

Oil-tourism in the South-east of Spain: The Necessity of Coordinating the Tourist Activity with the Agrarian one for the Development of the Rural Areas

El Oleoturismo en el Sureste de España: La Necesidad de Coordinar las Actividades Turísticas y Agrarias para el Desarrollo de las Zonas Rurales

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Abstract. The interior towns from the South of Spain are immersed in the creation of new touristic products for less conventional destinations as the traditional sun and beach tourism. The oil-tourism is a new modality of tourism in the rural sector; it offers many opportunities of development for the areas with olive oil productions. The culture and the historic-architectonic landscape goods related to the olive tree and olive oil represent an important tool in order to attract tourists to these rural towns. The rural sector is not considered only as a place that supports the foodstuffs anymore and it has become a multifunctional territory. The coordination of the tourism and agrarian activities is necessary to the development of the oil tourism.

Keywords: Oil tourism, agriculture, rural development.

Resumen. Las poblaciones de interior del sur de España, están inmersas en la creación de nuevos productos turísticos hacia destinos menos convencionales que el tradicional de sol y playa. El oleoturismo es una nueva modalidad de turismo en el medio rural que ofrece muchas oportunidades de desarrollo a los territorios con producción olivarera. La cultura y los bienes paisajísticos histórico-arquitectónicos relacionados con el olivo y el aceite de oliva representan una herramienta importante para atraer al turista a estos municipios rurales. El espacio rural ha dejado de ser considerado únicamente como un espacio que sustenta la producción de alimentos y se ha convertido en un territorio multifuncional. Para el desarrollo del oleoturismo es necesario la coordinación de la actividad turística y agraria.

Palabras clave: Oleoturismo, agricultura, desarrollo rural.

INTRODUCTION

The tourism in the rural area can achieve to revive the economy of these rural areas. Due to the fact that tourism is a sector that deals with a sector with capacity to generate employment and wealth, taking advantage of the available resources without necessity of saturating the area. The current situation of the tourist market needs to potentiate the area singularities, with the aim of offering a differentiated product that helps to attain a position as tourist referent, offering an added value. The rural tourism means a key component to the economic and social development of the regions what will make possible to diversify the incomes of the rural population in order to assure a prosperous development of the region, so, it is proposed as a generating activity of supplementary incomes and as a distributing element of the income. The increase of the demand of a tourism carried out in a rural area has brought about the implementation of programs on the part of the public administration, focused on the diversification of the incomes and, at the same time, the union of businessmen and associations from the rural areas unify strengths to offer their product or competitive tourist service; overall, next to the differentiated qualities of the rural tourism, it determines as a generator of wealth of the interior areas.

In short, it means that the rural tourism generates a transforming tool of the economy of the rural areas that have a dependence of agriculture area to the granting of incomes for their inhabitants, to sum up; it becomes a factor that leads to the economic prosperity of the regions.

MODALITIES OF TOURISM OF RURAL AREA

The rural tourism emerges as result of a conjunction of proper factors of the post-industrial societies, where the tendencies of the recreational consume have progressed towards what has been denominatad à la carte tourism (Cánoves, et al.; 2004)

The rural places have gone to diversify their uses and one of them is the tourist one. This re-discovery of the interior places, and the restructuring of rural place-patrimony to the tourist uses that accompany the revaluation of aspects such as the authenticity, the cultural identity of the places, the revaluation of the roots and a public awareness of environmental of the urban societies. (Cánoves et al., 2005)

The rural tourism is a tourist activity carried out in a rural place, composed of a leisure integrated offer, addressed to a demand whose motivation is the contact with the autochthonous environment and it has an interrelation with the local society (Fuentes, 1995)

The supplementary activities offered in the tourist destination are a first class factor to attract the consumer; the fulfilled ones in the rural area are characterized by being respectful with the environment, not only natural but also social, and they are based on the natural and cultural resources existing in the specific area (García, 2005) The tourist consumer demands à la carte tourism and his or her selection depends on other qualities referred to the offered supplementary activities. Graciet (1994) sets out an interesting classification of resources in rural destinations, which used effective and efficiently, give us the possibility of many activities in the rural area, supplying a great attraction for the tourist consumer.

The wide range of supplementary activities in the place of destination is, without any doubt, one of the great qualities that the tourist bears in mind when she or he chooses their holidays (**Table 1**)

This variety of resources makes possible different activities in the rural area, appearing different modalities of rural tourism, adapting themselves to the necessities of the demand of the tourist consumer. Moreover, people in charge of the tourist management and planning use this variety of resources as a tool of moderation for tourist seasonal as a whole through the rural tourism.

We are going to present a classification of these modalities that appear in the rural area (Barrera, 2006) (**Figure 1**) (a) *Agro tourism*; it is characterized

because the visitor takes part actively in the productive activities and he or she is assisted by the agrarian producer's family; (b) *Eco tourism*, its main aim is the insertion of the visitor in the rural area, where it is taught about particularities of each area whereas the pure beauty is enjoyed; (c) *Adventure tourism*, natural environment is used as a resource to produce discovery sensations; here, activities that are carried out are very varied and they depend on each environment where they are carried out; (d) *Educational Tourism*, it is represented mainly in the educative farms that attract visitors from nursery to secondary education; (e) *Health Tourism*, it deals with establishments where different services are offered such as Spa, Reiki or treatments for disabled people that work with horses (horse riding therapy); (f) *Business Tourism*, it is related to professional trips in the rural environment; (g) *Hunting Tourism*, it offers a direct contact with nature and other cultures and their hunting ways; (h) *Gastronomic Tourism*, they are the visits to food producers, gastronomic festivals, restaurants and specific places where dishes tasting and/or experimentation of qualities of a region specialized in the production of food is the main reason to the carrying out of the trip (Sclüter y Thiel, 2008)

The gastronomic tourism as a tourist resource that is bringing about supplementary activities to the ones offered until now in the rural areas. The rural tourism includes some sub-sectors thanks to the availability of resources. The gastronomic resources are supplements of others of tourist interest; they can play an important role in the attraction of visitors through good products and a quality hotel industry. The promotion of quality food products is possible to achieve a higher level of satisfaction on the part of tourists. The celebration of fairs, festivals and gastronomic days play a decisive role in the spreading of food products in wider special fields, it is a reason why they have been spreading through other European places.

In the Spanish tourist outlook, the gastronomic tourist is one of the emerging products that is

developing more in the recent years. This tourism modality has achieved the support of public entities as it is the example of the General Secretary of Tourism in the framework "Quality of tourist products" and it has been on the side of the development of Wine Routes in Spain.

The potential of resources that offers the country helps as a base to this growing development: geographic and cultural diversity provides a great variety of food and the way how to prepare it (Gómez y Armesto, 2002) Value enhancement of the resources is doing easier new opportunities in many places, specially, the rural ones; it becomes this type of tourism in an important dynamizing element of the economy and culture. The development of gastronomic tourism contributes to integrate the primary productive traditional function with the specialized tertiary, increasing the sources of incomes and improving the levels of income and employment of the local population, and obtaining the multi-functionality of the rural territory.

ANALYSIS OF STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS OF OIL TOURISM IN THE SOUTH EAST OF SPAIN

Spain is the first worldwide producer of olive oil, approximately a 50 per cent. Olive grove is an area about 308 millions of olive trees. In Spain there are 31 guarantees of origin of extra and virgin olive oil, 14 of them are in Andalusia (**Figure 2**) having this region about the 50 per cent of the guarantee origin of Spain registered in this mentioned product. On the map Lucena DO (guarantee of origin) does not appear reflected because it is of a recent creation, September 2009.

The olive tree culture has provided a great landscape and environmental value (olive trees forest) offering a privileged place: history, tradition, landscape and gastronomy that are impregnated with the legacy of olive oil. Andalusia can offer a tourist product specialized in quality, with an added value, the olive routes; the quality product will be

Table 2. SWOT matrix of oil tourism in the province of Córdoba.

WEAKNESSES	RENGTHS
<ul style="list-style-type: none"> — Few hotel infrastructure in the rural environment — Tourist sector inexperience — Citizen awareness about the existing potential — Youth of the DO, more important aspects and infrastructure. 	<ul style="list-style-type: none"> — Privileged link — Natural parks and other tourist resources — Associationism rise — Important artistic, monumental and natural patrimony. — Rich gastronomy: certified quality products. — Numerous festivals and cultural activities.
THREATS	ORTUNITIES
<ul style="list-style-type: none"> — Insufficient tourist training in the sector companies. — Wear by weather phenomena. Uncontrolled rubbish dump and fires. — Important seasonality because it depends on production. 	<ul style="list-style-type: none"> — Rise of products' consume and ecological services of certified quality. — Aids to the public entities to preserve the patrimony — Saturation in traditional destinations — More free time.

Source: Self research

consumers in relation to the quality food, who are ready to pay higher prices by autochthonous products with guarantee of origin and a high added value. Moreover, current society gives a great value to everything related with ecology. The ecological consume of products and service has increased, the gastronomic tourist is one of the services that is taking advantage thanks to this change.

The support of the public entities: it offers protection and improvement on the part of the historical patrimony and it presents numerous actions addressed to the tourist sector in a rural environment on the part of the public entities.

Public entities should promote developing programs in order to make easier this tourist activity in the olive grove areas, through Community Projects such as: oleoadapt, oleoyouthstart, oleointegra, oleointerprise and oleolife or oil tourism. Jaén Diputación leads a oil tourism project in which

seven Mediterranean countries take part: Portugal, Greece, France, Croatia, Tunisia, Morocco and Spain; different public entities and associations are involved. It was based on the creation of an exchange experiences net, these experiences were related to the tourist valuation of local resources associated to the olive oil production. It is integrated in Interreg III Program of the European Union. The project was developed until June 2007 and it had a budget of 792.664. 557.498 were invested by the European Union by means of the European Regional Development Fund (ERDF)

The tourist industry and leisure are all the time changing, with a rising demand of the cultural, ecological, sportive products, opposite to the tourism that traditionally was taking place, the sun and beach tourism, although it is still predominant and it has a consolidated future, sun and beach tourism has a high saturation. The importance of the interior

tourism has increased in the recent years and it helps to analyze the evolution of the rural tourism.

More spare time on the part of society thanks to the workers' retirement in an early age, thanks to trade unions that have helped to soften some work market aspects and governments' sensitivity that have influence on the tourist sector clearly. Everything has contributed to the development of an important industry related to the rest time and tourism modalities.

Strengths

One of the higher strengths is the privileged link thanks to its strategic location, because it is located in Andalusia motorway and the railway. Moreover, a good link with Human Patrimony cities and coastal areas.

It is located in one of the areas most favorable to carry out sportive activities: hiking, canoeing, hunting and numerous activities in the rural environment which can be an important attraction for tourists.

The resources of the natural park, apart from the supplementary activities related to the oil tourism, attract numerous visits. The outstanding conditions of the landscape, flora and fauna from the parks are enough argument to elaborate an attractive offer addressed to the rural, hunting and gastronomic tourism demand, to receive all type of activities that can require an environment with a high environmental quality, simply, like an area for resting.

There has been a raise in the associationism in the villages and towns, help on the part of the neighbours is essential for the development of the tourist sector, but it is not still enough. They are excellent hosts and welcoming people, open-minded and friendly.

There is an important artistic and monumental patrimony. The majority of the towns offer tourist lures: an historic-architectonic group (churches, lord houses, castles and military architecture, bridges, museums, etc.) and a great botanic and animal patrimony.

Moreover, during the complete year, there are numerous festivals and cultural activities, not only related with olive trees but many others, such as: Carnivals in February, Holy Week in spring, Saint Crosses and processions in May, night parties in summer, and fairs from April to August. And there are a lot of cultural activities: street theatres, flamenco festivals, painting, photography, literature competitions, etc.

Weaknesses

The offer of the hotel infrastructure (rural houses and hotels) is insufficient during quite a lot time in a year, it does not satisfy the demand; it goes towards other areas, according to the research by Millán et al. (2006) about the tourist consumer satisfaction in the Natural Park of Hornachuelos mountain range and the Natural park of Cardeña Montoro mountain range.

The inexperience is one of the factors that has to be taken into account, because the experience helps to the raise quality service. The circumstances have done that quality tries to improve with great efforts although can still be improved and it is hoped that this improvement with the time will be carried out. And they should learn from the errors that are made.

Until now there is only a small group of population that has appreciated the tourist phenomenon, it has a few valuation although this group is increasing, although in many cases they are urban investors. So, we have to consider among the main weaknesses the lack of awareness on the part of the citizenship of the existence of a potential.

In the same way, there is a lack of strategic view of the sector that integrates transversely agriculture, development and tourism, to not produce a saturation of the rural environment, to promote the sustainability of the environment, in order to generate wealth and employment.

Although there is no doubt, the main weakness that the subsector of oil tourism in this area presents, is the youth of the two guarantee of origin (DO):

Montoro-Adamuz and Lucena, so less than a year ago they obtained this acknowledgment. In this way, they have to work a lot in other more important aspects.

CONCLUSIONS

Weaknesses and threats of this modality of tourism in the rural environment as a scarce training in tourism, seasonal employment, intrusiveness of non-qualified people, the lack of planning, etc. that can make difficult the development of the tourist activity.

But without, the main weakness is the awareness of the citizenship about the existence of a potential in the area that is not run. The beneficiaries of the rural tourism should be the inhabitants of the rural environment and, at the same time, the main participants of the internal growth of the areas where these activities are carried out.

The generation of the incomes in a planned way needs the coordination and implication of all the agents: public and private entities, neighbour and businessmen associations and they have to bear in mind quality environment that is the unique guarantee that can present to keep going offering a tourist product fruit of effort and tenacity of the population and the resources of the rural areas.

It is necessary that the tourist product offered is adapted to the existing demand. The rural areas must be assumed as authentic tourist products, it is essential the support of private and public entities and the self production that will be the responsible of the rural revolution. Coordinating and planning all the initiatives in relation to tourism, to face the new threats and weaknesses that appear, to promote the sustainability of the environment, offering a differentiated and competitive product that satisfy the necessities of the demands, they are objectives that rural population has to bear in mind, if they wish to improve the current situation in the areas.

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