



WWF

FACTSHEET

2018

COLLABORATION WITH LOCAL COMMUNITIES AND STAKEHOLDERS

PROTECTED AREAS FOR NATURE AND PEOPLE

FIELD PROJECT UNA

Last year more than 85,000 tourists visited the park and its surrounding area, and this tourism is being managed in line with principals of sustainable tourism.



WWF Adria and Udruga Dinarica are implementing Field Project Una, which is part of the "Protected Areas for Nature and People" regional program financed by the Swedish International Development Cooperation Agency (Sida). Field Project Una is providing a model for how national parks can generate environmentally responsible economic development.

WWF and Una National Park started in 2012 under the Dinaric Arc Parks project. This project,

through workshops with stakeholders and analysis of the benefits of the projected area itself, showed the potential for local communities to be more active in the tourism sector. In 2014, WWF also helped Una National Park receive the European Certificate for Sustainable Tourism. Building on this foundation, WWF launched Field Project Una as one of six field projects within the regional "Protected Areas for Nature and People" program.

Tourism services and products are a great opportunity to further develop the local economy.

GOAL :

The goal of the Una Field Project is to revitalize the economy of the National Park Una and wider area by encouraging entrepreneurs to start or grow sustainable tourism businesses.

OUR WORK.

In the National Park Una (NP UNA) WWF is implementing the development of a model for parks as generators of development of environmentally responsible business. Field Project Una activities includes establishment and support to Una Tourism Cluster (TC UNA) and work with its 27 members, coming mostly from the private sector (Hotels, B&B facilities, Women associations, Organic food farms, sports associations...).

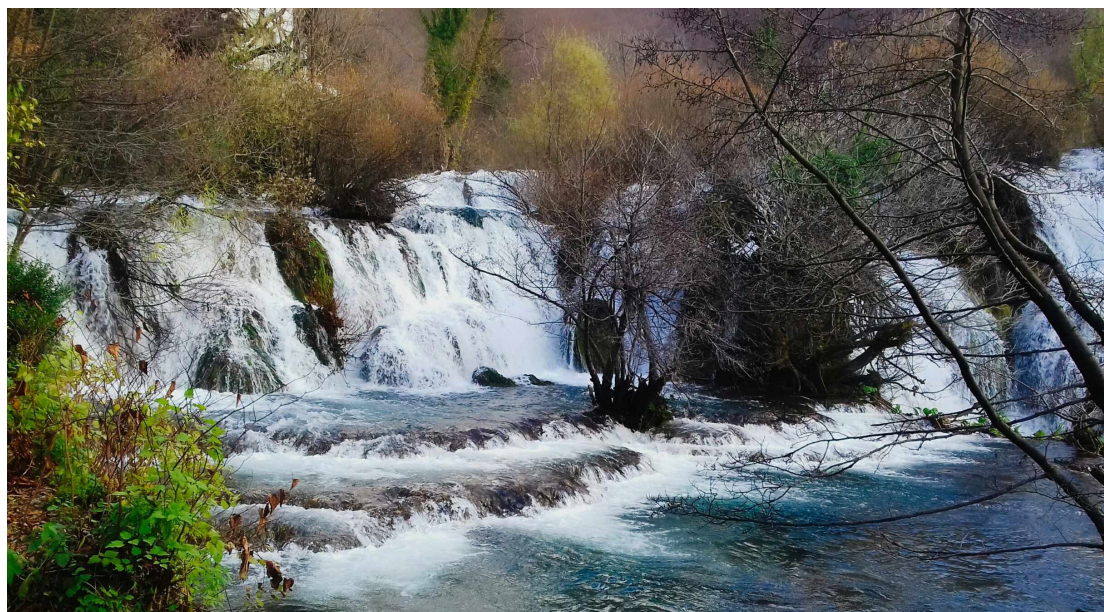
HOW/WHY ?

To enable local communities to take advantage of the opportunities tourism can bring, in recent years WWF has fostered greater cooperation between the management of Una National Park and residents, small businesses, and other stakeholders. This cooperation, now formalized in the Una Tourism Cluster (TC UNA), began as a response to the lack of a strategic approach and become a coordinating body for sustainable tourism development in and around Una National Park.

RESULTS :

- 27 members has joined TC UNA so far
- Providing 11 stands for establishing an eco-market of local products in NP Una
- 4 workshops organized - strengthening the capacity of Una Tourism Cluster members.
- 14 new tourism packages are created
- TC UNA presented on 3 tourism fairs
- New visual identity of the area as a tourism destination is created
- Criteria for being sustainable businesses within protected areas developed
- 12 small grants provided to improve and enrich tourist offers and services
- inclusion of all social groups, especially vulnerable,
- partnership and recognizability in region
- study visits to EU countries

Community members are developing green businesses and branding local products in and around Una National Park.



NETWORKING

Similar initiatives from other parts of country already started to use this model and cooperation agreement with Tourism cluster Herzegovina is signed. Regionally, TC Una wil continue to expand cooperation network through participation in EU Interreg project BACAR (Croatia, B&H , Montenegro).

For more information please visit our website:
http://www.wwfadria.org/en/what_we_do/protected_areas/pa4np/

FUTURE

Una National Park is one of the most attractive locations in Bosnia and Herzegovina, the number of tourists visiting Una and the surrounding area has grown to the envious figure of more than 85,000. Tourism is now a leading economic activity. This require joint action, more intense and coordinated promotion, strengthening of the quality of tourism services, and the creation a unique identity for local tourism offers. Through long-term cooperation with the Una Tourism Cluster, WWF will promote tourism to the Bihać area at tourism fairs and raise awareness of the Cluster at national and regional levels.

