

PP-516 [Beekeeping for Rural Development] Apitourism is in Turkey with "apiTURroute" Project

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Beekeeping is an important sector for not only producing honey but also pollination and other bee products. On the other hand, today, no matter what you produce, no matter how high quality and valuable they are, unless you promote them, it is not in demand or used incorrectly. Until now, it seemed that honey and other bee products produced in the beekeeping sector could also be promoted through marketing and advertisement. However, now consumers want to observe the production conditions of the food they will buy and experience it where it is produced. The processing of food alienates humans from nature. Experience in the natural environment also corrects consumer misinformation. "Apitourism" is the type of tourism, which was established years ago in Slovenia, the impact of apitourism, and whose impact factor is increasing, and which is the most effective method of existence of our age, aimed at the promotion of beekeeping and bee products. Apitourism is also the new entrepreneurial field of beekeeping. Apitourism in Turkey was created in 8 different routes in parallel with its seasonal diversity and beekeeping based on its historical background. In the apitourism activities developed as the ApiTURroute project, "api" represents the beekeeping area, "TUR" represents Turkey, and "route" represents the routes to be followed during the trips. The ApiTURroute project was carried out in 3 stages: 1. Determination of routes and associating beekeeping activities with the history, nature and culture of the region 2. Certification of beekeeping units on the routes (beekeeping, museums, university laboratories, beekeeping associations, etc.) in accordance with certain criteria (Hacettepe University Apitourism Certificate Program www.harum.hacettepe.edu.tr) 3. The certificated stations are recognized by tourism companies and tourism companies create the "apitourism" title in their website menus. We think that apitourism is a new field of initiative that will introduce beekeeping and directly affect all activities related to beekeeping (production, marketing, export, product development, etc.). Beekeeping sector that is always on display and in front of everyone's eyes will definitely develop and become more beautiful. Therefore, apitourism will be the most important field of activity contributing to this development in the near future.