

COMPARATIVE REVIEW OF HUNTING TOURISM IN THE CZECH REPUBLIC AND HUNGARY

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Abstract: *Hunting tourism is one of the most important tourism product in Hungary and the Czech Republic. Hunting in the Czech Republic and Hungary has very long tradition dating from the Austro-Hungarian Empire. Today, hunting is based on the sustainable use of wildlife. Diverse natural and environmental resources in the area of these countries made hunting areas very interesting for hunting tourists from all over the world. The aim of this paper is to show and compare the basic indicators of hunting tourism in these countries, based on the collected data. Descriptive statistics and comparative analysis method were used for analysis of result. Hunting in the Czech Republic and Hungary is the most organised in whole Europe, but, as many other developed countries, Czech Republic and Hungary are faced with the problem of reduced number of certain game species.*

Key words: *hunting tourism, Czech Republic, Hungary*

INTRODUCTION

More and more authors consider hunting tourism as an element of active, eco, nature or green tourism (Higginbottom, 2004). All classifications are based on the same idea: hunting tourism is a form of tourism related to nature, which is the main motivation for observation and / or hunting of game. Hunting is an independent market product (Szabó & Lengyel, 2012). According to the 2005th, which was conducted by the Federation of Associations for Hunting and Conservation of the European Union - FACE, the European Union and its 25 Member States counted about 6.4 million hunters (FACE, 2005). Approximately 20-30% of hunters in Europe (defined from the situation in the 15 "old" EU member states with Malta, Norway and Switzerland) occasionally travel abroad because of hunting (Hofer, 2002).

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NUMBER OF HUNTING GROUNDS AND ITS USERS

In the Czech Republic there are 205 hunting areas. Each hunting area occupies an average area of 385 km² and each area has an average of 28 hunting grounds. Of the Czech Republic has about 69 000 km² of the hunting area and has 110 000 hunters in year 2010. Ratio between population and hunters is 1:93 (FACE, 2010).

Statistics show that the total area of land under hunting grounds in the late 20th and early 21st century was not significantly changed. Despite of expansion of large cities, residential areas, industrial centers and commercial zones hunting grounds cover almost 85% of the total area of the Czech Republic (Kroupa 2011). However, analyzing the number of hunting grounds in the first decade of the 21st century we can see a sudden increase in the number of hunting grounds in 2002nd and 2003rd year, and then gradually increasing since year 2004. Intense increase of hunting grounds due to changes in legislation and Hunting Law, Article 449/2001 (Official Gazette, 2001), which was adopted on 1st of July in 2002, and one of the major changes related to the required minimum surface hunting area of 500 ha. As the total hunting area is divided into smaller units, it is evident that a quantitative increase in hunting grounds per hectare as well as increasing the number of hunters. Also, due to the adoption of new legal provisions about hunting (Article 449 of / 2001) for which the breeding of game is allowed on the area from 25 ha to 50 ha, notably is also increasing of the number of farms in 2002. However, the quantitative growth was followed by a qualitative change. For example, reserve Spalenka in the Stakonce district in the last ten years can be proud of a national trophies of deer. Adopting the changes of legal provisions concerning pheasant farms and prescribing minimum area of 100 hectares, in the 2003 the number of pheasant farms is increased by 193 compared to previous year. (Kroupa 2011).

Table 1 shows the structure of hunting in the Czech Republic in 2010. It is noticeable that 98% of the hunting areas are open hunting grounds, pheasant farms occupying 1.4% and reserves and agricultural farms occupying just 0.6%.

The Republic of Hungary has 89,000 km² of the hunting area, which represents 86% of the total area of the state and counts 55 000 hunters in 2010. Ratio between population and hunters is 1:190 (FACE, 2010). The average area of hunting grounds per hunter is 145 hectares.

Table 1. Structure of hunting grounds in the Czech Republic in 2010. in hectares

Type of hunting area	Reserves	Pheasant farms	Open hunting grounds	Total area
Agricultural land	5.623	63.836	3.828.344	3.897.803
Forest	37.803	25.940	2.514.405	2.578.148
Water surface	524	2.899	92.156	95.579
Other grounds	2.805	3.779	286.818	293.402
Total	46.755	96.454	6.721.723	6.864.932

Source: http://www.czso.cz/csu/2012edicniplan.nsf/engpubl/2202-12-eng_r_2012

Table 2. Structure of hunting grounds in Hungary in 2010. in km²

Type of hunting ground	Surface	Total surface of land
Agricultural land	63.670	
Forest	15.700	
Total	89.000	93.000

Source: Custom data

Hungary has 1370 hunting grounds owned by the state or institutions that take care of the forests, farmers and private forest management and hunting associations. Private property can use 28% of hunting areas, while the remaining 72% of the state lease. The smaller hunting grounds cover an area of 3 000 ha, while bigger 20 000 to 30 000 ha, and the average area of hunting grounds in Hungary is about 6 000ha. In the 2009th in Hungary was registered 3094 professional hunters (http://www.huntinginhungary.eu/eng/huntinginhungary/hunting_areas/).

Figure 1 represents the movement of local and foreign hunters in Hungary in the period between 1880s. and 2006th. Noticeable is an increasing number of foreign hunters in the fifties of last century, and due to changes in the political and economic system the number of local hunters is doubled.

Administrative bodies in Hungary are Ministry of Agriculture and Regional Development and the Ministry of Environment and Water. The most important institution in Hungary is the Hungarian National Hunting Association that represents the interests of professional and amateur hunters, acting as a public figure. The main goals and tasks of the Hunting Association is to effectively represent the interests of profession-

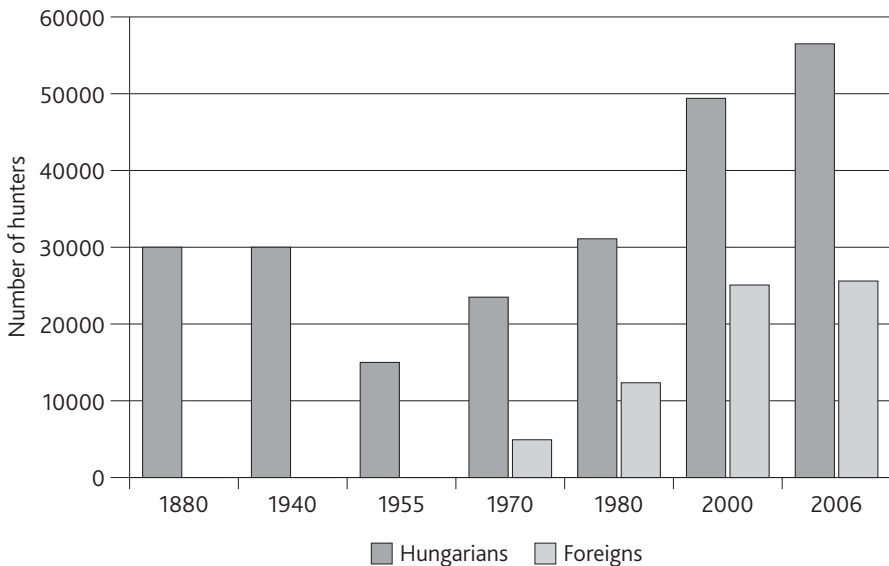


Figure 1. The number of local and foreign hunters in Hungary between the 1880s. and 2006th

Source: Feiszt, 2007

al and recreational hunters, to participate in legislation relating to the protection and conservation of wildlife, hunting management and all other areas are involved in hunting, conducts training to amateur and professional hunters in the interests of sustainable development, environmental protection, agriculture, to promote a culture of hunting; members are required to help in the implementation of ethical behavior of hunters, to create a favorable idea of hunting by society, in collaboration with other civil society organizations to promote conservation.

Central administrative figure that is in charge of hunting in the Czech Republic is the Ministry of Agriculture, with the exception of the management of national parks, which is entrusted to the Ministry of Environment. The local authorities of municipalities with extended authority are responsible for the management of hunting grounds that are located in their municipality. The authorization of administrative regions with divided authorizations and municipalities with divided authority on the territory of national defense was entrusted to the Ministry of Agriculture. The administrative work of the national parks were given to municipal and regional authorities. Authorizations of the administrative area are entrusted to the ministry of Environment.

CONDITIONS HUNTING GAME (GAME RESOURCES)

Statistical evidence of wildlife populations began to be recorded in Hungary since the 1890s. year by Károly Keleti, the famous president of the Hungarian Statistical Office (Csöre, 1996). With minor exceptions the statistical evidence is constantly guided more than 100 years (Csanyi, 1996, 1999b, 2006, 2007; Tóth, 2005, 2007, 2008). In accordance with the law, the goals of a comprehensive national database of hunting management are:

- Data storage of wildlife populations and management by hunting in a way that can be used for multiple analytical procedures;
- Provide input for spatial analysis and mapping;
- Facilitated decision-making and planning at various levels of the administration of hunting management.

National Database of hunting management is compatible with other datas collected in different studies and monitoring programs, and thus may be associated with data on forestry, agriculture and the environment protection. This datas include agricultural land use, satellite photos, maps, land typology and many others. National Database of hunting management in Hungary was the first operational database of wildlife management and environment protection that provides the possibility of using geographic information systems and geographic analysis (Csányi, Lehoczki, Sonkoly, 2010).

In the Czech Republic statistical records of the number and achieved harvest of games is maintained from 1966. In the Czech statistical records of the number and actual hunting of game animals shall be maintained in 1966. year. The statistical data in hunting is managed by the Ministry of Agriculture in collaboration with the Department of Statistics. Datas for each territorial unit are sent to the regional offices which

Table 3. Estimated number of animals in the hunting grounds of the Czech Republic and actual harvest in the period from 2000. to 2012th year

Game species	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
	Estimated number												
Deer	24.373	24.004	23.809	23.096	25.012	27.378	28.550	27.812	28.977	29.266	29.895	30.829	30.838
Fallow deer	17.532	17.605	17.591	17.727	19.055	20.667	21.676	22.494	23.964	25.067	25.701	26.415	26.611
Roe deer	263.609	269.542	261.208	272.864	295.092	302.988	302.694	296.509	310.920	318.252	318.271	312.262	302.206
Mouflon	16.812	16.476	15.721	15.572	15.891	17.026	18.274	18.689	20.510	20.182	20.738	21.185	21.294
Wild boar	42.831	43.771	43.433	44.705	44.666	49.909	46.699	48.084	56.986	57.770	57.880	60.389	59.295
Hare	365.481	375.966	352.781	329.065	298.767	311.700	329.375	305.122	326.909	328.698	308.258	289.400	268.898
Partridge	52.154	56.793	58.380	52.852	63.173	72.076	82.940	73.629	73.931	63.931	47.746	39.706	107
Mallard	-	-	-	-	-	-	105.708	104.760	114.992	123.290	118.897	119.983	120.144
Pheasant	261.536	263.730	252.792	260.520	244.895	260.411	280.674	260.536	283.700	272.608	245.123	224.814	210.700
	Achieved harvest (up to March 31st of the year)												
Deer	18.937	19.319	18.556	18.477	19.522	20.638	16.853	20.207	21.399	21.511	21.811	20.958	-
Fallow deer	9.413	9.408	8.111	8.420	9.062	10.049	9.760	11.103	13.064	13.093	14.116	13.131	-
Roe deer	113.204	115.824	112.802	118.781	120.995	124.284	99.066	108.967	127.211	131.873	120.174	113.913	-
Mouflon	7.786	7.538	6.500	6.106	6.349	6.870	6.624	8.018	9.019	8.764	9.083	8.146	-
Wild boar	68.472	74.832	82.536	77.871	121.956	100.557	59.868	121.020	138.723	121.690	144.184	109.383	-
Hare	94.118	82.017	80.473	46.584	65.648	91.907	66.569	113.436	104.518	83.334	62.483	47.447	-
Partridge	0	108	24	-	-	-	-	-	0	0	89	54	-
Mallard	-	-	-	-	-	347.120	247.322	328.225	315.773	286.024	272.304	277.390	-
Pheasant	561.637	548.337	548.048	479.107	599.010	576.631	579.065	659.584	592.755	528.711	526.545	522.297	-

Source: http://www.czso.cz/csu/2012edicniplan.nsf/engpubl/2202-12-eng_r_2012

are forwarded to the municipal authorities. For national parks the files are managed by the Ministry of Environment (Kroupová, 2011). The constant and adapted methodology of individual statistical datas allows monitoring of the main development trends and, therefore, timely regulation in this area (Game Management Statistics).

State administrative entities for wildlife use statistical data for insight into the management of hunting, fishing, and hunting grounds maintenance and control. Data of individual hunting grounds are compared to each other, and the overall datas with international standards and trends in the world. Taking into consideration the importance of managing by hunting in the area of wildlife and nature, and veterinary medicine, periodic reports of population of individual species are necessary not only for the protection and survival of certain species, but also for the prevention of uncontrolled increase in population with all the negative consequences, such as the destruction of forests and agricultural crops and transmission of infection from dangerous infections.

Table 3 shows the estimated number of game in hunting grounds in the Czech Republic and realized harvest to 31st of March in the observed year. There is an increasing of population of big game (Figure 2) as a result of establishment of a growing number of farms in the Czech Republic that are focused on breeding deer, fallow deer, mouflon, roe deer, while the protection of roe deer enabled the increasing of its population on the open hunting grounds.

Table 4 shows the estimated number of game in hunting grounds in Hungary and realized harvest in the period from 2000. to 2012th year. Also, analysis of the population dynamics of big game in the last decade can be seen a steady increase in all species of deer, which is an important trend after a brief decline in the mid-nineties.

Figure 3 shows the population dynamics of big game in Hungary for the period from 2000. to 2012th year.

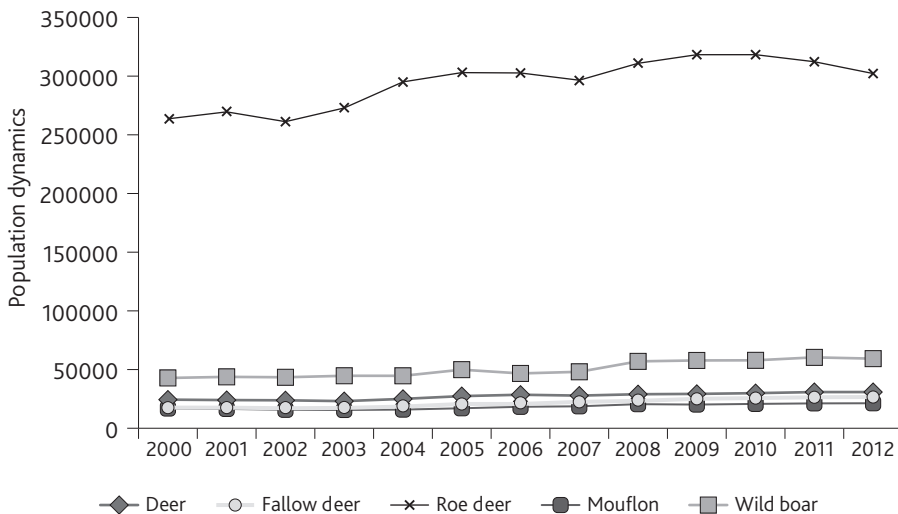


Figure 2. Population dynamics of big game in the Czech Republic in the period of 2000th to 2012th year

Table 4. Estimated number of games in the hunting grounds of Hungary and actual harvest in the period from 2000. to 2012th year.

Game species	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
	Estimated number												
Deer	77.758	82.592	82.572	82.623	78.542	74.130	69.184	79.941	85.081	87.126	92.577	94.135	96.485
Fallow deer	20.645	20.943	22.107	20.933	20.577	21.620	21.791	25.193	25.895	26.717	30.043	30.467	33.239
Roe deer	293.754	307.807	319.553	324.414	320.859	316.157	310.852	322.155	340.384	349.597	366.552	355.667	365.569
Mouflon	10.493	9.938	9.577	9.337	7.875	8.288	8.793	10.090	9.920	10.521	10.985	11.493	12.256
Wild boar	76.054	80.433	91.071	86.637	77.773	78.143	77.661	81.723	95.582	99.340	106.734	105.838	109.788
Hare	514.765	521.831	582.456	630.794	535.078	520.795	535.236	481.300	522.862	523.796	538.723	454.517	497.161
Partridge	65.852	52.028	51.400	50.851	40.005	40.967	42.718	38.371	39.774	36.585	32.435	24.838	22.777
Mallard	201.418	213.593	196.692	200.564	178.054	162.406	137.325	146.937	121.808	91.564	135.891	123.062	-
Pheasant	789.839	698.704	824.812	880.605	690.963	737.429	796.860	742.364	790.415	795.412	761.729	612.807	678.838
	Achieved harvest (up to March 31st of the year)												
Deer	28.912	34.048	41.702	43.224	41.216	36.697	31.957	33.967	36.248	39.340	41.137	47.706	50.837
Fallow deer	5.976	6.652	9.004	8.437	9.113	8.903	8.403	9.301	9.562	10.499	10.756	11.717	13.895
Roe deer	52.754	61.851	72.452	76.854	85.939	89.920	80.645	79.465	86.083	89.773	88.552	93.146	107.214
Mouflon	2.332	2.674	3.723	2.936	2.829	2.781	2.283	2.564	2.912	3.121	3.412	3.458	4.424
Wild boar	67.745	88.297	93.962	81.468	86.770	79.519	64.389	94.015	94.414	111.232	112.381	128.863	132.769
Hare	85.223	100.488	132.076	102.441	104.331	105.127	89.301	95.712	103.976	106.786	78.810	98.894	162.761
Partridge	1.246	1.425	2.173	2.446	2.894	2.909	2.869	3.802	2.304	3.815	2.204	2.226	5.130
Mallard	144.757	149.501	148.748	139.654	121.276	107.898	95.451	90.437	72.359	75.758	78.118	88.576	107.912
Pheasant	430.384	535.714	558.383	391.292	439.142	474.042	361.561	432.279	420.797	377.704	306.452	375.025	463.924

Source: <http://www.vmi.szie.hu>

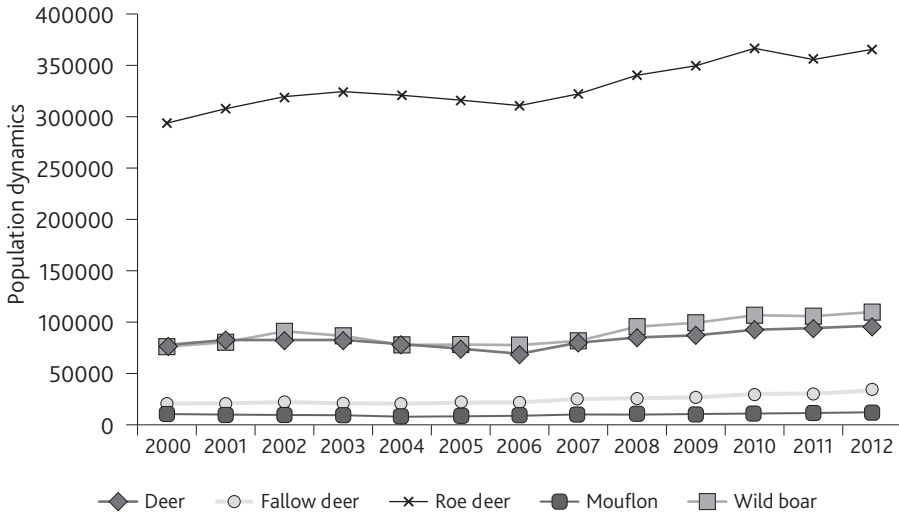


Figure 3. Population dynamics of big game in Hungary for the period from 2000. to 2012th
Source: Custom datas

However, based on the assessment of the number of small game, and the data presented in Table 3 and Table 4 it can be concluded that it is present the reduction of hares, partridges and pheasants, in Hungary and the Czech Republic. This is the result of active agriculture, the transformation of the cultural landscape and urbanization. For small games it is always difficult to get away, their natural territory is cultivated in large fields and they become food for predators.

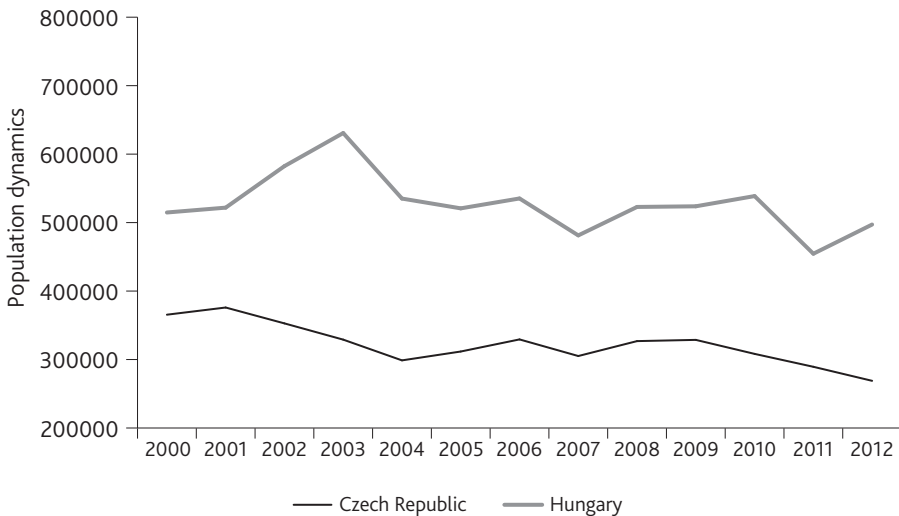


Figure 4. Population dynamics of the hare in the Czech Republic and Hungary for the period from 2000. to 2012th year
Source: Custom datas

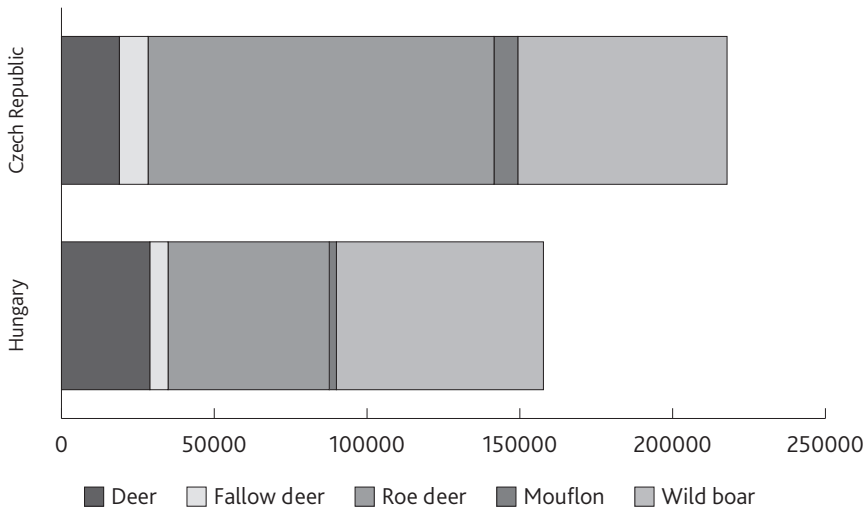


Figure 5. The harvest of big game in Hungary and the Czech Republic in the 2000th year
Source: Custom datas

Analyzing the harvest of big game in the 2011th year (Figure 6) shows that in the Czech Republic and in Hungary the most common is the harvest of wild boar and roe deer. However, it is evident that in the 2000th year in the Czech Republic the harvest of roe deer occupied the first place (Figure 5), and after ten years it is harvested about the same number of individuals of these two species.

Figure 7 shows the harvest of gamebirds in both countries in the 2011th year. It is noticeable that the harvest of pheasants significantly excels compared to the other species,

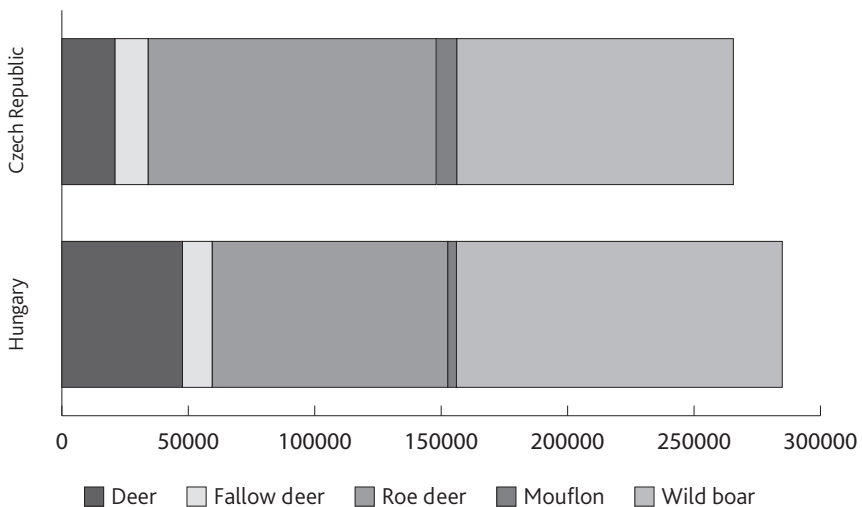


Figure 6. The harvest of big game in Hungary and the Czech Republic in the 2011th year
Source: Custom datas

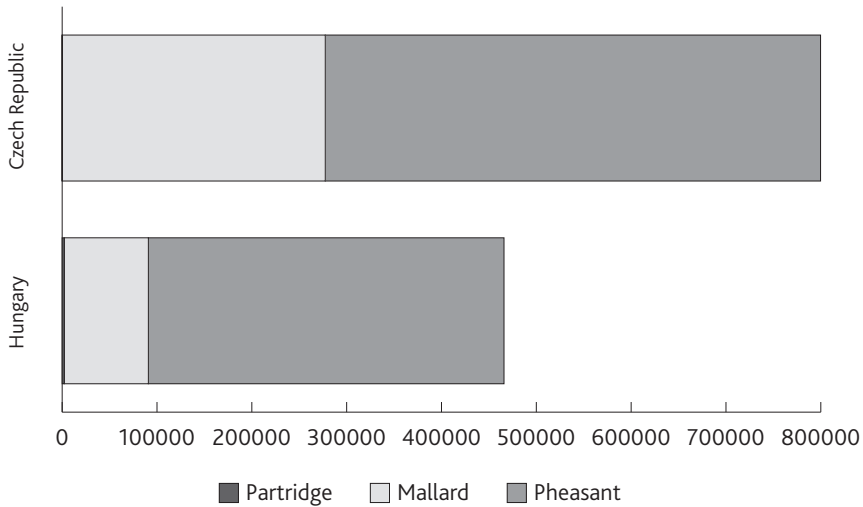


Figure 7. The harvest of gamebirds in the Czech Republic and Hungary in the 2011th year
Source: Custom datas

while partridges the harvest of is many times lower, in the Czech Republic is almost negligible in comparison to harvest of other species.

ECONOMIC INDICATORS

Products from the game (the meat, trophies, etc.) for decades were commercial products of high importance (Lénárt, 1971). Sale of hunting opportunities and harvested games meat are the main source of income (Csányi and others., 2010). In Hungary, these products are very easy to sell to both domestic and foreign hunters.

In Hungary, during the hunting season 2008/2009, income from hunting management is further increased. As in previous years, the sector ended the year with a surplus in the balance of 2.7% (revenues of 16.6 billion forints, compared to the cost of 16.2 billion forints. Number of foreign hunters and services provided to them is slightly decreased, while the number of local hunters is increased by 24%.

In the 2008th year for the management of hunting grounds was earmarked 250 million forints. Of this amount, 191.5 million pounds has been spent on the development of habitat, 20.5 million pounds in the promotion of a culture of hunting, 31 million on the funding of the national database of hunting ground for 2008th year, and 7 million for the functioning of the monitoring service on national fishing areas.

International recognition of hunting in Hungary is based on the outstanding quality of big game and good organization of services in hunting. The best trophies in Hungary occupies also the prestigious positions in the world lists. Arrivals of foreign hunters are still the major factor in the success of the sector, although the 2009th the number of recognized trophies for foreign hunters is less than in previous years. Foreign hunters - tourists represent a source of about one-third of the total revenues of the sector. In

Table 5. Incomes from Hunting Tourism in Hungary in the 2011th year

Type of income		Total in Euro
Foreign hunters	Income from hunting	501.986.000
	Incomes from provided services during the hunt	15.154.000
Domestic hunters	Income from hunting	269.436.000
	Incomes from provided services during the hunt	21.231.000
Income from live game		1.062.113.000
Income from harvested game		421.289.000
Other incomes		807.100.000
Incomes from donations and sponsorships		165.198.000
Total incomes		3.263.511.000

Source: <http://www.vmi.szie.hu/adattar/pdf/VA-2011-12.pdf>, 02.02.2013.

other words, management by hunting ground is an export-oriented activity in Hungary, including foreign hunters 25000-30000 per year, of which 80% are from the European Union, while sales of meat from hunting amounts to 20-22% of revenues in the sector.

Apart from hunting areas and staff who speak foreign languages, lodging and meals are also an important element of hunting tourism. During their staying in Hungary and Czech Republic, foreign hunters realize an average of three to five nights, depending on species that are hunted and methods of hunting, and occasionally they bring with them their family members. In hunting tourism, hunters generally do not choose the destination based on the available quality and type of housing, but based on the hunting ground. The average consumption of hunting tourists is much higher than in other sectors of tourism and it is 2800 euros instead of 135 euros (Vajdics, 2003). After all, hunting is one of the most effective diplomatic weapon.

The largest share of foreign hunters who visit Hungary come from Italy, Germany and Austria, which can be seen in Table 6 that shows the number of foreign hunters in the district Jász-Nagykun-Szolnok (Szabó and Lengyel, 2012). It is observed that in the year of 2007th and 2008th most hunting tourists visiting this district.

With around 6.4 million hunters in the member states of the European Union, of which significant number traveling abroad to hunt and bring their trophies home, the European Union is a significant importer of hunting trophies. According to the report, between 2000th and 2004th year there is an overall increase in imports of mammals trophies and reptiles in the Member States of the European Union, while imports of trophies of birds and ivory fluctuated. However, the Czech Republic recorded a significant decrease in imports of these products within the specified period of time (from 84 to 2000th to 29 in 2004.).

Analyzing hunting tourism in crosswise Danube region of Hungary, Monika Zita Nagy (Nagy, 2008) evaluates the strengths, weaknesses, threats and opportunities for the development of this form of tourism in the region, which is applicable for the whole country. In addition to long-held traditions, the author states that one of the main ad-

Table 6. Trends in the number of foreign tourist hunters in the region Jász-Nagykun-Szolnok in the period of 2003. by 2009.

Country	2003.	2004.	2005.	2006.	2007.	2008.	2009.
Italy	411	583	454	503	653	618	610
Germany	188	170	167	153	143	123	118
Austria	77	78	100	62	67	50	35
Slovakia	4	12	5	7	19	24	32
France	42	38	50	29	33	42	29
Spain	27	14	20	26	37	38	21
Switzerland	6	0	18	15	5	4	12
Belgium	4	0	21	18	8	15	2
Russia	7	6	4	0	7	12	9
USA	5	4	8	1	4	1	4
Other (Romania, Ukraine, Argentina, Portugal, Poland, Czech Republic, Sweden, Denmark, Norway, Finland, Luxembourg, Tunisia, Georgia, Serbia, Slovenia, Gr. Britain, Moldova, Cyprus, Greece, Thailand, Croatia, the Netherlands)	115	30	42	34	11	40	28
Total	771	905	889	848	987	967	900

Source: Szabó u Lengyel, 2012

vantages of hunting in Hungary is outstanding quality of game populations and hunting management that is based on a highly qualified staff that manages the hunting grounds. A significant part of the foreign hunters returned to Hungary after the experienced services of competitors in foreign markets (hunting in Romania, Slovakia), due to the high professional skills of staff and the quality of services they provided in Hungary.

Weaknesses of hunting tourism in Hungary are related to the difficult implementation of the legislation, which is due to lack of legal sanctions that could reduce illegal hunting. Underdeveloped marketing and promotion of hunting and game meat is one of the significant barriers to market growth both national and international tourism market. The first step that towards the author should be taken is a broader approach to marketing. The present need for hunting tourism demande maintenance of fenced hunting grounds by reconstructing houses and increasing visits by children and schools in the countryside. Also, this way the image of hunting created among people who are not involved in this activity can be changed. Inadequate and insufficient marketing activity can be observed on the market of game meat. Although the demand for game meat is growing, it is still not significant. One of the reasons for this is the high market price, which is determined by the demanding hygiene and processing. The solution may be less

stringent regulations, and the establishment of a number of meat processing plants, or restructuring of slaughterhouses for beef and pork meat (Nagy, 2008).

Different national subventions are available for crop production, afforestation, development of habitats and different forms of land use, which are, however, from year to year decreasing. However, it is noticeable the lack of direct subventions for the management of wildlife.

According to some authors (Nagy, 2008) the advantages provided by high quality of big game populations in Hungary are not sufficiently used. For the purpose of its usage is necessary to maintain the habitat, reforestation and increasing the role of hunting management in rural development.

A significant part of the incomes are the hunting expeditions, so that given the economic aspects of hunting societies and companies are trying to satisfy the requirements of guests as much as possible, which may even lead to a deterioration of hunting ethics. One of the conditions for subventions aimed at reforestation is building a fence, resulting in reducing the number and size of wildlife habitat. It is necessary to pay attention not only to reduction the number of habitats but, also to food sources. Due to the small remaining areas for wild animals their damage can be further increased. The decline of large areas inhabited by wild animals is a consequence of unresolved property rights, appearing primarily in the case of forest. To avoid this the cooperation of all subjects is necessary (Nagy, 2008).

CONCLUSION

Cultural landscape of Europe with high population density and intensive urbanization, interspersed with extremely dense transportation network greatly affects the natural state of animals in nature. Another factor that affects the ecosystem, agricultural production, which is mainly focused on monoculture crops of grain and forage crops. It is true that in many areas in Europe, the survival of wild animals is not possible. On the other hand, in areas with intensive agriculture using agricultural practices to uncontrolled reproduction of different species of mammals.

Hunting in Czech Republic and Hungary is one of the most developed in Europe. However, as with many other developed countries, Hungary and Czech Republic are faced with the problem of reduced fund of certain species, which, for the successful development requires a varied diet (partridge, hare). In order to keep a large number of these species in the spring during migration hunters need to provide them with high-quality habitat conditions in order to retain as many of the hunting ground. So, in order to maintain this type on some space, it is necessary to sow the culture that will provide food, protection and shelter (Ristic, 2008). Contrary, the species that are characterized by the number of satisfying food supply in nature are inflicting enormous damage to agricultural crops and forests (wild boar, deer).

Experts say that we need significant support from the Ministry of Agriculture, in terms of finance, which would be directed to the care of vulnerable wildlife habitats, modification, selective reduction of the population of some species and the reproduction of others.

It is evident that in the public is still present an inadequate image of hunting as an activity. It's not just shooting animals, but also intensive protection of species that would without mans help disappear in the outdoors. Many authors (Nagy, 2008; Kroupová, 2011) indicate the need for representation and presentation of hunting, especially in the media as an integral part of natural processes with the aim of the system of care and to preserve the biodiversity of an area. Insufficient and inadequate promotion of hunting and wildlife products is one of the main obstacles to the growth of markets of hunting tourism. Some of the solutions are wider marketing approach, reconstruction of hunting lodges, better connection of hunting grounds with hunting tourism agencies in the country and abroad, and major activities of schools in the countryside on the topic of the hunting. The implementation of the proposed measures would enable the government to support significant turnover in hunting tourism.

As already mentioned, in order to increase the number of visitors of hunting tourism is necessary to improve the quality of tourism services, especially the quality of accommodation and language skills of employees in the sector. In addition, guests hunters need to offer a wider range of services (eg., seminars, dog contests, events, etc..) in the form of hunting tourism packages (Kóródi and Bakos, 2006). For example, in Czech Republic most of the products of hunting tourism that are offering the possibility of hunting only one game species . The combination of hunting feathered and furry games would be formed as package of services that is competitive both in the domestic and international market and increased demand for hunting in the area. In this case, an important issue is the time of hunting. Analyzing the hunting seasons of different games Kroupová suggests the possibility of combining hunting of mallards and deer, roe deer, pheasants or fallow deer and wild geese (Kroupová, 2011).

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