A photograph of a brown bear standing in a lush green forest. The bear is looking directly at the camera with its mouth slightly open, showing its teeth. It is surrounded by dense foliage and trees. The background is a soft-focus green forest.

Protected Areas for Nature and People (PA4NP)

Bear-watching in NP Tara (Serbia) and NP Biogradska gora (Montenegro)

Vesna Maksimovic, WWF Adria
Jelena Marojević, Parks DInarides
Budva, November 2018



Relevance for PAs and local community

- PA4NP across borders → **biodiversity conservation and social & economic benefits to local community.**
- **Brown bears** – Unique selling point (USP) which can be valorised as a tourism destination → **Unique sustainable tourism offer in the Balkan region based on conservation** (bear watching, chamois tracking, camera traps for bear monitoring...)
- **Local communities** are directly involved in development, promotion and sales of the bear-friendly products and services
- In NP Biogradska Gora, **MoU with hunting associations, TOs**





TEAMWORK – It's more than just wildlife!

Conservation offers from the PA supported with (new) local community products – food, accomodation, souvenirs

- **Employment opportunities** (for women, elderly) e.g. gastronomy, craft making





TEAMWORK – It's more than just wildlife!

- **Knowledge access** (to visually-impaired children) in „bear corner“ educational exhibition
- **Storytelling and guiding** to vast audiences through brown bear exhibition centers





TEAMWORK – It's more than just wildlife!

- **Human–bear coexistence** (inclusion in scientific work) e.g. samples for DNA monitoring in NP Tara, camera trap monitoring in NP Biogradska gora






What has changed?

“I think the guests will be able to see the true richness of Tara National Park and raise awareness on conservation of bears and other plants and animals here. Our family wishes that our guests experience a unique way of life on a typical Serbian rural farm through various activities they will surely remember and local products they will take home.”

Dragana Obradović, eco-farm owner



A brown bear is the central focus of the image, standing in a lush green forest. The bear is looking directly at the camera with its mouth slightly open, as if smiling. The background is filled with dense foliage and trees, creating a soft, natural setting.

Hvala!
Thank you!

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