

Interreg
Euro-MED



Co-funded by
the European Union

**Sustainable
tourism**



**Mediterranean Sustainable Tourism
Convention 2026**

18-19 June, Barcelona, Spain

“Tourism transition in the Mediterranean”

MedBEEsinessHubs & PLANBEE

Bee-Based Experiences for Sustainable Rural Tourism



CPMR
CRPM



NECSTour
European Regions for
Competitive and Sustainable Tourism



Unione delle Università del Mediterraneo
Mediterranean Universities Union
Union des Universités de la Méditerranée
إتحاد الجامعات المتوسطية



Mediterranean
Action Plan
Barcelona
Convention



A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط



 Bees sustain biodiversity, landscapes and food systems

 Healthy ecosystems create attractive destinations

 Rural communities need new sustainable opportunities

 Can bees become ambassadors of sustainable tourism?

what if a **bee**
could
change a
destination?

 Honey tasting and local gastronomy

 Visits to apiaries and beekeeping experiences

 Discovery of local flora and biodiversity

 Exploration of authentic rural landscapes

 Direct interaction with local producers



**from
beekeeping
to
apitourism**

Lebanon HoneyBee Route
Ratroun HoneyB

Palestinian Honeybee Route
Spring Mountain



Description of the route and nearby villages



Al-Zuhair Route (Palestine)



the HoneyBeeRoutes experience

Connecting

-  Beekeepers
-  Local producers
-  Tourism businesses
-  Gastronomy actors
-  Natural landscapes
-  Rural communities

Outcomes

- ✓ New visitor experiences
- ✓ Increased visibility of rural areas
- ✓ Support to local SMEs
- ✓ Stronger environmental awareness



Sustainable Tourism Cannot Be Built in Silos



**Cyprus
Chamber of
Commerce &
Industry**



**CHAMBER OF COMMERCE
INDUSTRY & AGRICULTURE
ZAHLE & BEKAA**



bee based clusters

bringing together

- Beekeepers
- Tourism operators
- SMEs
- Food producers
- Local authorities
- Chambers of Commerce
- Civil society organisations

Impact

-  Stronger local value chains
-  New partnerships
-  Shared destination development
-  Rural revitalisation

BEE

VISIBLE

The Challenge

Many outstanding rural experiences remain invisible.

The Solution



Influencer visits



Travel storytelling



Digital content creation



Promotion of hidden destinations



Lesson Learned:

People do not travel to see projects.

People travel to experience stories.





REGIO REGION



To learn more about this program, you can visit the ENI CBCMED website, the Facebook page to stay up to date various Honeybee Routes.

It's all about Bees! 🐝 This program helps in ways that might go unnoticed, like through training in their communities to help small businesses offer more to entice tourism. I've seen a focus on education for kids and adults so the bees. This is important because I was told that many people only think about how bees sting or create honey.

Through a series of workshops, festivals, and immersive educational spaces along picturesque trails, their mission is bees. They aspire to enlighten people about the pivotal role bees play in our food system through pollination. They contribute to a wide array of products, from candy to skincare, soap to haircare.

A great example of this is the Cyprus Honey Festival which showcases much of their efforts, bringing many products from also, Egypt, Sardinia, Palestine, and Lebanon.

I'm impressed by how impactful programs like this can be. It's like a spark that can ignite a movement. Put some governments, communities, and tourism boards see the potential and start to help as well.



08 Oct Visiting Cyprus
Posted at 13:23h in Cyprus by Jess

Cyprus is a Mediterranean island known for its beaches and lots of sunshine. And it certainly didn't disappoint, but, if you've been around me or A Wanderlust For Life for any amount of time, you know that I love to find what's beneath the surface. What are people missing?

Learn About Bees in Odou Village



Odou Village lies along one of the honeybee trails available in this region and, wow, it's such a cute little village. Follow the path to learn about the types of bees, see what a bee hotel looks like, and get some incredible viewpoints from impressive bee-themed furniture!

While exploring the trail, make sure to stop by the village square, where you can savor traditional treats highlighted by the local honey. Remember, good things come in small packages, and that's definitely true for this village.

Step Into History at the Bee & Embroidery Museum in Kato Drys



PLANBEE: Scaling Up the Bee Economy










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NEXT MED

Building on MedBEEBusinessHubs

-  Bee-Branded Regional Clusters
-  6 Regional Apitourism Offices
-  Expansion of HoneyBeeRoutes
-  Sustainable Beekeeping Training
-  Honey Gastronomy & HORECA Actions
-  MED Queen Bee Initiative
-  Tailored Services for Bee Entrepreneurs



Why This Model Matters for the Mediterranean








Why This Model Matters for the Mediterranean



Innovation

- ✓ Social Innovation
- ✓ Territorial Innovation
- ✓ Governance Innovation
- ✓ Technological Innovation

Replicable Across the Region

-  Biodiversity
-  Rural landscapes
-  Local products
-  Traditional knowledge
-  Small producers
-  Local communities



**THERE IS NO PLAN B
FOR THE PLANET
ONLY
PLANBEE.**

Thank you for your attention



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NEXT MED

PLANBEE

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REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA



MedBEE Siness Hubs

Demetra Palaonda - Cyprus Chamber of Commerce & Industry



THANK YOU FOR YOUR ATTENTION

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Cyprus Chamber of Commerce & Industry

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