

GENERAL CHARACTERISTICS OF OLEOTOURISM AND PROPOSALS FOR FUTURE LINES OF RESEARCH

Francisco Orgaz-Agüera
Salvador Moral Cuadra
Universidad Tecnológica de
Santiago - República Dominicana
Tomás López-Guzmán
Pablo Cañero Morales
Universidad de Córdoba – España

Starting from the base of gastronomic tourism, including wine tourism, appears oleotourism, which can be defined as a tourist practice whose motivation is related to olive oil and the resources associated with the olive grove. The purpose of this paper is to present the main characteristics of this typology and to establish proposals for future lines of research. To fulfill these objectives, a search of scientific articles published on oleotourism was carried out, basically using three databases: Web of Science, Scopus and Google Scholar; and, subsequently, an analysis of its content was carried out. With the fulfillment of the purposes of this paper, we respond to the need that exists in the different scientific fields to carry out a periodic review on a certain tourist typology. He emphasizes that the research on oleotourism is still very weak, because this tourist activity is very young. The main studies have addressed the supply and demand of this tourism, although there is weakness in the analysis of some stakeholders involved in this tourism activity. It has been shown that the main oleotourism studies have been carried out in the Mediterranean countries. Likewise, it is advisable to reinforce the comparative analysis of the profile of the visitors of the tourist types referring to gastronomic products.

KEY WORDS: *Olive tourism, olive oil, rural development, future lines of research.*