

## **Inaugural meeting of the APIMONDIA Working Group: Apimondia and Apitourism**

3<sup>rd</sup> International Conference of the Beekeeping Associations  
organised by Slovenian Beekeepers' Association  
Brdo pri Lukovici, Slovenia  
20.-21. November 2014

### **APIMONDIA Working Group: Apimondia and Apitourism Coordinator:**

Aritours Travel Agency, ApiRoutes, Tanja Arih Korosec  
Slovenian Beekeepers' Association, Bostjan Noc

Proposed programme of an inaugural meeting to be held on Thursday 20th Nov, 2014

- Slovenian Apitourism Role Model Presentation
- Goals and Direction of the APIMONDIA Working Group: Apimondia and Apitourism
- APIMONDIA Working Group: Apimondia and Apitourism Action Plan

#### **1.1. Slovenian Apitourism Role Model Presentation**

- Presentation of Slovenian apitourism (foundations, innovative approach, organisation, providers' education and training, certification of apitourism service providers, support, promotion).

#### **1.2. Goals and Direction of the APIMONDIA Working Group: Apimondia and Apitourism**

- 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.
- 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.

- 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.

### **1.3 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 a general sessions; Collaboration with Korean beekeeping organisation

**MEMBERS:** opened list – welcome to join the Working Group for collaboration!

*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.*