

Api-tourism in Europe

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Abstract: Api-tourism, as a form of tourism that deals with culture and traditions of rural communities could be considered as one of the most sustainable way of development and a niche tourism. Api-tourism is a form of tourism connected with beekeeping as a traditional profession and with bee products in ecological, food and medicinal aspects. The activities related to api-tourism include visits in apiaries, open-air museums and bee museums where tourists have the opportunity to observe a beekeeper's work, a method of making honey, its properties and specifics, to find out about other bee products, to watch how bee colony live, to recognize ecological correlation between a man and bees. The purpose of this article is to show good practice in api-tourism observed in Europe. The study is based on field research conducted in apiaries, bee museums and educational farms in the years 2012-2014.

Key words: *api-tourism, apiary, educational farm, ecotourism, sustainable tourism.*

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