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5 Article

## 6 A decade of olive oil tourism: a bibliometric survey

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10  
11 **Abstract:** Olive oil tourism is a recent type of rural tourism; hence, it remains a field of research that  
12 is still overlooked. Therefore, it would seem fitting to provide a quantitative overview of the litera-  
13 ture regarding this promising area. Drawing on an analysis of 42 articles on olive oil tourism in-  
14 dexed in Web of Science, it becomes clear that olive oil tourism is predominantly a Spanish phe-  
15 nomenon, as the large majority of authors are affiliated with academic entities located in Spain. The  
16 outlets with the highest number of papers published on olive tourism include Sustainability, Tour-  
17 ism and Hospitality Management and the International Journal of Gastronomy and Food Science,  
18 which confirms the multidisciplinary of said phenomenon. The demand approach and particularly  
19 the focus placed on tourists' psychological traits have garnered considerable attention. In contract,  
20 the offer approach is still quite incipient, which hinders the understanding of the strategies used by  
21 the stakeholders in the field. Considering the potential that olive oil tourism represents for the sus-  
22 tainability of rural areas, there is a need for further research in the field, particularly focusing on the  
23 product itself and on institutional frameworks and governance.

24 Keywords: Olive oil tourism; bibliometric survey; tourism sustainability

### 26 1. Introduction

27 Sustainable tourism is an approach intended to reduce tensions created by the com-  
28 plex interactions between the tourism industry, visitors, the environment, and the com-  
29 munities hosting tourists. It takes into consideration the environment, the local commu-  
30 nity, and the local economy [1]. In this context, rural tourism, particularly through the  
31 enhanced value of local food, wine, and other local products, has proven its contribution  
32 to sustainable regional development [2].

33 Within this context, olive oil tourism emerges as a specific type of rural tourism  
34 linked to agriculture, the culture and the production of olive oil. Its expansion has started  
35 in many regions as an alternative to complement agricultural income, thereby contrib-  
36 uting to the development of rural areas and augmenting farmers' earnings [3]. Conse-  
37 quently, it also assumes a prominent role in economic sustainability. Moreover, olive oil  
38 tourism also contributes to environmental sustainability through environmentally  
39 friendly projects, which generate wealth, and maintain and preserve the territory and  
40 landscapes [4]. However, the contribution of olive oil tourism to sustainability does not  
41 finish here. From a sociocultural perspective, olive oil tourism helps to preserve the tra-  
42 ditions of many rural communities and safeguard elements of the local industrial heritage

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43 like the oil mills, for instance, and the identity of those communities [4]. This type of tour-  
44 ism is particularly developed in countries where olive trees represent the agricultural real-  
45 ility of the nation [5].

46 Olive oil tourism is, however, a recent field of study [7]. Consequently, the existing  
47 literature tends to be highly general and fragmented and, according to Pulido-Fernandez  
48 et al. [5], excessively descriptive. Despite the existence of some comprehensive surveys on  
49 the state of the art [5, 7], a more in-depth bibliometric-based survey has yet to be con-  
50 ducted in this area. Bibliometric analysis enables us to unravel the evolutionary nuances  
51 of a specific field of research, while casting light on the emerging areas within that field  
52 [8].

53 The purpose of the paper is, therefore, to clarify the evolution and current state of  
54 research on olive oil tourism. Building on the contributions of Pato and Teixeira [9], the  
55 study is able to identify the most important contributors and their geographical distribu-  
56 tion, as well as the major outlets where articles on olive tourism have been published, and  
57 the evolution of primary subject areas, key topics, main empirical methodologies and  
58 countries analysed. This analysis has exposed research gaps both in terms of research top-  
59 ics and methodologies, which should be addressed in future studies.

60 The paper consists of five parts. Following the introduction (section 1), section 2 pro-  
61 vides a review of the concept of olive oil tourism and its main topics. The methodological  
62 approach is explained in section 3, while section 4 presents and discusses the findings of  
63 the bibliometric exercise.

## 64 2. Literature review

### 65 2.1. The meaning of olive oil tourism

66 Olive oil tourism, also known as oleotourism, oil tourism, agritourism, or olive-  
67 based agritourism, is a relatively recent type of rural tourism [10] that has been progres-  
68 sively evolving for approximately a decade, mainly in rural areas where olives and olive  
69 cultivation characterise the rural landscape [7]. While some consider that olive oil tourism  
70 is a manifestation of agritourism, it is also a manifestation of cultural tourism, health tour-  
71 ism [11], cultural tourism [10], and even slow tourism [12].

72 The aforementioned regions, particularly located in mediterranean countries like  
73 Spain, Italy, Greece, Morocco, Turkey and Portugal, are seeking to diversify the economic  
74 activities of their farms, paving the way for oil tourism [13, 14]. However, other countries,  
75 not traditionally recognised for olive production, such as the United States (US) [15], Ar-  
76 gentina, Australia, Chile, and Japan, have also recently embraced olive oil tourism [5].

77 This is a type of Special Interest Tourism – SIT [5], linked to the rural environment,  
78 the culture of the olive tree, the gastronomy, and the traditions of the rural life [10]. In  
79 this context, Parrilla-Gonzalez et al. [16] propose four dimensions derived from the opin-  
80 ions of olive oil tourists regarding aspects of the destinations they particularly appreciate.  
81 These dimensions are crucial for characterising olive oil tourism as a SIT, and include: (1)  
82 sustainability, (2) experience, (3) promotion of the local culture, and (4) an image of pres-  
83 tige/status. The closer olive oil tourism aligns with these dimensions, the more likely it is  
84 to experience growth [16].

85 Olive oil tourism encompasses activities such as farm visits and experiences and the  
86 tasting of different types of olive oil [17], oil tastings in restaurants, tours of museums  
87 related to olive cultivation, the purchase of extra virgin olive oil from specialised shops  
88 [18], or visits to historic mills and modern olive oil production facilities [3]. Therefore,  
89 olive oil tourism can include multiple cultural activities related to nature, local heritage,  
90 the environment, the culture, and traditions of the territory [19].

91 While there is no specific profile for this type of tourists [19], oleotourists constitute  
92 a category of individuals interested in this particular form of tourism centred around olive  
93 oil [20]. They can be characterised as a type of tourists with a strong interest in the culture  
94 of olive oil and/or the gastronomic product [17]. Additionally, the oleotourists do not only  
95

96 seek enjoyment during their visit to rural areas but also seek personal enrichment [21].  
97 They will gladly engage in a series of complementary activities related to the cultivation  
98 of olive trees and olive oil in the olive-growing region [22].

99 Actually, olive tourism serves not only to foster learning about the cultural facets of  
100 the product, which increases tourists' knowledge [10], but also contributes to the sustain-  
101 able development of rural areas [3, 19, 22, 23]. For both businesses and residents, olive oil  
102 offers an alternative use for local resources, which may generate additional income  
103 through the creation of synergies related to the olive oil culture [24].

104 In the literature focusing on olive tourism, it is observed that particular attention is  
105 devoted to the relationship between the rise of this new form of tourism and the gastro-  
106 nomic traditions of rural territories. Actually, this type of tourism plays a significant role  
107 in promoting sustainable rural destinations capable of encouraging the consumption of  
108 local and gastronomic products, with a special emphasis on olive oil as an important ele-  
109 ment of dietary habits [17].

110 Indeed, academic studies conducted on olive tourism highlight the importance of  
111 gastronomy and geographic indications, such as Protected Designations of Origin (PDO)  
112 and Protected Geographical Indications (PGI) of olive oil, as factors that will support the  
113 dissemination of this new form of tourism, the appreciation of local gastronomy and the  
114 promotion of the territory [3].

## 115 2.2. Main sub-topics explored in literature

116 Existing studies on olive oil tourism have delved into distinct yet interrelated topics,  
117 highlighting a noticeable multidisciplinary trend in approaches (ranging from aspects re-  
118 lated to the demand and characteristics of tourists to issues related to the offer). The main  
119 topics identified, which go beyond the (1) Theoretical background and olive tourism is-  
120 sues, include, from demand to offer approaches (cf. Table 1): (2) tourist demographic traits;  
121 (3) tourist psychological traits; (4) embeddedness; (6) rurality; (7) organization's charac-  
122 teristics; (8) residents' perceptions.

123 The section dedicated to theoretical background and olive tourism issues includes a  
124 literature review on this topic. Of the few existing studies on this topic, deserves particular  
125 attention the one of Hernandez et al. [7]. Here the authors highlight the acceptance that  
126 this topic has received in scientific literature, with a specific focus on the contributions  
127 identified in journals related to the field of tourism marketing and management. Indeed,  
128 the practice of olive oil tourism has emerged as a field akin to wine tourism that has em-  
129 bodied tourism innovation in recent years [22].

130 Tourist's demographic traits include aspects such as their demographic profile and  
131 motivations. Obtaining information on the sociodemographic characteristics of tourists  
132 will help stakeholders, policy makers and destination managers in their decision-making  
133 process, as it allows them to adapt their product to match the profile of tourists [13]. In  
134 this context, several studies provide valuable insight regarding these demographic traits  
135 using segmentation techniques. For instance, Aguera et al. [25] emphasize female ole-  
136 otourists in Andalusia: aged 60 or over, foreigners, retired, with an upper-middle income,  
137 and holding a university degree. Pulido-Fernandez et al. [18] stated that the evaluation of  
138 oleotourism experiences is related to tourists' educational background, employment, and  
139 age. Similarly, diverse authors [e.g. 10, 13] provide an interesting tourist segmentation  
140 particularly based on psychological traits. Pulido-Fernandez et al. [13] divide olive oil  
141 tourists into four clusters: Cluster 1—Dabbler Olive Oil Tourists, Cluster 2—Experiential  
142 Olive Oil Tourists; Cluster 3—Half-Day Guest Olive Oil Tourists; Cluster 4—Enthusiast  
143 Olive Oil Tourist. The implications of these results enable professionals in the olive oil  
144 tourism sector to configure the offer in accordance with the needs and preferences of each  
145 segment and to design communication strategies with messages and actions tailored for  
146 each type of olive oil tourist [10].

147 **Table 1.** Olive tourism topics identified in the literature

	Topic	Sub-topic
Theoretical back-ground	Olive tourism issues	
Demand approach	Tourist demographic traits	Age; Origin; Gender
	Tourist psychological traits	Motivations; Needs; Expectations
Demand-offer approach	Embeddedness	Networks; Social Ties; Collaboration
Offer approach	Rurality	Physical, Social, Economic characteristics Type, Perspectives, Innovation; Size;
	Organization's characteristics	Market Development, Social responsibility
	Residents' perceptions and support	Perceptions, Involvement, Support

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Acknowledging that research on olive oil tourism should not solely consider a facet of the phenomenon (demand or offer), some studies emphasized the importance of 'embeddedness'. This concept encompasses aspects such as networks and routes, social ties, and relationships [9] between the demand and the offer. In this context, gastronomic routes constitute an interesting tool for positioning territorial products and associating them with quality. These routes should be seen as a product of rurality, and therefore forms part of the rural tourism offered in the different territories [26]. To provide a more comprehensive and memorable experience to tourists, these routes should incorporate diverse stakeholders such as producers, restaurants, oil mills, museums, as well as the local population.

From the offer side, some authors [e.g., 27] highlight the 'rurality' sub-topic. In traditional terms, it focuses on the environment and encompasses factors such as population density, economic activities, and landscapes [9]. That way, rural territories with a strong agricultural vocation, providing opportunities for contact with nature and the environmental contexts, communities, traditions, and local gastronomy, deserve to be highlighted when promoting singular experiences. In this context, olive groves as a tourist resource deserves to be considered [27].

The sub-topic 'Organization's characteristics' encompasses aspects such as the type of firm, perspectives and motivations to invest in olive oil tourism, size, offer and innovation strategies, market development and social responsibility. The typical profile of companies included in this sector consists of enterprises with the legal status of a cooperative, engaged in the production of olive oil and with a reduced dimension [19]. Casado-Montilla et al. [14] state, in their study on olive oil cooperatives in Andalusia, that these organisations have joined olive oil tourism because they deemed it crucial to promote olive oil culture, while contributing to the direct sale of the product and its derivatives. However, these authors also observe that a significant number of firms do not conduct market studies to adapt their offer to the preferences of tourists. Additionally, the authors also conclude that only a few cooperatives have invested in hiring staff to manage this new requirement.

However, as in other forms of tourism, it is essential to garner the support of the local population to successfully develop this new form of tourism [7]. According to Campon-Cerro et al. [28], residents are more likely to endorse tourism development when they clearly perceive an opportunity to improve their quality of life, a principle that is applicable to the context of olive oil tourism.

### 3. Materials and Methods

To provide additional insights into the main trends in olive oil tourism research, a comprehensive bibliometric exercise was undertaken. This specific exercise involved the collection of relevant articles in a first phase, followed by the analysis and classification of abstracts/papers drawn from all articles published on olive oil tourism in the ISI Web of Science (WoS) bibliographic databases, up to June 26<sup>th</sup>, 2023. WoS is the premier broad-spectrum international bibliographic database [9], and has become the most influential bibliographic data source traditionally employed for literature research [29].

The methodological guidelines provided by Hernandez-Mogollon et al. [7] served as the foundation for the selection of a set of relevant studies that could represent the field of olive tourism. Accordingly, a list of keywords was used: “olive tourist\*”, “olive oil tourism\*”, “oil tourism\*”, “oleotourism\*”, “olive based agrotourism”. The search encompassed all years up to the date of the search (June 26<sup>th</sup>, 2023) and the documents were selected by topic among all those indexed in WoS. The selection of articles by topic allows the collection of documents featuring any of the aforementioned keywords in the title, abstract, author keywords, or Keywords Plus. This procedure yielded a total of 50 documents (articles and/or proceeding paper).

We exported all these articles to an Excel spreadsheet and created a new database with the following relevant fields: authors’ names, titles of the articles, year of publication, source and abstract. Then, in the initial stage of the process, we read the abstract and/or the full document and selected only those that effectively addressed questions related to ‘olive tourism’. Despite the appearance of one of the aforementioned keywords in all 50 documents, we had to exclude eight articles since they were not related to the topic.

In the second stage, we downloaded the 42 selected documents, read and classified each one of them according to several dimensions: main topic, type of article, empirical methodologies, unit of analysis, and countries under analysis.

Based on the previous section, articles were classified into 7 topics (see Section 2) plus a residual category titled ‘Others’: (1) History and roots of the concept, (2) entrepreneurs’ demographic traits, (3) entrepreneurs’ psychological traits, (4) organisational characteristics, (5) embeddedness, (6) rurality, and (7) resident’s perceptions and support. In order to identify the type of article according to the main research method, and building on the contributions of Pato and Teixeira [8], the articles were divided into three categories: (1) conceptual; (2) appreciative/discursive and (3) empirical. According Pato and Teixeira [9], articles classified as ‘conceptual’ primarily focus on theory development without presenting data, the articles classified as ‘appreciative/discursive’ mainly include appreciations and/or judgments, and those characterised as ‘empirical’ are exclusively concerned with data analysis.

Once we classified the empirical documents, we adapted the proposals of Malhotra et al. [30] based on the main empirical methodologies used: (1) descriptive and exploratory analysis, (2) multivariate models, (3) qualitative analysis, and (4) survey. Descriptive and exploratory analysis include numerical and graphic procedures to summarize a collection of data, including distribution, central tendency or dispersion of variables, ANOVA and correlation tests, and cross-tabulation measures [31]. Multivariate models are more complex and involve the analysis of three or more variables, including factor analysis, cluster analysis, regression analysis, among others [32]. Qualitative analysis involves a qualitative approach and often includes case studies, ethnographic studies, or narrative studies [33]. Finally, surveys involve a comprehensive review of published and unpublished works using secondary source data [9].

Following the concepts provided by Pato and Teixeira [9], we also classified the empirical articles according to their unit of analysis, which could range from micro to macro: (1) individuals, (2) firms, (3) other organisations/firms, and (4) regions and countries. Additionally, we analysed the language used in the paper.

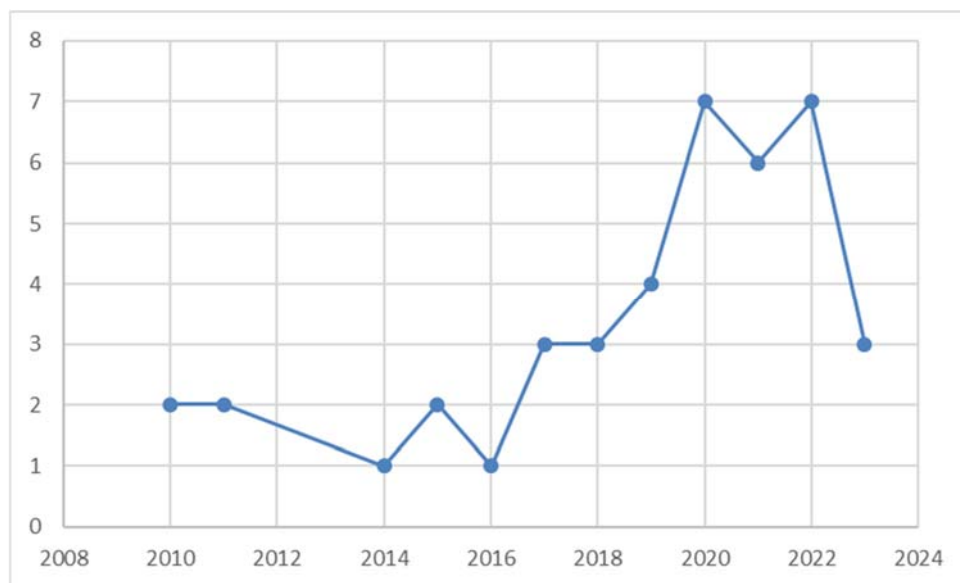
In the third stage, we performed the bibliometric analysis based on simple exploratory statistics (cf. next section).

238 **4. Results and Discussion**

239 *4.1. The evolution of studies in olive oil tourism*

240 The emergence of studies focusing on olive tourism in literature (albeit still relatively  
 241 limited) began around 2010. As depicted in figure 1, we could not find any reference to  
 242 the topic in WoS database before 2010. In the second decade of the new millennium, the  
 243 number of papers are residual, not exceeding 5 article per year. A more substantial  
 244 increase occurred in the last three years, with the percentage of papers published being  
 245 comparable to that of the last decade.

246 In summary, research on olive oil tourism has experienced significant growth over  
 247 the last five years.



248 **Figure 2.** Evolution of olive oil tourism in WOS  
 249 Source: Own elaboration based on data gathered from WOS  
 250

251 *4.2. The evolution of studies in olive oil tourism*

252 It is worth noting that nine out of the top 10 authors in the list of the most prolific  
 253 authors on olive tourism are affiliated with universities from Spain. The only exception is  
 254 one author affiliated with a School from Croatia. Upon observing all the authors in our  
 255 database, the scenario is similar, i.e., the vast majority of authors belongs to universities  
 256 in Spain. Only four researchers are affiliated with other universities or Institutions,  
 257 particularly from Hong Kong Polytechnic University, Pennsylvania State University,  
 258 RMIT University (Australia) and Technical University of Oruro (Bolivia). It is therefore  
 259 evident that olive tourism is primarily a Spanish phenomenon, most notably in regions  
 260 such as Cordoba and Andaluzia.

261 In the top ranking of authors, the contributions of Maria Genoveva Vázquez de la  
 262 Torre are noteworthy, with 10 papers on olive oil tourism. This author has a remarkable  
 263 number of publications indexed in WOS and a considerable h-index, which reflects their  
 264 scientific visibility and influence on this subject (see Table 2).

265 **Table 2.** Main contributors in olive tourism

Ranking	Name of the author	Affiliation (Country)	Total nº of publications in WOS (h index)	Nº of papers
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1	Maria Genoveva Millán Vázquez de la Torre	Universidad Loyola Andalucía (Spain)	49 (8)	10
2	Ana Čehić	Polytechnic of Rijeka (Croatia)	11 (3)	5
2	Ana María Campón-Cerro	Universidad de Extremadura (Spain)	20 (11)	5
2	Isabel Carrillo-Hidalgo	Universidad de Jaen (Spain)	30 (7)	5
2	Jairo Casado-Montilla	Universidad de Jaen (Spain)	9 (3)	5
2	José Antonio Folgado-Fernández	Universidad de Extremadura (Spain)	22 (11)	5
2	Jose Manuel Hernandez-Mogollon	Universidad de Extremadura (Spain)	36 (17)	5
2	Juan Ignacio Pulido-Fernández	Universidad de Jaen (Spain)	27 (6)	5
3	Juan Antonio Parrilla González	Universidad de Jaen (Spain)	8(3)	4
3	Salvador Moral Cuadra	University of Granada (Spain)	25 (8)	4

Source: Own elaboration based on data gathered from WOS

#### 4.3. Main outlets and scientific visibility

The outlets with the highest number of papers published on rural olive tourism include Sustainability (with 7 papers published by authors 1, 4, 13, 16, 24, 28, 34), Tourism and Hospitality Management (with 4 papers) and the International Journal of Gastronomy and Food Science (with 3 papers). It is noteworthy that none of these journals are specifically focused on rural studies or rural tourism-related topics. This is understandable, since olive tourism is an emerging area of study that intersects diverse others areas, including environmental, cultural, economic, and social sustainability of human beings and gastronomy. The first Journal (Sustainability) and the latter (Gastronomy and Food Science) are both journals with a considerable high impact factor (IF), evaluated through Clarivate (3,9 and 3,194, respectively). The Tourism Management Perspectives Journal, the Journal of Vacation Marketing and the International Journal of Tourism Research are leading journals with more visibility in terms of impact factor, with 8,7, 5,1 and 4,6 IF, respectively.

Table 3 further illustrates that the majority of journals that have published on olive oil tourism possess IF.

**Table 3.** Main outlets in olive oil tourism

Rank in terms of IF	Source Title	IF 2022	Frequency
1	Tourism Management Perspectives	8,7	1

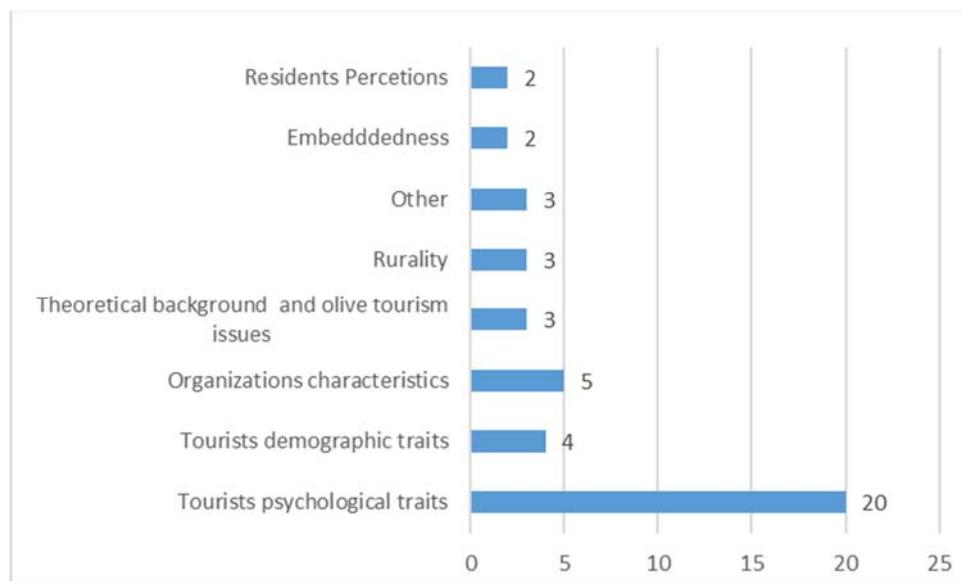
Rank in terms of IF	Source Title	IF 2022	Frequency
2	Journal of Vacation Marketing	5,1	2
3	International Journal of Tourism Research	4,6	1
4	Tourism Recreation Research	4,2	1
5	Heliyon	4	2
6	Sustainability	3,9	7
7	International Journal of Gastronomy and Food Science	3,8	1
8	International Journal of Environmental Research and Public Health	3,39	1
9	British Food Journal	3,3	1
10	International Journal of Gastronomy and Food Science	3,194	2
11	Journal of Tourism and Cultural Change	2,2	1
12	Tourism and Hospitality Management	1,3	4
13	REVESCO. Revista de Estudios Cooperativos	1,1	1
14	Cuadernos de Turismo	0,8	1
14	Acta Turistica	0,8	1
15	Finisterra	0,7	1
16	Eskisehir Osmangazi Universitesi Iibf Dergisi- Eskisehir Osmangazi University Journal of Economics and Administrative Sciences	0,5	1

Rank in terms of IF	Source Title	IF 2022	Frequency
16	Cuadernos de Desarrollo Rural	0,5	1
17	Zbornik Veleučilista U Rijeci- Journal of the Polytechnics of Rijeka	0,4	1
17	Revista de Ciencias Sociales	0,4	1
18	Revista de Estudios Regionales	0,1	1
	Investigaciones Turísticas		
	Estudios de Traducción		
	Revista de Geografía Norte Grande		
	Onomázein		
	En Cuad. Desarro. Rural		
	Plos One		
	Tourism in Southern and Eastern Europe		
	Ge-conservación		

Source: Own elaboration based on data gathered from WOS

#### 4.4. Main topics

Regarding the dominant research topics in olive oil tourism literature, our bibliometric exercise allowed us to identify potential literature gaps or less-explored topics in research. Analysing the distribution of olive oil tourism research by main topic over time (cf. Figure 4), it can be observed that the demand perspective, particularly 'tourists' psychological traits, is the dominant topic of research, comprising almost half of the research studies conducted on this subject. Given that the perception of the expectations and needs of tourists represent a valuable resource for stakeholders, policy makers and destination managers in adapting their product [10, 15], this finding is understandably of great relevance.

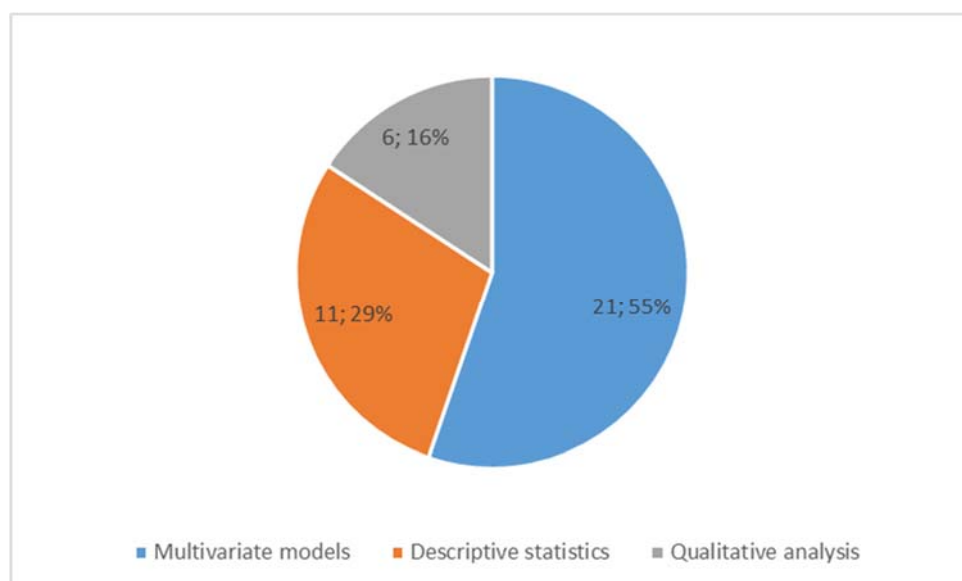


**Figure 3.** Main topics in olive tourism  
 Source: Own elaboration based on data gathered from WOS

However, it is surprising that only ten papers focus on the offer perspective: five on aspects related to organizational characteristics, three on aspects related to rurality and two in aspects related to residents’ perceptions. In addition to this scarcity in research, it should be noted that no studies were found with regard to issues related to institutional frameworks, governance, or policy measures. From our perspective, this reveals either the novelty of the touristic product and/or the lack of integration with other local economic activities.

4.5. Methodologies used

Concerning the methodologies used, 38 out of the 42 articles presented empirical methods. Surprisingly, research shows that multivariate models have been favoured over the period in analysis, accounting for 55% of the total articles published (see. figure 4). Given that olive tourism intersects with other types of tourism in rural areas, and considering the availability of mathematical methods and statistical software, these are the models which have garnered the most attention from researchers.



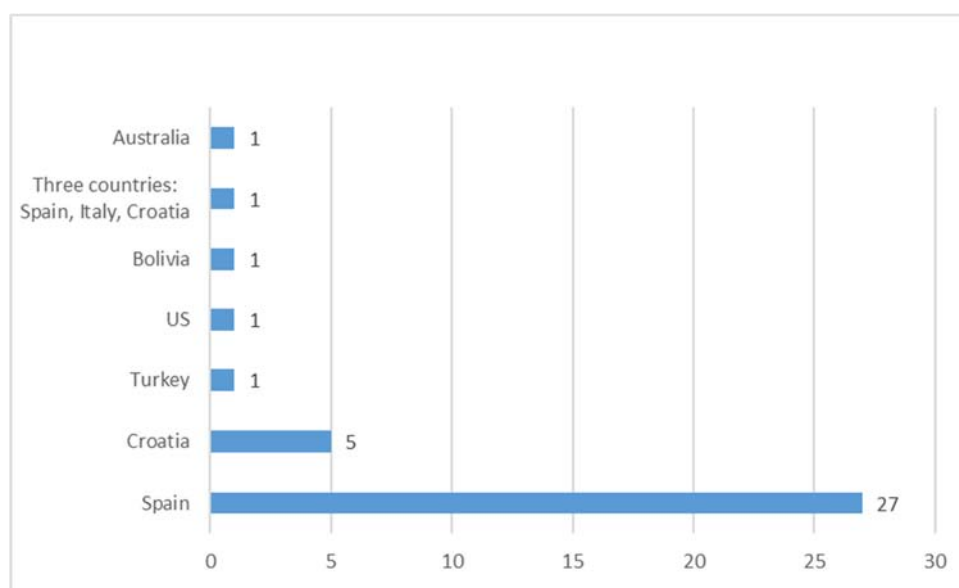
**Figure 4.** Main topics in olive tourism

Source: Own elaboration based on data gathered from WOS

However, given the power of qualitative research in social sciences, particularly in tourism-related research, it would be interesting for more researchers to use this method of research.

#### 4.6. Mains countries under analysis

In terms of the countries under analysis, the vast majority of research focuses on Spain (see figure 5), the world's largest producer of olive oil [14]. As mentioned earlier, this findings emphasise that olive oil tourism is primarily a Spanish concern, with the large majority of studies focusing on regions of Spain, such as Cordoba and Andalusia.

**Figure 5.** Countries under analysis

Source: Own elaboration based on data gathered from WOS

It is indeed surprising that other mediterranean countries such as Italy, Greece or Portugal, with a rich tradition in olive oil production, are not included in the list of countries under research. This clearly opens an opportunity for further research on this matter in these specific countries.

## 5. Conclusions

Drawing on a bibliometric exercise, the present paper makes three main contributions to the literature on olive oil tourism. Firstly, it provides an objective overview of the primary contributors and outlets, as well as their scientific visibility, as reflected by the fact that the majority of the referred journals possess an IF.

Secondly, it presents the disciplinary topics researched in the literature on olive tourism. This analysis has uncovered research gaps that should be considered in future studies. Particularly, there is a need to invest in research that focuses on the offer approach, addressing aspects related to the product itself or institutional frameworks and governance that support olive oil tourism. The creation of conducive conditions by local, regional, or even national authorities that support olive oil tourism and related products, along with the engagement of all stakeholders (tour operators, local communities, farmers, restaurants, lodgings, packers and processing olive oil enterprises, schools, political and administrative centres of the region/locality) becomes imperative.

344 Additionally, considering that climate change emerges as the main threat to the via-  
345 bility of olive production [35], there is a need for more in-depth studies on the environ-  
346 mental impacts of climate change and draughts on olive oil production and how this can  
347 affect olive oil tourism.

348 Thirdly, this study reveals that olive tourism it is primarily a Spanish phenomenon,  
349 whereas others countries with apparently similar potentialities, such as Portugal or Italy,  
350 do not appear to invest in this emerging form of rural tourism. Therefore, further empiri-  
351 cal research encompassing other countries in the European and Mediterranean sphere or  
352 even in the American sphere would enrich the framework of studies in this promising  
353 field.

354 These findings may be explained by the fact that olive tourism is still in an initial  
355 phase of development and requires greater involvement from diverse stakeholders [15].  
356 Indeed, on the one hand, the dramatic economic downturn in many rural areas of Europe  
357 and beyond [9] has made the promotion of olive tourism one of the most promising ap-  
358 proaches to enhance the sustainability of these rural areas. However, it should be noted  
359 that olive oil tourism is a type of tourism linked to the rural environment, agriculture, the  
360 culture of olive tree, gastronomy, and the traditions of rural regions. For that reason, it  
361 is crucial to understand that this form of tourism is intimately connected with the wider  
362 tourism system and other tourism products in the rural space. Its effects will be even more  
363 significant if it manages to engage spatial resources to provide the most comprehensive  
364 offer possible.

365 One the other hand, since that the Mediterranean diet was declared Intangible Her-  
366 itage of Humanity [14], and olive oil is one of its pillars, olive oil tourism, as a form of  
367 gastronomic tourism and cultural tourism, has found an additional argument for its de-  
368 velopment in rural areas. While the bibliometric exercise performed provided a rich and  
369 valuable overview of the literature on olive oil tourism, it has a limitation in terms of the  
370 methodology used: it focused merely on articles indexed in the WoS database, therefore  
371 excluding scientific production published in other type of databases, notably in Scopus.  
372 In terms of theoretical research, an interesting avenue for future research would be to  
373 complement the analysis conducted by also incorporating the Scopus database.

374 In terms of practical implications, as mentioned earlier, there is a need for more stud-  
375 ies on the offer approach, particularly focusing on the olive oil tourist product and the  
376 intuitional support provided to stakeholders operating in this field of activity. As sug-  
377 gested before, *they are all protagonists of a potential tourism development plan centred around*  
378 *olive oil resources and, as such, should be part of it* [12: 70]. Additionally, this study draws  
379 attention to the need for organising seminars with stakeholders in the field and the scien-  
380 tific community to deepen the knowledge of the activities linked to this kind of tourism,  
381 and to create a European network of cooperation among similar areas and programmes  
382 [12] in regions with the potential to promote olive oil tourism.

383 Given the current dramatic situation stemming from the impacts of climatic change,  
384 there is a real concern for environmental sustainability that warrants exploration in future  
385 research.

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