

Olive-oil tourism in Portugal: Contextualization of the current supply

Olivoturismo em Portugal: contextualização da oferta atual

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Abstract | Olive-oil tourism is an emergent segment in tourism that represents a panoply of tourism activities based on the olive-oil, the olive and the olive tree, with particular expression in the Mediterranean Basin. Although Portugal is part of this region, the study and promotion of olive-oil tourism in the country is almost null. The aim of this study is to identify the potentialities of Portugal as an olive-oil tourism destination and to contextualize the current supply. The results are based on the data collection through the search engine Google and the institutional websites of the PDO regions' municipalities. It was possible to identify seven main formats of supply (museum spaces, visitable production spaces, events, routes, activities in accommodations, tourism recreation enterprises and specialised shops) as well as several fragilities and guidelines for the segment in Portugal.

Keywords | Olive-oil tourism, oleotourism, Portugal, olive-oil, tourism supply

Resumo | O olivoturismo é um segmento emergente que representa uma panóplia de atividades turísticas baseadas no azeite, na azeitona e na oliveira, com expressão particular na Bacia Mediterrânica. Embora Portugal se localize nesta região, a investigação e promoção do olivoturismo no país é praticamente inexistente. O objetivo deste artigo é identificar as potencialidades de Portugal enquanto destino de olivoturismo e contextualizar a oferta atual. Os resultados baseiam-se na recolha de dados através do motor de busca Google e nos sítios da internet dos municípios integrados nas regiões DOP. Foram identificados sete formatos principais de oferta (espaços museológicos, espaços de produção visitáveis, eventos, rotas, atividades em alojamento, empresas de animação turística e lojas especializadas), assim como um conjunto de fragilidades e recomendações para o segmento em Portugal.

Palavras-chave | Olivoturismo, oleoturismo, Portugal, azeite, oferta turística

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1. Introduction

Gastronomy is considered as a differentiating element of destinations (De Salvo, Hernández-Mogollón, Di Clemente & Calzati, 2013) and as one of the main motivations which condition the decision of travel (Murgado, 2013). Besides consuming typical and quality products (Millán, Agudo & Agudo, 2010), the new tourist seeks to deepen his knowledge about these products (Pulido-Fernández et al., 2019) and to relate them to the region in which they are produced (Bezerra & Correia, 2018). As a result, subtypes of gastronomic tourism arise (e.g.: wine tourism and olive-oil tourism) (Hernández-Mogollón, Di-Clemente, Folgado-Fernández & Campón-Cerro, 2019).

On another perspective, there is an increasing demand for rural destinations (Vásquez, Amador & Arjona, 2015), based on the current valorisation of elements as authenticity and traditional products (Elias & Barbero, 2017) and on an attempt to promote regional sustainability through the compatibilization between tourism and agricultural industries (Alonso & Northcote, 2010).

The olive-oil tourism is an emergent segment in tourism (Pulido-Fernández, Casado-Montilla & Carrilo-Hidalgo, 2019), that corresponds to a panoply of tourist activities based on the olive tree, the olive, the olive-oil and their history (Folgado-Fernández, Campón-Cerro & Hernández-Mogollón, 2019), usually developed in rural areas. Although the segment is mainly promoted in countries of the Mediterranean Basin (Pulido-Fernández et al., 2019), with emphasis on Spain, olive-oil tourism is poorly developed and studied in Portugal (Bezerra & Correia, 2018).

The aim of this paper is to contextualize the potentialities of Portugal as an olive-oil tourism destination and the current supply of the segment in the country. Besides that, the study seeks to indicate current fragilities and future strategies for

the segment in Portugal. To achieve that, the current supply was gathered through the search engine Google and the institutional websites of the municipalities integrated in the six olive regions of Protected Designation of Origin (PDO) in the country.

In terms of structure, the paper starts with a theoretical background on olive-oil tourism, then the basilar elements for Portugal to be developed as an olive-oil tourism destination. The methodology clarifies the data collection proceedings. In the two following sections, the results are presented and discussed. The paper ends with the main conclusions, its implications, and further research.

2. Theoretical framework

Olive-oil tourism, or oleotourism¹, is a recent theme in scientific literature, which began to gain expression in 2010 (Hernández-Mogollón et al., 2019), and is still understudied (Bezerra & Correia, 2018).

Şahin & Aydın (2017) define olive-oil tourism as “a form of tourism that is based on activities related with olive-oil and that combines culture, nature and gastronomy” (p. 182). Due to the variety of activities and characteristics related to the niche, Pulido-Fernández et al. (2019) consider that olive-oil tourism is a special interest tourism, grounded on three general interest segments – rural, nature-based and cultural tourism –, that shares characteristics with other special interest typologies (e.g.: gastronomic and industrial tourism).

The segment arises essentially from the activities' diversification necessity and the increasing income in rural areas (Cuesta Aguilar & Moya García, 2019; Elias & Barbero, 2017), as well as functioning as a marketing tool for the olive-

¹In this study, olive-oil tourism is the term used, considering it as more fitting with the supply associated to the culture of the olive tree, rather than oleotourism, that might include other types of oils

oil consumption increase (López-Guzmán, Cañero Morales, Moral Cuadra & Orgaz-Agüera, 2016). Nonetheless, factors as the traditional destinations' saturation and the increase of demand for rural destinations and for quality, ecologic and certified products contribute for the affirmation of the segment (Elias & Barbero, 2017; Millán et al., 2010).

The literature on olive-oil tourism identifies several activities related to the segment: oil mills visitation; olive groves contemplation; olive-oil tasting; participation in production processes and events; workshops; health and well-being-related treatments; visitation of museums; purchase of products; and overnight in accommodations linked to the production of olive-oil (Murgado, 2013; Pulido-Fernández et al., 2019; Vázquez et al., 2015). These activities are promoted by producers, museum spaces, municipalities, associations, tourism recreation enterprises, tourist accommodations and restaurants.

In terms of advantages for the territory, the segment enhances the regional economic development through the diversification of income sources, growth of products' sales and creation of jobs (Bezerra & Correia, 2018). Olive-oil tourism also contributes both for the preservation and valorisation of vernacular heritage and olive grove landscape (Elias & Barbero, 2017; Vázquez et al., 2015), as well as for the promotion of endogenous products and the typical cuisine of the territory (Murgado, 2013). In general, the segment fosters the sustainable development (Alonso & Northcote, 2010; Cuesta Aguilar & Moya García, 2019) and competitiveness (Murgado, 2013) of olive-producing regions.

2.1. Profile of the olive-oil tourist

The olive-oil tourists are travellers "motivated by a set of activities based on olive oil and the local culture, heritage, landscape and customs that

revolve around it" (Pulido-Fernández et al., 2019, p. 5), that seek to deepen their knowledge about olive-oil through new experiences (Bezerra & Correia, 2018) with emotional and experiential meaning (Hernández-Mogollón et al., 2019).

Based on previous studies, olive-oil tourists are individuals with a medium-high level of income and education, forty-five years or more, retired and living in urban areas, traveling with family, friends or in groups (Folgado-Fernández et al., 2019; Hernández-Mogollón et al., 2019; Vázquez, Morales Fernández & Agudo Gutiérrez, 2010). In Spain, the demand is mainly domestic, with some importance of the French and English markets (López-Guzmán et al., 2016); Scandinavian markets have some importance in other European destinations (Hernández-Mogollón et al., 2019).

3. Portugal: an olive-oil tourism destination?

Through the analysis of previous case studies, it is possible to identify a set of common elements for the success of an olive-oil tourism destination that are also found in Portugal.

Firstly, two of the elements associated to olive-oil tourism destinations are the volume of production and the olive grove extension (Campón-Cerro, Di-Clemente, Hernández-Mogollón, de Salvo & Calzati, 2014; Millán et al., 2010). Portugal is the 4th European country with the biggest olive grove extension (Eurostat, 2020), being in the 2016/17 season, the 9th country with the most olive-oil production (69,4 thousand tons) and the 4th biggest exporter (6% of global exportations) worldwide (IOC, 2020). Also, as domestic tourism shows to be an important olive-oil tourism market (López-Guzmán et al., 2016), it is relevant to consider that Portugal is the 4th country with the highest consumption of olive-oil *per capita* worldwide (IOC, 2020).

Quality is another relevant factor. Some na-

tional olive-oils have been conquering international awards (La Torre, Fernández & Perez-Naranjo, 2010), showing the quality of the Portuguese product: in the NYIOOC World Olive Oil Competition 2020, the Portuguese olive-oils obtained 17 gold medals and 15 silver medals (NYIOOC, 2020). There are six olive-oil PDO regions in Portugal (Trás-os-Montes, Beira Interior, Ribatejo, Norte Alentejano, Moura and Alentejo Interior). This certification confers quality and differentiation to the regional product (López-Guzmán et al., 2016), influencing the decision making of tourists (Murgado, 2013).

Portugal is integrated in two transnational initiatives linked to the olive-oil that can be another advantage, even if the tourist valorisation of olive-oil is not a primordial objective of the organizations: the *Routes of the Olive Tree*, a Cultural Route of the Council of Europe founded in 2005; and the classification of the Mediterranean Diet as an UNESCO World Heritage in 2010 (Portugal was integrated in 2013). These initiatives have the cultural, heritage and social importance of a set of products, namely the olive-oil, as a basilar element and have particular expression in the territory of the Mediterranean Basin (López-Guzmán et al., 2016). The location in this region is considered as a unique competitive advantage for olive-oil tourism (Hernández-Mogollón et al., 2019), since, besides being the largest olive-oil production region worldwide (IOC, 2020), the traditions related to the olive tree are strongly rooted (Campón-Cerro et al., 2014; Vásquez et al., 2015).

The diversity of landscapes adds value to the destination (Vásquez et al., 2010), since it influences forms of production, cultural traditions and the sensorial experience of the tourist. Portugal has an evident advantage in concentrating considerable variations of landscape: from the mountain landscape and traditional production of the North and Centre of Portugal to the plain landscape and more intensive production of the Alentejo.

The rich gastronomy of the destination con-

stitutes another advantage (Millán et al., 2010). In a 2013 report, the Gastronomy and Wines element had the 2nd highest rate (88%) in terms of tourist satisfaction with the destination Portugal, as Good food/Gastronomy was the 3rd most referred element describing Portugal (Intercampus, 2013). From the perspective of destination management, national tourism strategies have been valorising Gastronomy and Wine, and endogenous products (Bezerra & Correia, 2018).

Given that olive-oil tourism activities are concentrated in rural areas, the European Union and Turismo de Portugal funding programmes to support the economic activities' diversification in these territories represent an opportunity for funding and operational support for entities and/or individuals wishing to invest in the segment (Campón-Cerro et al., 2014; Vásquez et al., 2015).

Ultimately, it is essential for the territory to have tourist resources related to the olive-oil (Millán et al., 2010). This element will be discussed in the sections 5 and 6.

4. Methods

In terms of methodology, the main method adopted in this exploratory and qualitative study is the secondary sources data analysis (Čehić, Mesić & Oplančić, 2020). On the theoretical background section, a literature review was carried out on olive-oil tourism, in order to support the empirical section and to identify the basilar elements of an olive-oil tourism destination.

The empirical results are based on the data collection conducted through the consultation of the institutional websites of 87 municipalities that correspond to the six olive-oil PDO regions in Portugal. This process was complemented by the crossing of keywords, in Portuguese, in the Google search engine: olive-oil, olive tree, oil mill, museum, museum centre, route, festival, fair, ac-

commodation, factory, tourism recreation, olive-oil tourism and Portugal. The results presented on the first five pages of search were considered. The process was conducted between April 18 and 23, 2020.

There were only considered museum spaces, events, routes and specialised shops in which olive-oil, olive tree and/or olive were central components. In the remaining categories, only elements in which there was a clear reference to olive-oil tourism activities were included.

5. Results

Čehić et al. (2020) indicate eight requirements for the development of olive-oil tourism: protected geographical indications, olive groves, oil

mills open to visitors, olive farms, museums and interpretation centres, events/fairs, roads/routes and specialised shops. In the case of Portugal, the presence of protected geographical indications and olive groves was already stated. The data collection identified seven key formats covering the remaining requirements, including two other elements: activities in accommodation units and tourist recreation.

According to Şahin & Aydin (2017), “gastronomy museums (...) reflect the culinary culture and gusto of the countries they belong to, the importance and meaning attributed to food, and the impact of the food on the economy of countries” (pp. 186-187). Portugal has twenty museum spaces with the olive-oil and/or olive tree theme (Table 1). The majority of the spaces are public initiatives (twelve), but also private (five) or others (three).

Table 1 | Olive-oil museological spaces in Portugal

Museum Spaces	Municipalities	PDO region
Museum Nucleus of the Oil Mill “Solar dos Cortiços”	Macedo de Cavaleiros	Trás-os-Montes
Museum Nucleus of the Oil Mill of Lavandeira	Carrazeda de Ansiães	
Museum of the Olive and Olive Oil	Mirandela	
Museum Nucleus of Vale de Lobo		
Olive-oil Museum	Belmonte	Beira Interior
Traditional Oil Mill of Maçainhas		
Museum Nucleus of Olive-oil	Idanha-a-Nova	
“Varas” Oil Mill of Vila Velha de Ródão	Vila Velha de Ródão	
Olive-oil Museum Space of Sarnadas de Ródão		
Oil Mill of Ferrugenta	Vila de Rei	
Olive-oil Museum	Oliveira do Hospital	
Olive-oil Museum of Fátima	Ourém	Ribatejo
Oil Mill Museum of Visconde D’Olivã Palace	Campo Maior	Norte Alentejano
Melara Picado Nunes – Oil Mill Museum	Marvão	
Oil Mill Museum of Borba	Borba	
“Varas” Oil Mill of Fojo	Moura	Moura
Cooperative Museum of Granja	Mourão	Alentejo Interior/Moura
Olive-oil Museum of Espinhosa	Alijó	Others
Azeite D’Origem Museum of Casal de Loivos	São João da Pesqueira	
Museum Nucleus of the Oil Mill of Póvoa de Penela	Penedono	

Source: Own elaboration

The current museum offer can be divided in two groups: museums with a more generic and transversal approach to olive-oil culture (e.g.: Mu-

seum of the Olive and Olive Oil, Mirandela), and other spaces with a focus on traditional production and relevance of the product to a specific territory

(e.g.: Oil Mill of Ferrugenta, Vila de Rei). The majority of the spaces belong to the second group. Geographically, this category is concentrated in three PDO regions: Beira Interior (seven), Trás-os-Montes (four) and Norte Alentejano (three). These spaces promote activities such as guided tours, olive-oil tasting, product sales, small events and others.

One of the pillars of olive-oil tourism is the

interaction with producers. Twenty visitable production spaces have been identified (Table 2): ten associated to enterprises, nine to cooperatives/societies and one community oil mill. This type of supply is concentrated in Ribatejo (seven) and Alentejo Interior (eight). The activities privileged in these spaces are the guided visits along the production process and to the olive groves, the olive-oil tasting and the sale of products.

Table 2 | Olive-oil visitable production spaces in Portugal

Visible production spaces	Municipality	PDO region
Cooperative of the olive growers of Valpaços	Valpaços	Trás-os-Montes
Cooperative of the olive growers of Murça	Murça	
Cooperative of the olive growers of Fundão	Fundão	Beira Interior
Agricultural Society “Ouro Vegetal”	Abrantes	Ribatejo
Olive-oil “Gallo”		
Casa Anadia – Quinta do Bom Sucesso		
Zé Bairrão		
Val Escudeiro		
Agricultural Society “Casal das Sornadas”		
Luís Filipe Gameiro dos Santos	Torres Novas	
Agricultural Cooperative of Portel	Portel	Alentejo Interior
Olivais do Sul – Agricultural Society		
Agricultural Cooperative of Vidigueira	Vidigueira	
Herdade de Monantiz	Cuba	
Herdade do Marmelo	Ferreira do Alentejo	
Herdade da Figueirinha	Beja	
Santa Vitória		
Herdade do Esporão	Reguengos de Monsaraz	
Agricultural Cooperative of Moura and Barrancos	Moura	Moura
Roman Oil Mill of Cabreira	Góis	Others

Source: Own elaboration

Another essential element of the olive-oil tourism supply are events (Vásquez et al., 2010). It was possible to identify eighteen annual events (Table 3), with a 2019 edition, in which the olive-oil is the focus. It must be acknowledged that part of these events does not have a tourist nature. The events correspond to three categories: business events (e.g.: National Fair of Olive Growing), restaurant-related initiatives (e.g.: "Comidas d'Azeite", Marvão) and more broad events gather-

ing different interests (e.g.: TerraFlor – New Olive-oil Fair, Vila Flor). The events are predominant in Trás-os-Montes (six), Beira Interior (five) and Ribatejo (four). It is one of the channels that enables more activities: sale of products, workshops, olive-oil tasting, tours, participation in olive-oil production activities, lectures, and others. The fact that 83% of the identified events take place between October and April may contribute to reduce the tourism seasonality.

Table 3 | Olive-oil events in Portugal

Events	Municipalities	PDO region
Bread and Olive-oil Fair	Mirandela	Trás-os-Montes
Flavours of the New Olive-oil Festival		
TerraFlor – New Olive-oil Fair		
Olive-oil and Fig Fair	Macedo de Cavaleiros	
Apple, Wine and Olive-oil Fair	Carrazeda de Ansiães	
“Folar” and Olive-oil Fair	Bragança	
Olive-oil Festival	Celorico da Beira	
“Fumeiro” and Olive-oil Festival	Idanha-a-Nova	Beira Interior
Olive and Olive-oil Fair	Castelo Branco	
Codfish and Olive-oil Gastronomic Festival	Vila de Rei	
“Almeirão”, New Olive-oil and Homebread Festival		
Olive-oil Festival	Santarém	Ribatejo
At the table with olive-oil	Vila Nova da Barquinha	
Olive-oil Fair	Gavião	
Olive-oil and Herbs Festival	Alcanena	
“Comidas d’Azeite”	Marvão	Norte Alentejano
Olive-oil Fair	Serpa	Moura
National Fair of Olive Growing	Annual variation	Various

Source: Own elaboration

Several accommodation units are using recreational and typical activities of their territories as an opportunity to differentiate and add value to their product. In Portugal, there are twenty-three accommodation units identified as having activities related to olive-oil tourism (Table 4), promoted in the accommodation or through part-

nerships with other stakeholders. The accommodation’s typologies are agrotourism and country houses. The regions with the most units are Beira Interior (seven), Ribatejo (five) and Norte Alentejano (five). The most referred activities are olive harvesting, visits to mills and olive groves, and olive-oil tasting.

Table 4 | Accommodation units with olive-oil tourism activities in Portugal

Accommodations	Municipalities	PDO region
Calcaterra Agrotourism	Mêda	Beira Interior
Quinta do Pinheiro	Guarda	
Quinta do Vale Sanguinho	Seia	
Casa Grande	Gouveia	
Herdade da Urgueira	Vila Velha de Ródão	
Albergue do Bonjardim	Sertã	
O Ninho do Rei	Vila de Rei	
Vale de Ferreiro	Abrantes	Ribatejo
Herdade da Torre Bela	Azambuja	
Quinta do Pinhal	Constância	
Quinta dos Carvalhais	Ferreira do Zêzere	
Quinta dos Álamos	Golegã	
Casa Saramago de Monsaraz	Reguengos de Monsaraz	Norte Alentejano
Horta da Moura Rural Hotel		
Monte Alerta		
São Lourenço do Barrocal		
Casa da Moira	Avis	Alentejo Interior
Monte do Mato dos Homens	Cuba	
Herdade de Alfanges	Viana do Alentejo	
Ninho da Poupa	Moura	Moura
Monte da Ribeira Agrotourism	Estoi	Others
Monte de Portugal	Ponte de Sor	
Quinta Vale Porcacho	Tábua	

Source: Own elaboration

The creation of products/programs by tourism recreation enterprises might be an effective form of olive-oil tourism activities distribution. Six national, regional and local enterprises have been identified as part of olive-oil tourism activities (Table 5). The geographical distribution is relatively homogeneous, with no expression in Ribatejo and

Beira Interior. The activities range from visits to mills and olive groves, and olive-oil tasting (*Corktour*, *Break! Momentos Fantásticos*, *Trans Serrano* and *VisitÉvora*) to the organisation of workshops (*Anitudes*) or corporate events (*RTin Gourmet*).

Table 5 | Tourism recreation enterprises with olive-related activities in Portugal

Enterprises	Municipalities	PDO region
Anitudes	Mirandela	Trás-os-Montes
RTin Gourmet	Évora	Norte Alentejano/Alentejo Interior
VisitÉvora	Various	
Break! Momentos Fantásticos	Various	Others
CorkTour	Various	
Trans Serrano	Góis	

Source: Own elaboration

The routes are considered as one of the most relevant strategic products in gastronomic tourism (Murgado, 2013), as they aggregate activities and stakeholders into a more attractive product. It was possible to identify nine routes related to the olive tree and/or the olive-oil (Table 6), which can be understood in two distinct groups. The first includes six pedestrian paths with landscape and/or cultural value (e.g.: Olive-oil Trail, Mogadouro).

The other group integrates three routes that promote a set of products from specific territories: CP – Comboios de Portugal (Trains of Portugal) promotes two routes (Olive-oil Route of Beira Baixa and Route of the Olive-oil and Wine from Alentejo) with a predefined itinerary; the Olive-oil Route of Trás-os-Montes promotes olive-oil related activities in the PDO region.

Table 6 | Olive-related routes in Portugal

Routes	Municipalities	PDO region
Olive-oil Route of Trás-os-Montes	Various	Trás-os-Montes
Olive-oil Trail	Mogadouro	
PR7 – Oil Mills Route	Castelo Branco	Beira Interior
Olive-oil Route of Beira Baixa (CP)	Various	
GR26 – Terras de Sico (Olive-oil route section)	Alvaiázere and Pombal	Ribatejo
Emblematic Trees Itinerary	Sardoal	
“Escritas de Mosto e Fios de Azeite”	Reguengos de Monsaraz	Norte Alentejano
Route of the Olive-oil Contraband	Marvão	
Route of the Olive-oil and Wine from Alentejo (CP)	Various	Various

Source: Own elaboration

Unlike the other categories, the specialised olive-oil shops are located in urban areas: five shops in Lisbon and one in Oporto (Table 7). These are privileged spaces to promote olive-oil

and other types of olive-oil tourism activities to a wider audience. The main activities developed in these spaces are sale and tasting of olive products and other national products.

Table 7 | Olive-oil specialised shops in Portugal

Specialised shops	Municipalities	PDO region
Loa - The Olive World	Lisbon	Others
D'Olivai		
Olistori		
O'live by Oliveira da Serra		
Fonte da Bica – Oil Mill Shop		
Oliva & Co	Oporto	

Source: Own elaboration

6. Discussion

The integrated analysis of the results allows some considerations about each PDO region (Table 8). In Trás-os-Montes, there is a predominance of events, with some importance given to museum spaces, and a lack of accommodation. Beira Interior is rich in museum spaces, accommodation units and events; nonetheless, there are no tourism recreation enterprises. Visitable pro-

duction spaces are the most common format in Ribatejo, with some expression of events and accommodation units. In the Norte Alentejano, there is a predominance of lodging units and an absence of visitable production spaces. There is a considerable amount of visitable production spaces in Alentejo Interior, but there are no events. The region of Moura, with the smallest area, does not have a predominant type of supply.

Table 8 | Olive-oil tourism supply in Portugal by PDO region (n)

	Trás-os-Montes	Beira Interior	Ribatejo	Norte Alentejano	Alentejo Interior	Moura	Others
Museum spaces	4	7	1	3	1	2	3
Production spaces	2	1	7	-	8	1	1
Events	6	5	4	1	-	1	1
Accommodation	-	7	5	5	2	1	3
Routes	2	2	2	2	1	-	-
Tourism recreation	2	-	-	1	2	1	2
Specialised shops	-	-	-	-	-	-	6

Source: Own elaboration

This analysis enables to understand the olive-oil tourism supply in Portugal in two groups. The first group has activities more associated with public entities, focusing on the significance of the olive-oil for the cultural and community identity of the territory. It is predominant in the northern regions (Trás-os-Montes). The other group is related to private entities and to an industrial setting. It is more expressed in Alentejo (Norte Alentejano, Alentejo Interior, Moura), where the largest olive-oil producers are concentrated. The Centre region (Beira Interior, Ribatejo) is a transition territory.

A set of fragilities have been detected in the Portuguese supply of olive-oil tourism:

- (i) Lack of promotion of the segment as such: activities are promoted as part of or in addition to larger products;
- (ii) Lack of cooperation/synergies among stakeholders for the promotion and development of the segment;
- (iii) Lack of available information on the current supply, especially in the case of visitable production spaces and of the *Olive-Oil Route*

of *Trás-os-Montes*;

(iv) Part of the resources of olive-oil tourism is not yet exploited in a touristic way.

Considering these fragilities, several recommendations are presented:

- (i) The creation of a national olive-oil tourism brand, followed by the definition of target markets and a marketing plan;
- (ii) Creation of a website and a paper guide with the olive-oil tourism supply at national level;
- (iii) Development of partnerships for the promotion of the segment, namely through specialised shops and exporting enterprises;
- (iv) Development and qualification of routes, museum spaces and events as elements that articulate the territory's stakeholders.

7. Conclusion

Although olive-oil tourism is a recent tourist segment, previous literature shows that it enables the sustainable development of rural destinations, as it is based on an endogenous product that contributes for the social and economic development, the preservation of natural and cultural heritage (Folgado-Fernández et al., 2019) and the seasonality mitigation.

As this paper shows, Portugal has potential for the development of olive-oil tourism. Nonetheless, the segment is under-exploited in the country. The current supply corresponds, essentially, to seven key formats: museum spaces, visitable production spaces, events, routes, activities in accommodation units, tourism recreation enterprises and specialised shops. Despite not being promoted as part of olive-oil tourism, the use of the olive-oil's properties for health and well-being purposes

is explored by several spas. The most promoted activities are the olive-oil tasting, the participation in production activities, the landscape contemplation and the purchase of olive tree-related products. The lack of promotion and structure of the segment were identified as the main fragilities of olive-oil tourism in Portugal.

As one of the first studies on olive-oil tourism in Portugal, this paper contributes to the reflection on a segment with a considerable development potential in the country. In terms of managerial implications, the identification of potentialities and key formats for the development of olive-oil tourism, as well as the recommendations presented, might help public and private entities in developing strategies for the segment.

8. Limitations and Recommendations

The main limitation of the study is that the proceedings of data collection might have left some elements undetected, namely regarding typologies generally associated with private entities.

Further research should focus on the olive-oil tourist demand in Portugal, determining the tourist profile in general and for specific activities. A deeper reflection on each typology of olive-oil tourism activities and PDO region is also relevant.

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