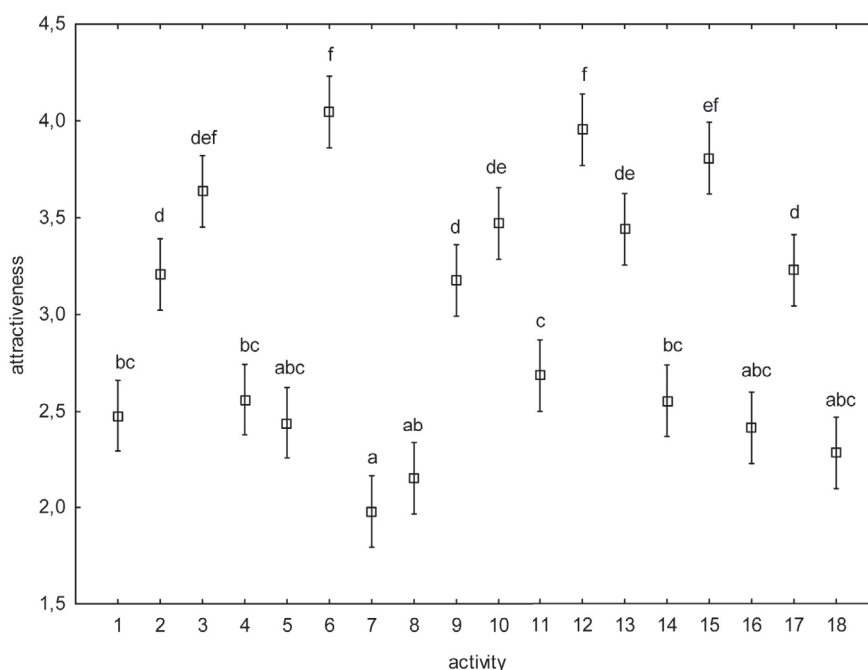
The cluster analysis with the Ward method and Euclidean distance (Robinson, 1998) was employed for identification of the structuring of the partial activities of the hunting tourism. Initially, the activities were clustered and based on that, similarly to the analysis of scree plot, the number of clusters for the determination of the segment of demand was determined. The segments of demand were subsequently identified, using the K-means clustering with the number of clusters identified by the hierarchical cluster analysis. The impact of nominal and ordinal variables on the membership of a respondent in the defined cluster was assessed by means of the one-way analysis of variance.

Results and Discussion

Degrees of the attractiveness of the partial activities of the hunting tourism

The attractiveness of individual activities of the hunting tourism differs significantly ($F(17, 3456) = 48.331$; $p < 0.001$). The recorded differences in the average values of the interest in individual studied activities (Figure 1) is markedly higher than the differences among the activities preferred by the visitors of the studied tourist regions that were recorded in the past (Navrátil, Pícha, & Hřebcová, 2010).

Figure 1 Mean values and 95% confidence intervals of average attractiveness of the activity. Means with the same letter do not differ significantly (Tukey HSD post hoc test for unequal N, $p > 0.05$)



Note to figure: 1. paid hunting – black game kill; 2. viewing of trophies, guided by a professional; 3. off-road walk with a specialist on wildlife watching; 4. angling in fisheries of the Czech Anglers Union / Moravian Anglers Union; 5. paid hunting – mouflon kill; 6. visits of a game enclosure, run by a special guide and linked with a game watching; 7. paid hunting – roe deer kill; 8. paid hunting – wild duck kill; 9. participation in "One day with/become a gamekeeper; 10. lecture on the traditional game/fish cuisine; 11. paid hunting – deer kill; 12. exposition of the hunting dogs, linked with the demonstration of the work of dogs; 13. visit of a nature trail with a gamekeeping orientation; 14. angling in a "private fishery"; 15. shooting at a shooting range; 16. paid hunting – fallow deer kill; 17. lecture "Importance of the gamekeeping in the modern society"; 18. paid hunting – ring-necked pheasant kill

Source: authors' research (2013)

The activities, for which the below-average interest was recorded (lower than value 3) include all activities related with hunting itself, which means the paid hunting – black game kill, mouflon kill, roe deer kill, wild duck kill, deer kill, fallow deer kill, ring-necked pheasant kill, as well as the angling in the fisheries of the Anglers Unions and the angling in the “private” fisheries. Therefore it is only a matter of the professional activities of the gamekeepers and anglers, whose representation in the population is not high (Arlinghaus & Mehner, 2003). The representation of the anglers and particularly the gamekeepers in our sample is significantly higher. This fact is caused by the location of the data collection – the events with the hunting themes. All average values of the interest in these activities differ statistically from all the activities of above-average attractiveness (Figure 1).

The less attractive activities in this group are the paid kills of a roe deer and a wild duck. It could be caused by a relatively wide possibility of game kills in the residence of those interested in hunting (Komppula & Suni, 2013). These activities need not necessarily be related with travelling, and therefore their attractiveness for tourism is minimal (Goeldner & Ritchie, 2012). On the contrary, the angling activities seem to be the most attractive according to the results of the survey. The latter activities are attractive for a wider population than in the case of the gamekeeping activities (Oian, 2013). The degree of the participation of the inhabitants in these activities is relatively high in the Czech Republic and abroad as well (Ditton, Holland, & Anderson, 2002). It relates also to the fact that some types of the sport angling are an important part of tourism, for instance, the angling in big reservoirs or in trout fisheries (Navrátil, Martinát, Pícha, & Navrátilová, 2011). However, the highest average was reached in case of the interest in the paid hunting – deer kill. The offer of the paid deer kill is then possible to consider as the most attractive offer of the consumptive wildlife tourism (Macmillan & Phillip, 2008).

Other activities are considered by the respondents as of the above-average attractiveness (Figure 1). From the point of view of the importance of the hunting in tourism, particularly the most attractive group of activities is interesting. This group includes: visits of a game enclosure, run by a special guide and linked with a game watching, exposition of the hunting dogs, linked with the demonstration of the work of dogs, shooting at a shooting range and off-road walk with a specialist on wildlife watching. Altogether, it is a case of the activities of the hunting tourism, the substance of which is the gamekeeping in the active manifestation (= the own activity of the tourism participants). Although it does not concern the hunting itself, it is a matter of the direct activities of hunting that could be univocally called as the gamekeeping activities. It is possible to assume that specifically these activities could play the biggest role in the hunting tourism development as they are the real activities of the hunting tourism. These activities are available for the widest public, unlike those mentioned above. Almost all the above mentioned activities (except the angling in “private fisheries”) are possible to do only at the meeting of the demanding legal conditions (act No. 499/2001 Coll. on the gamekeeping). From the point of view of the support for the “ethically purer” activities of the hunting tourism, the important accent is put on non-killing and on knowledge acquisition (Chanteloup, 2013).

The following activities - viewing of trophies, guided by a professional, participation in "One day with/become a gamekeeper", lecture on the traditional game/fish cuisine, visit of a nature trail with a gamekeeping orientation and visit of the lecture "Importance of the gamekeeping in the modern society" attracted also the above-average attention, but the means were lower. They could be (maybe except the viewing of trophies, guided by a professional) could be considered as the supplementary activities without a direct relation to the hunting itself. The more interesting among those activities (they do not statistically significantly differ from the previous group) are the lecture on the traditional game/fish cuisine and the visit of a nature trail with a gamekeeping orientation. The first one is linked with the sovereign position of the game in the Czech cuisine and in the gastro-tourism (Willebrand, 2009). The nature trails constitute an important part of the attractiveness of the tourist destinations (Rogerson, 2007). The nature trails orientated to the nature are among the most popular (Navrátil & Pícha, 2013).

Structuring of the partial activities of the hunting tourism

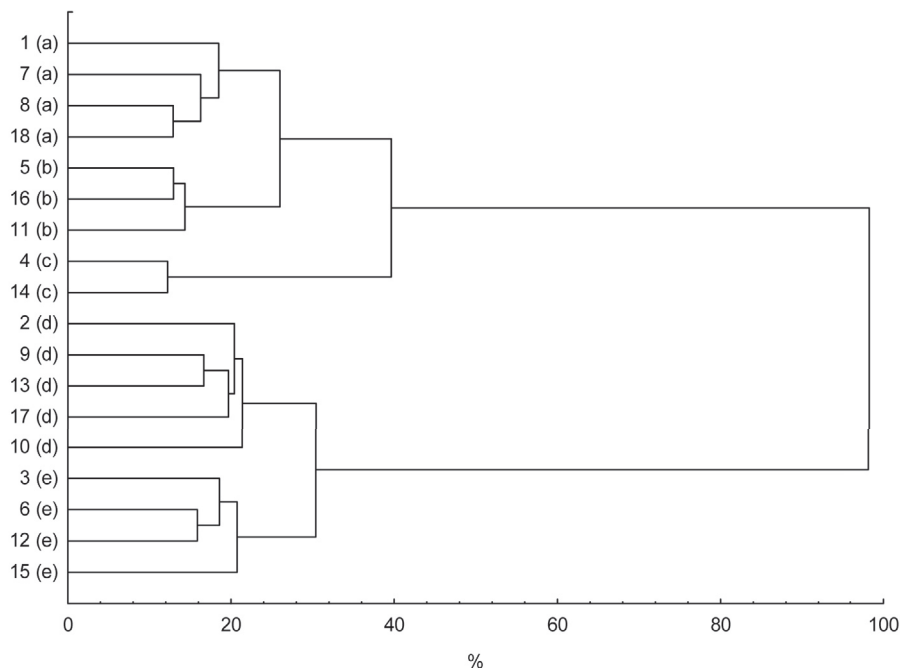
The analysis of variance enabled us to assess the mutual differences in the degree of attractiveness of the partial activities of the hunting tourism. The hierarchical cluster analysis was used for the assessment of the internal links between all studied activities (Figure 2). As it has been mentioned above, the hierarchical cluster analysis showed that we divided the studied activities into two main groups; those were consumptive and non-consumptive. Then the main classification of the hunting tourism was confirmed. It was not only based on the theory but also based on the perception of the tourism participants (Catlin et al., 2011). However, this classification was too rough and it was possible to assume, based on the analysis of scree plot, the existence of five groups created on the level of approx. 25% loss of credibility.

In accordance with our expectation, the group of the angling activities singled out in the consumptive part. Thus, the angling activities make up a separate part of the hunting tourism (Curtin, 2013; Ditton et al., 2002; Oian, 2013). Neither the gamekeeping tourism nor the hunting consumptive tourism is a homogenous group. We have succeeded to separate the "ordinary" activities from the "occasional" activities in our sample. The first group consists of the offer of the paid hunting – kill of the black game, roe deer, wild duck and ring-necked pheasant. Then the second group comprises the paid hunting – kill of the mouflon, deer and fallow deer. This result points out the fact that even the offer of the purest hunting tourism is not possible to create as integral, but there are distinguished subgroups, similarly to the case of the angling tourism (Arlinghaus et al., 2008; Arlinghaus & Mehner, 2004).

As far as the non-consumptive part is concerned, we can find two more closed groups. These groups were also identified above, according to their average attractiveness. The first group consists of the offer of the hunting tourism itself without "killing". The second group includes then the supplementary activities without any direct relation to the hunting. Thus, five groups of the offered activities were identified.

These groups correspond to the various segments of demand for the products of the hunting tourism.

Figure 2 Dendrogram solution from the cluster analysis. Letters in the brackets indicates five selected clusters



Note to figure: for a number, please see note to figure 1; a = “ordinary” gamekeeper’s hunting; b = “occasional” gamekeeper’s hunting; c = angling activities; d = supplementary activities; e = hunting without “killing”

Source: authors’ research (2013)

Segmentation of the demand for the hunting tourism

The previously mentioned five segments of demand were further analyzed in order to identify relations to the characteristics of the respondents.

Both hunting and angling are considered to be particularly male activities (Toth & Brown, 1997), which was confirmed many times (Brandth & Haugen, 2005; Bull, 2009; Presser & Taylor, 2011). Therefore a statistically significant impact of the gender on the membership of the respondents in individual groups of the offered activities is not surprising (Pearson Chi-square = 31.2238; d.f. = 4; $p < 0.001$). However, it is impossible to schematize this group since the number of females is slightly higher than the number of males in case of the “ordinary” gamekeepers’ hunting (Figure 3).

Figure 3 Gender differences in the types of demand

Demand for	male		female	
	N	%	N	%
“ordinary” gamekeeper’s hunting	18	43.90	23	56.10
“occasional” gamekeeper’s hunting	29	70.73	12	29.27
angling activities	30	73.17	11	26.83
hunting without “killing”	9	25.00	27	75.00
supplementary activities	10	29.41	24	70.59

Source: authors’ research (2013)

The primary source of the demand for the hunting tourism is among the gamekeepers, of course (Komppula & Suni, 2013; Nygard & Uthardt, 2011). For that reason, also the relation between the identified groups of activities and the membership of the respondents to the gamekeepers’ community was investigated (Figure 4). As it has been mentioned above, the share of the gamekeepers in the studied sample was higher than in general population due to the used methodology. The gamekeepers are represented particularly in the segment of the “ordinary” gamekeeper’s hunting (Pearson Chi-square = 57.3076; d.f. = 4; $p < 0.001$). This fact is undoubtedly linked with the motivation of the extraordinary experience in travelling (Ritchie & Crouch, 2003) and with the higher expectation than only make an “ordinary” catch. For this extraordinary experience is then worth to travel (Tangeland et al., 2013). Thus, the results confirmed similarity with the behavior of the anglers (Arlinghaus & Mehner, 2004; Oh, Ditton, Anderson, Scott, & Stoll, 2005). A higher percentage (around 25 %) was recorded also in case of the angling activities and the “ordinary” gamekeepers’ hunt. This result is interesting because it throws new light on the results of the previous analysis. These results could be, in connection with the results of the previous analysis, interpreted as an interest of the non-gamekeepers even in the activities of the gamekeepers’ hunt within the tourist activities. For instance, the pheasant hunt during their travelling is for the non-gamekeepers the same experience as the deer hunt for the gamekeepers. That means a qualitative shift to something that is commonly impossible to achieve at home (Cheng & Lu, 2013; Li & Cai, 2012).

The identical analysis was done in case of the relation between the identified groups and the membership of the respondents to the anglers’ community (Figure 5). Likewise, the results of the latter analysis confirmed the validity of the research since the highest representation of the anglers is in case of the angling activities (Pearson Chi-square = 31.7615; d.f. = 4; $p < 0.001$). The fact that the representation of the anglers is not as high as in case of gamekeepers, is related to the previously identified share of the anglers who go in for angling during holiday or who do an intentional angling holiday (Spurný et al., 2003; Spurný et al., 2009). Another interesting result is the discovery that the anglers account for one fifth of the respondents who are interested in the “occasional” gamekeepers’ hunt.

Figure 4 Differences between the gamekeepers and the non-gamekeepers in the types of demand

Demand for	non-gamekeeper		gamekeeper	
	N	%	N	%
“ordinary” gamekeeper’s hunting	32	78.05	9	21.95
“occasional” gamekeeper’s hunting	14	34.15	27	65.85
angling activities	29	70.73	12	29.27
hunting without “killing”	35	97.22	1	2.78
supplementary activities	34	100.00	0	0.00

Source: authors’research (2013)

Figure 5 Differences between the anglers and the non-anglers in the types of demand

Demand for	non-angler		angler	
	N	%	N	%
“ordinary” gamekeeper’s hunting	40	97.56	1	2.44
“occasional” gamekeeper’s hunting	32	78.05	9	21.95
angling activities	26	63.41	15	36.59
hunting without “killing”	34	94.44	2	5.56
supplementary activities	34	100.00	0	0.00

Source: authors’research (2013)

Conclusion

The hunting tourism belongs to the wider group of tourist activities called consumptive wildlife tourism. It is put into the opposition of the wildlife tourism that comprises the activities classified as “non-consumptive”. However, even the Consumptive Wild Tourism is fundamentally dependent on the same prerequisites for tourism as the wildlife tourism and its development contributes to the natural resources protection at the level of both animate and inanimate nature. Despite their indisputable economic and also environmental importance, the Consumptive Wildlife Tourism remains on the edge of the interest of researchers. Likewise, it still remains generally a little known field of business. That is why it is also an insufficiently used source for rural and regional development. For the above mentioned reasons, the aim of this paper was to assess the diversification of the demand for tourist activities that constitutes the basis of the economic impacts of the tourism. The group of activities, in which the lowest interest was recorded, includes all the activities related to the hunting itself, which means the paid hunting – black game

kill, mouflon kill, roe deer kill, wild duck kill, deer kill, fallow deer kill, ring-necked pheasant kill, as well as the angling in the fisheries of the Czech Anglers Union and the angling in the “private” fisheries. On the contrary, the group of the most attractive activities includes: visits of a game enclosure, run by a special guide and linked with a game watching; exposition of the hunting dogs, linked with the demonstration of the work of dogs; shooting at a shooting range; and off-road walk with a specialist on wildlife watching. It does not concern the hunting itself, but the direct activities of hunting that could be univocally called as the gamekeeping activities. Altogether the multivariate analysis identified five segments of demand in the hunting tourism, from which three belong to the consumptive ones – angling activities, “ordinary” gamekeeping activities and “occasional” gamekeeping activities. Two relatively closed groups were identified within the non-consumptive activities. The first group includes the offer of the hunting tourism itself, without “killing”. The second group then represents the supplementary activities without any direct link to the hunting. The angling and the “occasional” hunting are a male domain. As for the female, the non-consumptive activities are more typical. A balanced representation of gender was recorded in case of the ordinary hunting. The gamekeepers are generally most interested in the “occasional” hunting. The anglers are more interested in sport angling during their holiday, of course. However, their share is far from the degree of interest of the gamekeepers in the “occasional” hunting. The results then proved the differentiation in the activities of the hunting tourism into a relatively wide spectrum of activities with diversified sources in the demand. It was also proved that the character of the hunting tourism in the Czech Republic is significantly different from the standard hunting tourism related to the environment of the wilds, no matter if it means the African savannas or the boreal coniferous forest of the northern hemisphere. The most interesting problems for future research seems to be the knowledge aspect of the hunting tourism in its non-consumptive part as well as the ways of legal forms of the hunting itself.

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