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## **Evaluating olive oil tourism experiences based on the segmentation of demand**

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## **Abstract**

In recent years, several research projects have undertaken to gain in-depth knowledge of the demand for olive oil tourism. With the development of olive oil tourism by companies with a vastly different background to that of the tourist sector, precise and accurate information is required in order to meet demand expectations satisfactorily and generate quality experiences. This paper presents the characteristics of four major clusters into which olive oil tourists can be divided and the assessments made by these tourists of the activities carried out, their overall olive oil tourism experience, the various elements of the destination they visited, and the destination as a whole. The results obtained show that, a priori, the reasons for engaging in olive oil tourism, educational background, employment, and age, are the most influential factors when it comes to evaluating such experiences.

Keywords: olive oil tourism; special interest tourism; cluster analysis; tourism demand; Spain.

## **1. Introduction**

Analyses of demand seek to characterise consumers for strategic purposes, with a view to tailoring supply to meet their needs effectively and, if possible, establishing long-lasting bonds of loyalty between both parties. In the case of tourism, it might be more difficult to establish a long-lasting relationship with tourists since nowadays there is a vastly different mentality to the one that existed decades ago with regard to how we travel. The drive to discover new places, experiences, cultures, and activities leads tourists to

choose a new destination every time they travel. Hence, tourist market niches or specific interest forms of tourism have a strong advantage over general interest forms of tourism. They are based on further developing people's hobbies and/or interests, thus turning their travels into an extension of the activities or practices they carry out in their leisure time. Thus, local food becomes a motivating factor for the tourist experience, being the basic element for the development of gastronomic tourism in certain destinations (Alonso, 2010), since "the gastronomy has become a significant source of identity formation in post-modern societies" (Meler y Cerovic, 2003:105). In addition, Pavlidis and Markantonatou (2020) emphasise that gastronomy is a fundamental resource and social and cultural heritage of destinations, gastronomy being a peculiar and strategic aspect when it comes to differentiating a destination as a brand (UNWTO, 2017).

However, olive oil is not simply a food product but has other characteristics and attributes that influence health, the economy, culture, or tourism, resulting in the Mediterranean Diet, declared by UNESCO in 2010 as Intangible Heritage of Humanity, in which olive oil is the central element in the conservation, transformation, cooking, and consumption of food (Agüera et al., 2017).

Many of the companies that have moved into the tourist sector through olive oil tourism (hereinafter OOT) come from a vastly different background to the service industry, and so they undoubtedly need to gain in-depth knowledge about the new environment in which they will be developing their business. This is certainly true of olive oil mills, which do not have extensive experience in the tourist sector but do possess such experience in the production of olive oil, the mainstay of OOT, and, evidently, the experiences generated by the tourist activities they put into operation.

This need justifies much of the research conducted to date, which has generated a profile of olive oil tourism demand.

In fact, OOT is a type of tourism that mainly takes place in rural environments (Agüera et al., 2017; Aguilar and García, 2019), although on occasion, owing to the diversity of complementary activities, the term OOT could also be used to refer to oil tastings in restaurants, visits to museums linked to olive growing, or the purchase of Extra Virgin Olive Oil (EVOO) in specialized shops. This type of tourism offers a plethora of different experiences, and therefore, there are different profiles of tourists who choose it in their leisure time. Hence, the hypothesis put forward in this research is that demand for olive oil tourism can be segmented according to different aspects, such as motivations for choosing olive oil tourism activities.

## **2. Theoretical framework**

OOT is a novel type of tourism, which takes place mainly within rural areas where olives are the principal crop grown, as the repercussion of the cultivation of the olive tree is undeniable on a landscape, cultural, territorial, and economic level (Aguilar and García, 2019). OOT and relationships between food and tourism or between hospitality firms and local communities are treated as a diversifying agent in the economy of the regions where they are developed. The growing importance of gastronomy as a driver of tourism has, consequently, that knowledge about the treatment and obtaining of certain foods, especially agricultural products, is a main attraction to visit a certain region (Stewart et al., 2008), and this is the basis for the development of olive oil tourism.

The use of agri-food products as development enhancers based on gastronomic and tourist attractions has been exploited especially in rural areas, where gastronomic tourism allows the development of new economic activities that improve the quality of life of their population (Millán Vázquez de la Torre et al., 2010; Slocum and Curtis, 2017).

In this sense (Campo-Cerro et al., 2014; Moral-Cuadra et al., 2020), the scientific literature identifies OOT within gastronomic tourism. Thus, the OOT will allow companies to sell their agricultural products in a traditional way, but also to offer value-added tourist products and services from the field of olive oil production and the cultivation of olive fruit (Macias, 2007). In this way, olive oil is constituted as a gastronomic tourist resource (Millán Vázquez de la Torre et al., 2010).

For businesses and residents alike, OOT offers an alternative use for local resources, which generates additional income by developing new activities linked to the olive oil culture (Alonso and Northcote, 2010; Marano-Marcolini et al., 2018; Millán et al., 2015; Molina et al., 2011; Ruiz-Guerra et al., 2011; Tregua 2018). On the other hand, OOT has been introduced as a way of sustainable territory development, which may help to generate wealth and long-term employment (Morales-Fernández et al., 2015; Rodríguez-Entrena et al., 2017). This fact may carry a great competitive advantage for the potential tourism destinations, due to the attraction of tourists aware of sustainability for those places they visit, who are willing to pay more for visiting a sustainable destination (Pulido-Fernández and López-Sánchez, 2016).

In addition, by developing strong links between local actors and identifying the needs of tourists, the food and tourism sectors can develop a strong regional culinary image and greatly increase their share of tourism spending (Macionis and Cambourne, 1998). Furthermore, some studies have focused their main goal in showing the potential of olive oil tourism for those regions that extremely rely on agriculture by using their own local resources (Čehić et al., 2020; Hernández et al., 2016). On the other hand, the enterprises have been the objective of analysis which have portrayed the OOT supply characteristics in specific cases (Arikan-Saltik, 2017) or areas (Millán et al., 2010), in

addition to being those that enable gastronomic, hotel, and tourist relationships (Alonso, 2010).

The appearance of new types of tourism, related with food or agricultural products, such as OOT, is partly due to the strong dependence on agrarian activities found in rural olive-growing areas (Elías and Barbero, 2017; Fernández et al., 2020; Millán et al., 2015; Millán, et al., 2014; Morales-Fernández, et al., 2015; Molina et al., 2011; Slocum and Curtis, 2017). However, this type of tourism, although incipient, has been developing for almost 20 years in some parts of the world, where the consumption and production of olive oil is widespread, such as the region linked to the Montoro-Adamuz Designation of Origin (Millán et al., 2010), and western Australia (Alonso and Northcote, 2010). Hence, today, we have access to research that characterizes demand for olive oil tourism, generating a profile for this demand that is unique and generic (López-Guzmán et al., 2016; Millán et al., 2018; Orgaz et al., 2017).

However, the appearance of a new type of tourism can be influenced by new expectations and consumer habits of current tourists. Increasingly, there are groups of tourists with extremely diverse interests, who are more environmentally aware and who are also looking for new experiences, greater quality, and new knowledge (Ávila and Barrado, 2005). This not only leads to the establishment of new forms of tourism, but also requires analysis that would enable the creation of activities and products aimed at meeting the needs of different groups of potential tourists and visitors (Carrillo-Hidalgo et al., 2019).

Analyses of different groups of tourists have been conducted in cases generate different homogeneous groups that can be catered for by tailoring supply to them and have also been a way of identifying the misalignment between supply and the expectations of tourist demand in order to roll out measures and tourism policies that

effectively meet the needs of the groups of tourists identified with the lowest levels of satisfaction (Díaz et al., 2003).

That being said, it is needed to clarify that there are some works that have tried to depict OOT demand by comparing it with wine tourism tourists and, at the same time, they establish some similarities between OOT and wine tourism development (López-Guzmán et al., 2013; Millán and Pérez, 2014). Besides, some definitions are based on the main motivations of the olive oil tourist as the key point to depict OOT as a “leisure or business trip, requiring at least one overnight stay, and travellers are motivated by a set of activities based on olive oil and the local culture, heritage, landscape and customs that revolve around it. These components, combined, aim at fulfilling the very specific and diverse needs of this booming pastime, which will be met, on site, where the demanded activity is being developed and this will define the level of tourists’ involvement in the production-consumption of this tourism typology” (Pulido-Fernández et al., 2019: 5–6).

Therefore, the segmentation of demand clearly presents a series of benefits for businesses operating in a specific destination or region (Pulido-Fernández et al., 2020), allowing them to adapt to the needs of the groups identified, in accordance with the variables considered when performing this division into homogeneous groups. Furthermore, in the case of OOT, segmentation of demand is one of the essential key aspects in the sustainable development. There is already evidence proving the need to understand the perceptions of tourists as end consumers (Hernández-Mogollón et al., 2019; Orgaz-Agüera et al., 2018), which then places the tourist in a better position.

### **3. Methodology**

The study presented in this paper was conducted in the Spanish regions of Andalusia and Extremadura. They are both located in the south of Spain and encompass a total of 14

## Protected Designations of Origin for Extra Virgin Olive Oil.

When conducting this study, 609 surveys were completed by olive oil tourists (national and foreign) who have visited any of the mills offering olive oil tourism products and services in these two regions of southern Spain. The surveys were carried out between January and December of 2019. The sample error is 4% for a confidence level of 95% ( $p = q = 0.50$ ).

Given the impossibility of limiting the subject of study (all olive oil tourists who visited these regions during the months over which the survey was conducted), and considering, therefore, that this is an infinite population, simple random sampling was applied, in which the only selection criteria was that the informant had engaged in olive oil tourism activities in the mills where the surveys were conducted. Consequently, it should be noted from the outset that, although we might talk about OOT, many of those surveyed were not tourists, but rather visitors, since they did not spend the night away from home. However, given that this is an incipient type of tourism, the low number of tourists motivated to choose this form of tourism and the need to characterize demand for such activities, we have decided to analyse all the people surveyed, although not all of them are tourists. In fact, this will be reflected in the segmentation carried out subsequently.

The survey was structured into six blocks. The first of them asked informants about the different aspects of their trip and olive oil tourism experience. The second block asked them to evaluate the olive oil tourism experience in which they had participated. The third block entailed evaluating the destination in which they had engaged in the olive oil tourism proposal. The fourth block asked them about their spending on the day of their visit. The fifth block ascertained their olive oil consumption habits. Finally, the sixth block focused on analysing the sociodemographic characteristics of the informants.

Different types of question format were used: open-ended, closed (dichotomic and multichotomic with single or multiple response options), and mixed. Different types of scales were used to measure the study variables: on the one hand, a Likert type measurement scale, and on the other, nominal non-metric scales, in order to identify the categories or options used to identify the conduct of the informant, when analyzing qualitative variables that lack quantitative significance.

To segment tourists according to their type of trip and olive oil experience, a two-step cluster analysis was performed. Clustering was based on the BIC criteria, considering a silhouette coefficient higher than 0.3 to determine the good quality of the clusters selected. Subsequently, the results of the clustering process were confirmed, using a multinomial logistic regression model, finding correct classification in 80% of cases, indicating the reliability and accuracy of the cluster solution to classify olive oil tourists regarding the type of trip and olive oil tourism experience, thus segmenting olive oil tourists into four groups.

Once the four clusters were generated, the sociodemographic characteristics of the tourists classified in each of them were described, using frequencies and percentages in the case of categorical variables and the mean values with their corresponding standard deviations in the case of continuous variables. Bivariate comparisons were carried out using the chi-square statistical test in the case of categorical variables and multinomial univariate logistic models to study the association of variables with the segmentation cluster.

Subsequently, the results of the scores or grades assigned by the olive oil tourists to the olive oil tourism experiences they engaged in, and the destination where said experiences took place, were analysed. The scores awarded by the informants were classified into five categories: no score, fail (1–4), pass (5–6), good (7–8), and excellent

(9–10). If less than 5% of respondents had indicated a failing grade, these results would be grouped with the unclassified category in order to conduct robust statistical tests. In the case of variables regarding individual evaluations of items or activities, a weighted average of the scores assigned was calculated according to the number of activities rated by the tourist to analyse globally the opinions expressed by the tourists. To this end, the internal consistency of the scores or grades assigned to the different items was previously verified using Cronbach's Alpha coefficient. Finally, the association between the sociodemographic variables, the cluster into which the tourist was categorised and the scores assigned was studied using the chi-square statistical test and univariate multinomial logistic models.

The statistical tests were conducted with a significance level of 5% and using the statistical software package SPSS version 21.

It should be noted that multivariate analyses could not be performed owing to the loss of data in the sociodemographic variables since, by including all of them in the model, the data were reduced by more than 40%. Hence, one limitation of this paper is that, owing to the lack of responses given for some of the variables studied, multivariate analysis could not be applied to study the association between the sociodemographic variables, the cluster and the evaluations of the different experiences and destinations.

#### **4. Results and discussion**

The first result of this study is the segmentation of the sample analysed. As shown in the tables below, a total of four clusters were obtained, identified with four different groups of olive oil tourists. The first of them has been labelled Healthy Olive Oil Tourists. As shown in Table 1, one of the key characteristics of this group is that the main motivation for choosing olive oil tourism is to engage in activities that are beneficial to their health

(25.32). Also, they do not tend to spend the night away from home during their trip (56.4%). Furthermore, close to 30% book such activities with the company itself just before they take place. In parallel, 30.9% use the company's webpage to make a booking.

(Table 1)

The second of the segments, the characteristics of which are set out in Table 2, has been labelled Olive Oil Flavours Hunter Tourists. The motivation that leads this group to engage in olive oil tourism is, mainly, to learn about the different varieties of olive oil (25%). This group tends to spend at least one night away from home (64%), and 25% of these choose to spend the night in a hotel. They make bookings through their university or place of work, a fact that is shown by their search to enhance their education or professional career.

(Table 2)

The third segment, characterised in Table 3, has been labelled Designation of Origin Olive Oil Tourists. The motivation given by this group is, mainly, to explore the area of a Designation of Origin (21.4%). These are tourists who spend at least one night away from home (72%) in a hotel (38%) and has the highest level of income in excess of €1800 for 55% of tourists classified in this group. Furthermore, they are more spontaneous when it comes to engaging in olive oil tourism, and 50% of these tourists book olive oil tourism activities directly with the company just before they are held.

(Table 3)

Finally, Table 4 sets out the main characteristics found for the segment we have labelled Extra Virgin Olive Oil Tourists. These tourists are motivated by a desire to learn about the taste properties of EVOO (69.2%) and spend at least one night away from home, but in this case, they do so in the same city where the company offering the olive oil tourism activities that they have carried out is located (70%), indicating a preference for hotel accommodation (84.6%). This fact shows that this segment generates a greater benefit for the local community than the others.

(Table 4)

As indicated in the section on methodology, one part of the questionnaire administered to olive oil tourists sought to ascertain their opinions regarding the quality of the olive oil experience. In this respect, it should be noted that for 85.2% of those surveyed, this was the first time they had taken part in olive oil tourism activities. And more than 50% of those surveyed did not evaluate the facilities and activities they carried out during their visit, varying between 52% and 68% of informants who did not evaluate any of the items in the table, making it difficult to reach conclusions in this regard. The remaining 30%, approximately, rated each of the items as outstanding or good.

Given that not all the informants rated all the activities, a global weighted evaluation or grade was obtained based on the evaluation of the activities or facilities carried out and the OOT experience (Figure 1).

(Figure 1)

The internal consistency of the results indicated a Cronbach alpha coefficient of 0.973 for the evaluations of the 13 activities and/or elements included in the questionnaire<sup>1</sup>. In general, 14.3% stated that they would not repeat the experience; 39.4% said that they would repeat the experience within 24 months; and 46.3% did not know or did not answer.

We analysed the association between the sociodemographic variables, the segmentation cluster of the characteristics, and the olive oil tourism experience on the one hand, and the evaluation of quality on the other (Table 5). The weighted assessment or grade was considered as a function of the individual assessments or grades given to the activity items scored and the general evaluation of the experience as a whole. Significant differences were found in the evaluations given according to the age of the respondents. The Wald Chi-Square statistical test of the univariate multinomial model indicated a significant association between age and the evaluation or grade assigned (Wald = 19.7, d.f. 2;  $p < 0.001$ ). In fact, tourists with an older average age with mean age of 43.25 (SD = 9.92 and N = 108) were more likely to rate the activities as being excellent in comparison with the younger tourists with a mean age of 24.8, who gave them a pass grade (SD = 7.04 and N = 30). Tourists with an average age of 38.2 assigned a grade of good (SD 11.49 and N = 153) and the average age of those who did not evaluate any of the activities or who gave them a fail grade was 41 (SD = 15.54 and N = 222) with this group encompassing the oldest tourists with a maximum age of 80.

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<sup>1</sup> Accessibility to the facilities in a private vehicle, parking at the facilities, cleanliness of the facilities, accessibility adapted to people with disabilities, clarity and fluidity of the exposition of the visit, explanatory panels and/or machinery exhibited, distance from the facilities to the olive grove (if visited), quality of the olive-growing landscape, number of people who carried out the same activity simultaneously, materials available during the tasting, educational contents of the tasting, availability of days and times for visits, and value for money.

(Table 5)

Gender was not associated significantly with the grades assigned by the respondents. Significant differences were found, however, in the grades assigned according to the classification cluster of the olive oil tourism experience, with tourists from clusters 3 and 4 giving higher grades (excellent) than tourists from clusters 1 and 2, with a higher percentage of tourists in these latter two clusters giving only a pass grade. The percentage of no responses or fail grades assigned was higher in clusters 1 and 4 than in clusters 2 and 3 ( $p < 0.001$ ).

Regarding educational background, significant differences were found in the grades allocated. The majority of those without an education awarded grades of excellent or good. However, tourists with a university or secondary education were more demanding, representing a greater percentage of tourists who assigned a simple pass grade, in comparison with those without an education or with postgraduate studies ( $p < 0.001$ ).

According to occupation, significant differences were observed in the scores assigned. Almost half the retired/homemaker respondents surveyed rated the activities and facilities as being excellent in comparison with students, who were more demanding, and indeed a larger percentage of this latter group awarded a simple pass grade than the other categories ( $p < 0.001$ ).

Executives/managers and unskilled workers/civil servants with no qualification were more demanding in their evaluations than business owners/independent professionals or civil servants with a qualification ( $p < 0.001$ ).

Tourists with a higher level of income (> 3000) gave higher scores than those on lower incomes. Tourists with lower earnings (< 900) were more demanding, assigning lower grades than tourists with higher earnings ( $p < 0.001$ ).

In the general, regarding the evaluations of the olive oil tourism experience, similar conclusions were obtained pertaining to the association between sociodemographic variables, segmentation cluster, and scores (Table 6).

Significant differences were found in the scores assigned according to the age of the informants. The Wald Chi-square statistical test of the univariate multinomial model indicated a significant association between age and the grade assigned to the olive oil tourism experience (Wald = 90.9, d.f. 2;  $p < 0.001$ ). Tourists with an older average age, with an average age of 43.90 (SD = 11.409 and N = 318), are more likely to evaluate the experience as excellent, in comparison with younger tourists, with an average age of 28.64, who assigned it a good or simple pass grade (SD = 8.03 and N = 33). The average age of those who did not evaluate the experience in general or who gave it a fail grade was 34 (SD = 14.7 and N = 159). In this case, women gave higher scores than men and in greater collaboration than the latter.

(Table 6).

Subsequently, the results of the other part of the questionnaire administered to olive oil tourists were analysed, which aimed to ascertain their evaluation of the destination in which the olive oil tourism proposal they engaged in is located.

Of olive oil tourists, 66.7% had not previously visited the destination, 33.3% had visited before, and 5.4% (33 people) did not answer the question. As for the reasons as to why they had visited the destination on this journey, 30% responded that it was to carry

out the olive oil tourism activities they engaged in; 22.6% to carry out activities related with their work or business; 15% to visit museums and exhibitions, etc.; and 12.2% to carry out activities that would bring them into contact with nature, sport, etc. Attending leisure and recreational events and visiting friends or family was the last given response, each obtaining approximately 10%.

Around 70% of the respondents did not answer all the questions about the grades they assigned to the destination (in other words, they did not evaluate absolutely all the items they were asked about). Hence, a weighted grade was calculated for the elements, which was considered an overall grade. The internal consistency (Cronbach's alpha coefficient) for the scores was 0.98. 58.6% did not respond to any of the items, 1% gave them a fail grade, 5.4% gave them a pass grade, 21.2% good, and 13.8% excellent. Table 7 shows the distribution of responses according to the sociodemographic variables and the experience characterization cluster.

(Table 7)

Significant differences were found in the grades assigned according to the age of the respondents. The Wald Chi-square statistical test of the univariate multinomial model indicated a significant association between age and the grade awarded to the aspects of the destination (Wald = 17.155, d.f. 2;  $p < 0.001$ ). Tourists with an older average age, with an average age of 43.74 (SD = 13.65 and N = 288), did not evaluate any of the aspects of the destination. Furthermore, in comparison with the younger tourists with an average age of 23 who awarded these aspects with a pass grade (SD = 4.315 and N = 30), tourists with an average age of 40.37 (SD = 10.34 and N = 81) rated the different aspects as being outstanding. The average age of those who rated the aspects of the destination

as being good was 33.37 (SD = 10.9 and N = 114). No significant differences were observed in the distribution of evaluations of the aspects of the destination according to gender with similar grades awarded by men and women ( $p = 0.06$ , Table 7).

According to the characteristics of the olive oil tourism experience, tourists from clusters 3 and 4 awarded higher scores to the aspects of the destination in comparison with tourists from clusters 1 and 2, in which a greater percentage of tourists only awarded a pass grade ( $p < 0.001$ ). Practically none of the tourists with postgraduate studies rated the aspects of the destination about which they were asked (95.2% did not respond). Graduates and those with a secondary education who responded awarded lower grades than those without an education or with just a primary education. Retired respondents awarded the highest grades to the aspects of the destination, giving them an “excellent,” in comparison with students, who were more demanding, largely giving the destination only a pass grade ( $p < 0.001$ ). In relation to professional classification, executives/managers were most likely to answer, evaluating at least one of the aspects they were asked about, mostly awarding a good or excellent grade, in comparison with the rest who, in their vast majority, decided not to evaluate any of the aspects specified ( $p < 0.001$ ). Tourists with lower earnings (less than 1200 euros) were more demanding in their evaluations with the highest percentage only awarding a pass grade to the aspects evaluated, and these were, in turn, the ones who participated most in the question with a lower percentage of tourists leaving this aspect blank.

The results regarding the general evaluation of the destination were similar (Table 8). 45.3% of those surveyed did not award any grade. Of those who did answer, none of the respondents awarded the destination a failing grade. Almost 30% considered it to be excellent, and just under 20% considered it to be good. Significant differences were found in the grades according to the age of the respondents. The Wald Chi-square statistical test

of the univariate multinomial model indicated a significant association between age and the grade awarded to the aspects of the destination (Wald = 21.72, d.f. 2;  $p < 0.001$ ). Tourists with an older average age (41.89) (SD = 11.2 and N = 159) in general rated the destination as being excellent. In comparison with younger tourists (average age of 37.5), who awarded it a pass grade (SD = 11.8 and N = 39), tourists with an average age of 40.37 (SD = 13.7 and N = 111) evaluated the destination as being good. The average age of those who did not evaluate the destination as a whole was 37.9 (SD = 15.1 and N = 204).

Significant differences were found in the evaluations according to gender with higher overall scores assigned by women, who were also more willing to collaborate in responding than men ( $p < 0.001$ , Table 8). Tourists without an education or with just a primary education and those who had a postgraduate education were more likely not to respond to the question (more than 50%), compared to those with a secondary education or university graduates. In turn, the latter are more demanding with a higher percentage of them assigning pass and good grades, in comparison with 42% of tourists without an education, who rated it as being excellent ( $p < 0.001$ ). Retired tourists had a higher response rate and gave higher scores to the destination in general, in contrast with students, who had the highest non-response rate for evaluation of the destination and, when they did, they were more demanding, with lower scores assigned ( $p < 0.001$ ). Business owners/independent professionals and civil servants with a qualification were more likely to respond to questions about the score they would assign to the destination, and they gave higher scores, with a 'good' grade ( $p < 0.001$ ). The response index was higher among tourists who earned between 1200 and 3000 euros. Tourists with earnings between 1800 and 3000 euros were more demanding, being more likely to award a simple pass grade than the rest. The general grade assigned to the destination by tourists with

earnings between 900 and 1800 was higher than assigned by tourists from the higher or lower income brackets ( $p < 0.001$ ).

(Table 8)

Finally, the respondents were asked about their consumption of olive oil. For 92.1% of those surveyed, taking part in this olive oil tourism experience improved their perception about the consumption of olive oil. 79.3% of respondents had bought or were intending to buy oil during their visit. Out of those who indicated a quantity (44.3% of respondents) that they had bought or would buy, the average was 5.8 litres with a deviation of 5.9 litres, a minimum of 0.5 litres and a maximum of 33 litres.

The majority of oil purchased was Premium (bought by 52.7% of respondents), followed by extra virgin olive oil (bought by 30% of respondents) and first day of harvest oil (bought by 16.3% of respondents). Very few of the tourists surveyed responded that they bought other types of oil.

The cluster or segment into which the tourists were classified is also associated with the type of oil bought. Hence, the results of the type of oil purchased according to the characterisation of the tourists indicates that first day of harvest oil was more likely to be purchased among members of clusters 1 and 3 (21 and 26% of the cluster, respectively), compared to 8 and 11% of clusters 2 and 4 (Chi-square 16.2; d.f. 3;  $p < 0.001$ ). A higher percentage of tourists in clusters 3 and 4 acquire Premium oil (62% and 85%, respectively) compared to 45% and 39% of the members of clusters 1 and 2 (chi-square = 47.4; d.f. = 3;  $p < 0.001$ ). Only tourists from cluster 1 buy unfiltered envero oil (5.5% of tourists). Tourists in cluster 3 are more likely to buy extra virgin olive oil than tourists classified in the other clusters (36% vs. 27%, 27% and 15% in cluster 3 vs. 1, 2,

and 4, respectively) (chi-square = 9.9; d.f. = 3; p = 0.019). Organic oil is chosen by tourists from clusters 1 and 2 (7.3% and 5.6% of tourists in these clusters purchase this type of oil, compared to none of the members of clusters 3 and 4) (chi-square = 14.5; d.f. = 3; p = 0.002).

## **5. Conclusions**

Segmentation of current demand for OOT allows us to identify the main differences between the different clusters obtained, which will facilitate decision-making for stakeholders and policy makers (Pulido-Fernández et al., 2020). The design of the surveys contemplates the possible motivations that lead tourists to engage in olive oil tourism activities, the main aspect where the four clusters diverge from one another. The way in which they plan their trip is the next differentiating aspect, noting that cluster 1, “Healthy Olive Oil Tourists,” is made up of visitors by more than 50%, as opposed to cluster 4, “Extra Virgin Olive Oil Tourist,” which largely covers tourists who spend the night in the city where the olive oil tourism activities take place.

Furthermore, the way in which activities are booked also reveals differences between groups, although this is not linked directly with the average age of the group, if we were to understand that young tourists tend to book over the Internet. However, there is a link with motivations since people with a particular interest in their professional or academic careers tend to make bookings through their company and/or university.

The scores assigned to the olive oil tourism experiences consumed highlight the possibility of generating different profiles to tailor the offer to. The level of demandingness varies according to age, profession, and level of education, a fact that can be seen in the scores assigned to the activities consumed and/or the overall experience. In the case of evaluations of the elements of the destination proposed and the destination

in general, the same holds true. Age, occupation, level of education, and, in this case, gender, can be used to create groups with regard to the grades assigned.

Furthermore, the type of oil purchased by olive oil tourists during their visits is another way of segmenting demand. Preferences for the different varieties offered may be useful when creating tourist products or establishing bonds of loyalty with olive oil tourists.

The clusters of tourists identified by means of the two-step cluster analysis conducted also assign different scores in each case. This reveals that motivations influence the evaluations given, as well as the degree of involvement in the surveys.

In short, current demand for OOT encompasses a wide range of interests that, as well as conditioning the way it is consumed, also condition the way in which the olive oil tourism experience is evaluated. They are tourists who know what they want when they engage with OOT activities, and just as in other types of special interest tourism, they are very demanding when evaluating those activities. The results obtained could be useful in continuing to improve the characterisation of demand for olive oil tourism and possibly helping companies that have already launched olive oil tourism proposals and/or are looking to start out in the OOT sector.

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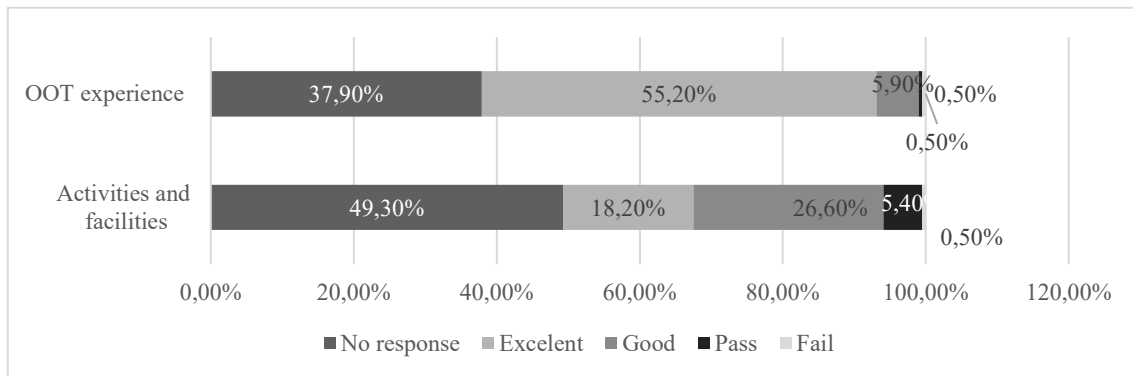
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Figure 1. Global weighted grade assigned to de activities and the experience



Source: Authors' own.

Table 1. Cluster 1 – Healthy Olive Oil Tourists

Gender	Male	40.47 %
	Female	59.53 %
Average age	Age in years	40.4
Education	Secondary Ed / Intermediate vocational training	22.45 %
	Graduate	46.94 %
Occupation	Student or unemployed	20.75 %
	Employed	71.70 %
Professional category	Skilled worker / Middle management	46.51 %
	Business owner / Independent professional	25.58 %
Earnings	1200-1500	27.45 %
	1800-3000	17.65 %
	>3000	19.61 %
Stay overnight	Do not spend the night away from home	56.4 %
Accommodation	Hotels	23.6 %
Booking	Through the company's website	30.9%
	Directly with the company just prior to the activity	27.3 %
Motivations	Learn about the varieties of olive oil and their differences	21.8%
	Engage in activities that are beneficial to health	25.32 %

Source: Authors' own.

Table 2. Cluster 2 – Olive Oil Flavours Hunter Tourists

Gender	Male	41.94 %
	Female	58.06 %
Average age	Age in years	28.8
Education	Secondary Education / Intermediate Vocational Training	29.41 %
	Graduate	58.82 %
Occupation	Student or unemployed	62.86 %
Professional category	Unskilled worker / Civil servants without a qualification	15.38 %
	Skilled worker / Middle management	61.54 %
Earnings	<900	46.43 %
	900-1200	17.86 %
Overnight stay	Spends at least one night away from home	64 %
Accommodation	Hotels	25 %
Booking	Through their university or place of work	30.6 %
Motivations	Learn about the varieties of olive oil and their differences	25 %
	Enhance knowledge for profession/studies	19.4 %

Source: Authors' own.

Table 3. Cluster 3 - Designation of Origin Olive Oil Tourists

Gender	Male	52.50 %
	Female	47.50 %
Average age	Age in years	42.2
Education	Secondary Ed / Intermediate Vocational Training	27.50 %
	Graduate	45.00 %
	Postgraduate (Masters' / PhD)	27.50 %
Occupation	Employed	77.50 %
Professional category	Skilled worker / Middle management	37.14 %
	Business owner / Independent professional	40.00 %
Earnings	1800-3000	35.29 %
	>3000	20.59 %
Overnight stay	Spends at least one night away from home	72%
Accommodation	Hotels	38 %
	Home of family and friends	21.4 %
Booking	Directly with the company just before the activity itself	50 %
Motivations	Explore the area surrounding a Designation of Origin	21.4 %
	Learn about the taste properties of EVOO	19.4 %

Source: Authors' own.

Table 4. Cluster 4 – Extra Virgin Olive Oil Tourists

Gender	Male	47.06 %
	Female	52.94 %
Average age	Age in years	49
Education	Secondary education / intermediate vocational training	60.00 %
	Graduate	28.00 %
Occupation	Employed	88.46 %
Professional category	Skilled worker / Middle management	86.96 %
Earnings	1200-1500	40.91 %
	1800-3000	22.73 %
Overnight stay	Spends at least one night in the city where the activities are held	70 %
Accommodation	Hotels	84.6 %
Booking	Over the phone	73.1 %
Motivations	To learn about the taste properties of EVOO	69.2 %

Source: Authors' own.

Table 5. Distribution of informants according to the global weighted grade assigned to the activities carried out in accordance with the sociodemographic variables and the classification cluster of the olive oil tourism experience

Global weighted grade assigned to the activities carried out	No response or fail grade	Pass grade	Good	Excellent	Chi-Square Test	
<b>Cluster/olive oil tourism experience</b>						
1	N	99	12	39	15	Chi-square(9)=74.714a; p-value=0
	%	60.0%	7.3%	23.6%	9.1%	
2	N	48	9	42	9	
	%	44.4%	8.3%	38.9%	8.3%	
3	N	39	6	33	48	
	%	31.0%	4.8%	26.2%	38.1%	
4	N	51	0	12	15	
	%	65.4%	0.0%	15.4%	19.2%	
<b>Gender</b>						
Male	N	114	12	69	33	Chi-square(3)=6.903a; p-value=0.075
	%	50.0%	5.3%	30.3%	14.5%	
Female	N	117	21	72	60	
	%	43.3%	7.8%	26.7%	22.2%	
<b>Education</b>						
No education or primary education	N	24	0	15	18	Chi-square(9)=27.691a; p-value=0.001
	%	42.1%	0.0%	26.3%	31.6%	
Secondary Ed. / Intermediate Vocational Training	N	78	12	54	48	
	%	40.6%	6.3%	28.1%	25.0%	
Graduate	N	138	18	69	27	
	%	54.8%	7.1%	27.4%	10.7%	
Postgrad (Master's and PhD)	N	30	3	15	15	
	%	47.6%	4.8%	23.8%	23.8%	
<b>Occupation</b>						
Student or Unemployed	N	78	27	33	12	Chi-square(6)=94.012a; p-value=0
	%	52.0%	18.0%	22.0%	8.0%	
Employed	N	189	6	123	69	
	%	48.8%	1.6%	31.8%	17.8%	
Retired/Homemaker	N	24	0	3	21	
	%	50.0%	0.0%	6.3%	43.8%	
<b>Professional classification</b>						
Unskilled worker or civil servant with no qualification	N	18	3	6	3	Chi-square(12)=63.276a; p-value=0
	%	60.0%	10.0%	20.0%	10.0%	
Skilled worker or middle management	N	129	3	93	36	
	%	49.4%	1.1%	35.6%	13.8%	
Business owner/Independent professional	N	42	6	18	36	
	%	41.2%	5.9%	17.6%	35.3%	
Civil servant with a qualification/Teacher	N	33	0	9	9	
	%	64.7%	0.0%	17.6%	17.6%	
Manager/executive	N	12	3	15	0	
	%	40.0%	10.0%	50.0%	0.0%	
<b>Earnings</b>						
<900	N	51	12	21	9	Chi-square(15)=51.732a; p-value=0
	%	54.8%	12.9%	22.6%	9.7%	
900-1200	N	39	6	18	9	
	%	54.2%	8.3%	25.0%	12.5%	
1200-1500	N	60	3	30	15	
	%	55.6%	2.8%	27.8%	13.9%	
1500-1800	N	39	0	18	9	
	%	59.1%	0.0%	27.3%	13.6%	
1800-3000	N	51	0	27	18	
	%	53.1%	0.0%	28.1%	18.8%	
>3000	N	15	6	24	21	
	%	22.7%	9.1%	36.4%	31.8%	

Source: Authors' own.

Table 6. Distribution of informants by the general grade assigned to the olive oil tourism experience according to the sociodemographic variables and the classification cluster of the olive oil tourism experience

General grade assigned to the olive oil tourism experience	No response or fail grade	Pass	Good	Excellent	Chi-square test	
<b>Olive oil tourism cluster/experience</b>						
1	N	57	3	6	99	Chi-square(9)=89.313a; p-value=0
	%	34.5%	1.8%	3.6%	60.0%	
2	N	63	0	18	27	
	%	58.3%	0.0%	16.7%	25.0%	
3	N	27	0	3	96	
	%	21.4%	0.0%	2.4%	76.2%	
4	N	24	0	0	54	
	%	30.8%	0.0%	0.0%	69.2%	
<b>Gender</b>						
Male	N	57	3	6	99	Chi-square(3)=16.008a; p-value=0.001
	%	43.4%	0.0%	5.3%	51.3%	
Female	N	75	3	24	168	
	%	27.8%	1.1%	8.9%	62.2%	
<b>Education</b>						
No education or primary education	N	24	0	0	33	Chi-square(9)=44.596a; p-value=0
	%	42.1%	0.0%	0.0%	57.9%	
Secondary education or intermediate vocational training	N	63	3	3	123	
	%	32.8%	1.6%	1.6%	64.1%	
Graduate	N	96	0	33	123	
	%	38.1%	0.0%	13.1%	48.8%	
Postgrad (Master's and PhD)	N	24	0	0	39	
	%	38.1%	0.0%	0.0%	61.9%	
<b>Occupation</b>						
Student or Unemployed	N	96	3	21	30	Chi-square(6)=111.690a; p-value=0
	%	64.0%	2.0%	14.0%	20.0%	
Employed	N	111	0	15	261	
	%	28.7%	0.0%	3.9%	67.4%	
Retired/Homemaker	N	15	0	0	33	
	%	31.3%	0.0%	0.0%	68.8%	
<b>Professional classification</b>						
Unskilled worker or civil servant without a qualification	N	18	0	0	12	Chi-square(8)=52.618a; p-value=0
	%	60.0%	0.0%	0.0%	40.0%	
Skilled worker or middle manager	N	96	0	12	153	
	%	36.8%	0.0%	4.6%	58.6%	
Business Owner/Independent professional	N	24	0	6	72	
	%	23.5%	0.0%	5.9%	70.6%	
Civil Servant with qualification/teacher	N	6	0	0	45	
	%	11.8%	0.0%	0.0%	88.2%	
Executive/manager	N	21	0	3	6	
	%	70.0%	0.0%	10.0%	20.0%	
<b>Earnings</b>						
<900	N	60	0	9	24	Chi-square(10)=90.894a; p-value=0
	%	64.5%	0.0%	9.7%	25.8%	
900-1200	N	39	0	6	27	
	%	54.2%	0.0%	8.3%	37.5%	
1200-1500	N	30	0	3	75	
	%	27.8%	0.0%	2.8%	69.4%	
1500-1800	N	12	0	3	51	
	%	18.2%	0.0%	4.5%	77.3%	
1800-3000	N	15	0	6	75	
	%	15.6%	0.0%	6.3%	78.1%	
>3000	N	27	0	0	39	
	%	40.9%	0.0%	0.0%	59.1%	

Source: Authors' own.

Table 7. Distribution of respondents per global weighted grade of the aspects of the destination according to the sociodemographic variables and olive oil tourism experience classification cluster

Global weighted grade of the aspects of the destination	No response or fail grade	Pass	Good	Excellent	Chi-squared test	
<b>Olive oil experience/cluster</b>						
1	N	120	15	12	18	Chi-square(9)=14 3.876a; p-value=0
	%	72.7%	9.1%	7.3%	10.9%	
2	N	30	12	60	6	
	%	27.8%	11.1%	55.6%	5.6%	
3	N	93	0	9	24	
	%	73.8%	0.0%	7.1%	19.0%	
4	N	48	0	21	9	
	%	61.5%	0.0%	26.9%	11.5%	
<b>Gender</b>						
Male	N	144	12	42	30	Chi-square(3)=7.4 06a; p-value=0.06
	%	63.2%	5.3%	18.4%	13.2%	
Female	N	138	18	69	45	
	%	51.1%	6.7%	25.6%	16.7%	
<b>Education</b>						
No education or primary education	N	39	0	0	18	Chi-square(9)=91. 850a; p-value=0
	%	68.4%	0.0%	0.0%	31.6%	
Secondary education or intermediate vocational training	N	81	12	63	36	
	%	42.2%	6.3%	32.8%	18.8%	
Graduate	N	141	18	66	27	
	%	56.0%	7.1%	26.2%	10.7%	
Postgrad (Master's and PhD)	N	60	3	0	0	
	%	95.2%	4.8%	0.0%	0.0%	
<b>Occupation</b>						
Student or Unemployed	N	63	30	45	12	Chi-square(6)=13 7.666a; p-value=0
	%	42.0%	20.0%	30.0%	8.0%	
Employed	N	258	3	81	45	
	%	66.7%	0.8%	20.9%	11.6%	
Retired/homemaker	N	27	0	0	21	
	%	56.3%	0.0%	0.0%	43.8%	
<b>Professional classification</b>						
Unskilled worker or civil servant without a qualification	N	21	6	0	3	Chi-square(12)=5 9.653a; p-value=0
	%	70.0%	20.0%	0.0%	10.0%	
Skilled worker or middle manager	N	156	3	69	33	
	%	59.8%	1.1%	26.4%	12.6%	
Business Owner/Independent professional	N	72	9	9	12	
	%	70.6%	8.8%	8.8%	11.8%	
Civil Servant with qualification/teacher	N	39	0	9	3	
	%	76.5%	0.0%	17.6%	5.9%	
Executive/manager	N	12	3	9	6	
	%	40.0%	10.0%	30.0%	20.0%	
<b>Earnings</b>						
<900	N	51	6	27	9	Chi-square(15)=4 8.018a; p-value=0
	%	54.8%	6.5%	29.0%	9.7%	
900-1200	N	27	6	30	9	
	%	37.5%	8.3%	41.7%	12.5%	
1200-1500	N	75	3	18	12	
	%	69.4%	2.8%	16.7%	11.1%	
1500-1800	N	48	0	12	6	
	%	72.7%	0.0%	18.2%	9.1%	
1800-3000	N	69	0	15	12	
	%	71.9%	0.0%	15.6%	12.5%	
>3000	N	45	6	9	6	
	%	68.2%	9.1%	13.6%	9.1%	

Source: Authors' own.

Table 8. Distribution of respondents by the general grade assigned to the destination according to the sociodemographic variables and olive oil tourism experience cluster

General grade assigned to the destination	No response or fail grade	Pass	Good	Excellent	Chi-square test	
<b>Olive oil tourism experience cluster</b>						
1	N	69	21	36	39	Chi-square(9)=67.960a; p-value=0
	%	41.8%	12.7%	21.8%	23.6%	
2	N	60	3	24	21	
	%	55.6%	2.8%	22.2%	19.4%	
3	N	42	0	21	63	
	%	33.3%	0.0%	16.7%	50.0%	
4	N	36	12	21	9	
	%	46.2%	15.4%	26.9%	11.5%	
<b>Gender</b>						
Male	N	120	18	39	51	Chi-square(3)=27.380a; p-value=0
	%	52.6%	7.9%	17.1%	22.4%	
Female	N	81	24	66	99	
	%	30.0%	8.9%	24.4%	36.7%	
<b>Education</b>						
No education or primary education	N	33	0	0	24	Chi-square(9)=41.258a; p-value=0
	%	57.9%	0.0%	0.0%	42.1%	
Secondary education or intermediate vocational training	N	84	12	39	57	
	%	43.8%	6.3%	20.3%	29.7%	
Graduate	N	96	30	54	72	
	%	38.1%	11.9%	21.4%	28.6%	
Postgrad (Master's or PhD)	N	33	0	18	12	
	%	52.4%	0.0%	28.6%	19.0%	
<b>Occupation</b>						
Student or Unemployed	N	87	12	24	27	Chi-square(6)=24.196a; p-value=0
	%	58.0%	8.0%	16.0%	18.0%	
Employed	N	162	30	81	114	
	%	41.9%	7.8%	20.9%	29.5%	
Retired/homemaker	N	15	0	12	21	
	%	31.3%	0.0%	25.0%	43.8%	
<b>Professional classification</b>						
Unskilled worker or civil servant without a qualification	N	21	0	3	6	Chi-square(12)=61.127a; p-value=0
	%	70.0%	0.0%	10.0%	20.0%	
Skilled worker or middle manager	N	132	15	33	81	
	%	50.6%	5.7%	12.6%	31.0%	
Business Owner/Independent professional	N	30	12	36	24	
	%	29.4%	11.8%	35.3%	23.5%	
Civil Servant with a qualification/teacher	N	9	6	21	15	
	%	17.6%	11.8%	41.2%	29.4%	
Executive/manager	N	15	3	6	6	
	%	50.0%	10.0%	20.0%	20.0%	
<b>Earnings</b>						
<900	N	60	6	15	12	Chi-square(15)=97.179a; p-value=0
	%	64.5%	6.5%	16.1%	12.9%	
900-1200	N	36	0	18	18	
	%	50.0%	0.0%	25.0%	25.0%	
1200-1500	N	39	3	27	39	
	%	36.1%	2.8%	25.0%	36.1%	
1500-1800	N	15	9	15	27	
	%	22.7%	13.6%	22.7%	40.9%	
1800-3000	N	21	21	24	30	
	%	21.9%	21.9%	25.0%	31.3%	
>3000	N	42	0	12	12	
	%	63.6%	0.0%	18.2%	18.2%	

Source: Authors' own.