

Oleotourism as a sustainable product: An analysis of its demand in the south of Spain (Andalusia)

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Olive oil has generated a new tourism offer in Spain called oleotourism. Visitors can enjoy landscapes of ancient olive groves and visit its oil mills called almazaras, to learn about its manufacture and to taste different oil varieties. Andalusia, located in the south of Spain, produces 60% of Spain's olive oil, having the largest number of almazaras, and therefore most oleotourism offers. This differentiated tourism offer requires identifying the profile of oleotourists to determine sustainable strategies to increase demand without harming the local community. The objective of this study is to identify the Andalusian oleotourism offer according to the profile of oleotourists and project its demand evolution, in order to offer a sustainable product best suited to the demand. With this aim, three techniques are applied in this study: a random survey addressed to oleotourists in Andalusia, a SWOT (strengths, weaknesses, opportunities, and threats) analysis to evaluate the strengths and weaknesses of the oleotourism sector in the region, and finally, its demand is projected by using the ARIMA (autoregressive integrated moving average) model. The results indicate a favorable future scenario that should induce entrepreneurs and local authorities to invest in promoting and developing a product. Oleotourism is an alternative that can serve as a complement to agricultural income and generate employment. © 2018 by the authors.

Andalusia

ARIMA

Gastronomic tourism

Oleotourism

Olive oil tourism

Protected Designation of Origin

SWOT analysis

Tourist perception

employment

essential oil

income

perception

sustainability

tourism

tourist behavior

Andalucia

Spain