Olive tourism and development of innovative tourism products

Tomar, Oliveira do Hospital, Lamego, Mirandela & Vila Nova de Foz Côa

OCTOBER 4TH TO 7TH 2023 | Portugal

Call for papers

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Arguments

The integration of olive heritage in the tourism value chain can be an adequate mean of generating great benefits in rural areas, where traditional tourism is less suitable. Tourism development based on olive oil and olive heritage simultaneously strengthens the image of olive products and the image of rural destinations, adding value to the respective brands, promotes greater knowledge about olive oil (its history, benefits, and singularities), establishes direct contact between producers and tourists, which stimulates and facilitates direct sales and export possibilities (Alonso & Northcote, 2010; Millán and Pérez, 2014; López-Guzmán et al., 2016). Therefore, local and regional development strategies that integrate tourism with olive heritage provide good opportunities for entrepreneurship, constitute an important source of employment and new income local communities, revitalising rural areas and diversifying the product portfolio of olive oil farms, attracting new consumers, and new markets (de Salvo et al., 2013; Hernández-Mogollón et al., 2019).

Moreover, olive tourism is strongly committed with the sustainable tourism approach, as it embraces the three dimensions of the sustainable tourism concept, namely: the physical environment, economic viability and social justice and equity (Nguyen, 2018). In addition, the 12 goals that WTO (2005) associates with sustainable tourism development can be related to olive tourism, namely: (1) economic viability; (2) local prosperity; (3) employment quality; (4) social equity; (5) visitor fulfilment; (6) local control; (7) community well-being; (8) cultural richness; (9) physical integrity; (10) biological diversity; (11) resource efficiency; (12) environmental purity.
Olive tourism is a new niche tourism product that represents a new dimension in the promotion of olive oil as a product with high gastronomic value and with a strong identity bond in rural communities (Campón-Cerro et al., 2017). Olive tourism includes the offer of tourist activities in olive farms, olive oil mills and other equipment related to olive growing, as well as activities related to the use of olive oil in the hospitality sector (Alonso & Northcote, 2010). That is, olive tourism refers to olive oil-related activities combining visits, accommodation, restaurants, shopping, routes, etc. It avoids large crowd places and respects the environment, local culture and traditions.

Olive tourism embraces a set of activities related to olive oil and olive heritage, also including cultural and natural activities, which immerse the visitor in the local culture, environment and territory of olive oil producing regions (Murgado, 2013). This way, it allows tourist to capture the essence of olive-growing culture, while deepening his knowledge of everything connected to olive oil: the food, accommodation in typical architecture integrated in olive groves, beauty and health treatments, relaxation, etc. (Millán et al., 2014).

**MAÍN TOPICS**

1. Olive tourism as a tool for heritage preservation

Olive tourism can be used not only as an important tool in the development of rural regions, but also as an important tool for the preservation of the cultural and environmental heritage, especially where traditional olive growing still survive. Indeed, olive tourism can be viewed as a new dimension in the promotion of olive oil as a product with cultural identity that represents a legacy of a rural communities (Campón-Cerro et al., 2017), creating good opportunities for the promotion of a culture of consumption in which quality, traceability, the origin of food and knowledge of producers are the main elements in the consumer decision-making process. The Protected Denominations of Origin concept plays a crucial role in this context (Hernández-Mogollón et al. 2019, p.200).

Moreover, olive tourism contributes directly to two other aims of social and environmental sustainability: (1) protection of the natural and human environment against the negative effects of mass tourism; (2) foment of a more sophisticated tourism activities, with less tourist density, but economically more profitable (Yerliyurt
2. **Scope and components of the olive oil tourism experience**

The diversity of tourism experiences related to the olive heritage covers a wide spectrum of possibilities, from the most obvious and immediate such as visiting olive oil mills (in operation or inactive), picking olives, tasting olive oils and visiting olive oil museums, to other more refined and whose preparation requires a more structured level of knowledge and specialization, such as, for example, the preparation of soaps and cosmetics or massages in olive oil SPA.

The domain of olive tourism can be structured in six complementary types of experiences: (1) rural and nature-related experiences; (2) recreational and educational experiences; (3) health and well-being experiences; (4) purchase of olive oil products; (5) tasting experiences; (6) visit to olive oil mills.

The scope of olive tourism experiences can also vary according to their level of relevance for each region: some seem to be essential as they are mentioned by all authors (for example, visits to olive oil mills, olive oil tasting, gastronomic and culinary experiences), others seem to have a comparatively lower relevance (e.g. workshops on olive oil and olive heritage, visits to millenary trees, thematic routes, or wellness experiences). There are also some experiences that are rarely mentioned by researchers, and which seem to have an even lower relevance (e.g., accommodation in thematic hotels or theme parks dedicated to olive oil).

The Olive4ALL program is interested in highlighting the good practices of olive tourism that allow to achieve the 12 goals of sustainable tourism development (1. economic viability; 2. local prosperity; 3. employment quality; 4. social equity; 5. visitor fulfilment; 6. local control; 7. community well-being; 8. cultural richness; 9. physical integrity; 10. biological diversity; 11. resource efficiency; 12. environmental purity).
3. Niche tourism products that shape olive tourism

Olive tourism unfolds in a multiplicity of concrete and differentiated experiences and interacts with areas as diverse as gastronomy, health or «ecophilia» (landscape contemplation, veneration of ancient trees), among others. Moreover, the olive heritage is dispersed in the countryside regions, so it is impossible to aggregate the total set of experiences in a single place or in a single region. Therefore, strictly speaking, olive oil tourism is always a complement to other types of tourism experiences, and it is rarely the main tourist product of a certain region. In this context, it is important to highlight the interactions and complementarities between olive tourism and other tourism products.

Olive tourism is in close relationship with three tourism products of general interest, namely: cultural tourism, nature tourism and rural tourism. Moreover, it is in close connection with other four special interest tourism products: gastronomic tourism, wine tourism, industrial tourism, and wellness tourism.

The deeper connection with other tourism offers, the more sustainable and successful olive tourism will be developed, as it will benefit from an integrated approach for local and regional development.

The OLIVE4ALL program is interested in showcasing specific and innovative approaches of local and regional strategies of tourism development in which olive tourism is a part of an interactive puzzle.

4. Wine tourism as a framework for olive tourism development

Vineyards and olive groves share common geographical areas, and olive oil and wine tourism can create a synergistic effect on the local economy (Hwang & Quadri-Felitti, 2021). This is why in wine regions, many farms offer a combination of wine tasting and olive oil tasting. Moreover, it has been shown that olive oil tourism practices took inspiration from the practices of wine tourism (Millán & Pérez, 2014). And it should also be highlighted that some studies carry out a comparative analysis of olive oil tourist and wine tourist profiles to examine opportunities for the joint commercialisation of the two tourist activities as a way to promote rural development in extra virgen olive oil (EVOO) and wine-producing areas (Millán & Pérez, 2014).
Conference programme & venue

The conference will cover six municipalities of Center and North of Portugal regions:

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<tr>
<th>VENUE</th>
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| Tomar – Polytechnic of Tomar | 4th Oct. | Conference Session 1*  
– “Olive tourism as a tool for heritage preservation” |
| Bobadela, Oliv. do Hospital – Museu do Azeite | 5th Oct. | Conference Session 2  
– “Niche tourism products that shape olive tourism” |
| Lamego – Quinta da Pacheca | 6th Oct. | Visit to Quinta da Pacheca  
– Field work |
| Mirandela – Quinta de Santo Amaro | 6th Oct. | Visit to Casa de Santo Amaro  
– Field work |
| – Museu da Oliveira e do Azeite | 6th Oct. | Conference Session 3*  
– “Wine tourism as a framework for olive tourism development” |
| Foz Côa – Museum of Foz Coa | 7th Oct. | Conference Session 4  
– “Scope and components of the olive oil tourism experience” |

* Open to students of tourism and heritage management

Transport between conference venues

The Symposium organizers provide free travel of participants by bus between the cities of Tomar, Oliveira do Hospital, Lamego and Lisbon.

Terms of submission

Abstracts (in French or Greek, or in Portuguese AND in English, maximum 2000 characters) should be submitted until June 23rd through this link: abstract submissions.

Important dates:

**Deadline for abstracts submission:** June 23rd 2023

**Acceptance notification:** July 5th 2023

**Deadline for full papers:** September 10th 2023

**Conference:** October 4th – 7th 2023
Proceedings

The papers of the 2nd Annual Symposium of OLIVE4ALL project will be published of Via Tourism Review (https://journals.openedition.org/viatourism/) as an Special Issue.

Documentaries

THE LIQUID GOLD
Part 1: Documentary presenting the olive heritage in Portugal

THE LIQUID GOLD
Part 2: Documentary presenting the olive tourism in Portugal

Promotional Videos

Promotional video of olive tourism in Alentejo & Ribatejo region, in Portugal
Promotional video of olive tourism in the Centro de Portugal region
Promotional video of olive tourism in the North of Portugal
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