ApiRoutess

Apitourism: Global green economy activity on a rise

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Inaugural meeting of the APIMONDIA Working Group: Apimondia and Apitourism
3rd International Conference of the Beekeeping Associations organised by Slovenian Beekeepers Association
Bdo pri Lukovici, Slovenia
20-21 November 2014
Api-tourism

ADD VALUE TO CLASSICAL BEEKEEPING
A fusion of green destinations, apiculture & travel

Api Experiences provide an opportunity to become intimate with Slovenia’s unspoilt nature, its exceptional apiculture, high quality honey, bee products, traditions and warm-hearted people.

ApiRoutes’ aim is to:
raise awareness as of the importance of following natural laws,
enrich knowledge about the use and effects of bee products and apitherapy,
and enhance people’s well-being, creativity and harmony,
New employments and revenue
Slovenian Api Tours & Excursions

Travel as inspiration, education & enrichment
Api Training
Api well-being programs offer a guide in maintaining health and a proper balance in life.
Api Experiences - New Dimension in Travel

TRAVEL AS INSPIRATION, EDUCATION & ENRICHMENT
Learning & Creating
Respecting Nature
Api Experiences - New Dimension in Travel

WHAT AND HOW?
Api experiences in a land of great apiculture

The Republic of Slovenia
Area: 12,038 sq km
Population: 2,051,000
Boiled by countries to the north, Italy to the south, Austria to the east and Croatia to the west, Slovenia is a small republic in Europe and one of the EU since 1 May 2004.

Location: in the north of Europe, in Central Europe, the Mediterranean is the Adriatic Sea.

Climate: Mediterranean (Operative C-type, dry and mild in winter, warm and hot in summer)

Average temperature: April: 12°C, January: -3°C

Best period to visit: in May or October

Capital: Ljubljana (pop. 279,600)

Official languages: Slovene

Currency: Euro

International dialing code: +386

Health, Knowledge & Connectivity

Health: Slovenia offers a wide range of medical treatments, including nutrition therapy, physical therapy, and thermal springs.

Knowledge: Slovenia is a leader in beekeeping education and research, with a strong emphasis on sustainable beekeeping practices.

Connectivity: Slovenia has excellent infrastructure, with well-developed roads and a modern airport.

Culinary: Slovenia offers a variety of local dishes featuring honey, including honey cake, honey cake with walnuts, and honey roasted ham.

API Routes

Tourism Travel Agency - ApiTur

Tourism Slovenia is the national tourism board of Slovenia, responsible for promoting the country as a tourist destination.

Tourism Slovenia offers a variety of honey experiences, including tours of local beekeeping operations and honey tasting sessions.

Tourism Slovenia also offers a variety of cultural experiences, including visits to local museums and art galleries.

One of Slovenia's most popular songs, written by Loge Stack, is called Castebee - Besterget.

Creativity & Harmony

Creativity: Slovenia is home to a vibrant art scene, with a focus on traditional and modern art forms.

Harmony: Slovenia is committed to sustainability, with a focus on green energy and eco-tourism.

Environment: Slovenia is a nature lover's paradise, with a variety of landscapes, from the Alps to the Adriatic coast.

Slovenian Beeskeepers' Association

The Slovenian Beeskeepers' Association is the national association representing Slovenian beekeepers.

The association is dedicated to promoting sustainable beekeeping practices and raising awareness about the importance of bees to our ecosystem.

The association organizes events, workshops, and forums to share knowledge and best practices among beekeepers.

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APICULTURAL MUSEUMS & OPEN AIR GALLERIES: Many beekeeping museums in Slovenia contain the excellent collections of traditional equipment and bee-related art (the variety of painted beehive panels). The smooth wooden beehive front panels gave rise to fascinating images and themes that turned simple bee houses into veritable open-air art galleries.

HONEY MASSAGE, APITHERAPY & BIODYNAMIC BEEKEEPING: Enjoy bio honey massage, aromatherapy and beeswax thermotherapy. Heat relaxes and accelerates blood circulation, while the skin is nourished and nurtured, absorbing beneficial substances from the wax which make it very soft. Apitherapy treatments take place in an api-therapeutic chamber within the bee house.
SPARKLING MEAD AND UNIQUE HONEY FOODS AND BEVERAGES:
Creative and aromatic honey drinks including mead, honey liqueur and sparkling mead – an effervescent masterpiece made using the classic champagne method and conditioned in the bottle. There are also original cinnamon, ginger and blueberry honeys, as well goats-milk cheese with chestnut honey.

HONEYBREAD WORKSHOPS: Visit a remarkable bakery that serves as a living museum; it has been making traditional Slovene honeybread hearts, known as lect, since 1766. Here you can observe skilled bakers using time-honoured tools and skills to produce sweet surprises and other honey confectionary in accordance with old recipes.
Apitourism – global activity on a rise

IMPORTANT PLAYERS AND ACTIVITIES
Slovenian Beekeeping Centre hosts the headquarters of the Slovenian Beekeepers' Association, the beekeepers' advisory service, together with the offices of the Slovenski Čebelar magazine; there is also a laboratory, specialist library and a shop selling beekeeping equipment and products.
Certification of Service Providers

APITOURISM
CERTIFICATE OF EXCELLENCE
Certified apitourism service providers
In November 2013 Slovenian honey became the country's 19th product to receive EU protection through its being entered in the register of protected designations of origin. "Slovenski med" has to contain less than 18.6% water.
Slovenia introduces Traditional European Breakfast

The importance of eating breakfast for a healthy lifestyle and eating food from the local environment:

Raising awareness as to the importance of bees, bee products and a healthy lifestyle, the importance of local food self-sufficiency, domestic production and the use of locally grown food in the public procurement system.
Apitourism as a strategic national product
ApiRoutes – Coordinator of Apimondia Working Group: Apimondia and Apitourism
Remarkable values to take home, share & live by
INAUGURAL MEETING OF THE APIMONDIA WORKING GROUP: APIMONDIA AND APITOURISM
GOALS AND DIRECTIONS
I. Information & Promotion

• To inform about the existence and importance of apitourism among the beekeepers’ associations and their members.

• To promote apitourism as a “new” economic and social activity/opportunity on a rise; its benefits and its potential for beekeeping and tourism sector, rural areas, environmental protection, economic growth, social development and new employment opportunities.

• To promote apitourism as a ‘liaison’ between ambassadors of health and wellbeing and people seeking healthy lifestyle in terms of food, treatments, life philosophy based on respect to the nature and in compliance with natural laws.
II. Creation & Connection

• To encourage beekeepers, apitherapists and tourism providers to take an active role in proposing and implementing apitourism initiatives.

• To encourage them to connect with cultural institutions, promoters of health and wellbeing, academics, government authorities, companies, media and other stakeholders around the world to build a network of apitourism ‘key actors’.

• To encourage local, regional and national tourism organizations and governments to integrate apitourism to a broader national tourism strategies as an important add value and competitive advantage.
III. Standardisation & Management

• To create an international apitourism certification system to set the ‘industry’ standards.

• To manage the ‘pool’ of providers of apitourism services; to control, assist and guide them.

• To monitor the existing activities and support new ones; maintenance, integration and advancement of existing and new apitourism initiatives.
APIMONDIA Working Group: Apimondia and Apitourism

ACTION PLAN
To make an analysis of existing apitourism providers as well as apitourism offer/products around the world such as:

• artisans and service providers, queen bee breeders, beekeeping ethnography collections, museums, centres and beekeeping education routes, apitherapists offering wellbeing programs, beehive front panel painters, honey confectioners, beeswax candle-makers, honey-bread and honey-pastry bakers, honey beverage producers, natural api-cosmetic and care product makers, bespoke and specialist gift makers etc. (situation analysis).
• **To draft a document**, summarising the network of existing apitourism providers and apitourism products and areas with an apitourism potential in general (databases).

• **To present apitourism role**, impacts and ‘benefits’, exchange best practices and importantly build strong ‘communities’ (presentations, social media network/communities, study tours).

• **To establish international certification system** of apitourism service providers (mechanism).
• To assist apitourism service providers and beekeepers with an apitourism potential in building partnerships with tourist providers, local communities, regional agencies, governments and whole spectre of special interest institutions in developing apitourism initiatives and integrating them into national and international projects/movements (synergy).

• To monitor and manage apitourism activities and provide the guidelines and support (leadership).
• **KOREA 2015**: Public presentation of Apitourism activities at Apimondia congress at general sessions; Collaboration with Korean beekeeping organisation
APIMONDIA Working Group: Apimondia and Apitourism is distinguished by enthusiasm, professionalism, creativity, connectivity, advanced thinking and communication, responsibility, respect and love for bees, people, nature, culture and unlimited possibilities.

APIMONDIA Working Group: Apimondia and Apitourism Coordinator:
Aritours Travel Agency, ApiRoutes, Tanja Arih Korošec
Slovenian Beekeepers’ Association, Bostjan Noč
Apimondia, Slovenian Beekeeper’s Association and Aritours, ApiRoutes welcome you to:

JOIN THE WORKING GROUP FOR COLLABORATION!
Slovenian Api-tourism is supported by:

SPIRIT Slovenia, Slovenian Tourist Board

Slovenian Ministry of Agriculture and the Environment

Slovenian Ministry for Foreign Affairs