



Apitourism and Apiwellbeing: An answer to tourism trends and to the needs of modern tourists

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Apitourism connects people, bees, and culture through sustainable travel that protects biodiversity and empowers rural communities while ApiWellbeing represents the future of tourism, where wellbeing, nature, culture, and sustainability meet through the healing world of bees.

Slovenia, a small, picturesque country nestled in Central Europe, has become a beacon for sustainable tourism, particularly in the realm of Apitourism. Apitourism, which combines traditional beekeeping with tourism, offers visitors a unique opportunity to explore the world of bees while enjoying the natural beauty and cultural heritage of Slovenia. Slovenia's deep connection with beekeeping dates back centuries. The country is home to the Carniolan honeybee, a native species prized for its gentle nature and productivity. Beekeeping is not just an industry in Slovenia; it is a cherished tradition integral to the nation's identity. Slovenian beekeepers use to say: »Beekeeping is a way of life! « This rich heritage has laid a strong foundation for the development of Apitourism.

Apitourism is a form of sustainable and experiential tourism based on beekeeping heritage, bee-related practices, and pollinator protection, which connects visitors with beekeepers, rural communities, nature, and local culture through educational, cultural, wellness, and gastronomic experiences.

Travel Trends and Tourism Demands in the Next Decade

As we look towards the future, several travel trends and tourism demands are expected to shape the industry. With an increasing emphasis on sustainability, cultural immersion, and holistic well-being, travellers are seeking experiences that allow them to connect with nature, support local communities, and enhance their physical and mental health. Apitourism and Apiwellbeing align perfectly with these trends, offering a sustainable and immersive approach to tourism that promotes environmental conservation, cultural heritage, and personal wellness.

The demand for **sustainable travel** options is on the rise, with tourists increasingly opting for eco-friendly destinations and activities that minimize their carbon footprint. Apitourism supports this trend by



promoting the conservation of bees, which play a crucial role in pollination and maintaining biodiversity. **Wellness tourism** is experiencing significant growth, as individuals seek to escape the stresses of modern life and focus on their health and well-being. Apiwellbeing, which incorporates the use of bee products and beekeeping activities for therapeutic purposes, offers a unique and natural approach to wellness. Travelers are increasingly interested in **authentic cultural experiences** that allow them to engage with local traditions and communities. Apitourism again offers an opportunity to meet local people, get insight to their way of living, to learn about the ancient and modern practice of beekeeping and its cultural significance in different regions, to learn about the importance of locally produced and healthy food, ...

Development of Apitourism in Slovenia

Slovenia, a small, picturesque country nestled in Central Europe, has become a beacon for sustainable tourism, particularly in the realm of Apitourism. Apitourism, which combines traditional beekeeping with tourism, offers visitors a unique opportunity to explore the world of bees while enjoying the natural beauty and cultural heritage of Slovenia. Slovenia's deep connection with beekeeping dates back centuries. The country is home to the Carniolan honeybee, a native species prized for its gentle nature and productivity. Beekeeping is not just an industry in Slovenia; it is a cherished tradition integral to the nation's identity. Slovenian beekeepers use to say: »Beekeeping is a way of life! « This rich heritage has laid a strong foundation for the development of Apitourism.

Improving Quality of Life through Apitourism

Apitourism has the potential to improve the quality of life for both tourists and local communities. By promoting **environmental conservation, supporting local economies, and offering therapeutic benefits**, Apitourism can contribute to. Apitourism raises awareness about the importance of bees and their role in pollination and ecosystem health. By engaging in Apitourism activities, tourists can contribute to conservation efforts and support initiatives aimed at protecting bee populations. It can also provide economic opportunities for rural and underserved communities, creating jobs and supporting local businesses. This can lead to improved living standards and increased economic stability. Apiwellbeing practices offer numerous therapeutic benefits, including stress reduction, improved mental health, and enhanced physical well-being. Tourists can experience these benefits firsthand, leading to a greater appreciation for natural health remedies and sustainable living.

ApiWellbeing – Responding to Global Tourism Trends



In recent years, tourism trends have increasingly shifted toward authentic local experiences, wellbeing and health, meaningful travel, locally produced food, human connection, and preservation of tradition and culture. Travelers are no longer looking only for destinations, but for experiences that improve their quality of life, reconnect them with nature, and create a positive impact on local communities. ApiWellbeing responds directly to these global trends.

ApiWellbeing is an integrated wellbeing and experiential tourism concept based on the healing environment of bees, beekeeping traditions, natural products, and human–nature connection. ApiWellbeing creates experiences that improve physical, mental, and emotional wellbeing, while respecting biodiversity, animal welfare, and local communities.

Apitourism and Apiwellbeing as Business Opportunities

Apitourism and Apiwellbeing present numerous business opportunities for beekeepers and tourism providers. By incorporating these concepts into their offerings, they can diversify their income streams and attract a niche market of eco-conscious and health-oriented travellers.

Beekeeping Tours & Excursions

Guided tours to visit Certified Apitourism apiaries can provide visitors with an educational and hands-on experience of beekeeping. This can include demonstrations of hive management, honey extraction, and opportunities to taste fresh honey and other bee products.

Workshops and Courses

Offering workshops and courses on beekeeping & apitherapy and the benefits of bee products can attract tourists interested in learning new skills and gaining knowledge about natural health remedies.

Direct Sales of Bee Products

Selling honey, propolis, royal jelly, and other bee products directly to visitors can provide an additional revenue stream for beekeepers. These products can also be marketed as natural health and wellness supplements, appealing to the growing demand for organic and sustainable products.



Wellness Programs

Developing wellness programs that incorporate apiwellbeing practices, such as apitherapy (the use of bee products for medicinal purposes), honey massage, api sauna, meditation in apiaries, and relaxation sessions with the sound of bees, can attract tourists seeking holistic and natural wellness experiences.

New Jobs Creation

Apitourism reveals many opportunities to create new jobs. Honey bees do not attract only older people. More and more youth are getting involved in Honeybee based business where quality is a primary commitment.

Supporting Developing Countries and Vulnerable Groups

Apitourism and Apiwellbeing can play a significant role in supporting developing countries, women, youths, people with disabilities, war veterans, victims of mines, ... By providing economic opportunities, promoting empowerment, and offering therapeutic benefits, these concepts can contribute to the well-being and development of these groups.

Empowering Women

Apitourism can empower women by providing them with opportunities to engage in beekeeping and tourism-related activities. This can lead to increased income, improved social status, and greater gender equality.

Supporting Youths

Involving youths in Apitourism can provide them with valuable skills, knowledge, and economic opportunities. This can help reduce youth unemployment and encourage positive community engagement.

Assisting War Veterans and Mine Victims



Beekeeping and Apiwellbeing practices can offer therapeutic benefits for war veterans and victims of mines, helping them to cope with physical and psychological trauma. Beekeeping activities can also provide a sense of purpose and community, aiding in their rehabilitation and reintegration.

Apitourism and Apiwellbeing represent innovative and promising trends in the tourism industry, offering unique experiences that promote environmental conservation, personal wellness, and cultural heritage. As travel trends continue to evolve, **these concepts have the potential to meet the demands of eco-conscious and health-oriented travellers, while also providing significant economic and social benefits to local communities and vulnerable groups.** By embracing Apitourism and Apiwellbeing, the tourism industry can contribute to a more sustainable and inclusive future, where the well-being of both people and the planet is prioritized.

Apitourism and ApiWellbeing aim to:

- support biodiversity and pollinator protection,
- generate additional income for beekeepers,
- offer opportunity for rural communities, youth, women,
- preserve traditional knowledge and cultural heritage,
- promote responsible and sustainable tourism,
- offer unique experience
- improve health, promote healthy life style
- determine quality standards and certification programme



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Tanja Arih Korošec is a pioneer of Apitourism and one of the key figures behind the development of Slovenia as the first country in the world to structure Apitourism as a nationally recognized tourism model.

She is the initiator and developer of ApiRoutes, brand and a practical apitourism product that connects beekeepers, destinations, tourism providers, and visitors through curated thematic routes based on beekeeping heritage, education, wellness, and sustainability. ApiRoutes represent a tangible implementation of Apitourism & Apiwellbeing into real-life tourism experiences.

As an Apitourism and Apiwellbeing expert she runs professional educational programs and trainings focusing on Apitourism, Apiwellbeing, sustainable tourism, trends in tourism, marketing in beekeeping & tourism since 2007. She is a public speaker at many international events. Tanja is taking a challenge and responsibility to initiate, to encourage, to connect, to coordinate and to manage apitouristic and apiwellbeing activities as a coordinator of Apitourism Working Group at Apimondia. She is also a nationally certified massage therapist. She furthered her knowledge at Deutcher Apitherapie Bund, where she completed a course in honey massage. Under IFA (International Federation of Apitherapy) she takes a role to promote and educate about Apiwellbeing and Apitourism on global level.

Currently, she is leading the Apitourism Global initiative, an international effort to establish the first global network of Apitourism providers and institutions. The initiative builds on the Slovenian model as proven best practices, adapting them to diverse cultural, ecological, and socio-economic environments around the globe.

With extensive experience in tourism development, destination management, and international cooperation, her work bridges strategic frameworks, product development, and field-based implementation. She collaborates closely with beekeepers, local communities, tourism organizations, and public institutions. Her approach is firmly field-based, recognizing that Apitourism can only be responsibly developed through direct engagement with local ecosystems, traditions, and communities.

“Apitourism is a niche tourism product, but more than that, Apitourism is a global opportunity to connect people, nature, and culture through bees.”



Tanjas skills: *apitourism & apiwellbeing expert, tourism & marketing expert, travel & beekeepers guide, enterprenuer, international public speaker & trainer*