



TESIS DOCTORAL

**EL AGROTURISMO EN TERRITORIOS DE LA FRONTERA LUSO-EXTREMEÑA:
UN ANÁLISIS DE SU POTENCIAL Y DE SU SOSTENIBILIDAD**

DORA ISABEL RODRIGUES FERREIRA

**PROGRAMA DE DOCTORADO DESARROLLO TERRITORIAL SOSTENIBLE
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Conformidad de los directores José Manuel Sánchez Martín y Luís Carlos Loures

Esta tesis cuenta con la autorización de los directores de la misma y de la Comisión Académica del programa. Dichas autorizaciones constan en el Servicio de la Escuela Internacional de Doctorado de la Universidad de Extremadura.

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Autora:

DORA ISABEL RODRIGUES FERREIRA

Conforme, los directores:

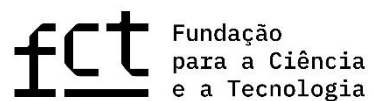
Dr. José Manuel Sánchez Martín

Dr. Luís Carlos Loures

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REPÚBLICA
PORTUGUESA

CIÊNCIA, TECNOLOGIA
E ENSINO SUPERIOR

“É fácil aceitar que um centímetro no mapa equivale a vinte quilómetros na realidade, mas o que não costumamos pensar é que nós próprios sofremos na operação uma redução dimensional equivalente, por isso é que, sendo já tão mínima coisa no mundo, o somos infinitamente menos nos mapas.”

José Saramago, *en Viagem do Elefante*

Dedico este trabajo a todos los agricultores de la raya luso-extremeña, especialmente a Tiago Lourenço y Luís Coutinho por su compromiso y respeto por la naturaleza.

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Recordaré durante toda mi vida esta bonita etapa, como un período de realización personal inigualable. Gracias a todos los que habéis contribuido a ello.

RESUMEN

El turismo en áreas de baja densidad ofrece notables perspectivas de desarrollo, al mismo tiempo que favorece la revalorización de los bienes patrimoniales y culturales. No obstante, la concepción del agroturismo, como modalidad específica del turismo rural, todavía no está plenamente conseguida ni aceptada. Lejos de ello, cabe reconocer que existen diferentes perspectivas y medidas de gestión que, a veces, perjudican su desarrollo como una oportunidad para valorar la agricultura y el turismo de baja escala, pero capaz de generar de impacto social y ambiental positivo además de sostenible. En este contexto de fragilidad, es importante conocer cómo se relacionan los dos sectores para comprender las dinámicas turísticas, las asociaciones existentes o potenciales, así como las actividades valoradas, o el rol de los paisajes agrarios y de los productos agroalimentarios. Tal vez, las zonas fronterizas, donde las áreas naturales protegidas son una marca importante, sean un modelo de estudio ideal, ya que existen bolsas de agricultura sostenible y una amplia diversidad de productos de calidad sobre los que se puede crear un valor añadido. Creemos que el agroturismo es una oportunidad para promocionar y fomentar el desarrollo sostenible de los vastos territorios fronterizos de España y Portugal, cuya raya se extiende más de 1200 kilómetros.

Para profundizar en el conocimiento de la actividad agroturística en áreas fronterizas como la elegida para esta investigación, se ha optado por realizar esta investigación. La Tesis doctoral que aquí se presenta para su valoración por parte de expertos de reconocido prestigio aporta un total de siete artículos de investigación. Entre todos se ha pretendido evaluar tres dimensiones del agroturismo, partiendo de un análisis conceptual, hasta lograr medir su potencial e incluso valorando la sostenibilidad de este segmento turístico.

Para llegar a cabo esta investigación, se ha seleccionado como área de estudio una zona encuadrada en los territorios fronterizos luso-extremeños, seleccionados tanto por su riqueza natural y patrimonial, así como por preservar paisajes agrarios de elevado valor, como son el olivar tradicional y las dehesas, en muchos casos reconocidos por la literatura como patrimonio inmaterial de contrastado atractivo e interés.

Los resultados evidencian que el concepto de agroturismo permanece abierto en la literatura. Además, es difícil concretar una acción específica en las áreas fronterizas, ya que intervienen diferentes administraciones y de distintos países. Asimismo, los resultados evidencian el papel tan relevante que tienen los paisajes agrarios en las preferencias de la demanda y la necesidad de trabajar con las comunidades locales para valorar y proteger su potencial. Se detectan, al tiempo, importantes vínculos entre agricultura y turismo, si bien no están debidamente

estructurados y comunicados como un producto turístico distinto. Aun así, los vestigios del agroturismo detectados, cuando se comparan con otros modelos de turismo, demuestran que son una vía adecuada para lograr los objetivos de desarrollo sostenible promulgados por la ONU en la Agenda 2030. Junto a ello, los hallazgos sugieren que, ante el potencial identificado y la sostenibilidad de ese producto turístico, las entidades locales no pueden ignorarlo y deben integrar a los agricultores y, consecuentemente, a la agricultura en el centro de la estrategia del turismo en estos espacios.

Palabras clave: Agroturismo, turismo fronterizo, desarrollo sostenible, raya luso-extremeña.

ABSTRACT

Tourism in low-density areas offers notable development prospects, while at the same time favoring the revaluation of heritage and cultural assets. However, the concept of agrotourism, as a specific type of rural tourism, has not yet been fully achieved or accepted. Far from it, it should be recognized that there are different perspectives and management measures that, sometimes, harm its development as an opportunity to value agriculture and low-scale tourism, but capable of generating positive social and environmental impact as well as sustainable. In this context of fragility, it is important to know how the two sectors are related in order to understand tourism dynamics, existing or potential partnerships, as well as the activities valued, or the role of agricultural landscapes and agri-food products. Perhaps, border areas, where protected natural areas are an important landmark, are an ideal study model, as there are pockets of sustainable agriculture and a wide diversity of quality products on which added value can be created. We believe that agrotourism is an opportunity to promote and encourage the sustainable development of the vast border territories of Spain and Portugal, whose stripe extends more than 1200 kilometers.

In order to deepen the knowledge of the agrotourism activity in border areas such as the one chosen for this research, we have chosen to carry out this research. The doctoral thesis presented here for evaluation by experts of recognized prestige includes a total of seven research articles. Among all of them, we have tried to evaluate three dimensions of agrotourism, starting from a conceptual analysis, to measure its potential and even assessing the sustainability of this tourist segment.

In order to carry out this research, an area within the Portuguese-Extreme border territories has been selected as a study area, selected both for its natural and patrimonial wealth, as well as for preserving highly valuable agricultural landscapes, such as the traditional olive grove and the pastures, in many cases recognized by the literature as intangible heritage of proven attractiveness and interest.

The results show that the concept of agritourism remains open in the literature. Moreover, it is difficult to specify a specific action in border areas since different administrations and different countries are involved. The results also show the important role played by agricultural landscapes in the preferences of the demand and the need to work with local communities to value and protect their potential. At the same time, there are important links between agriculture and tourism, although they are not properly structured and communicated as a distinct tourism product. Even so, the vestiges of agritourism detected, when compared to

other tourism models, demonstrate that they are a suitable pathway to achieving the sustainable development goals promulgated by the UN in Agenda 2030. Together with this, the findings suggest that, given the identified potential and sustainability of this tourism product, local entities cannot ignore it and must integrate farmers and, consequently, agriculture at the center of the tourism strategy in these spaces.

Keywords: Agritourism, cross-border tourism, sustainable development, cross-border between Portugal and Spain

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1. ESTRUCTURA DE LA TESIS.

Esta tesis doctoral se ha realizado bajo la modalidad de compendio de publicaciones, según la modalidad establecida en el artículo 46 de la Normativa de los estudios de Doctorado de la Universidad de Extremadura. Está compuesta por un total de siete artículos publicados en revistas indexadas en los índices de impacto JCR (Clarivate) y SCOPUS (Elsevier), que abordan la modalidad turística del agroturismo. Persiguen contextualizar el concepto y evaluar el potencial de esta variedad de turismo en los territorios fronterizos según diferentes perspectivas: de la demanda, de la oferta, del potencial del paisaje y su sostenibilidad. Para ello toman como área de estudio la raya luso-extremeña.

1.1. MODALIDAD Y FASES DE INVESTIGACIÓN.

Los artículos en los que se presentan los resultados principales obtenidos en este trabajo se corresponden con las siguientes referencias:

A1. Ferreira, D.I.R.; Sánchez-Martín, J.M. ***La función de las áreas agrícolas en el debate epistemológico sobre el turismo rural, el agroturismo y el agroecoturismo.*** *Rev. Geografía Norte Grande* 2022, 81, 235–261, doi: <http://dx.doi.org/10.4067/S0718-34022022000100235>.

A2. Ferreira, D.I.R.; Sánchez Martín, J.M. ***La agricultura como producto turístico en áreas rurales: Un debate abierto en la literatura.*** *Investigaciones Turísticas* 2020, 20, 97–123, doi: <https://doi.org/10.14198/inturi2020.20.05>.

A3. Ferreira Rodrigues, D.I.; Sánchez-Martín, M.J. ***O olival como oportunidade para o turismo no Parque Natural do Tejo Internacional.*** *Finisterra* 2021, LVI (117), 55–80, doi: <https://doi.org/10.18055/Finis19241>.

A4. Ferreira, D.I.R.; Sánchez-Martín, J.M. ***The Assessment of the Tourism Potential of the Tagus International Nature Reserve Landscapes Using Methods Based on the Opinion of the Demand.*** *Land* 2022, 11, 68, doi: <https://doi.org/10.3390/land11010068>.

A5. Ferreira, D.I.R.; Sánchez-Martín, J.M. ***Agricultural Landscapes as a Basis for Promoting Agritourism in Cross-Border Iberian Regions.*** *Agriculture* 2022, 12, 716, doi: <https://doi.org/10.3390/agriculture12050716>.

A6. Ferreira, D.I.R.; Sánchez-Martín, J.-M. ***Shedding Light on Agritourism in Iberian Cross-Border Regions from a Lodgings Perspective.*** *Land* 2022, 11, 1857, doi: <https://doi.org/10.3390/land11101857>.

A7. Ferreira, D.I.R.; Loures, L.C.; Sánchez-Martín, J.-M. *Spatial analysis of sustainability measures from agritourism in Iberian cross-border regions*. Land 2023, 12, 826, doi: <https://doi.org/10.3390/land12040826>.

Además, la doctoranda ha participado en el desarrollo de los siguientes artículos que han complementado su formación:

- Ferreira, D.I.R.; Sánchez Martín, J.M. *Perceção sobre o potencial da raia: uma leitura aos olhos da população*. Iberografias - Rev. Estudos Ibéricos 2021, 17, 225–239.
- Ferreira, D.I.R.; Sánchez-Martín, J.M. *A paisagem Agri-Cultural raiana: recursos e produtos para um turismo sustentável*. Iberografias - Rev. Estudos Ibéricos 2020, 16, 299–310.
- Ferreira, D.I.R.; Sánchez-Martín, J.M. *Contributos para a definição da agricultura como produto turístico*. Iberografias – Ver. Estudos Ibéricos 2020, 38, 243-254

1.2. PARTICIPACIÓN EN CONFERENCIAS, SEMINARIOS O WORKSHOPS.

Ferreira, Dora (2023). **O olival e o azeite no Tejo-Tajo Internacional: contributos para o desenvolvimento do olivoturismo**. Seminário de Investigação Valoriza, 8 de febrero, Portalegre.

Ferreira, Dora (2022). **Conocer el potencial turístico de los paisajes fronterizos: el caso del Parque Natural del Tajo Internacional**. Encontro de Investigação Valoriza, 9 noviembre, Portalegre.

Ferreira, Dora (2022). **O olival e o azeite no Tejo-Tajo Internacional: contributos para o desenvolvimento do olivoturismo**. XXI edição do Curso de Verão subordinada ao tema “Novas fronteiras, outros diálogos: cooperação e desenvolvimento”, 1 julio, Centro de Estudos Ibéricos, Guarda.

Ferreira, Dora (2022). **Conocer el potencial turístico de los paisajes: el caso del Parque Natural del Tajo Internacional**. VII Congreso Internacional SEEPLU "Imágenes, paisajes y discursos en la frontera", Facultad de Filosofía y Letras, 2-4 marzo, Universidad de Extremadura, Cáceres.

Ferreira, Dora (2021). **Ligações entre a agricultura e turismo em territórios luso-espanhóis: análise da sustentabilidade e potencialidades do agroecoturismo como produto turístico**, Apresentação do Prémio Centro de Estudos Ibéricos, 30 marzo, Guarda

Ferreira, Dora (2019). **Conhecer os limites e as potencialidades da paisagem agrária do Parque Natural do Tejo Internacional: O caso do Olival**, CER 2019 CER 2019 - VIII Congresso de Estudos Rurais; VIII Congresso Rural Report, 5-7 diciembre, IPVC, Ponte de Lima e Sistelo, Portugal [<https://sper.pt/blog/2019/06/24/cer2019/>]

Ferreira, Dora (2019). **Contributos para a definição da agricultura como produto turístico**, XIX Curso de Verão, Ed. 2019, 3-6 julio, Centro de Estudos Ibéricos, Guarda

Ferreira, Dora (2019). **¿Qué vínculos hay entre la Agricultura y el Turismo? Análisis de la sostenibilidad y potencialidades del agroturismo en los territorios fronterizos hispano-lusos**”, V Seminario en Desarrollo Territorial Sostenible celebrado entre los días 27, 28 y 29 de mayo, Escuela Politécnica de la Universidad de Extremadura, Cáceres

Presentaciones de Póster en congresos.

1. Ferreira, Dora; Sánchez Martín, José Manuel (2019). **Agricultura e Turismo: Metodologia para conhecer e medir ligações e impactos**, 3º Encontro Internacional do CEGOT – Coesão Territorial e Agenda 2030 para o Desenvolvimento Sustentável, 25-28 de set, Faculdade de Letras da Universidade de Coimbra, Coimbra [<https://3encontrocegot.weebly.com/congresso.html>]

Formación.

1. **2022 - Panel discussion: Strategies for getting published in High-Impact Journals**, 31 de março, Charlesworth, Author services.
2. **2022 - XXII Curso de Verão: Novas Fronteiras, Outros Diálogos: Cooperação e Desenvolvimento**, desde 28/06 hasta 2/07, Centro de Estudos Ibéricos, Guarda (25h).
3. **2022 - SPSS Avançado – Análise multivariada de dados**, Universidade de Coimbra, 09 abril (24h)
4. **2021 - Formação básica em interpretação do património natural e cultural** no formato de b-learning, Associação Interpretare, 08-19 junio (20h)
5. **Métodos de investigación y análisis de datos en ciencias sociales y de la salud**, Universidade de Extremadura, 25 maio – 5 junio de 2020(24 h) , com classificação de 17 valores.
6. **2020 - XIX Curso de Verão: Novas fronteiras, outros diálogos: cooperação e desenvolvimento**, Ed. 2019, 3-6 julio, Centro de Estudos Ibéricos, Guarda (32h).

7. **2019-2020 - Sistemas de Informação Geográfica**, desde septiembre de 2019, hasta enero de 2020, Escola Superior Agrária de Castelo Branco, com classificação de 16 valores.

Premios.

- **2021 - Bolsa de Doutoramento** da Fundação para a Ciência e Tecnologia (24 meses).
- **2019 - Prémio** Centro de Estudos Ibéricos – Investigação, inovação e território, na modalidade “Investigação”.

1.3. HIPÓTESIS Y OBJETIVOS

La elaboración de la presente tesis doctoral queda justificada si se tiene en cuenta el escaso conocimiento existente sobre el potencial del agroturismo en territorios fronterizos. Por este motivo, la investigación realizada incide en valorar la capacidad de atracción para los turistas de los productos locales y las tradiciones rurales que perviven en estos territorios caracterizados por su baja densidad demográfica y reducida demanda turística. Al mismo tiempo, analiza el desarrollo de la actividad terciaria de los paisajes agrícolas. Gracias al estudio sistemático del agroturismo se intenta incrementar la baja interacción entre sendas actividades, ya que en la actualidad aparecen demasiado inconexas al propio tiempo que son poco estudiadas tal y como queda acreditado por la escasez de literatura científica referida a la materia. Esta situación contrasta con el papel que debe desempeñar el turismo rural los ámbitos del desarrollo territorial, ambiental, económico e incluso social, mientras permanece inconclusa y vigente la discusión sobre el rol que puede y debe desempeñar la actividad agrícola, así como sus contribuciones al turismo y al desarrollo sostenible.

Teniendo en cuenta este marco, no parece fácil encontrar un consenso en la literatura en cuanto al concepto de agroturismo, con lo cual resulta complejo entender de forma clara su relación con el turismo rural. Así, a partir del análisis empírico de la literatura, esta investigación pretende presentar una síntesis de la evolución conceptual. De ese modo se aspira a clarificar el concepto de agroturismo y exponer las diferentes variedades que aglutina. Para ello se basa en las concepciones teóricas y se intenta aportar nuevo conocimiento sobre los vínculos que se establecen entre la agricultura y el turismo. Se busca, en una primera aproximación, comprender el papel del paisaje en la experiencia turística y, posteriormente, conocer la dinámica de la oferta del sector turístico y sus relaciones con la producción agrícola. A partir de los vínculos detectados, se pretende implementar un conjunto de técnicas de

análisis espacial que permitan identificar los vínculos y, sobre todo, se persigue descubrir las relaciones sectoriales en un territorio transfronterizo concreto. Este conocimiento resulta esencial para evaluar la sostenibilidad y el impacto del agroturismo en un destino que une dos culturas que atesoran un volumen considerable y variado de patrimonio, pero que comparten un territorio sometido a los mismos condicionantes.

Por todo ello, es importante establecer estrategias de futuro capaces de apoyar a los principales agentes del territorio y contribuir de ese modo al desarrollo endógeno. Entre estos pilares se encuentran la agricultura y, por tanto, los agricultores y ganaderos, y el sector turístico. La complementariedad entre ambos puede y debe contribuir a la creación de soluciones diferenciadas que potencien y revaloricen el territorio, que creen empleo. En definitiva, que sean capaces de atraer nuevas inversiones y visitantes, ya que pueden beneficiarse y disfrutar de actividades, productos y servicios ofrecidos por personas cualificadas.

Bajo esos presupuestos, esta investigación pretende contextualizar el agroturismo desde una visión combinada de las siguientes perspectivas:

- Conocer la evolución del concepto de agroturismo.
- Analizar el potencial del paisaje agrícola en la experiencia turística y el desarrollo territorial.
- Conocer las pautas y la dinámica del agroturismo, evaluando para ello su potencial.
- Considerar la sostenibilidad del agroturismo.

De ello se desprende que el estudio se centra en conocer las dimensiones de la percepción de los responsables de la toma de decisiones del territorio, pero también de la población local, la demanda y, por supuesto, los agentes económicos vinculados tanto al turismo como a la agricultura.

Hipótesis

En un momento en el que crece el entusiasmo y la curiosidad por las prácticas turísticas que apelan al disfrute de los lugares, a la revalorización de los productos endógenos o incluso a la vivencia de las tradiciones locales, se constata que las dinámicas relacionadas con la producción agraria, especialmente por métodos tradicionales y conservadores del paisaje y los ecosistemas, han revelado potencialidades para la creación de una oferta estructurada y apoyada en valores agrarios y rurales. Estas dinámicas adquieren una dimensión especial en los territorios de baja densidad demográfica, donde aún se resiste la producción y

transformación de productos agroalimentarios, a menudo desarrollados bajo técnicas, procesos y saberes tradicionales.

A partir de dichos requerimientos se consideran los problemas que cuestionan la sostenibilidad del territorio y amenazan con la descaracterización del destino turístico mediante prácticas agrarias desfasadas de los principios del modelo de producción tradicional, extensivo o sostenible y también con la oferta de productos turísticos sin valor añadido. En este sentido se plantean varios interrogantes de partida, que guían este trabajo de investigación y orientan el marco metodológico de cada uno de los estudios desarrollados. Los interrogantes que guían esta investigación son los siguientes:

- ¿Cómo ha evolucionado el concepto de agroturismo en la literatura?
- ¿Cómo aborda la literatura el papel de la agricultura en las experiencias de turismo y desarrollo territorial?
- ¿Cuál es el papel de los paisajes agrícolas en la promoción de la dinámica turística?
- ¿Son adecuados los paisajes agrícolas para las actividades recreativas al aire libre?
- ¿Qué actividades agroturísticas con potencial son apropiadas para las tipologías de paisaje dominantes en el territorio?
- ¿Qué relaciones existen entre la agricultura y el turismo?
- ¿Qué dinámicas existen y cómo se caracterizan las actividades de agroturismo en el territorio?
- ¿Qué pautas de sostenibilidad se observan en los vínculos existentes entre turismo y agricultura?

Con la inquietud de responder a dichas cuestiones se plantea como hipótesis de partida la siguiente afirmación:

- HG: *Los vínculos entre agricultura y turismo siguen siendo invisibles e infravalorados por los agentes territoriales, lo que se traduce en una oportunidad perdida para potenciar el agroturismo como alternativa para el desarrollo sostenible de los destinos fronterizos.*

A partir de esta hipótesis general, muy correlacionada con los interrogantes y objetivos pretendidos en la investigación, se formularon también las siguientes hipótesis específicas que complementan la investigación:

- HE1. *El agroturismo es un concepto que identifica las relaciones que se establecen entre la agricultura y el turismo.* Esta hipótesis trata de contrastarse en los artículos 1 y 2 (A1 y A2).
- HE2. *Las relaciones entre agricultura y turismo contribuyen al desarrollo del territorio.* Para su corroboración se ha recurrido a la elaboración de los artículos 1 y 2 (A1 y A2).
- HE3. *El paisaje agrícola desempeña un papel relevante en las experiencias de agroturismo.* La misma se ha tratado de contrastar a través de la contribución realizada en los artículos 3, 4 y 5 (A3; A4; A5).
- HE4. *Los vínculos entre agricultura y turismo son frágiles o invisibles en el territorio estudiado.* Para su contraste se ha elaborado el artículo 6 (A6).
- HE5. *Los vínculos entre agricultura y turismo son cruciales para la sostenibilidad del turismo en las zonas fronterizas.* A la verificación de esta hipótesis se ha dedicado el artículo 7 (A7).

Objetivos

Aunque desde hace décadas el turismo ha despertado notable interés en la literatura, el conocimiento sobre la dinámica y la sostenibilidad de la modalidad del agroturismo aún es incipiente y se desconocen en gran medida los vínculos que existen o pueden establecerse entre la producción agrícola y el turismo. Por ello, se estableció el siguiente objetivo general de la investigación:

- OG1. *Analizar los vínculos existentes entre la agricultura y el turismo, evaluando el potencial y la sostenibilidad económica, ambiental y social del agroturismo, que pretende ser un producto turístico experiencial para los territorios fronterizos luso-españoles.*

Es importante destacar que la elección de este territorio se debe a la falta de productos turísticos orientados a destinos fronterizos. También se debe al hecho de constatar el actual estado de conservación del paisaje rural y agrícola, identificando marcas específicas relativas a la historia, las tradiciones y el "saber hacer", que se traducen en un alto potencial para la práctica del turismo de experiencias, conocido por asociar prácticas de aprendizaje y exploración de emociones. Esta investigación, basada en el objetivo mencionado, pretende culminar con la propuesta de creación de productos turísticos apoyados en la actividad agrícola y que combinen los valores naturales, ambientales y culturales.

A partir del objetivo general y enmarcados en la hipótesis inicial, se persiguen los siguientes objetivos específicos que guían esta investigación:

- OE1. *Vislumbrar el papel de los paisajes agrarios en el debate teórico, contribuyendo a la estabilización del concepto de agroturismo en el marco epistemológico del turismo rural.* Para lograrlo se ha perfeñado el artículo 1 (A1).
- OE2. *Comprender cómo se ha difundido la actividad agraria como recurso turístico en el debate teórico, tratando de establecer puentes con su impacto en el desarrollo rural.* Con el fin de alcanzarlo se ha desarrollado el artículo 2 (A2).
- OE3. *Evaluar el potencial del paisaje agrario, en particular el caso del olivar tradicional, en la dinámica de promoción del territorio e impulso de las actividades turísticas en el territorio fronterizo.* Para cumplir este objetivo se ha desarrollado el artículo 3 (A3).
- OE4. *Conocer las preferencias del paisaje por las actividades recreativas al aire libre, contribuyendo a la evaluación del potencial de diferentes tipologías turísticas para el territorio fronterizo.* Para conseguir este objetivo se ha realizado el artículo 5 (A4).
- OE5. *Identificar posibles actividades agroturísticas en función de las preferencias de la demanda.* Con el fin de alcanzarlo se ha desarrollado el artículo 4 (A5).
- OE6. *Comprender los vínculos que existen entre agricultura y turismo, explorando los patrones y la dinámica de la oferta de actividades, productos y servicios impulsados por la oferta de alojamiento.* Para lograr este objetivo se ha elaborado el artículo 6 (A6).
- OE7. *Conocer las pautas de sostenibilidad de la oferta de alojamientos y sus vínculos con la agricultura.* Con el fin de alcanzar este objetivo se ha realizado el artículo 7 (A7).

Secuencia de trabajo

La revisión de la literatura ha sido una constante a lo largo de todo el proceso de investigación, teniendo en cuenta las diferentes líneas de investigación que la orientan, específicamente con el objetivo de explorar la evolución de los conceptos y el pensamiento sobre el turismo rural, comprender el papel del paisaje en la dinámica del turismo, conocer los indicadores de sostenibilidad, comprender la dinámica del turismo en los territorios de frontera y entender cómo detectar, cómo medir y descubrir qué impactos produce en el territorio la vinculación entre la agricultura y el turismo. Así, un primer paso de la investigación fue realizar una amplia revisión bibliográfica en bases de datos indexadas que permitieron definir los objetivos de los dos primeros artículos publicados (A1 y A2).



Figura 1. Esquema conceptual de planificación de trabajo

A continuación, se diseñaron varios modelos de encuesta para la obtención de datos e información con el fin aplicarlos a distintos colectivos. Entre ellos se encuentran la población residente, los responsables de la toma de decisiones, los alojamientos, los agricultores y, obviamente, los turistas e incluso a los visitantes reales y potenciales. Paralelamente, se recurrió al necesario trabajo de campo para la observación directa de la realidad, algo inherente a la investigación geográfica, e igualmente se aprovechó este contacto directo con el objeto y área de estudio para la recopilación de fotografías y el reconocimiento de los productos y recursos turísticos presentes en el área de estudio. Lamentablemente, la fase de recogida de datos se vio afectada por la pandemia y, debido a las limitaciones del momento, la cumplimentación de los cuestionarios y las entrevistas se realizó en diferentes momentos, adaptados a las limitaciones de movilidad impuesta por las autoridades.

Teniendo como punto de partida descubrir los vínculos existentes entre el turismo y la agricultura, plasmados en el agroturismo, se comienza a analizar el paisaje como recurso turístico para comprender su potencial como factor de desarrollo del territorio. Tras este estudio, se analiza la oferta y se identifican los patrones y dinámicas territoriales, persiguiendo tener una imagen más completa del potencial que ofrece esta variedad de turismo. Por último, se realizó el estudio para evaluar la sostenibilidad del agroturismo, identificando los vínculos que se establecen entre agricultura y turismo, así como las oportunidades para potenciar la agricultura como recurso turístico.

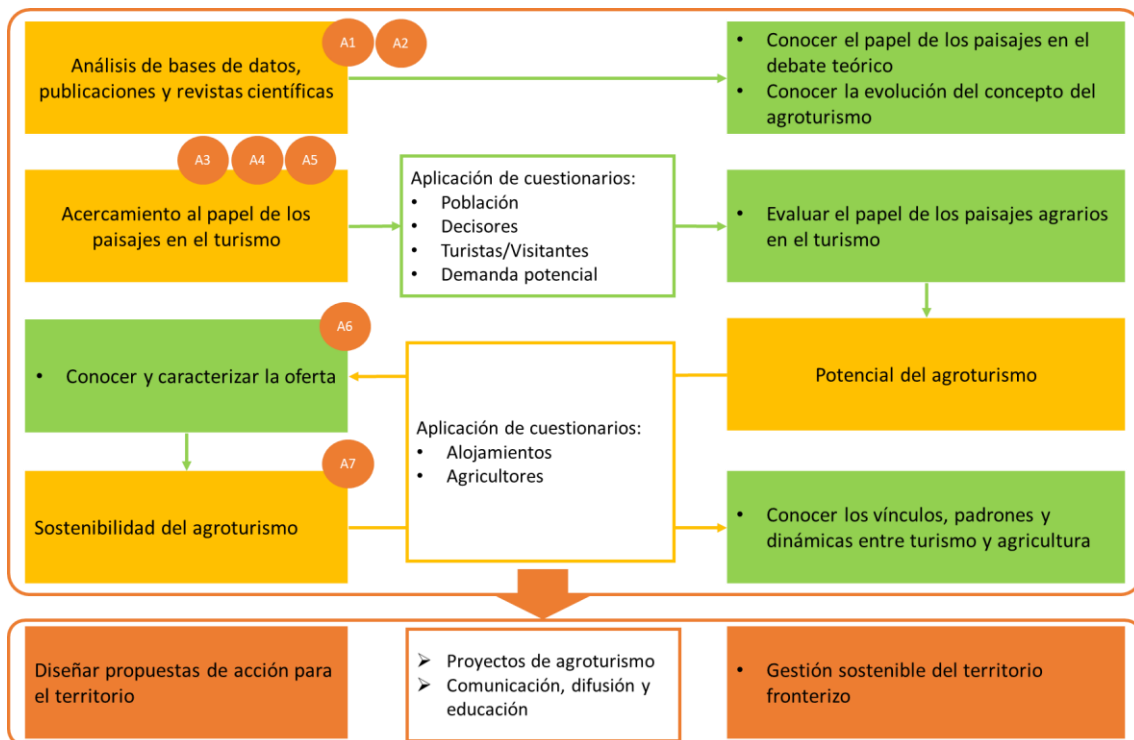


Figura 2. Secuencia del trabajo

2.INTRODUCCIÓN GENERAL

La demanda de destinos de baja densidad es una tendencia que se expresa cada vez más en las dinámicas turísticas (Aznar et al., 2007; Ammirato et al., 2017; Masot & Rodríguez, 2020). Va acompañada de un incremento de turistas que están cada vez mejor formados e informados. Además, disponen de una visión más consciente del impacto económico, social y ambiental que tiene la elección de sus destinos vacacionales y de sus actividades recreativas sobre el desarrollo local (Grilli et al., 2021). Esta demanda se orienta cada vez con mayor frecuencia hacia la búsqueda de experiencias que permitan observar y conectar con las comunidades locales y los agricultores (Chiodo et al., 2019). También persigue aprender más sobre las formas de vida rurales (Pulido-Fernández et al., 2019a) y buscar el equilibrio personal o disfrutar del paisaje (Silva & Leal, 2015) y la gastronomía local (Forné, 2015).

Los hallazgos de la literatura refieren que el desarrollo del turismo rural apoyado en los valores de la comunidad local y con un enfoque arraigado en el territorio es capaz de alcanzar los objetivos de desarrollo, a la vez que se diferencia en un mercado cada vez más globalizado, garantizando así la oferta de productos turísticos únicos (Cleave & Arku, 2015; Everett, 2012; Lin et al., 2011). El turismo apoyado en la producción agrícola (Santeramo & Barbieri, 2015) favorece la tendencia creciente que experimenta la diferenciación de los destinos turísticos y

el desarrollo rural (Everett, 2012; Ammirato et al., 2017), configurando un modelo capaz de potenciar experiencias "auténticas" (Streifeneder, 2016). Tales consideraciones parten del supuesto de que la actividad agrícola es un elemento fundamental del turismo.

En este sentido, el agroturismo ha sido definido como "una actividad que se basa en la prestación de servicios turísticos, con énfasis en la gastronomía y el alojamiento, así como en la participación del turista en el proceso de producción de productos agrícolas" (Arikan, 2017:137). Al mismo tiempo, se ha propuesto a menudo como una oportunidad para revalorizar el patrimonio cultural y natural de los territorios (Streifeneder & Dax, 2020), para rescatar el conocimiento tradicional (Bowen & De Master, 2011) y también para preservar el paisaje (Farsani et al., 2019). En línea con lo anterior, diversos estudios han demostrado el potencial de los paisajes que preservan cultivos mediterráneos tradicionales, como sucede con el olivar (Pulido-Fernández et al., 2019a), el viñedo (Cava Jiménez et al., 2022) o con la dehesa/montado (Bidegain et al., 2020; M. J. Sánchez-Martín et al., 2019). Este último paisaje agrario se ha asociado tradicionalmente a la producción de corcho, pero también ha sido reconocido como un importante agroecosistema con numerosos productos silvestres y agrícolas de alto interés gastronómico (López-Guzmán et al., 2014).

Aunque la literatura reconoce que se trata de un concepto inacabado, abierto y en constante reconstrucción (Barbieri et al., 2015; Karampela et al., 2019), parece existir cierto consenso a la hora de reconocer que el agroturismo es una actividad que, articulando agricultura y turismo, potenciará las oportunidades de desarrollo rural (Torres, 2003). Entre los impactos observados con frecuencia, destacan algunos efectos observados en las diferentes dimensiones del desarrollo sostenible y que pueden traducirse en oportunidades de retornos favorables en términos económicos, sociales y ambientales, tales como:

- Aumento de los ingresos de los agricultores mediante la oportunidad de crear nuevos servicios y de vender directamente su producción, con la consiguiente diversificación de actividades, (Barbieri, Tew, et al., 2016);
- Preservación de paisajes y hábitats naturales (Ibanescu et al., 2018), mejora de prácticas agrícolas sostenibles (N.-W. Kuo & Chiu, 2006), así como la preservación de sistemas tradicionales y cultivos endógenos (Valdivia & Barbieri, 2014).
- Oportunidades para crear empleo cualificado, poner fin al éxodo rural y también recuperar el patrimonio, las tradiciones y potenciar la cultura local (Ciolac et al., 2019).

A pesar de este reconocimiento como factor de desarrollo sostenible, el agroturismo se ha ignorado frecuentemente en las estrategias conducentes al mismo, o se ha gestionado mal como el evidente recurso turístico que puede llegar a ser, lo que merma las oportunidades para mejorar el paisaje, los productos agroalimentarios y la experiencia de los turistas en las actividades agrícolas.

Resulta evidente, por tanto, el notable potencial del agroturismo como oportunidad para el desarrollo de territorios con baja densidad demográfica, siempre que se base en una planificación y gestión sostenibles y de calidad, características del turismo sostenible. Consecuentemente, el agroturismo debe ser visto como un modelo de turismo que aglutina diversas oportunidades para los distintos agentes locales, desde restaurantes, agentes culturales y turísticos, alojamientos y, sobre todo, agricultores. Ello implica que el modelo de desarrollo turístico de los territorios de baja densidad debe ser capaz de integrar a los agricultores en la estructuración de la oferta turística.

Teniendo en cuenta lo anterior, la presente investigación se presenta con el propósito de estimular a los agentes turísticos a articular nexos para la cooperación con el sector agrícola, así como concienciar a los agricultores de la importancia de integrar su actividad en la dinámica turística. Para ello, se evalúa su potencial y sostenibilidad en un contexto territorial muy particular. Un fin que pasa por conocer las preferencias de la demanda y, a partir de ahí, explorar las oportunidades intrínsecas a las características del territorio y conocer las características de la oferta.

La investigación se desarrolló en el contexto territorial de una zona fronteriza entre Portugal y España, un territorio marcado por la despoblación y la baja dinámica económica (Campesino Fernández & Salcedo Hernández, 2017), pero con activos de incalculable valor, como sucede con el patrimonio natural localizado los espacios naturales protegidos (Sánchez-Martín & Rengifo-Gallego, 2016).

Esta área ha sido ignorada por diferentes planes de desarrollo turístico, ya que no ha habido una apuesta lo suficientemente clara y decidida por parte de los gobiernos nacionales y regionales para posicionarla como destino turístico. Al mismo tiempo, está sometida a limitaciones importantes, como las relativas a la accesibilidad interna, mucho más graves cuando se refiere a la que existe entre ambos lados de la raya. A pesar de ello, no cabe duda de que se trata de un territorio con una enorme riqueza natural y cultural, que constituyen soportes básicos para establecer una oferta turística diversificada. En este espacio tienen cabida numerosas variedades de turismo, como el de naturaleza, el ecoturismo, el

agroturismo, el turismo rural, ya sea de naturaleza, ya sea cultural (Campesino Fernández & Almonte, 2014).

La raya, esta zona olvidada y denostada desde tiempos remotos, ha sido ampliamente estudiada como destino turístico de frontera. Ha llegado a ser definida como "la última esperanza para la redención del mundo rural" (Campesino Fernández & Almonte, 2014:12). Aun así, existen pocos estudios que evalúen su potencial de forma integrada, como si de un único destino se tratara. Esfuerzos iniciados en la década de 1980 dieron lugar al desarrollo de iniciativas protocolarias entre Extremadura y Portugal, que dieron lugar a estudios transfronterizos y estrategias de investigación que posteriormente se plasmaron en la solicitud a la UNESCO del proyecto "Ruta de las Ciudades Abaluartadas en el Territorio Transfronterizo de la Raya Hispano-Lusa: de Frontera a Paisaje Cultural de la Humanidad" (Campesino Fernández, 2007), si bien, aún no ha conseguido un resultado positivo.

A ello se une el hecho de que se trata de un territorio en el que el alcornocal se extiende por amplias zonas, así como por áreas dedicadas al cultivo de olivar tradicional, en sendos casos auténticos reservorios de paisajes culturales. Son escenarios que atesoran un enorme potencial para la realización de actividades recreativas de diverso tipo.

Más concretamente, considerando el impacto positivo del agroturismo, tanto para la revalorización de los activos naturales y culturales, como para el desarrollo sostenible de los territorios, la presente investigación se centra en el estudio de un territorio delimitado por los municipios rurales que integran NUT III Centro y Alto Alentejo (Portugal) y los municipios contiguos de la frontera española (NUT III Cáceres). La belleza marcada por los rasgos culturales, entre los que sobresalen los castillos y fortalezas, y los paisajes naturales de incomparable belleza marcados por la influencia del río Tajo, sirven de telón de fondo al entramado humano que habita este territorio. Sin embargo, la verdadera razón que justifica la elección del tema de esta investigación fue la necesidad de comprender cómo la puesta en valor de la actividad agrícola puede atraer nuevas oportunidades para mejorar ese patrimonio y así proporcionar una oferta turística que también mejore las actividades económicas locales, especialmente el sector primario, que ha sufrido pérdidas de población activa, acompañada de un fuerte y preocupante envejecimiento de la mano de obra.

A partir de las consideraciones anteriores y teniendo en cuenta el potencial del agroturismo, el principal interés de esta investigación radica en detectar los vínculos existentes entre la agricultura y el turismo favoreciendo así prácticas turísticas que garanticen el desarrollo de los territorios fronterizos. Uno de los principales propósitos es determinar qué lugar ocupa la

actividad agraria en la dinámica turística de la zona de estudio. Con ello se persigue conocer diferentes puntos de vista sobre el papel que pueden desempeñar los paisajes y la actividad agraria como oportunidad recreativa, considerando la óptica de la oferta y de la demanda. La culminación de esta investigación espera brindar aportaciones que permitan la estructuración de una oferta basada en la potenciación del agroturismo.

2.1. EL ANÁLISIS DEL AGROTURISMO BAJO UNA PERSPECTIVA DE TURISMO SOSTENIBLE

El turismo sostenible se vislumbra como una oportunidad para promover en los destinos potenciales una relación positiva entre la población local, los turistas y la industria turística. Ello acarrearía objetivos múltiples, entre los que cabe destacar los siguientes: minimizar los impactos ambientales y culturales, optimizar la satisfacción de los visitantes y maximizar el desarrollo económico del territorio (Lane, 1994).

En general, las zonas rurales han registrado tendencias de aumento de la demanda, integrando flujos turísticos generalmente más interesados en el patrimonio (Silva & Leal, 2015), los paisajes (Aznar et al., 2007) o la gastronomía (López-Guzmán et al., 2014). Es principalmente en estas zonas donde la sostenibilidad resulta más frágil y, por tanto, se antoja determinante que las políticas públicas de promoción del turismo rural aspiren a proteger los valores naturales, históricos y culturales de estos territorios. Lane (1994), cuando el turismo rural daba las primeras señales de su potencial, reforzó la idea de que, para su éxito, el turismo rural debería ser multifuncional. Es decir, debe asumir la dimensión ética de preservar la naturaleza, pero no puede ignorar la cultura local, el paisaje y sus hábitats, y adoptar una visión holística de la gestión del territorio, sin una excesiva dependencia del turismo, promoviendo a la vez una economía rural equilibrada y diversificada.

Con el fin de conocer la sostenibilidad del turismo rural y apoyar la gestión del turismo en las zonas rurales, la literatura ha probado varios instrumentos que permiten evaluar el impacto del turismo, lo cual se traduce en la creación de indicadores o índices para la evaluación de las dimensiones económica, social y ambiental (Blancas et al., 2011; Vučetić, 2018). En este contexto, el agroturismo ha aparecido en los rankings de evaluación de la sostenibilidad por comparación con otros modelos de negocio u oferta turística (Tabla 1).

Tabla 1. Dimensões do impacto do agroturismo

| Tema | Objetivo | Principal descoberta | Fonte |
|----------|--|---|----------------------|
| Economia | Modelo teórico de distribuição espacial do consumo agroturístico | El poder de consumo del agroturismo disminuye con la distancia a los grandes centros urbanos. | (Jiang & Wang, 2018) |
| | Impacto económico dos | Vínculo con los sistemas de producción | (Kline et al., |

| Tema | Objetivo | Principal descubierta | Fonte |
|------------------------------|--|--|---|
| | productos agroturísticos | alimentaria | 2016) |
| | Disposición a pagar por productos y servicios con etiqueta de calidad y ecológicos | Impacto positivo en las cadenas de valor. | Kline et al., 2016) (Kuo et al., 2008) |
| | Impacto del agroturismo en el desarrollo local | Modelo de negocio que utiliza eficazmente los recursos locales de forma integrada y sinérgica, estimulando la innovación en la producción agrícola y diferenciando los programas turísticos. | (Z. Yang et al., 2010) (Drăgoi et al., 2017) |
| Social | Contribución del empresariado femenino | Fortalecimiento de la posición social de las mujeres en las empresas turísticas. | (Comen & Foster, 1996) |
| | Participación de la comunidad local en el desarrollo y la gestión del turismo | La población local como elemento importante del desarrollo local sostenible | (Lekaota, 2015) |
| Ambiente | Evaluar el vínculo con los sistemas sostenibles de producción de alimentos | La preferencia por productos alimentarios sostenibles influye positivamente tanto en el interés por visitar una granja ecológica como en el apego al sistema alimentario | (Kline et al., 2016) (Uğurlu, 2014) |
| | Modelo de producción agrícola que influye en la demanda | La producción intensiva disminuye el carácter agradable de las zonas agrícolas | (Sidali et al., 2019) |
| | Comportamientos y prácticas de concienciación medioambiental | Reducción del impacto ambiental mediante un cambio de comportamiento | (Tigan et al., 2017) (Aoki, 2014) |
| | Evaluación de los servicios paisajísticos | Paisaje agrícola con potencial para el desarrollo turístico | (Sayadi et al., 2009) |
| Desenvolvimiento sustentável | Tipologías de productos agroturísticos | El respeto por la cultura local aumenta el valor turístico | (Andéhn & L'Espoir Decosta, 2020) |
| | Impacto del agroturismo en el desarrollo rural | Las explotaciones agrícolas como herramienta educativa son factores de desarrollo local | (Kowalska et al., 2016) |
| | | Relación positiva entre turismo y desarrollo sostenible | (Ibanescu et al., 2018) |

El agroturismo suele señalarse como una oportunidad para potenciar la oferta dirigida al público urbano, en la medida en que tiene un enorme potencial de fidelización del consumidor cuando este conoce el lugar de producción, al tiempo que tiende a valorar los productos con sello de calidad y cuando se hace un uso eficiente de los recursos. Desde el impacto en la cadena de valor, hasta el empoderamiento de la mujer en las empresas rurales hasta la integración de la población local en las decisiones de gestión turística, son algunos de los impactos evaluados y que confirman que el agroturismo se configura como un modelo que promueve la sostenibilidad de las zonas de baja densidad demográfica. El agroturismo también se señala como una oportunidad para el agricultor de generar nuevas fuentes de ingresos y compensar, a través del turismo, posibles impactos perjudiciales en la gestión agrícola provocados por causas naturales, como el ejemplo de la sequía (Drăgoi et al., 2017).

También referido a la sostenibilidad del agroturismo, la literatura destaca la importancia de los modelos de producción sostenibles, confiriendo oportunidades para desarrollar productos agroturísticos que apoyen los sistemas de producción tradicionales y orgánicos, dando lugar a

oportunidades para promover el ecoturismo, que se beneficia de los vínculos entre la agricultura y el turismo (Torres, 2002). Mientras tanto, numerosas investigaciones han planteado el concepto agroecoturismo refiriéndose a una oferta turística que resulta de la oportunidad de diseñar actividades turísticas apoyadas en las actividades agrícolas y el paisaje, especialmente cuando se valoran las prácticas agrícolas sostenibles y los modelos de gestión que valoran la biodiversidad y los recursos endógenos (Nae-Wen Kuo et al., 2008). Se trata, por tanto, de un tipo de turismo que apoya las relaciones entre la agricultura y la naturaleza, además de reforzar las relaciones sociales y humanas mediante la promoción de la cultura y las tradiciones locales (Ramírez, 2015). En este sentido, los paisajes naturales protegidos de alto valor natural, como las dehesas, constituyen excelentes escenarios para el agroecoturismo (Sánchez-Martín et al., 2019).

En el contexto del desarrollo sostenible enmarcado en las zonas rurales, la preservación de las condiciones ambientales resulta fundamental y a este respecto la literatura señala al agroturismo como un modelo que promueve dinámicas positivas de preservación ambiental. Sin embargo, los bajos estándares de desarrollo económico suelen influir negativamente en las actividades de preservación ambiental, por lo que el agroturismo, al generar nuevas fuentes de ingresos, contribuirá con acciones para la mejora de los recursos naturales, del patrimonio cultural y de las tradiciones comunitarias, en todos los casos considerados como recursos importantes para el agroturismo (Drăgoi et al., 2017).

Así, el agroturismo logra traducir principios sostenibles al preservar los vínculos que se establecen entre el agricultor y la tierra, los conocimientos tradicionales y la forma de hacer, al tiempo que preserva técnicas sostenibles, aumenta los ingresos mediante la diversificación de actividades y preserva un legado patrimonial incalculable compuesto por el trinomio conformado por el paisaje, los ecosistemas y la calidad del suelo. En consecuencia, el agroturismo, produce múltiples beneficios a diferentes escalas (Figura 3): empresa, familia, comunidad rural y sociedad (Barbieri, 2013).



Figura 3. Beneficios del agroturismo
Fuente: Basado en Vaugeois et al., 2017

2.2.A CONCEPÇÃO DO AGROTURISMO

La revisión de la literatura relacionada con el agroturismo revela la abundancia de estudios empíricos. Sin embargo, las contribuciones teóricas que abordan el concepto de agroturismo son todavía escasas, lo que se traduce en una escasa claridad conceptual sobre su dimensión y alcance (Potočnik-Slavič & Schmitz, 2013). Pese a ello, el agroturismo puede definirse como un tipo de turismo que requiere explotaciones agrícolas, donde los turistas tienen la oportunidad de conocer y participar en actividades agrícolas y ganaderas (Brito, 2008). En el estudio de Dax et al. (2019), se refuerza la idea de que el agroturismo se basa en la revalorización del tiempo libre en estrecha relación con la naturaleza y con las actividades agropecuarias, proporcionando vínculos afectivos con la agricultura y un cierto "deslumbramiento" con las características naturales. De esta relación surge el concepto de "ambiente" que pone de relieve los vínculos que se establecen entre la práctica agrícola, los recursos naturales y las

características del paisaje. De esta forma, queda clara la frontera entre los conceptos de agroturismo y turismo rural, como se ilustra en la Figura 4, al delimitar el agroturismo a la escala de las explotaciones agrarias, mientras que el turismo rural es más amplio, ya que abarca las diferentes modalidades de turismo en el medio rural (Díaz-Barceló, 2010) (Tabla 2).

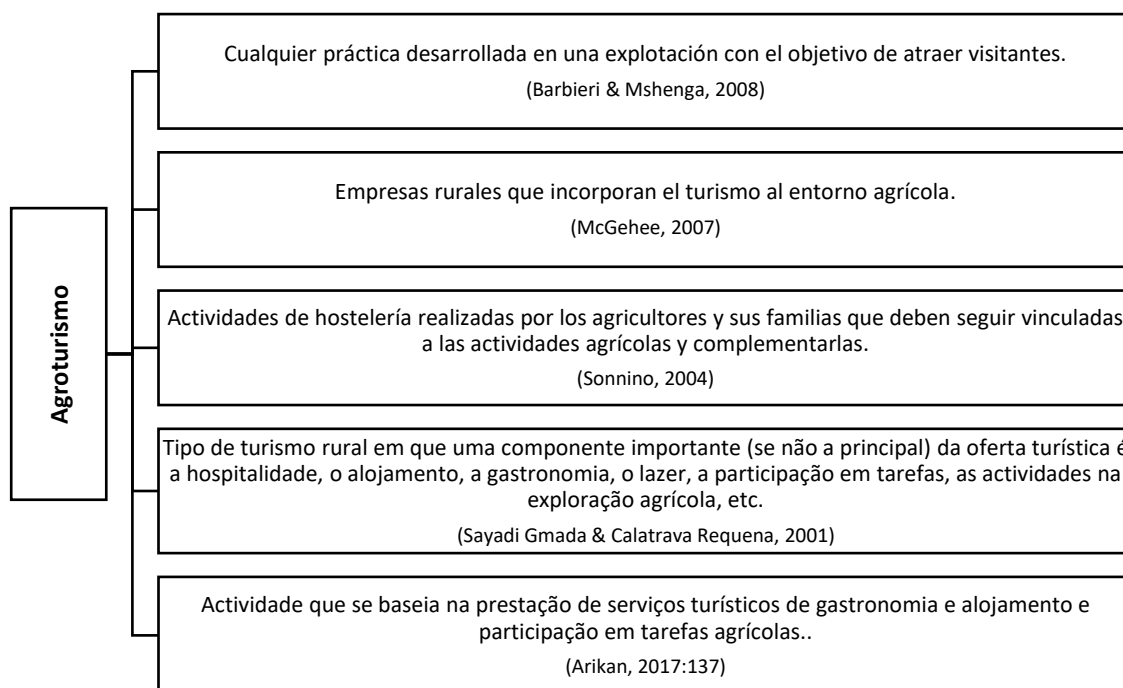


Figura 4. Definición de agroturismo en la literatura

La literatura destaca una perspectiva interesante al señalar que el impacto del turismo rural puede conducir a situaciones de desnaturalización e insostenibilidad, mientras que el agroturismo desarrollado a pequeña escala favorece los sistemas alimentarios locales (Robinson, 2021) y representa una oportunidad para el desarrollo inteligente de las zonas rurales (Ammirato et al., 2020).

Partiendo de este supuesto, la presente investigación pretende conocer estrategias que promueven el agroturismo como modelo de turismo que potencia el paisaje de destinos de baja densidad, en este caso, los espacios fronterizos. En los territorios luso-extremeños aparecen señales evidentes de que los agentes locales persiguen la puesta en valor de los productos locales y, sobre todo, reivindican el papel del paisaje en la experiencia turística. Estas experiencias se toman como referencia inicial de la presente investigación, que pretende comprender cómo se articulan agricultura y turismo y qué formas de agroturismo se detectan en el territorio, qué agentes lo dinamizan y qué potencial existe para su amplificación. No obstante, en la literatura se detectan diversas formas de turismo en zonas de frontera apoyadas en el potencial del paisaje (Perelli, 2010), que se abordan en la Tabla 2, donde se

destacan diferentes formas de turismo que pueden y deben experimentarse, además del agroturismo y que refuerzan la necesidad de continuar con esta investigación.

Tabla 2. Formas del turismo en áreas fronterizas

| Tipos de turismo | Características principales | Relevancia para el agroturismo |
|--------------------------------|---|---|
| Turismo rural | Localización en áreas rurales, baja densidad de población, comunidades de pequeña dimensión | Categoría general |
| Agroturismo | Existencia de una granja en funcionamiento, obteniendo ingresos complementarios a través de actividades del agroturismo, servicios prestados para el disfrute o la educación de los visitantes. | Agroturismo auténtico |
| Turismo de naturaleza | Experiencias de viajes y turismo basadas en la naturaleza | Brindar acceso a experiencias en la naturaleza |
| Ecoturismo | Subcategoría de turismo de naturaleza cuyo objetivo es la conservación del medio ambiente y el mantenimiento del bienestar de la población local | Categoría general con beneficio ambiental |
| Turismo basado en la comunidad | La comunidad actúa en la planificación y gestión del turismo | Rasgos culturales específicos del lugar y la comunidad como impulsores de la cooperación en agroturismo con el aprovechamiento del conocimiento tradicional |
| Turismo cultural | Vinculaciones de turismo y diversidad cultural; fomenta el diálogo entre visitantes y anfitriones, la cooperación y los valores patrimoniales. | Antecedentes históricos y esencia de las actividades locales |

Fuente: (Dax et al., 2019);(Perelli, 2010); (Potočnik-Slavič & Schmitz, 2013)

Agroturismo y paisajes agrarios

Los paisajes agrícolas son notables reservorios de memoria, que actúan como interfaz entre la diversidad cultural y biológica (Assandri et al., 2018). Se caracterizan por la complejidad de su fisonomía, la distribución de los usos del suelo y la conectividad ecológica (Gao et al., 2014), cuyas señas de identidad resultan de esta interacción entre la actividad humana y el medio ambiente. Algunas características típicas e históricamente importantes están desapareciendo hoy en día, debido al abandono de la actividad agrícola o a la conversión de modos de producción tradicionales y de bajo impacto en métodos intensivos, lo que conduce a la destrucción de la percepción de autenticidad (Santoro et al., 2020).

Los resultados de estudios empíricos muestran que las variables paisajísticas y ambientales son claves para determinar el potencial del agroturismo en una explotación (Lupi et al., 2017), así como es posible, a partir del valor escénico de los paisajes, proporcionar *outputs* para el diseño de políticas públicas de protección de los paisajes rurales (Melstrom & Murphy, 2018). Entre los recursos paisajísticos preferidos por la demanda, el estudio de Gao et al. (2014) indica que

los valores asociados a la biodiversidad (vida silvestre, recursos hídricos), los valores culturales (elementos históricos) y productivos (contacto con animales) son atractivos valorados por los turistas. En este sentido, la literatura destaca que hay margen para reconocer que la agricultura desempeña un papel clave en la preservación de paisajes que los visitantes pueden apreciar.

Agroturismo y gastronomía

La gastronomía es ampliamente reconocida como un recurso clave en la experiencia turística, pudiendo ser incluso el principal motivo de viaje de los turistas (Sánchez-Cañizares & López-Guzmán, 2012), añadiendo sin duda valor a la imagen del destino (Long, 2012). Es en este contexto en el que la literatura extiende el concepto de turismo gastronómico visto como una oportunidad para integrar en la cadena de valor un importante componente de la economía local: el sector agrícola (Tikkanen, 2007). Varios autores han sugerido que el turismo gastronómico tiene potencial en destinos con un patrimonio gastronómico y vinícola único, que a su vez está fuertemente correlacionado con la existencia de productos de calidad (Sánchez-Cañizares & López-Guzmán, 2012), dando lugar incluso al desarrollo de diversos productos e infraestructuras de valorización, como es el caso de las rutas gastronómicas que gravitan en torno a productos con etiquetas de Denominación de Origen Protegida (DOP) o Indicación Geográfica Protegida (IGP) (de la Torre et al. , 2017).

En este contexto, el turismo gastronómico abre una puerta al agroturismo al proporcionar a los turistas la participación en el proceso de producción, a la preparación de las comidas y, también a la adquisición de productos agroalimentarios directamente del agricultor. El agroturismo se reconoce en la literatura como una oportunidad para recrear experiencias sensoriales plenas (Niedbala et al., 2020) y la proximidad con la cultura local (Brandth & Haugen, 2011).

El agroturismo como mejora de las experiencias turísticas

El turismo como oportunidad para preservar el patrimonio agrícola hace hincapié en la invitación a los turistas a disfrutar de la estética del paisaje. Es en este contexto en el que cobran especial protagonismo los paisajes de excepcional belleza estética que permanecen estrictamente ligados a valores naturales, como la biodiversidad agrícola y el valioso patrimonio cultural (Farsani et al., 2019). El patrimonio agrícola adquiere así una nueva dimensión en la comercialización turística mediante la cartografía del patrimonio agrícola, como las terrazas de arroz en Filipinas (Sun et al., 2011) o los viñedos en el Duero (Salvado, 2016). Sin embargo, más allá de la dimensión estética del paisaje, la literatura destaca que las

experiencias de aprendizaje asumen un papel relevante en la dimensión del agroturismo al allanar el camino para crear y disfrutar de experiencias auténticas (Vaugeois et al., 2017) a través del turismo creativo (Bezerra & Correia, 2018). Según numerosos estudios, el turismo creativo ofrece una gran diversidad de oportunidades al promover experiencias interactivas que conectan con el patrimonio tangible (agricultura, patrimonio y arquitectura rural, tecnologías, alojamiento, museos, etc.) e intangible (saber hacer, gastronomía, tradición oral, rituales, artesanía, prácticas sociales, etc.). Alimentación, cultura y el propio terruño parecen así conformar una trilogía básica para el agroturismo que puede suscitar diferentes intereses y desarrollar ofertas que racionalicen el potencial de los paisajes productivos, desde el olivar (Pulido-Fernández et al., 2019b), el viñedo (Cava Jiménez et al., 2022) o las dehesas (Sánchez-Martín et al., 2019), como se ha referido anteriormente. Amparados en esta misma idea, estudios previos revelan que la participación en actividades agrarias tiene una fuerte contribución en la imagen emocional del turista en relación con el destino al intensificar el sentido de pertenencia e identidad territorial (Folgado-Fernández et al., 2019). Dicha afirmación refuerza que el agroturismo, como oportunidad para crear experiencias auténticas y conexión con el destino y sus gentes, produce deseo de retorno y fidelidad al destino, por lo que es una oportunidad para las zonas rurales con paisajes agrarios tradicionales y sistemas de producción sostenibles.

2.3. AGROTURISMO EM PORTUGAL E ESPANHA

España y Portugal registraron, a partir de los años setenta, un paulatino aumento del abandono de las zonas rurales y, en consecuencia, de las actividades tradicionales y de sectores económicos fundamentales, como la agricultura, que allí se desarrollaban. Sin embargo, es a partir de los años 90 cuando las zonas rurales de sendos países se beneficiarán del apoyo público europeo derivados de los programas de desarrollo rural (LEADER, LEADER I, LEADER II, LEADER + y PRODER) que han apalancado la inversión en proyectos productivos como alojamientos de turismo rural, agroindustria y comercio de productos locales, así como la inversión en proyectos de recuperación del patrimonio cultural y natural, infraestructuras de acceso y comunicación turística (Masot & Alonso, 2015).

Al igual que en otros países, la actividad recreativa y turística en las zonas rurales se ha expandido significativamente (Sharpley, 2004 en Aznar et al., 2007), lo que se refleja en el aumento del número de unidades de alojamiento y de demanda. En Portugal hubo un crecimiento del 58% en la oferta de alojamientos de turismo rural y España registró un crecimiento del 62% entre 2001 y 2021. En ambos casos, este importante incremento ha sido

provocado por la demanda de destinos con patrimonio, paisaje, tranquilidad y gastronomía tradicional de referencia, el medio rural ha registrado un aumento de la demanda reflejado, por ejemplo, con el aumento del número de pernoctaciones de turistas. Sólo el año 2021 se registró un aumento del 42% en las pernoctaciones de turismo rural en Portugal ([Pordata-Turismo, 2022](#)), y del 22,5% en España respecto a 2021 ([OTE, 2022](#)). Esta tendencia confirma que la demanda tiende a valorar destinos donde la naturaleza, la cultura y las tradiciones rurales son los principales rasgos distintivos.

Atentos a las nuevas dinámicas, recientemente se ha diseñado una nueva "Estrategia de sostenibilidad del turismo transfronterizo entre Portugal y España 2022-2024", que define los objetivos de desarrollo del turismo transfronterizo basándose en el potencial de las zonas rurales, el patrimonio enogastronómico y la dieta mediterránea. Con ello, se renueva la esperanza de la urgente necesidad de valorar la actividad agraria como motor de desarrollo local, destacando la "Enogastronomía" (rutas del vino con Denominaciones de Origen a ambos lados de la frontera, interpretación del paisaje ecoturístico y gastronómico de la frontera) como recurso turístico fundamental de este territorio.

A pesar de este marco, que ofrece pistas sobre el papel que puede desempeñar el agroturismo en el desarrollo local, se desconoce el potencial de esta actividad en los destinos fronterizos, por lo que se justifica fomentar la investigación sobre su potencial y sobre la sostenibilidad del agroturismo. Para dar continuidad al tema, se plantea en el siguiente apartado una exploración más profunda del área de estudio, así como las principales técnicas de recolección y análisis de información que permitieron detectar vínculos entre agricultura y turismo.

3. MATERIAL Y MÉTODOS

3.1. ÁREA DE ESTUDIO

Localización y características socio territoriales

Se han seleccionado los municipios fronterizos de la conocida "raya luso-extremeña" para abordar esta tesis doctoral debido a la trascendencia que presenta el turismo para el desarrollo local en espacios rurales de baja densidad demográfica. En el área de estudio existe un profundo desconocimiento del potencial que ofrece el turismo rural en general y el agroturismo en particular, así como de las dinámicas implantadas en el territorio para promover el turismo fronterizo apoyado en la calidad de los productos locales, en el potencial

de los paisajes agrarios, de las tradiciones y de la cultura, tan propios de un espacio marcado por la historia común de ambos países: Portugal y España.

Esta frontera representa un área geográfica de especial interés en este contexto, especialmente teniendo en cuenta que es una de las fronteras fijas y más estables del mundo y que los paisajes transfronterizos son producto de un conjunto de procesos e interacciones que ocurren en este espacio e influyen en la cultura local. Además, existe una larga tradición de cooperación entre los municipios ibéricos, que trabajan conjuntamente en diferentes iniciativas para paliar los problemas regionales inherentes a sendas partes de la frontera. Por todo ello, las áreas rayanas ofrecen innumerables oportunidades para el desarrollo del turismo, invitando al visitante a adentrarse en el conocimiento de diferentes culturas, gastronomía, productos locales y formas de vida, así como proporcionar acceso a un valioso legado histórico y cultural. Sin embargo, estos territorios suelen ser marginados por las políticas públicas nacionales y las estrategias turísticas regionales debido a la dificultades de poner en marcha acciones comunes enfocadas a considerarlo como un “único destino” que cubre los territorios de dos países (Stoffelen & Vanneste, 2017) y al tratarse de un territorio poco atractivo para el turismo dominante – “turismo de masivo”.

Administrativamente, el área de estudio está circunscrita a los municipios que forman parte de la raya ibérica. De forma concreta, se han seleccionado los 3 municipios fronterizos que integran la NUT III Beira Baixa– Castelo Branco, Vila Velha de Ródão, Idanha-a-Nova y Penamacor (NUT II Centro), los 4 municipios fronterizos de la NUT III Alto Alentejo – Nisa, Castelo de Vide, Marvão y Portalegre (NUT II Alentejo) en Portugal y los 12 municipios fronterizos que forman parte la NUT III Cáceres (Alcántara, Carbajo, Cilleros, Cedillo, Herrera de Alcántara, Mata de Alcántara, Membrío, Piedras Albas, Santiago de Alcántara, Valencia de Alcántara, Valverde del Fresno, Zarza la Mayor) (NUT II Extremadura), en España (Figura 5).

Todo este territorio constituye un área aproximada de 8000 Km², de los cuales, alrededor del 57% corresponden a áreas naturales protegidas, desde la reserva de la Biosfera Transfronteriza del Tajo-Tejo Internacional, hasta los paisajes protegidos de São Mamede, Malcata, Sierra Fría y Gardunha. De acuerdo con la clasificación de la OCDE (2013) este territorio se considera una región predominantemente rural, donde más de un 50% de la población reside en comunidades rurales de baja densidad (por debajo de 150 hab/km²), registrando una densidad media de 14 habitantes/km² (Instituto Nacional de Estadística, 2022; Instituto Nacional de Estadística, 2022b).

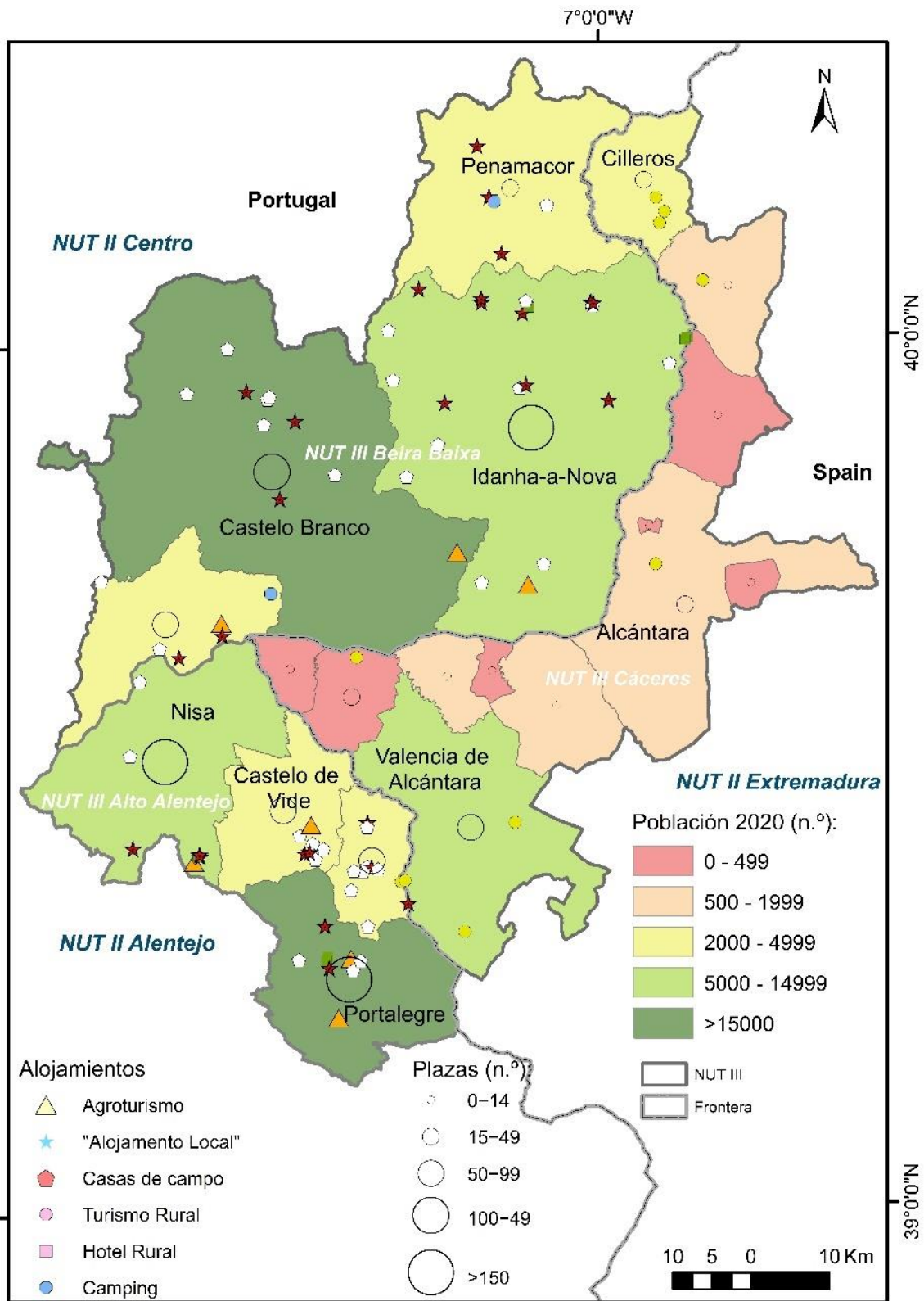


Figura 5. Localización y caracterización del área de estudio

Este territorio se caracteriza por su modesta dimensión demográfica, totalizando 117 212 habitantes (INE), de los cuales el 50% residen en el área urbana de Castelo Branco y Portalegre, ambas capitales de distrito en Portugal.

Cuando se analiza su dinámica demográfica de todo el territorio a lo largo de la última década, se observan pérdidas de población cifradas en aproximadamente el 10%. Igualmente se percibe una marcada tendencia al envejecimiento poblacional (el 32% de la población tiene más de 65 años), según datos oficiales (Instituto Nacional de Estadística, 2022, 2022b).

El sistema territorial está claramente polarizado por las ciudades de Castelo Branco y Portalegre, aunque en líneas generales es un territorio aislado, escasamente poblado y distante de los centros de decisión política. Esta distancia pasa factura a la hora de asignar recursos para su desarrollo. Sin embargo, las sempiternas vicisitudes por las que ha pasado este territorio han permitido la conservación de los paisajes y de los ecosistemas naturales, así como el mantenimiento de las tradiciones locales propias de un territorio que fue otrora disputado por los dos países, pero que consiguen resistir y afirmándose como la zona de frontera más estable por toda la Europa y con un riquísimo patrimonio histórico, cultural e inmaterial. Por todo ello, este territorio es un destino turístico que atesora un elevado potencial para atraer turistas que buscan tranquilidad, seguridad y calidad en la oferta de gastronomía y de productos turísticos diferenciados, tal como se mostrará en las secciones siguientes.

Orientaciones estratégicas de desarrollo territorial

El tejido productivo muestra un insuficiente desarrollo de cadenas de valor completas, particularmente en lo referido a sectores estratégicos. De acuerdo con lo establecido en la Estrategia de Investigación e Innovación para la Especialización Inteligente 2021-2027 (RIS 3) para el área de estudio que incluí tres regiones, los sectores estratégicos para el territorio son:

- RIS 3 Extremadura (Junta de Extremadura, 2021): agroalimentario, energía, salud, turismo y tecnologías de la información y la comunicación;
- RIS 3 Centro (CCDR Centro, 2021): recursos naturales y bioeconomía, salud y bienestar, turismo y creatividad, tecnologías digitales, energía y clima;
- RIS 3 Alentejo (Alentejo, 2020): bioeconomía sostenible, energía sostenible, movilidad y logística, ecosistemas culturales, innovación social, y turismo y hospitalidad.

Frente a los desafíos estratégicos que se plantean en este territorio, se constata que los principios del crecimiento sostenible son salvaguardados en las estrategias de innovación territorial. Asimismo, se reconoce el potencial de los productos agroalimentarios y la oportunidad que ofrece el turismo para contribuir al desarrollo territorial, mediante la innovación y la creación de empleo cualificado. Además, cabe destacar que la dinámica

económica local está marcada por el dominio de pequeñas empresas (entre 10 y 49 trabajadores) y con escasa tendencia a promover las exportaciones, aunque su carácter fronterizo enfatiza una oportunidad de crecimiento (Junta de Extremadura, 2021). De igual modo se observan ciertas dinámicas de innovación de base no tecnológica que son ignoradas en las propuestas orientadas a lograr el desarrollo endógeno del medio rural.

En este sentido, las estrategias de turismo son importantes documentos de referencia para el apoyo a la toma de decisiones de los agentes económicos implicados, definiendo líneas de acción y señalando la dirección en la que debe inscribirse el desarrollo.

El área de estudio está fragmentada en diferentes unidades administrativas a las que corresponden estrategias diferentes. De una forma resumida, para la región de Extremadura se perfilan orientaciones para la estructuración de “destino turístico más sostenible, digital y atractivo”. En cambio, para el Alentejo se establece como prioridad el fortalecimiento de los pilares de la sostenibilidad; para el territorio Centro se persigue garantizar un modelo de gestión integrada del destino (Tabla 3).

Tabla 3. Análisis comparativo de estrategias de turismo: segmentos, productos y acciones clave relacionados con turismo de frontera, turismo rural o agroturismo

| Estrategias | Segmentos | Productos/Actividades | Acciones clave |
|--|--|---|--|
| Plan turístico de Extremadura 2021-2013: Estrategia de turismo sostenible de Extremadura 2030 | Naturaleza | <ul style="list-style-type: none"> • Astroturismo • Extremadura activa • Corredor Ambiental UNESCO • Ecoturismo • Extremadura es Agua • Turismo de golf • Birding • Extremadura rural | <ul style="list-style-type: none"> ✓ Desarrollar plan de mejora del turismo gastronómico basado en la producción local e impulsando el agroturismo; ✓ Desarrollar plan de mejora de turismo rural; |
| | Cultural | <ul style="list-style-type: none"> • Ciudades de Extremadura • Festivales de teatro y musicales • Patrimonio UNESCO y Europeo • Fiestas de Interés Turístico • Museos de Extremadura • Rutas culturales • Tesoros Ocultos de Extremadura • Turismo espiritual | |
| | Gastronómico | <ul style="list-style-type: none"> • Extremadura Gourmet • Fiestas y eventos gastronómicos • Rutas Gastronómicas Sostenibles • Templos Gastronómicos | |
| | Termal | | |
| | MICE | | |
| Cooperación turística | <ul style="list-style-type: none"> • Euroace • Rotas e Desenvolvimento cultural do Lago Alqueva • Eurobird • Tajo internacional rede • Atlantic on Bike Eurovelo 1 • Life ZEPa URBAN • Camino Mozárabe - Vía de la Plata- Mozárabe - Ruta Magallanes Elcano | | |

| Estrategias | Segmentos | Productos/Actividades | Acciones clave |
|--|--|---|--|
| | Clubes de producto turístico | <ul style="list-style-type: none"> • Club de Producto de Turismo Ornitológico Birding in Extremadura • Club Ruta del Queso de Extremadura • Club Ruta del Ibérico Dehesa de Extremadura • Club Ruta del Aceite de Extremadura • Club Ruta del Vino y Cava Ribera del Guadiana • Club de producto • Extremadura Convention Bureau | |
| Plano regional de desenvolvimento turístico 2020-2030 | Cultura, História, Património e Gastronomia e Vinhos | <ul style="list-style-type: none"> • Aldeias do Xisto • Aldeias Históricas • Património geológico • Museu (Museu Cargaleiro) • Boom Festival • Idanha-a-Nova • Cidade Criativa da Música da UNESCO • Enchidos, cabrito, borrego, mel, azeitonas, queijo, arroz-doce • Azeite • Vinhos da Beira Interior | <ul style="list-style-type: none"> ✓ Experiencias Turísticas Integradas: <ul style="list-style-type: none"> • Cooperación entre la Región Centro y la Comunidad Autónoma de Extremadura para potenciar el turismo entre ambas regiones, aumentar el número de viajeros extranjeros y el número de pernoctaciones; • Declaración del Parque Internacional Tajo-Tajo como objetivo en la cooperación entre las regiones; • Dinamización de Experiencias Turísticas Integradas desde una perspectiva internacional, como es el caso de las Rutas Patrimonio UNESCO y Juderías. ✓ Colaboración con regiones colindantes nacionales (Lisboa, Oporto y Norte y Alentejo y Ribatejo) y transfronterizas (Extremadura, Castilla y León, Galicia, Asturias y Cantabria) para desarrollar experiencias turísticas interregionales y venta cruzada. |
| | Natureza, Wellness, Turismo Ativo e Desportivo e Mar | <ul style="list-style-type: none"> • Parque Natural do Tejo • Naturtejo – Geoparque Mundial da UNESCO • Reserva Natural da Serra da Malcata • Termas de Monfortinho • Praias fluviais e barragens • Dark Sky – Aldeias do Xisto • Birdwatching • Trilho Internacional dos Apalaches (37km) • Grandes Rotas (Aldeias Históricas e Zêzere) • Escalada • Semana Europeia Cicloturismo • Aeródromo das Moitas | |
| | Turismo Espiritual e Religioso | <ul style="list-style-type: none"> • Rota das Judiarias – Penamacor, Castelo Branco • Caminho de Santiago • Semana Santa | |
| | Turismo Corporate e Empresarial | <ul style="list-style-type: none"> • Politécnico de Castelo Branco | |
| Estratégia Regional de Desenvolvimento Turístico do Alentejo e Ribatejo 2021-27 | Territorio | <ul style="list-style-type: none"> • Preservación de recursos y patrimonio | <ul style="list-style-type: none"> ✓ Puesta en marcha de un amplio programa para promover la digitalización de la red de alojamientos, fomentando la adaptación de los hoteles y el turismo rural a las nuevas tecnologías y adaptándose a las características de la futura demanda turística. |
| | Cultura | <ul style="list-style-type: none"> • Optimización de recursos de turismo cultural y creativo | |
| | Ambiente | <ul style="list-style-type: none"> • Gestión eficiente de los recursos naturales y valorización de las áreas naturales | |
| | Conocimiento | <ul style="list-style-type: none"> • Agregación de información, supervisión de resultados y creación de un centro de innovación y desarrollo de productos y experiencias turísticas | |

Fuente: (Consultores (2019); Junta de Extremadura (2022); EY-Parthenon (2020).

Cuando se analizan las fuentes con mayor detalle (Tabla 4), se observa que las directrices específicas que guían la promoción del turismo dejan fuera las estrategias de apoyo al

desarrollo del agroturismo, así como el reconocimiento de los productos endógenos como recursos turísticos para articular dinámicas turísticas especialmente relevantes en los territorios rurales. De ello se desprende una clara marginación, o desconocimiento si se prefiere, de las oportunidades que puede tener el aprovechamiento de un vínculo claro entre la actividad agraria y la turística. En contraposición, tanto la gastronomía como el vino se recogen con profusión en las estrategias que cubren el territorio, particularmente en la región Centro.

Tabla 4. Número de veces que se repiten las palabras o expresiones subyacentes a la idea de promoción del turismo para territorio de estudio.

| Región | Turismo rural | Agroturismo | Frontera | Productos endógenos | Gastronomía | Vino/ Enoturismo | Total |
|--------------|---------------|-------------|----------|---------------------|-------------|------------------|-------|
| Extremadura | 11 | 5 | 11 | 0 | 18 | 10 | 55 |
| Centro | 0 | 0 | 3 | 16 | 97 | 83 | 199 |
| Alentejo | 1 | 0 | 1 | 7 | 9 | 101 | 119 |
| Total | 12 | 5 | 15 | 23 | 124 | 194 | |

Fuente: Elaboración propia

Los paisajes e identidad gastronómica

El paisaje está dominado por una extensa penillanura, salpicado por sierras (Sierra de San Pedro, Sierra de Gardunha, Sierra de Malcáta) y una red hidrográfica perteneciente a la cuenca del río Tajo. La climatología se caracteriza por inviernos relativamente lluviosos y fríos y una época estival en la que se alcanzan elevadas temperaturas, características del clima mesomediterráneo seco y subhúmedo (Junta de Extremadura, n.d.).

Destacan la dehesa y una gran diversidad de usos del suelo en los que se mezclan numerosas especies mediterráneas, mezcladas con pastos de gran extensión, huertos, olivar y viñedo de reducido tamaño.

Las propiedades se caracterizan por su pequeña extensión, particularmente en Portugal, donde es frecuente observar muros de piedra que separan la propiedad y sustentan culturas ancestrales. Ejemplo de ello es el olivar tradicional repartido por las laderas de cauces y láminas de agua.

Por otro lado, existe un inmenso patrimonio arquitectónico en todo el territorio que se precisa valorar, desde los muros de esquisto, granito o arcilla (localmente conocidos por “muros de taipa” en Malpica do Tejo, Portugal), hasta los caminos rurales y el patrimonio subyacente a las infraestructuras de apoyo a la actividad agrícola (molinos, pozos de agua...). Los muros son auténticos indicadores del patrimonio geológico del territorio, donde se enfatizan los batolitos graníticos (batolito central de Nisa-Valencia de Alcántara, o Serra da Gardunha, por ejemplo),

al “inselberg” de Monsanto, hasta las cuarcitas armoricanas presentes en valle del Erjas, o el monumento natural “Portas de Ródão”, “Parque icnológico de Penha Garcia”, por ejemplo.

El monte bajo mediterráneo es quizás el más predominante uso de suelo de todos. El típico paisaje rayano del área de estudio está formado por masas de matorrales, encinas (*Quercus rotundifolia*) y alcornoques (*Quercus suber*). También existen formaciones boscosas de madroños (*Arbutus unedo*) y coloridos matorrales, como el tono amarrillo del tejo enano (*Ulex parviflorus*) y las retamas (*Retama sphaerocarpa*), el blanco de la jara pringosa (*Cistus ladanifer*), las escobas blancas (*Cytisus multiflorus*) o el durillo (*Viburnum tinus*), y el púrpura de los brezales (*Erica arbolea*), las carrascas (*Quercus ilex*) o el labiérnago (*Phillyrea angustifolia*). Los bosques caducifolios mediterráneos con *Quercus robur* y *Quercus pireaica* también están presentes en el mediodía. En las laderas orientadas al sur predominan los cultivos de estilo mediterráneo como el olivar, la vid y la higuera; en cambio, en las laderas expuestas al norte y en las zonas de mayor altitud se cultiva el cerezo, el castaño (*Castanea sativa*), el avellano (*Corylus avellana*) y el nogal (*Juglans regia*). También resultan llamativos algunos valles en los que se integran cultivos agrícolas y espacios naturales, adquiriendo el paisaje un carácter armonioso y de gran valor. Los usos del suelo, pues, constituyen un elemento particular y distinto del territorio, con predominio de los paisajes agroforestales con elevado potencial turístico, aunque permanece como gran desconocido, estando un 57% ocupado por áreas naturales protegidas (Red Natura 2000, Reserva Internacional de la Biosfera del Tajo y Parque Natural del Tajo Internacional).

Para caracterizar los usos del suelo se recurre a los datos georreferenciados más actualizados:

- Sistema de Información sobre Ocupación del Suelo de España (2014) (IGN, 2019) y
- Carta de Ocupación del Suelo de Portugal (2018) (DGT, 2018).

Algunas clases de usos del suelo han sido agregadas siguiendo el criterio expuesto en la Tabla 5. Corresponden a las tipologías de paisaje que caracterizan el territorio de estudio. El software ArcGIS (ESRI, Redlands, California, USA) ha sido utilizado para visualizar y tratar todos los datos cartográficos.

Tabla 5. Clases de los usos del suelo

| Sistema de Información sobre Ocupación del Suelo de España | Carta de Ocupación del Suelo de Portugal | Tipología del Paisaje |
|---|--|-----------------------|
| 311-Bosque de frondosas 340-Combinación de vegetación 260-Combinación de cultivos con vegetación 320-Pastizal o herbazal | 4.1.1.1 SAF Alcornoque 4.1.1.2 SAF Encina 4.1.1.3 SAF Roble 4.1.1.6 SAF Alcornoque y encina 4.1.1.7 SAF Otras mezclas de quercíneas 5.1.1.1 Alcornocal 5.1.1.2 Bosque de encinas | Dehesa / Montado |

| Sistema de Información sobre Ocupación del Suelo de España | Carta de Ocupación del Suelo de Portugal | Tipología del Paisaje |
|--|--|------------------------|
| | 5.1.1.3 Bosque de roble 5.1.1.4 Bosques de castaños 3.1.2.1 Pastizales espontáneos | |
| 234-Olivar | 2.2.3.1 Olivares 2.3.1.3 Pastos temporales y/o mejorados asociados a olivares | Olivar |
| 313-Bosque mixto 312-Bosque de coníferas 330-Matorral | 5.1.1.5 Bosque y eucalipto 5.1.1.6 Bosque de especies invasoras 5.1.1.7 Otros bosques de frondosas 5.1.2.1 Bosque de pino pinaster 5.1.2.2 Bosque de pino piñonero 5.1.2.3 Otros bosques de coníferas 6.1.1.1 Matorrales | Bosque y matorral |
| 511-Curso de agua 513-Embalses | 9.1.1.1 Cursos de agua naturales 9.1.2.3 Embalses y presas | Ríos y láminas de agua |
| 111-Casco 113-Discontinuo | 1.1.1.1 Tejido construido continuo 1.1.2.1 Tejido construido discontinuo | Asentamientos |

La distribución de los principales usos del suelo se ilustra en la Figura 6, donde se observa que el sistema agroforestal ocupa alrededor de 42% de toda el área de estudio, mientras el área forestal ocupa 40% y el olivar ocupa aproximadamente 7%.

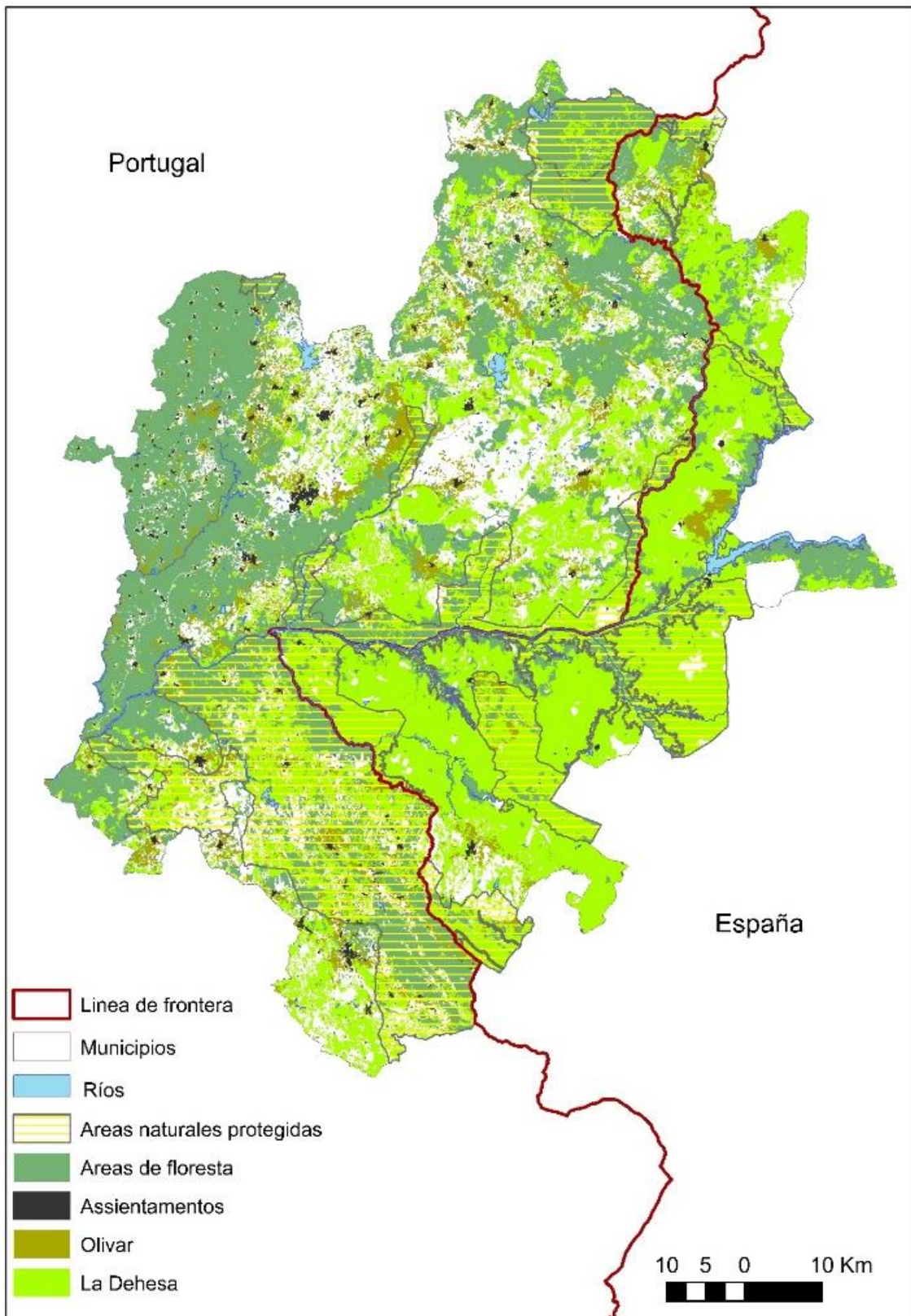





Figura 6. Carta de ocupación del suelo en el área de estudio

De forma más detallada, es posible describir algunos tipos de paisaje, destacando ciertas características interesantes para su valoración desde la perspectiva turística, como se especifica en la tabla 6.

Tabla 6. Principales características de los usos del suelo en el área de estudio

| La dehesa | |
|--|--|
| <p>Las especies de árboles dominantes son: el alcornoque (<i>Quercus suber</i>, L.), la encina (<i>Quercus Rotundifolia</i>, L.), a los que se unen arbustos y pastos. Tradicionalmente este sistema se ha explotado con múltiples usos del suelo, combinando el aprovechamiento de la cubierta arbórea, tanto de corcho como de madera para carbón vegetal, y una rotación de pastoreo, cultivo y barbecho en el sotobosque y forraje para el ganado vacuno, ovino y porcino ibérico (Surová & Pinto-Correia, 2008). Este sistema asegura importantes funciones sociales para la población local ya que es utilizado por cazadores, apicultores y recolectores de setas silvestres, espárragos, etc., así como por sus funciones recreativas adecuadas a sus características naturales, que permiten variadas actividades de turismo activo (Sánchez-Martín et al., 2019)(Bidegain et al., 2020). En el área de estudio, la dehesa ocupa aproximadamente 311 882 ha, el 42% del área de estudio.</p> |  |
| El olivar | |
| <p>El olivar es un paisaje cultural paradigmático (Luengo, 2011). En el área de estudio ocupa alrededor del 7 %, lo que supone unas 50 063 ha. Se caracteriza por la baja densidad de arbolado, en régimen de secano y patrones de ocupación dispersos. Los olivos ocupan las laderas de los principales ríos (Tajo, Erges/Eljas, Ponsul, Ocreza), en bancales delimitados por muros de piedra seca y conservan cultivos autóctonos (Galega en Portugal y Manzanilla-Cacereña en España, por ejemplo), así como en las proximidades de los asentamientos rurales. Gran parte de este olivar se encuentra semiabandonado y, en general, coexiste con pasto y ganadería. Cerca de los asentamientos rurales el olivar tiene pequeñas dimensiones correspondiéndose con explotaciones familiares de carácter no comercializador. Las aceitunas y el aceite de oliva representan una categoría de productos con características que podrían proyectar una imagen particular en la mente de los turistas potenciales y permite una diversidad de actividades relacionadas con actividades gastronómicas o educativas (Pulido-Fernández et al., 2019), (Nekhay & Arriaza, 2016).</p> |  |
| Áreas forestales | |
| <p>Estos paisajes contemplan desde bosque natural, hasta bosques productivos donde dominan <i>Pinus pinaster</i> y <i>Eucalyptus</i>. Este tipo de ocupación del suelo se encuentra con mayor extensión en el municipio de Castelo Branco. Esta tipología de paisaje ocupa alrededor de 296 481 ha, que representan el 40% del área de estudio.</p> |  |

| Asentamientos rurales | |
|--|--|
| <p>Los asentamientos rurales aún conservan huellas de tradiciones rurales y agrícolas. A pesar del envejecimiento y la constante despoblación, muchos de ellos están dotados de infraestructuras culturales razonables, un patrimonio histórico notable, como castillos, arquitectura vernácula y un patrimonio cultural singular representado por su gastronomía, música tradicional o el habla propia del territorio transfronterizo, que los consolida como únicos. En esta zona, además, destacan los núcleos históricos, como Monsanto e Idanha-a-Velha (que incluían la red de aldeas históricas portuguesas), Marvão, Castelo de Vide y Alcántara, por citar algunos ejemplos.</p> |  |
| Cursos y láminas de agua | |
| <p>Los ríos asumen un papel importante como reservorio de agua y biodiversidad. En el área de estudio, el río Tajo es protagonista, delimita la frontera entre Portugal y España, y al mismo tiempo asume un papel estructural en esta región desde el punto de vista ambiental y paisajístico. Es posible identificar otros ríos de menor entidad como Pônsul, Erges/Eljas, Ocreza, Salor, Sever que tienen un papel estructural para definir corredores naturales con fauna y flora autóctonas. Por lo tanto, esa tipología de paisaje tiene un gran potencial como recurso turístico (Sánchez-Martín et al., 2020) proporcionando una amplia gama de actividades (Havas et al., 2016)</p> |  |

Fuente: Elaboración propia con base en (Ferreira & Sánchez-Martín, 2022c)

A pesar del cambio operado en la estructura del sistema tradicional del uso de la tierra establecido en la trilogía “agro” “silvo” “pastoril” – como resultado del abandono progresivo de la actividad agrícola verificada en las últimas décadas (Nunes & Almeida, 2017), aún se podrá detectar pequeñas franjas de una agricultura designada por “Alto Valor Natural”. Según la Oficina de Planificación y Prospectiva de Portugal (GPP) (GPP, 2013), este tipo de agricultura se caracteriza por la baja intensidad en el uso de maquinaria, fertilizantes, pesticidas y la presencia de animales de pastoreo y de vegetación seminatural con pastos. Se trata de importantes recursos naturales e indicadores de diversidad de usos del suelo. También, es posible destacar algunas acciones en curso que se han puesto en marcha desde la iniciativa del gobierno local, en particular, acciones de mejora del paisaje. Por ejemplo, el municipio de Idanha-a-Nova se adhirió a la Red Internacional de Eco Regiones (INNER), que se rige por los principios asociados a la promoción activa de sistemas alimentarios territoriales basados en la agricultura familiar y modos de producción sostenibles que promuevan la biodiversidad, tradicionales conocimientos y dietas saludables.

Paisajes únicos y productos de calidad pueden encontrarse en buena parte de este territorio, caracterizado por el predominio del sistema agrosilvopastoril y de olivares tradicionales. Conservan cultivos autóctonos y razas animales, donde destacan el ovino (*Ovis aries*, var. “Merino da Beira Baixa”) y el caprino (*Capra aegagrus hircus*, var. “Serpentina”). Por tanto, es

posible identificar una gran diversidad de productos locales, destacados por un sello de calidad con marca local, en particular Productos con Denominación de Origen (DOP) e Indicación Geográfica Protegida (IGP), desde: el cordero, la cabra o el cerdo, hasta vino, queso, castañas, cerezas, manzana y aceite de oliva (Tabla 7). La existencia de estos recursos son importantes indicadores de protección de variedades/razas locales, al mismo tiempo que se garantiza la su calidad para el mercado y consumidores.

Tabla 7. Productos de calidad en el área de estudio

| Evidencia |
|---|
| Aceitunas (var. Galega Beira Baixa, var. Manzanilla cacereña) |
| Castaña (var. "Bária", var. "Colarinha") |
| Oveja ("Merino da Beira Baixa", "Bordaleira" y "Saloiã") |
| Cabra ("Serpentina") |
| DOP "Carne de Extremadura" |
| DOP "Carne do Alentejo" |
| DOP "Productos de la Dehesa Extremadura" |
| DOP Cerdo ibérico "Alentejo" |
| DOP Queso "Nisa" |
| DOP Queso "Beira Baixa" |
| DOP Queso "Mestiço de Tolosa" |
| DOP Aceite de oliva "Beira Baixa" |
| DOP Aceite de oliva "Gata-Hurdes" |
| DOP Aceite de oliva "Norte Alentejano" |
| DOP Castaña of "Marvão-Portalegre" |
| IGP Cerezos of "São Julião" |
| DOP Carne "Carnalentejana" |
| DOP Viño de "Alentejo-Portalegre" |
| IGP Embutidos de "Portalegre" |
| IGP Manzana de "Portalegre" |
| IGP Aceituna "Galega da Beira Baixa" |

Fuente: Elaboración propia

En el área de estudio es posible encontrar una diversidad de productos innovadores que apuestan por el uso de marcas de calidad, como el sello de "agricultura ecológica", "Beira Baixa – Tierras de Excelencia" o "Tajo Internacional – destino gastronómico" (Tabla 8). En este último caso, es la única iniciativa que explora las dimensiones del turismo gastronómico en los dos países a través de una red de acuerdos con alojamientos, comercios de productos gastronómicos, empresas de actividades turísticas y guías de turismo, restauración, explotaciones agroganaderas, industrias, museos y oficinas de turismo. Entre las diferentes actividades dinamizadas, destacan la creación de experiencias turísticas con las empresas adheridas. Por su parte, la Dirección General de Turismo de Extremadura ha desarrollado una guía de experiencias "ruta del queso" y "dehesa y toro" entre otras, como ejemplos de actividades de revalorización de los productos agroturísticos. Este tipo de marcas territoriales y actividades son importantes elementos de comunicación, reforzando el origen e identificando los valores de la producción local como un atractivo turístico. También destaca la marca

“Natural Rural PT”, atribuida a los productos agroalimentarios de las áreas naturales protegidas. Este tipo de certificación emerge como una oportunidad para promocionar productos de calidad y dar a conocer su origen.

Tabla 8. Marcas de los productos agroalimentarios o territoriales

| Evidencia | Imágenes | Fonte |
|---|---|---|
| <i>Agricultura Ecológica de Extremadura</i> |  | |
| <i>Beira Baixa – Terras de Excelência</i> |  | https://www.cimbb.pt/ |
| <i>Natural Rural PT</i> |  | www.natural.pt |
| <i>Portugal by Beira Baixa</i> |  | https://portugalbybeirabaixa.pt/ |
| <i>Qualifica - Produtos 100% nacionais</i> |  | https://qualificaportugal.pt/ |
| <i>Tajo Internacional - Destino Gastronómico</i> |  | https://turismotajointernacional.es/ |

Fuente: Elaboración propia

Oferta y demanda de alojamiento

La oferta de alojamiento en la zona de estudio presenta diferentes denominaciones, lo que se refleja en la tipología de la oferta de actividades, productos y servicios turísticos disponibles. En España, por ejemplo, el agroturismo no está regulado a nivel nacional, sino a nivel autonómico (Hernández-Maestro, 2010). Estas diferencias entre regiones se verifican también a dos niveles: referidas a un tipo específico de alojamiento de turismo rural o vinculadas a actividades que añaden valor al sector agroalimentario (Iglesias, 2020).

En el caso de la región de Extremadura, el agroturismo se reconoce oficialmente con el Decreto 132/1992, de 15 de diciembre, por el que se crea y regula la modalidad de alojamiento en el medio rural, clasificándolos en "casas rurales" y "albergues". Sin embargo, el agroturismo aparece aquí definido como "un servicio prestado en las explotaciones agrarias (Art. 4, apartado 2) y, por tanto, está vinculado al sector agroalimentario al promover actividades que favorecen el contacto con los productos locales o la participación en actividades agrarias. Sin embargo, con la Ley 2/1997, de 20 de marzo, de Turismo de Extremadura, el Agroturismo se convierte también en un tipo específico de alojamiento, en este caso incluido en la categoría de alojamiento extrahotelero. En su definición, el agroturismo incluye "todos los servicios turísticos prestados en las explotaciones agrarias, siempre que esta actividad sea complementaria de la actividad agraria habitual y principal"

(Art. 33), apareciendo como una actividad complementaria de la producción agraria. Esta vetusta normativa fue sustituida por la Ley 2/2011, de 31 de enero, de desarrollo y modernización del turismo de Extremadura. En esta Ley ya no se menciona el agroturismo. Lo mismo ocurre en la versión actual - Decreto 65/2015, de 14 de abril, de ordenación y clasificación del alojamiento turístico en el medio rural que oculta el agroturismo y presenta únicamente dos categorías de establecimientos turísticos en el medio rural: "Casas Rurales" y "Hoteles Rurales". Esta evolución parece contradecir el objetivo definido en por la normativa nacional concretada en la Ley 45/2007, de 13 de diciembre, para el desarrollo sostenible del medio rural, que fomenta el turismo rural, en particular el "agroturismo o turismo ligados a la actividad agraria" (Art. 20), dando relevancia a la producción de alimentos en el contexto de la dinamización de la actividad turística y que actualmente carece de un marco legal claro y objetivo.

En el caso de Portugal, el agroturismo está regulado a nivel nacional y se presenta como un tipo de alojamiento en zonas rurales (Decreto Ley nº 39/2008, de 7 de marzo, rectificado por la Declaración de Rectificación nº 25/2008, de 6 de mayo. Esta última incluye: a) las "casas rurales", el "agroturismo" y los "hoteles rurales", y donde el agroturismo se define como "inmuebles situados en explotaciones agrícolas que permiten a los huéspedes seguir y conocer la actividad agrícola, o participar en las labores desarrolladas en la misma" (Art. 18, párrafo 6). Esta tipología se separa así de las "casas rurales", que se consideran los "inmuebles ubicados en pueblos y espacios rurales que se integran, por su diseño, materiales de construcción y otras características, en la arquitectura típica local" (Art. 18, párrafo 4), una tipología que parece bien definida y anclada en los principios del turismo rural al valorar el capital local (Garrod et al., 2006).

Sucede que la dinámica del mercado de la demanda y la oferta de alojamiento hizo proliferar un conjunto de nuevas realidades que condujeron al recorte de la tipología de "alojamiento local" para un régimen jurídico propio (Ley N º 128/2014, de 29 de agosto) con el fin de salvaguardar la diversidad y la innovación asociada al turismo y responder al aumento de la demanda (Costa et al., 2022). La oferta de alojamiento local se basa en la prestación de servicios de alojamiento en las modalidades "villas", "pisos" y "establecimientos de hospedaje", e incluye también el concepto de "albergue". El impacto del cambio legislativo se ha manifestado en el aumento de la oferta de alojamiento local, que en 2021 representa en torno al 44,8% de la oferta de alojamiento, con 5,3 millones de pernoctaciones (Instituto Nacional de Estadística, 2022a) en el caso portugués. En el caso de los alojamientos de turismo rural, estos representan el 10,8% de la oferta, con 1,8 millones de pernoctaciones (Instituto

Nacional de Estadística, 2022a). Este aumento ha provocado un cambio significativo en los nuevos patrones de oferta de alojamiento en el medio rural, aumentando la diversidad de nuevos productos y servicios que exploran segmentos asociados al turismo residencial y al turismo en el medio rural. Sin embargo, es a esta dinámica de aumento de la oferta de alojamiento a la que se debe el crecimiento de la demanda de las zonas rurales (Rengifo-Gallego & Sánchez-Martín, 2019) y que, a su vez, ha potenciado la dinámica del turismo apoyado en los recursos naturales (Abellán & Martínez, 2021), culturales (Yotsumoto & Vafadari, 2021), en la gastronomía (Robinson, 2021)(Niedbala et al., 2020), en el paisaje (Brandano et al., 2018; Carneiro et al., 2015), en experiencias sostenibles (Choo & Jamal, 2009) o en encuentros con la ruralidad (Kastenholz et al., 2012).

Desde el punto de vista de la oferta de alojamiento en el territorio, las estadísticas disponibles apuntan a la existencia de 89 establecimientos de alojamiento rural (hoteles rurales, agroturismos y casas rurales), con 1113 plazas (Tabla 9). En relación con el total actual, sólo el 11% de las camas disponibles corresponden a la categoría de Agroturismo.

Tabla 9. Oferta de viviendas (2021)

| Tipo de alojamiento | Alojamiento | | Camas | |
|-------------------------------|-------------|----|-------|----|
| | NO. | % | NO. | % |
| Agroturismo | 7 | 8 | 121 | 11 |
| <i>Casa de campo</i> | 37 | 42 | 379 | 34 |
| Glamping o caravanning | 2 | 2 | 15 | 1 |
| Alojamiento local | 27 | 30 | 174 | 16 |
| Casas rurales | 9 | 10 | 121 | 11 |
| Hoteles rurales | 7 | 8 | 303 | 27 |
| Total | 89 | | 1113 | |

Fuente: Ferreira & Sánchez-Martín (2022b).

Para encuadrar mejor la tipología de alojamiento predominante seguimos la clasificación de estudios anteriores (Da Liang et al., 2020), que divide los alojamientos según sus especificidades en: "experiencias de ecoturismo", "experiencias con actividad agrícola", "turismo rural" y "finca de recreo". Teniendo en cuenta esta clasificación, la mayoría de los alojamientos de la zona de estudio se encuadran en la categoría "Turismo rural" (57%), es decir, promueven el contacto con las tradiciones, la historia y la cultura local. Le sigue en representatividad la categoría "Finca de recreo" (30%), que promueve el contacto con el modo de vida del agricultor y la comunidad rural. Sólo el 8% de los alojamientos pertenecen a la categoría "experiencias con la actividad agrícola" (Figura 7). En este caso, sólo se identificaron siete alojamientos en la zona de estudio que promueven actividades que valorizan la actividad agrícola y los procesos de producción y transformación de los productos agroalimentarios.

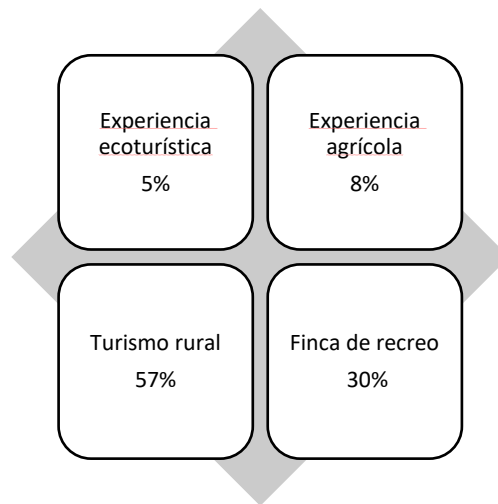


Figura 7. Tipos de alojamiento

Fuente: Elaboración propia a partir de los autores (Da Liang et al., 2020) publicado en (Ferreira & Sánchez-Martín, 2022b).

Efectivamente, se observa que una parte considerable de los alojamientos existentes en el territorio se centra en los servicios de Bed & Breakfast (68%), mientras que cerca del 44% ofrece únicamente el servicio de alojamiento con acceso a una casa completa. Sin embargo, esta última tipología no está vinculada a ningún programa de actividades o valorización de productos locales (Tabla 10). Sólo el 23% de los alojamientos del territorio ofrecen "turismo combinado", es decir, proporcionan una combinación de alojamiento con otras actividades recreativas o acceso a infraestructuras turísticas. Las actividades ofertadas más populares son la observación de aves, el senderismo o el cicloturismo, las excursiones fotográficas o los paseos en barco por el río Tajo. A pesar de la promoción de actividades personalizadas para cualificar la oferta, sólo el 23% ofrece un servicio de guía turístico y el 12% un servicio de comidas. El contacto con los productos locales y la gastronomía promueve una gran diversidad de servicios, generando oportunidades para vender la producción local y fomentar redes de abastecimiento que favorezcan el consumo de productos sostenibles y de temporada. Sin embargo, a la vista de esta caracterización general del territorio, existe una débil relación entre la promoción del alojamiento y el estrecho vínculo con la producción local.

Según los datos recogidos en la Tabla 10, los servicios turísticos prestados por los alojamientos son, en general, reducidos. Se observa que la mayoría de los alojamientos ofrecen a los huéspedes la posibilidad de disfrutar de las instalaciones del lugar, facilitando el acceso a piscina (61%), bicicletas (31%), acceso y disfrute de jardines y zonas verdes (27%).

Tabla 10. Principales servicios de alojamiento

| Servicios e instalaciones | Nº | % |
|-------------------------------|----|----|
| Alojamiento y desayuno | 58 | 65 |
| Piscina | 54 | 61 |
| Sólo habitación | 47 | 53 |
| Albergue | 39 | 44 |
| Jardín | 24 | 27 |
| Paquete turístico | 20 | 23 |
| Guía turístico | 20 | 23 |
| Alquiler de bicicletas | 19 | 21 |
| Comidas según las necesidades | 11 | 12 |
| Instalaciones deportivas | 8 | 9 |

Fuente: (Ferreira & Sánchez-Martín, 2022b)

En cuanto a la demanda, los datos de referencia corresponden a 2019 y apuntan a 296.661 pernoctaciones/año (OTE, 2022; TravelBi, 2021). En 2020, año de la crisis pandémica, hubo una caída de la demanda de cerca del 78%. Obsérvese que sólo Idanha-a-Nova consiguió aumentar el número de estancias durante el año de la pandemia. Consciente de la oportunidad de revalorizar los territorios de baja densidad, el municipio de Idanha-a-Nova diseñó e implementó la estrategia de promoción turística del territorio, poniendo en valor al propio tiempo los productos locales. Esta campaña se denominó "Idanha en familia" (Figura 8) y consistió en la creación de un producto turístico que ofrecía a las familias un programa para descubrir los sabores locales en un entorno seguro.



Figura 8. Cartel de la campaña "Idanha en familia" (2020)

Fuente: <https://www.idanha.pt/>

Inventario de recursos turísticos

El territorio transfronterizo posee unas cualidades paisajísticas únicas (Campesino Fernández & Salcedo Hernández, 2017), donde la combinación de aspectos naturales, complementados por el patrimonio cultural y arquitectónico favorecen el desarrollo de actividades de turismo rural, de naturaleza y cultural (Sánchez Martín & Rengifo Gallego, 2016). A pesar del envejecimiento

de la población y del impacto del fuerte éxodo rural, es posible señalar un amplio y rico catálogo de sabiduría tradicional y patrimonio cultural característico de un territorio fronterizo. Ejemplo de ello son los siguientes recursos turísticos:

- La red de aldeas históricas (Monsanto, Idanha-a-Velha) y otras aldeas con alto valor patrimonial, castillos, murallas y arquitectura en piedra, vestigios de la cultura judía (Marvão, Castelo de Vide, Valencia de Alcántara), romana (Alcántara, Ammaia - Marvão), o megalítica (Valência de Alcántara, Nisa, Marvão, Castelo de Vide), que sustentan numerosas actividades de turismo cultural. Este vasto patrimonio histórico y cultural se materializa en productos como la "Red de Aldeas Históricas de Portugal", el festival de cine transfronterizo "Periferias" o las celebraciones de Semana Santa en varias parroquias fronterizas.
- La artesanía y la cultura popular que se manifiesta en expresiones que van desde la música ("Adufe" de Idanha-a-Nova), la alfarería ("Olaria pedrada de Nisa), la costura (Manufatura de Tapeçaria de Portalegre, bordados de Castelo Branco, bordados de Nisa) hasta la extracción del corcho. Estos son algunos ejemplos de tradiciones con técnicas y conocimientos muy específicos.
- Las zonas naturales protegidas y sus hábitats característicos que potencian innumerables actividades ecoturísticas, como la observación de aves, el senderismo y los baños de bosque;
- Los ríos, embalses y aguas termales que invitan a momentos de disfrute, deportes náuticos (embalse de Apartadura en Marvão, embalse de Meimoa en Penamacor), paseos en barco por el río Tajo (riberas en Vila Velha de Ródão, Malpica do Tejo y Lentiscais, Santiago de Alcántara, Alcántara) acompañado por termalismo y spa (Monfortinho, Idanha-a-Nova);
- Arquitectura rural caracterizada por el uso de la piedra y la madera local (ejemplo: "Choça de Marvão").
- Los alojamientos de diferentes tipologías, destacando en el territorio los establecimientos pertenecientes a la variedad de turismo rural. Esta tipología permite la observación y disfrute de la vida local y el contacto con la población local, con las tradiciones y el saber hacer asociados a las actividades relacionadas con la agricultura y también la puesta en valor del patrimonio inmaterial y la arquitectura rural

caracterizada por el uso de la piedra en las casas monumentales, los muros y los bancales que sustentan los olivares tradicionales.

Inventario de recursos agroturísticos

Los recursos agroturísticos se identificaron observando las características del paisaje, donde destacan y se valoran los modelos de producción extensivos, tradicionales y sostenibles. Los productos agroalimentarios y la gastronomía local son también importantes recursos agroturísticos.

El trabajo de campo realizado permitió observar el rol que desempeña el "saber hacer tradicional" en este contexto territorial, en particular, porque valora las prácticas ancestrales y el bajo impacto ambiental. Ante esta evidencia, los recursos agroturísticos existentes en este destino se muestran invisibles y ausentes de cualquier estrategia de dinamización territorial local, con una amplia diversidad de productos, servicios y actividades poco conocidos, infravalorados y, a menudo, sin una oferta estructurada capaz de atraer y fijar valor al territorio. Entre los recursos agroturísticos identificados en la zona de estudio, podemos destacar:

- Los productos locales se muestran en numerosas fiestas gastronómicas (Fiesta del Queso en Valencia de Alcántara y Castelo Branco; Fiesta de la Castaña en Marvão, Fiesta de la "Mormentera" en Alcántara);
- Itinerarios pedestres específicos que ponen en valor el patrimonio agrario y rural (PR12 Olivo en Castelo Branco, PR Ruta del Jamón en Extremadura);
- El paisaje cultural asociado a la actividad agrícola, en particular el caso de los olivares centenarios en las laderas de los cursos de agua y la explotación del sistema agro-silvo-pastoril - montado;
- Programas de agroturismo que incluyen experiencias consistentes en la recogida de aceitunas, la recolección o el aprendizaje de los productos autóctonos;
- Provisión de alojamientos específicos para agroturismo.

Debido a las características culturales y a los aspectos históricos, al paisaje, a la población y a la calidad y variedad de la gastronomía local, la zona de estudio atesora un enorme potencial para desarrollar estrategias de revalorización de los productos turísticos basadas en los paisajes agrarios, sus productos y el saber hacer de sus habitantes. Constituyen así una

oportunidad para preservar modelos sostenibles de producción alimentaria y para potenciar un turismo con baja huella ambiental y alto impacto social, lo que fomenta el desarrollo local.

Alrededor del 63% de los alojamientos de la zona de estudio, es decir, 56 alojamientos en la zona de estudio ofrecen actividades relacionadas con el agroturismo. Sin embargo, es importante señalar que, de estos, sólo en el 9% de los casos se anuncian de forma activa y regular productos y servicios de agroturismo. En otras palabras, se trata de alojamientos que comunican actividades, productos e invitan al turista/visitante a entrar en contacto con la actividad agrícola y/o la producción local. Esta realidad conlleva una pérdida de valor asociado al servicio prestado alejando la oportunidad de crear un impacto positivo en el territorio.

A pesar del carácter informal de la mayoría de las actividades dinamizadas, existen patrones y dinámicas de conexión entre agricultura y turismo que conviene explorar, sobre todo si tenemos en cuenta que el agroturismo tiene como principal impacto la puesta en valor de los productos agroalimentarios de temporada. También juega un rol fundamental como vehículo de educación y sensibilización sobre los retos a los que se enfrentan las zonas rurales, así como para incrementar el valor de los productos tradicionales e incluso para luchar contra el cambio climático.

Existen varias actividades agroturísticas a las que se hace referencia en la literatura (Da Liang et al., 2020). Para facilitar la organización de la información que caracteriza el territorio, se han enumerado diversas actividades, distribuidas en categorías, de acuerdo con estudios anteriores (Ferreira & Sánchez-Martín, 2022a). Como punto de partida, en el territorio analizado existe se ofertan las siguientes actividades agroturísticas:

- a) Fruición del paisaje agrícola y entretenimiento en la granja (24%);
- b) Experiencias de degustación/contacto con productos endógenos (21%);
- c) Contacto con animales (19%);
- d) Valoración de la agricultura local y los medios de vida rurales (14%);
- e) Conocimiento el estilo de vida y las actividades agrícolas o las tradiciones rurales (12%);
- f) Realización de actividades tradicionales (11%).

En general, existe una gran diversidad de patrones en la oferta de actividades de agroturismo, destacando las orientadas al disfrute del paisaje agrario y al contacto con los productos locales.

De forma más detallada, como se muestra en Tabla 11, predominan las actividades que valoran la actividad agraria (37%), que incluyen experiencias como la recogida de aceitunas, la *vendimia*, la *agricultura* o la visita a molinos, bodegas, huertos, por ejemplo. Las actividades de agroturismo que promueven la educación/sensibilización son las que ocupan la segunda posición de la oferta (24%). Entre ellas, sobresalen las experiencias de aprendizaje sobre los procesos de recolección del corcho y la revalorización de los alcornocales, la apicultura, el contacto con los agricultores y la población local, los debates o conferencias sobre sostenibilidad, entre otros. En tercera posición se sitúan las prácticas que valoran la gastronomía y los productos locales (22%) y, por último, las actividades que promueven el contacto con animales (17%). Aunque la oferta existente contempla el acercamiento a la actividad agraria y a los productos locales, se comprueba que la mayoría se encuadra en la categoría de agroturismo pasivo (68%), dado que buena parte de las actividades sitúa al participante en el papel de mero observador. Este resultado muestra que el turismo activo, aquél que promueve el contacto directo con la actividad agrícola, aún se encuentra poco explorado y valorado como oferta recreativa.

Tabla 11. Actividades de agroturismo (n=301)

| VALOR | ACTIVO | PASIVO | % |
|--------------------|--------------------------------------|--|----|
| AGRICULTURA | Recolección de la aceituna | Venta de productos frescos | 37 |
| | Vendimia | Visitar molinos de aceite | |
| | Recoger fruta y verdura fresca | Visitar bodegas | |
| | Agricultura / labranza | Visitar bosques vivos | |
| | Recogida de setas | Visitar explotaciones activas | |
| | | Alojamiento en granja activa | |
| EDUCACIÓN | Prueba del proceso tradicional | Debates sobre agricultura sostenible | 24 |
| | Extracción y valorización del corcho | Conocer las especies locales | |
| | Conservación de la apicultura | Proximidad con los agricultores | |
| | Agricultura social | Fiestas rurales | |
| | | Museos rurales | |
| GASTRONOMÍA | Hacer pan | Cata de aceite de oliva | 22 |
| | Cocina gastronómica | Degustación de quesos | |
| | | Degustación de vinos | |
| | | Degustación de miel | |
| | | Degustación de otros productos locales | |
| | | Picnic | |
| ANIMALES | Caza/pesca | Paseos a caballo | 17 |
| | Animales de raza | Asinoterapia | |
| Total | 32% | 68% | |

Fuente: (Ferreira & Sánchez-Martín, 2022b)

Es importante señalar que la mayoría de estas actividades (54%) están organizadas por el gestor del alojamiento y que el 46% de las actividades se organizan en agrupación. Entre los principales socios se encuentran las empresas de promoción turística, los municipios y los agricultores (que representan el 13% de los casos). Sin embargo, como ya se ha mencionado, la mayoría de los alojamientos no cuentan con estos productos estructurados y organizan actividades de manera informal o a petición de los huéspedes. Y sólo el 35% de los alojamientos cobra por las actividades de agroturismo, con un valor medio de unos 27,60€/persona.

3.2. ESTADÍSTICAS Y OTRAS FUENTES OFICIALES

Junto a la revisión bibliográfica, también se ha realizado un análisis de la normativa legal que regula la actividad turística para contextualizar la actividad en España, enfocada en el corpus legislativo de Extremadura, y en Portugal.

Asimismo, en esta investigación se han utilizado múltiples tipos de datos, desde cartográficos hasta alfanuméricos, procedentes de distintas fuentes primarias y secundarias. Entre las principales fuentes de información secundaria destacan las siguientes:

- Instituto Nacional de Estadística (Portugal y España):
 - Población residente por municipio y estructura de etaria (2011, 2020, 2021).
 - Densidad de población (2011, 2020, 2021)
- Observatorio de Turismo de Extremadura (OTE - Extremadura, España):
 - Número de plazas por alojamiento, por municipio (total).
 - Número de habitaciones por alojamiento, por municipio (total).
 - Número de camas supletorias por alojamiento, por municipio (total).
- Memoria turística de Extremadura por territorios (OTE): Sierra de Gata, Las Hurdes, Valle del Alagón y Tajo Internacional, Sierra de San Pedro:
 - Indicadores de demanda (2018): número de alojamientos (total), número de camas y número (total) de pernoctaciones por territorios (total).
- Turismo de Portugal (Portugal):
 - Indicadores de demanda: número de alojamientos, por tipo y municipio (total), número de camas, por tipo y municipio (total), número de pernoctaciones en establecimientos turísticos (total).

Los datos cartográficos (*shapefile*) utilizados en la investigación proceden principalmente de seis fuentes de información oficiales:

- [Copérnico](#):
 - CORINE Land Cover (CLC) (2018).
- [Sistema de Información Territorial de Extremadura](#) (SITEx, Extremadura, España):
 - Líneas límite municipales, provinciales y autonómicas.
 - Red hidrográfica / EPSG:25830 (2010).
 - Embalses / EPSG:25830 (2010).
- [Junta de Extremadura](#):
 - Zonas de Especial Protección para las Aves (ZEPA) (2019).
 - Zonas de Especial Conservación (ZEC, antes LIC) aprobadas por la CE.
 - Inventario Nacional de Hábitats de la Directiva 92/43/CEE relativa a la conservación de los hábitats naturales y de la fauna y flora silvestres proyectado en HUSO 30 (1997).
 - Atlas Nacional de Hábitats (2005).
 - Red de Espacios Naturales Protegidos de Extremadura.
 - Reservas de la Biosfera.
- [Instituto Geográfico Nacional](#) (IGN, Portugal):
 - SIOSE (2014).
- [Direção Geral do Território](#) (DGT, Portugal):
 - Carta de ocupación del suelo (2018).
 - Mapa administrativo oficial de Portugal (2019).
- [Turismo de Portugal](#) (Portugal)
 - Vivienda local (2020).
 - Proyectos con dictamen conforme (2020).
 - Desarrollos turísticos existentes (2020).
 - Establecimientos de Agentes de Entretenimiento Turístico (2020).

Criterios de selección de datos

Tipo de alojamiento

Dado que el marco normativo entre Portugal y España se rige por principios diferentes, fue necesario recopilar las principales normas legales y decidir los criterios que se debían aplicar

para la recogida de datos. Así, en lo que se refiere a la tipología de las viviendas, se utilizaron las tipologías que figuran en la Tabla 12.

Tabla 12. Empresas de alojamiento turístico consideradas en el estudio

| Extremadura | Portugal |
|--|---|
| Alojamientos rurales | Alojamientos extrahoteleros |
| <ul style="list-style-type: none"> • Hoteles rurales • Casas rurales | <ul style="list-style-type: none"> • Hoteles rurales • Casas de campo • Agroturismo • Alojamiento local |
| Fuente: Ley de Turismo 2/2011; Diario Oficial de Extremadura (DOE) (Extremadura) | Fuente: Decreto-Lei no. 39/2008, de 7 de marzo; Lei no. 128/2014, de 29 de Agosto (Portugal) |

Usos del suelo

La información georreferenciada utilizada para la cartografía relativa a la ocupación del suelo se ha basado en la última edición del mapa de usos del suelo disponible para Extremadura (2014) y para Portugal (2018). Algunas clases de uso del suelo se han agregado en tipos de paisaje considerados en el estudio, tal y como se representa en la Tabla 13.

Tabla 13. Clases de uso del suelo

| Categoría SIOSE | Categoría COS | Tipología paisajística |
|--|---|-------------------------|
| 311- Árboles de hoja ancha 340-Combinación de vegetación 260-Combinación de cultivos con vegetación 320-Pastos o praderas | 4.1.1.1 Superficies agroforestales de alcornoque 4.1.1.2 Superficies agroforestales de Roble de Holm 4.1.1.3 Superficies agroforestales de robles 4.1.1.6 Superficies agroforestales de alcornoque y encina 4.1.1.7 Superficies agroforestales de otras mezclas 5.1.1.1 Alcornocal 5.1.1.2 Encinar 5.1.1.3 Bosque de robles 5.1.1.4 Bosque de castaños 3.1.2.1 Pastoreo espontáneo | <i>Dehesa / Montada</i> |
| 234-Oliva | 2.2.3.1 Olivar 2.3.1.3 Cultivos temporales y/o pastos mejorados asociados a los olivares | Olivar |
| 313-Mezcla forestal 312-Bosque de coníferas 330-Fregado | 5.1.1.5 Bosque y eucalipto 5.1.1.6 Bosque invasor 5.1.1.7 Otros bosques de frondosas 5.1.2.1 Bosque de pino pinaster 5.1.2.2 Bosque de pino piñonero 5.1.2.3 Otros bosques de coníferas 6.1.1.1 Matorrales | Bosque y matorral |
| 511-Curso de agua 513-Reservorio | 9.1.1.1 Cursos de agua naturales 9.1.2.3 Embalses y presas | Ríos y masas de agua |
| 111-Acuerdo 113-Acuerdo suspendido | 1.1.1.1 Construcción continua 1.1.2.1 Construcción discontinua | Asentamientos rurales |

Fuente: (Ferreira & Sánchez-Martín, 2022c)

3.3. PROCESO METODOLÓGICO

El enfoque metodológico de la presente investigación aplica una amplia diversidad de técnicas de investigación. Utiliza estrategias múltiples o mixtas para responder a las preguntas de la investigación (Driessnack, Sousa y Costa, 2007; Pereira Pérez, 2011) aplicando un conjunto de procesos empíricos, sistemáticos y críticos que implican el uso de herramientas diferenciadas de recolección, procesamiento y análisis de datos, tanto cuantitativos como cualitativos. Este tipo de investigación permite indagar resultados y sistematizar análisis más holísticos de los fenómenos observados.

Dado este marco, es importante mencionar que la metodología adoptada para la realización del proyecto de tesis doctoral se basa en una estrategia multimetodológica (R. Hernández et al., 2010). Busca aplicar un análisis e interpretación de datos cuantitativos y cualitativos de manera integrada, desarrollando análisis descriptivos e interpretativos y otros netamente cuantitativos (Figura 9). Es decir, se utilizaron diferentes instrumentos y técnicas que responden a estrategias cuantitativas: cuestionarios, escala de Likert, escala de Saaty integrada en el Proceso de Análisis Jerárquico, estadística descriptiva, tablas de contingencia, media ponderada, etc. Por otro lado, también se aplicaron técnicas propias del método cualitativo, como entrevistas, análisis bibliográfico, análisis DAFO, tablas de codificación o creación de categorías. Además de todo esto, también se utilizaron técnicas de análisis espacial mediante Sistemas de Información Geográfica, que permitieron realizar diferentes análisis, desde las dimensiones relacionadas con la caracterización biofísica, social y humana del territorio, hasta las dimensiones de análisis espacial mediante análisis estadísticos geoespaciales.

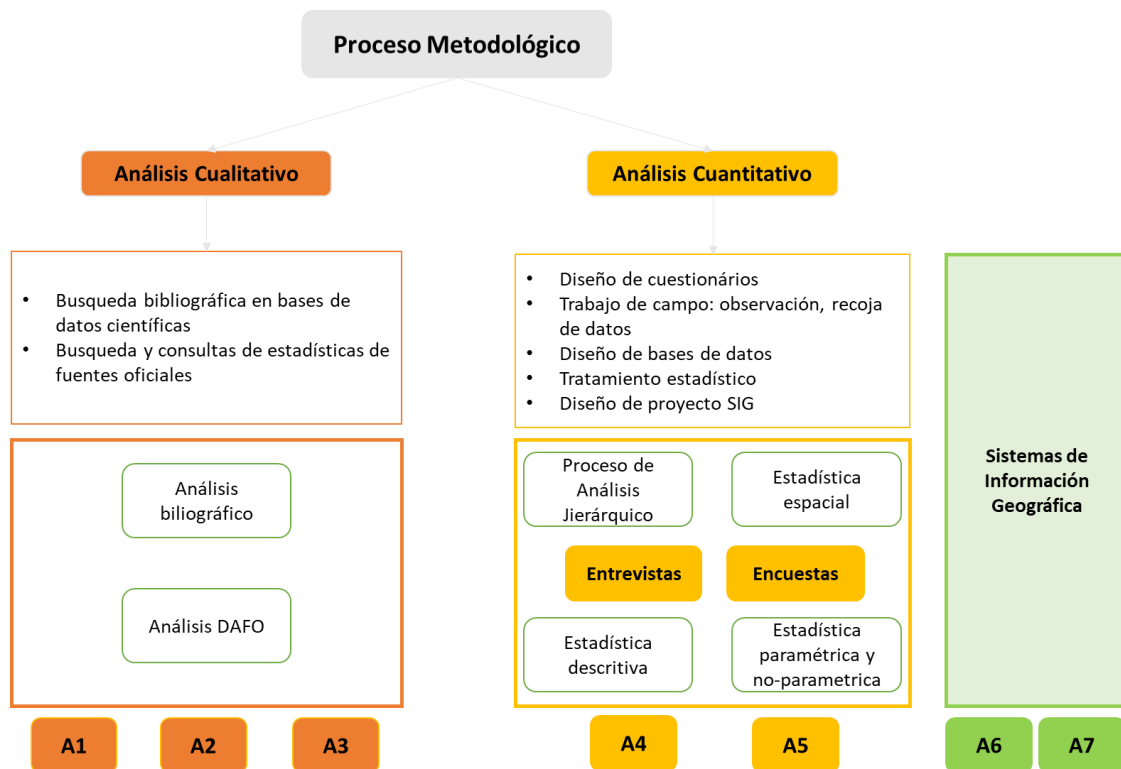


Figura 9. Esquema metodológico

Análisis cualitativo

Más detalladamente y con el fin de recoger información en profundidad sobre los vínculos existentes entre agricultura y turismo que permitan explorar las potencialidades y la sostenibilidad del agroturismo en el territorio de estudio, se aplicó un enfoque de investigación cualitativa. Este permite comprender los resultados obtenidos en el contexto y las dinámicas locales identificadas, así como descubrir patrones o fenómenos que puedan ser interesantes para una lectura más fidedigna de la realidad.

Análisis bibliográfico

La investigación realizada parte de una revisión de la literatura que versa sobre la temática relacionada con el turismo rural, en general, y el agroturismo, en particular, limitada a los estudios más recientes. Este análisis permitió conocer diferentes formas de aproximación al fenómeno, así como apoyar su contextualización territorial. Para ello, se utilizó la base de datos Scopus, que permitió recopilar diferentes artículos de investigación, centrando su análisis en la evolución conceptual relacionada con el turismo rural y el agroturismo, su potencial y sostenibilidad, estudiados en diferentes escalas territoriales (desde la perspectiva

para el territorio ibérico y la dimensión de otros contextos internacionales) a lo largo de los últimos 30 años.

La revisión bibliográfica aplicada utilizó las siguientes palabras clave para la investigación: *agroturismo, turismo rural, agroecoturismo, paisaje agrícola, turismo gastronómico, enoturismo, oleoturismo, paisajes culturales e indicadores de turismo sostenible*. Esta exploración desempeñó un papel clave en la delimitación conceptual, pero también como apoyo al diseño de los instrumentos de recogida de datos y al adiestramiento en las diferentes técnicas de análisis aplicadas en la literatura consultada. Los artículos científicos identificados permitieron trazar las diferentes líneas de investigación, de acuerdo con los siguientes temas:

- Las intersecciones y múltiples visiones de los conceptos de agroturismo y turismo rural;
- Paisaje cultural, agricultura y turismo;
- Indicadores de sostenibilidad en el turismo rural;
- Turismo en zonas fronterizas;
- Identificación y medición la sostenibilidad del agroturismo;
- Detección de vínculos entre agricultura y turismo.

La revisión de la literatura permitió detectar un déficit de investigaciones sobre agroturismo, en particular sobre medidas de evaluación de impacto y sostenibilidad, así como de análisis empíricos sobre sus características e impactos en el desarrollo de las comunidades rurales. En concreto, el turismo de frontera representa un área temática de enorme debilidad debido a la escasez de estudios centrados en su dinámica, pero sobre todo en la explotación de productos y recursos turísticos que se presentan como importantes para el desarrollo del territorio, generalmente, marcado por la despoblación y la fragilidad económica, dinámicas que se reflejan en una baja demanda turística (Campeño Fernández & Salcedo Hernández, 2017).

Por estas razones, esta tesis doctoral puede aportar cierta novedad al campo del conocimiento territorial y científico, aportando nuevo conocimiento y orientaciones estratégicas para promover el agroturismo en el contexto territorial de la frontera ibérica. Para ello, se parte del análisis de un marco teórico establecido para discutir los principales conceptos (A1), así como para comprender cómo se ha enfocado el sector agrario en la dinámica del turismo (A2) (Tabla 14). El trabajo de revisión bibliográfica fue fundamental para apoyar el diseño de los instrumentos de recolección de datos.

Tabla 14. Procedimientos metodológicos aplicados en los estudios basados en modelos de investigación cualitativa

| Estudio | Instrumento | Muestra |
|--|---|---|
| A1. El papel de los espacios agrarios en el debate epistemológico sobre turismo rural, agroturismo y agroecoturismo | <ul style="list-style-type: none"> • Base de datos para el estudio teórico | Bases de datos: Web of Science, Scopus, JCR; y publicaciones de revistas científicas de impacto |
| A2. La agricultura como producto turístico en áreas rurales: Un debate abierto en la literatura. | <ul style="list-style-type: none"> • Base de datos para el estudio teórico | Bases de datos: Web of Science, Scopus, JCR; y publicaciones de revistas científicas de impacto |

Fuente: Elaboración propia

Análisis cuantitativo

Para responder a los objetivos que orientan esta investigación, se aplicaron cuestionarios y se realizaron entrevistas personales como herramientas enmarcadas en las estrategias de investigación cuantitativa. Son instrumentos privilegiados de fuentes primarias de información y han sido utilizados para describir los patrones que caracterizan al agroturismo o las relaciones y dinámicas establecidas entre las actividades turísticas y agropecuarias. En esta línea destacan algunos trabajos científicos que reflejan su aplicación:

- "Preferencias del paisaje agrícola: implicaciones para el desarrollo del agroturismo" (Gao et al., 2014), que evalúa las preferencias de paisaje agrícola de la población residente para determinar los paisajes con mayor potencial para el agroturismo.
- La investigación realizada en Missouri (EE.UU.) - "Beneficios percibidos de las tierras agrícolas que ofrecen agroturismo" (Barbieri et al., 2017) - cuyo objetivo es conocer la percepción de la población sobre los beneficios de los servicios ecosistémicos del agroturismo.
- El estudio realizado en la región de Calabria (Italia) titulado "El potencial del agroturismo en la revitalización de las comunidades rurales: algunos resultados empíricos" (Ammirato & Felicetti, 2013), cuyo objetivo es comprender cómo las actividades de agroturismo pueden contribuir a la revitalización de las comunidades rurales.
- El estudio "¿Atrae la percepción de autenticidad a los visitantes a los entornos agrícolas?" (Nazariadli et al., 2018), que examina las percepciones de autenticidad en los paisajes agrícolas identificando los patrones que resultan más atractivos para los turistas.

- El estudio de caso "Assessing the sustainability of agritourism in the US: a comparison between agritourism and other farm entrepreneurial ventures" (Evaluación de la sostenibilidad del agroturismo en EE.UU.: comparación entre el agroturismo y otras empresas agrícolas) (Barbieri, 2013), centrado en cuantificar los beneficios medioambientales y socioculturales mediante la evaluación de sus estrategias de desarrollo sostenible y diversificación del negocio agrícola.

En concreto, en los siete artículos que componen esta investigación se ha optado por utilizar distintos instrumentos de recogida de datos dirigidos a diferentes públicos. Entre estos últimos cabe destacar a los responsables en la toma de decisiones del territorio, a la población local, a los turistas y visitantes, a los turistas potenciales y, por supuesto, a la oferta de alojamientos y agricultores. Destacan los cuestionarios, las entrevistas, el inventario y la recogida de material fotográfico, que se resumen en la Tabla 15.

Tabla 15. Procedimientos metodológicos aplicados en los estudios realizados

| Estudio | Instrumento | Muestra |
|---|---|--|
| A3. O olival como oportunidad para o turismo no Parque Natural do Tejo Internacional. | <ul style="list-style-type: none"> • Inventario de productos y recursos • Entrevista en profundidad | <ul style="list-style-type: none"> • Responsables territoriales (ayuntamientos, gestores de espacios naturales protegidos, agricultores, asociaciones, otros) |
| A4. The Assessment of the Tourism Potential of the Tagus International Nature Reserve Landscapes Using Methods Based on the Opinion of the Demand. | <ul style="list-style-type: none"> • Cuestionario • Fotografías | <ul style="list-style-type: none"> • Turistas potenciales |
| A5. Agricultural Landscapes as a Basis for Promoting Agritourism in Cross-Border Iberian Regions. | <ul style="list-style-type: none"> • Cuestionario • Fotografías | <ul style="list-style-type: none"> • Habitantes • Turistas y visitantes del territorio |
| A6. Shedding Light on Agritourism in Iberian Cross-Border Regions from a Lodgings Perspective. | <ul style="list-style-type: none"> • Entrevista en profundidad | <ul style="list-style-type: none"> • Gestores de alojamientos turísticos |
| A7. Spatial analysis of sustainability measures from agritourism in Iberian cross-border regions. | <ul style="list-style-type: none"> • Entrevista en profundidad | <ul style="list-style-type: none"> • Responsables de alojamiento • Gestores turísticos vinculados a la agricultura • Agricultores |

Fuente: Elaboración propia

El método cuantitativo aplicado en la presente investigación se basó en el tratamiento de los datos a partir del diseño de 6 cuestionarios. Estos pretendían alinearse con los objetivos de la investigación y con las hipótesis de partida, tal y como se refleja en el siguiente esquema (Figura 10).

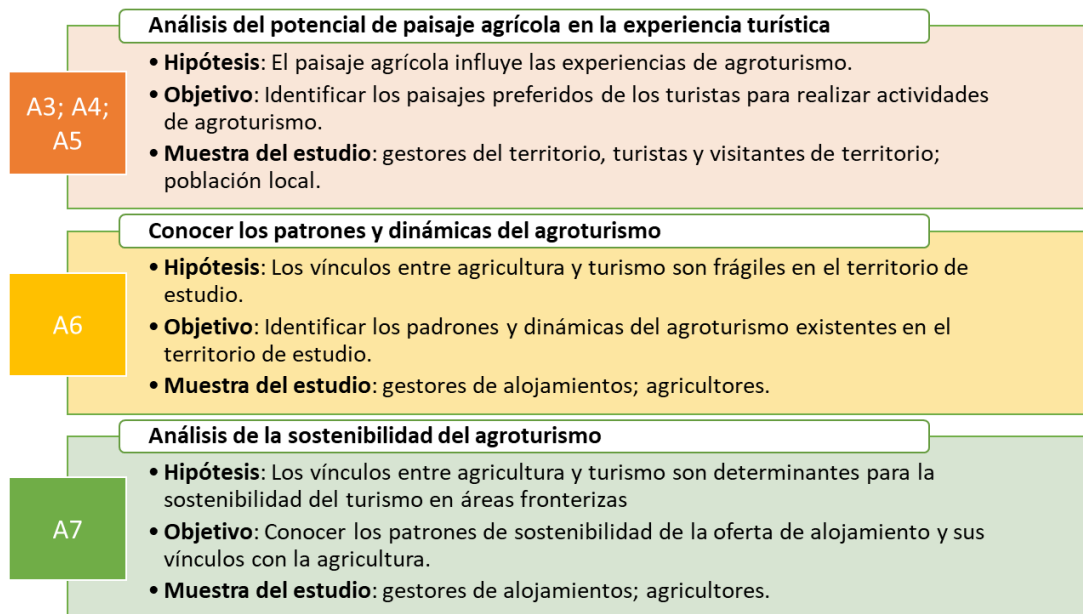


Figura 10. Diseño del cuestionario por artículo

La recogida de información, guiada por un conjunto de preguntas, permite establecer comparaciones y garantiza la igualdad con respecto al tipo de información recogida, lo que permite descubrir y analizar patrones y tendencias. Así, cada uno de los cuestionarios utilizados en esta investigación se organizó en bloques de preguntas.

El objetivo de este instrumento era recopilar información fiable de la forma más completa posible, por lo que se intentó aplicar preguntas sencillas y de respuesta rápida. La recogida de datos se llevó a cabo durante un largo periodo, que comenzó en febrero de 2020 y se interrumpió debido a las medidas de contención de la pandemia de Covid-19 que imposibilitaron la recogida directa de datos de los grupos objetivo del estudio. Dada esta limitación, la recogida de datos finalizó en junio de 2022.

Los cuestionarios se crearon a partir de la herramienta "formularios" disponible en Google Drive. Cabe señalar también que los distintos instrumentos se crearon en versiones portuguesa y española para facilitar el uso del idioma en la zona de estudio, que incluye la zona fronteriza de Portugal y España. Debido a las características de la muestra, su distribución se realizó de forma diferenciada y en distintos periodos, tal y como se describe en la Tabla 16.

Tabla 16. Procedimiento de recogida de datos

| Análisis del potencial de paisaje agrícola en la experiencia turística: | |
|--|--|
| A3 | <ul style="list-style-type: none"> Para la realización del artículo A3 se llevó a cabo inicialmente un trabajo de campo de observación y recogida de fotografías para caracterizar el territorio y relevar las principales tipologías paisajísticas. Este trabajo se llevó a cabo durante 2019 y 2020. La recogida de datos e información consistió en entrevistas personales con los principales responsables del territorio. Inicialmente se contactó con ellos por correo electrónico y teléfono para concertar una cita previa y explicarles los objetivos generales de la investigación. El período de recogida de datos tuvo lugar durante el mes de febrero y mediados de marzo de 2020. La entrevista tuvo una duración media de 45 minutos. |
| A4 | <ul style="list-style-type: none"> Para el artículo A4 se realizó un cuestionario en línea con un periodo de recogida entre febrero y agosto de 2020. |
| A5 | <ul style="list-style-type: none"> Para el artículo A5 se realizó un cuestionario cara a cara. Sin embargo, debido a las limitaciones impuestas por la pandemia de Covid-19, el periodo de recogida se amplió de junio de 2020 a diciembre de 2021. Este cuestionario se dirigió a los habitantes locales y a los turistas/visitantes del territorio. |
| Conocer las pautas y la dinámica del agroturismo | |
| A6 | <ul style="list-style-type: none"> El artículo A6 tiene como muestra las viviendas. La recogida de datos consistió en entrevistas cara a cara, con una duración media de 60 minutos. El periodo de recogida de datos duró aproximadamente 12, comenzando en junio de 2021, cuando las normas de contención de la pandemia Covid-19 permitieron el movimiento y el contacto personal. Antes de las entrevistas presenciales, se contactó con los hogares vía telefónica y/o correo electrónico para informarles de los objetivos del estudio y programar la entrevista para aquellos interesados en colaborar en el estudio. Después de esta conformación preliminar, se constató que 49 alojamientos que formaban parte de la base de datos oficial no estaban activos. Por esta razón fueron excluidos de la base de datos, lo que hace un total de 202 casos. De éstos, 34 casos se negaron a participar. |
| Análisis de la sostenibilidad del agroturismo | |
| A7 | <ul style="list-style-type: none"> Para el artículo A7 se entrevistó a hogares y agricultores durante el periodo comprendido entre junio de 2021 y junio de 2022. Las entrevistas se realizaron cara a cara con una duración media de 60 minutos. Los agricultores fueron identificados por los alojamientos, con los que mantienen relaciones de colaboración empresarial (formal e informal) para la realización de actividades turísticas y/o suministro de productos agroalimentarios. |

Fuente: Elaboración propia.

En general, los cuestionarios se organizaron con distintos tipos de preguntas, desde preguntas abiertas hasta preguntas cerradas (dicotómicas y politómicas). El primer cuestionario aplicado se dirigió a los responsables de la toma de decisiones del territorio con entrevistas semiestructuradas (Tabla 17).

Tabla 17. Ficha de datos de la encuesta a los responsables territoriales

| Característica | Descripción |
|---------------------------|---|
| Universo | Ayuntamientos; Asociaciones de desarrollo territorial; Grupos de acción local, Gestores de parques y reservas naturales protegidas, Otras asociaciones de interés |
| Muestra | 13 |
| Muestreo | Probabilístico simple, sin conveniencia |
| Nivel de confianza | 95% |
| Tipo de encuesta | Cuestionario en papel cumplimentado cara a cara y cuestionario en Google Drive |

Fuente: Elaboración propia

Este instrumento permitió conocer las principales medidas e iniciativas políticas, tanto en curso como en proyecto, destinadas a apoyar al turismo y a los agricultores, así como conocer la percepción sobre el modo de vida en el territorio fronterizo, identificar experiencias de

agroturismo con potencial y conocer su percepción sobre el agroturismo y las perspectivas de desarrollo para el futuro (Tabla 18).

Tabla 18. Estructura de la encuesta dirigida a los responsables territoriales

| Bloque | Variable / artículo | Niveles |
|---|---|---|
| Datos sociodemográficos | Entidad; Edad; Formación académica; | Descriptivo |
| Apoyar el desarrollo del sector turístico | Sí/No; Descripción de las iniciativas; Objetivos; Actividades; Financiación; Redes de cooperación | Descriptivo |
| Apoyar el desarrollo del sector agrícola | Sí/No; Descripción de las iniciativas; Objetivos; Actividades; Financiación; Redes de cooperación | Descriptivo |
| Percepción del territorio fronterizo | <ul style="list-style-type: none"> Características de la identidad territorial Tipo de paisaje que mejor identifica la zona (paisaje/olivar/bosque/agua/residencia) | Likert: 1 (totalmente en desacuerdo); 5 (totalmente de acuerdo) |
| Experiencias y expectativas turísticas | <ul style="list-style-type: none"> Actividades; Experiencias; Tipologías turísticas | Likert: 1 (totalmente en desacuerdo); 5 (totalmente de acuerdo) |
| Percepción del agroturismo | <ul style="list-style-type: none"> Actividades; Público; Impactos; Concepto; Evaluación del potencial | Likert: 1 (totalmente en desacuerdo); 5 (totalmente de acuerdo) |
| Perspectivas de futuro | <ul style="list-style-type: none"> Proyectos e iniciativas; Sentimientos sobre el mundo rural | Tres opciones (1ª y 3ª opción) |

Fuente: Elaboración propia

El cuestionario que apoyaba la cumplimentación del artículo A4 estaba dirigido a turistas potenciales (Tabla 19). Con él se pretendía evaluar el potencial del agroturismo en el territorio a través de la valoración de las preferencias paisajísticas.

Tabla 19. Hoja de datos de la encuesta a turistas potenciales

| Característica | Descripción |
|--------------------|--|
| Universo | Turistas potenciales de la zona de estudio |
| Muestra | 174 |
| Muestreo | Probabilístico simple, sin conveniencia |
| Nivel de confianza | 95% |
| Tipo de encuesta | Cuestionario en línea en Google Drive |
| Error muestral | 7,43% |

Fuente: Elaboración propia

Para ello, se diseñó e implementó un cuestionario *online*, cuyo fin era evaluar las preferencias de los potenciales visitantes del territorio, aplicado al caso de estudio del Parque Natural del Tajo Internacional. Este cuestionario estaba compuesto por tres secciones (Tabla 20): evaluación de las preferencias paisajísticas, identificación de la tipología de paisaje para actividades al aire libre y sección de caracterización sociodemográfica.

Tabla 20. Estructura de la encuesta dirigida a turistas potenciales

| Bloque | Variable / artículo | Niveles |
|---------------------------------|---|--|
| Comparaciones por pares de seis | <ul style="list-style-type: none"> Dehesa / Montado vs Dehesa / Montado con pastos Dehesa / Montado vs Olivar tradicional | 1-9 (preferencia absoluta de la imagen de la izquierda sobre la de la derecha; 9 preferencia |

| Bloque | Variable / artículo | Niveles |
|---|---|--|
| imágenes diferentes | <ul style="list-style-type: none"> • Dehesa / Bosque vs Bosque mediterráneo • Dehesa / Montado vs Asentamientos rurales • Dehesa / Montado vs Líneas de agua • Dehesa / Pastos vs Aceituna tradicional • Dehesa / Pastizal vs Bosque mediterráneo • Dehesa / Pastizales vs Asentamientos rurales • Dehesa / Pastos vs Líneas de agua • Olivo tradicional vs Madera mediterránea • Aceite de oliva tradicional vs Asentamientos rurales • Aceite tradicional vs Líneas de agua • Bosque mediterráneo vs Asentamientos rurales • Bosque mediterráneo vs Líneas de agua • Asentamientos rurales vs Líneas de agua | absoluta de la imagen de la derecha sobre la de la izquierda; 5 ambas imágenes tienen el mismo nivel de preferencia) |
| Nivel de preferencia paisajística a las actividades turísticas | <ul style="list-style-type: none"> • Dehesa / Montado • Dehesa • Aceite de oliva tradicional • Bosque mediterráneo • Asentamientos rurales • Líneas de agua | Likert: 1 (bajo); 5 (alto) |
| Datos sociodemográficos | Edad; Titulación académica; Nivel de estudios; Empleo; Residencia | Múltiples respuestas |

Fuente: Elaboración propia

El cuestionario que sirvió para cumplimentar el artículo A5 se aplicó en los 17 municipios que conforman la zona de la Reserva de la Biosfera Transfronteriza Tajo/Tejo. Pretendía evaluar el potencial del agroturismo en el territorio fronterizo mediante la valoración de las preferencias paisajísticas de la población local y de los turistas y visitantes (Tabla 21). El periodo de recogida de datos comenzó en junio de 2020 hasta diciembre de 2021 y abarcó una muestra de 203 habitantes y 236 turistas/visitantes, lo que hace un total de 439 participantes.

Tabla 21. Ficha de datos para la encuesta a la población residente y a los turistas/visitantes

| Característica | Descripción |
|---------------------------|--|
| Universo | Población (2020): 76 300 Turistas (2020): 59 330 |
| Muestra | Población: 203 habitantes Turistas: 236 |
| Muestreo | Probabilístico simple, sin conveniencia |
| Nivel de confianza | 95% |
| Tipo de encuesta | Cuestionario en papel cumplimentado en persona y cuestionario en línea en Google drive |
| error muestral | Población: 6,8%. Turistas: 6,4%. |

Fuente: Elaboración propia

Este cuestionario se organizó en 3 secciones: sección de caracterización sociodemográfica, relaciones entre el paisaje y el territorio, y percepciones sobre el agroturismo (Tabla 22).

Tabla 22. Estructura de la encuesta dirigida a la población residente y a los turistas/visitantes

| Bloque | Variable / artículo | Niveles |
|---|--|---|
| Datos sociodemográficos | Edad; Titulación académica; Nivel de estudios; Empleo; Residencia | Múltiples respuestas |
| Vínculos entre agricultura y turismo | Comparaciones por pares de seis imágenes diferentes | 1-9 (preferencia absoluta de la imagen de la izquierda sobre la de la derecha; 9 preferencia absoluta de la imagen de la derecha sobre la de la izquierda; 5 ambas imágenes tienen el mismo nivel de preferencia) |
| | Nivel de preferencia paisajística a las actividades turísticas | Likert: 1 (bajo); 5 (alto) |
| | Nivel de preferencia por los elementos del paisaje rural | Likert: 1 (bajo); 5 (alto) |
| Percepción del agroturismo | Nivel de experiencia | Si/No |
| | Motivación para el agroturismo | Likert: 1 (bajo); 9 (alto) |
| | Características del viaje al territorio | Varias respuestas |
| | Nivel de conocimiento del agroturismo | Varias respuestas |
| | Actividades agroturísticas con potencial (oferta desde la perspectiva de la población) | Varias respuestas |
| | Actividades agroturísticas con potencial (oferta desde la perspectiva de la demanda) | Varias respuestas |

Fuente: Elaboración propia

El cuestionario que dio soporte a la cumplimentación del artículo A6 se aplicó a alojamientos, incluyendo las categorías de alojamiento local, turismo rural, agroturismo, casas y hoteles rurales, para el caso de Portugal y hoteles y casas rurales, en el caso del territorio de la comunidad autónoma de Extremadura (España), conformando una muestra total de 251 alojamientos registrados en 2018. Sin embargo, se constató que, posiblemente debido al impacto de la pandemia de Covid-19, sólo 202 alojamientos se encontraban con actividad. Tras el contacto previo por correo electrónico y teléfono, 34 casos se negaron a participar en el estudio. Así pues, se considera una población total de 168 alojamientos, de los cuales aproximadamente el 50% participaron en el estudio (Tabla 23).

Tabla 23. Ficha de datos de la encuesta realizada a los alojamientos

| Característica | Descripción |
|---------------------------|---|
| Universo | Alojamientos turísticos: 202, de los cuales 34 no mostraron interés en participar |
| Muestra | 83 |
| Muestreo | Probabilístico simple, sin conveniencia |
| Nivel de confianza | 95% |
| Tipo de encuesta | Entrevista personal semiestructurada |
| Error muestral | 4,3 % hasta 7,1 |

Fuente: Elaboración propia

La recogida de datos de los alojamientos tuvo lugar entre junio de 2021 y junio de 2022. Fue posible a través de entrevistas personales con los responsables de los alojamientos. De esta forma se recopiló la información más completa posible, lo que permitió analizar los vínculos que se establecen entre agricultura y turismo a través de las actividades desarrolladas por el alojamiento. El cuestionario utilizado se organizó en nueve secciones que permitieron explorar las características del alojamiento y los tipos de servicios y actividades prestados, así como identificar los vínculos con el sector agrícola, ya sea a través de asociaciones o por iniciativa propia (Tabla 24).

Tabla 24. Estructura de la encuesta dirigida a los alojamientos

| Variable / artículo | |
|---------------------|---|
| a) | Datos de caracterización del alojamiento |
| b) | Actividades relacionadas con la agricultura |
| c) | Suministro de productos agroalimentarios |
| d) | Compra de productos locales |
| e) | Restaurante propio |
| f) | Actividades de agroturismo |
| g) | Actividades en asociación |
| h) | Datos sociodemográficos |
| i) | Opinión general |

Fuente: Elaboración propia

El procedimiento de recogida de datos para llevar a cabo el estudio publicado en el artículo A7, incluyó dos muestras: alojamientos y agricultores (Tabla 24 y Tabla 25). En el caso de los alojamientos, la recogida de datos corresponde a la descripción presentada en la Tabla 24 Tabla 19 correspondiente al artículo A6. En el caso de los agricultores, el universo es desconocido, por lo que se decidió seguir el método de bola de nieve para su identificación. Este tipo de muestreo es común en estudios exploratorios donde es importante recopilar información, opiniones e ideas de fondo, por lo que se presentó como solución para proceder con el estudio identificar a los agricultores con vínculos previos con el sector turístico, ya que fueron detallados por los alojamientos con los que mantienen vínculos y alianzas (formales e informales). En otras palabras, se entrevistó a agricultores con vínculos con el turismo, con los que se pretendía evaluar los modelos de producción y las tipologías de actividades agroturísticas dinamizadas en el territorio.

Tabla 25. Ficha de datos de la encuesta realizada a los agricultores

| Característica | Descripción |
|---------------------------|--------------------------------------|
| Universo | Desconocido |
| Muestra | Intencional (bola de nieve) |
| Muestreo | 11 |
| Nivel de confianza | 95% |
| Tipo de encuesta | Entrevista personal semiestructurada |

Fuente: Elaboración propia

La guía de entrevista semiestructurada aplicada a los agricultores se organizó en siete apartados. Estos permitieron conocer sus métodos de producción, los cultivos principales y las actividades agroturísticas que promueven, así como evaluar el potencial para organizar otras actividades agroturísticas en el futuro (Tabla 26).

Tabla 26. Estructura de la encuesta dirigida a los agricultores

| Variable / artículo | |
|---------------------|--|
| a) | Descripción de la empresa |
| b) | Caracterización de las tierras agrícolas |
| c) | Producción, transformación y venta de productos agroalimentarios y/u otros |
| d) | Aprendizaje y conocimientos tradicionales |
| e) | Vínculos entre el sector turístico y su red de socios |
| f) | Percepción del agroturismo |
| g) | Sentimientos y perspectivas sobre el mundo rural |

Fuente: Elaboración propia

Una vez recogidos los datos y la información para caracterizar el territorio y cumplidas las condiciones de fiabilidad estadística, se construyeron diferentes bases de datos en EXCEL y SPSS, que se procesaron y analizaron a continuación según diferentes técnicas de tratamiento de datos.

3.4. TÉCNICAS UTILIZADAS

La robustez de los datos alcanzados y las técnicas aplicadas se convierten en una poderosa herramienta para analizar y discutir el conocimiento sobre los vínculos que se entretienen entre la agricultura y el turismo, así como para comprender el potencial y la sostenibilidad de las dinámicas agroturísticas en el territorio de estudio. Este conocimiento permite una toma de decisiones consciente e informada por parte de los principales agentes locales y sectoriales (turismo y agricultura). Ellos deben ser capaces de responder a las tendencias de un mercado que tiende a valorar, cada vez más, los destinos de baja densidad demográfica, así como el aprendizaje experiencial y el contacto con la ruralidad, las tradiciones y la producción local.

Las técnicas estadísticas aplicadas permitieron organizar los datos, analizarlos e interpretarlos en función de los objetivos evidenciados en cada línea de investigación que incorporaron los artículos que componen esta tesis doctoral. Se aplicaron tres tipos de análisis: descriptivo, inferencial y geoespacial. Por un lado, el análisis descriptivo permite identificar patrones de comportamiento de determinadas variables, mientras que el análisis inferencial permite extraer explicaciones de los comportamientos y dinámicas observadas. Por otro lado, el análisis geoespacial a través de los Sistemas de Información Geográfica permite analizar la

información e interpretarla a la luz de las características del territorio, cartografiando fenómenos y analizando tendencias espaciales (Tabla 27).

Tabla 27. Procedimiento de análisis y tratamiento de datos

| Estudio | Estrategias o Técnicas |
|---|---|
| A1. El papel de los espacios agrarios en el debate epistemológico sobre turismo rural, agroturismo y agroecoturismo | <ul style="list-style-type: none"> • Análisis bibliográfico |
| A2. La agricultura como producto turístico en áreas rurales: Un debate abierto en la literatura. | <ul style="list-style-type: none"> • Análisis bibliográfico |
| A3. O olival como oportunidad para o turismo no Parque Natural do Tejo Internacional. | <ul style="list-style-type: none"> • Estadísticas descriptivas: distribución de frecuencias. • Análisis DAFO |
| A4. The Assessment of the Tourism Potential of the Tagus International Nature Reserve Landscapes Using Methods Based on the Opinion of the Demand. | <ul style="list-style-type: none"> • Estadísticas descriptivas: distribución de frecuencias. • Análisis no paramétrico: coeficientes para tabulaciones cruzadas (chi-cuadrado de Pearson) • Proceso de Análisis Jerárquico o análisis multicriterio |
| A5. Agricultural Landscapes as a Basis for Promoting Agritourism in Cross-Border Iberian Regions. | <ul style="list-style-type: none"> • Estadísticas descriptivas: distribución de frecuencias, media ponderada • Paramétrico: prueba de Levene • No paramétricos: Kolmogorov-Smirnov, prueba U Mann-Whitney, chi-cuadrado de Pearson. |
| A6. Shedding Light on Agritourism in Iberian Cross-Border Regions from a Lodgings Perspective. | <ul style="list-style-type: none"> • Estadísticas descriptivas: distribución de frecuencias, media ponderada • Análisis no paramétrico: coeficientes para tabulaciones cruzadas (chi-cuadrado de Pearson) • Estadísticas espaciales: análisis de agrupación |
| A7. Spatial analysis of sustainability measures from agritourism in Iberian cross-border regions. | <ul style="list-style-type: none"> • Estadísticas descriptivas: distribución de frecuencias • Análisis no paramétricos: Chi-cuadrado, coeficientes para tabulaciones cruzadas (Chi-cuadrado de Pearson); U-Mann Whitney; Tau de Kendall (τ); • Estadística espacial (análisis de puntos calientes (Getis-Ord general G^*); análisis de conglomerados y valores atípicos (Anselin Local Moran I) |

Fuente: Elaboración propia

Se utilizó Excel para realizar los análisis descriptivos, mientras que las pruebas estadísticas paramétricas y no paramétricas precisaron del programa informático IBM SPSS Statistics 28 (IBM Analytics Armonk, NY, EE.UU.). Los datos geoespaciales se trataron y analizaron en el programa ArcGIS, versión 10.8 (ESRI, Redlands, CA, EE.UU.).

Pruebas estadísticas aplicadas

Para cumplir los objetivos de la investigación, se aplicaron distintas técnicas de análisis estadístico. En términos metodológicos, el análisis de los datos alfanuméricos se basó en técnicas muy simples, como la distribución de frecuencias de diferentes variables para conocer y caracterizar fenómenos, acompañadas por pruebas paramétricas y no paramétricas (Tabla 28).

Tabla 28. Técnicas estadísticas

| Artículo | Prueba estadística | Objetivos |
|-----------|--|--|
| A4 | <ul style="list-style-type: none"> • Estadísticas descriptivas • Chi-cuadrado de Pearson (tabla de contingencia) | <ul style="list-style-type: none"> • Evaluación de las preferencias paisajísticas comparadas entre iguales. |
| A5 | <ul style="list-style-type: none"> • Media ponderada • Kolmogorov-Smirnov • Levene • Prueba U de Mann-Whitney • Estadísticas descriptivas | <ul style="list-style-type: none"> • Conocer el potencial del agroturismo evaluando las preferencias del paisaje para las actividades al aire libre. |
| A6 | <ul style="list-style-type: none"> • Estadísticas descriptivas • Chi-cuadrado de Pearson (tabla de contingencia) | <ul style="list-style-type: none"> • Identificar los vínculos entre la agricultura y el turismo a través de las actividades, productos y servicios prestados por los alojamientos turísticos. |
| A7 | <ul style="list-style-type: none"> • Estadísticas descriptivas • Chi-cuadrado de Pearson (tabla de contingencia) • Prueba U de Mann-Whitney • Tau de Kendall | <ul style="list-style-type: none"> • Conocer la sostenibilidad del agroturismo y sus impactos en el territorio |

Fuente: Elaboración propia

Se aplicó un nivel de significación de p-valor 0,05 para todas las pruebas, de acuerdo con los umbrales normalizados.

Proceso de análisis jerárquico

El Proceso de análisis jerárquico (PAJ) ofrece una serie de ventajas, ya que permite evaluar un gran número de factores de decisión midiendo la importancia de cada uno de ellos en el proceso de la toma de decisión (Papic-Blagojevic et al., 2012). De hecho, esta metodología permite evaluar las preferencias a partir de comparaciones por pares de los niveles jerárquicos de decisión y ha sido ampliamente utilizada en estudios con diferentes objetivos de estudio (Hoang et al., 2018).

En el ámbito del turismo, el PAJ puede ayudar en la toma de decisiones, especialmente cuando se trata de varios factores. La literatura muestra algunos ejemplos de su uso para ayudar a la toma de decisiones en el sector turístico, por ejemplo:

- Conocer el potencial turístico de una región (Fabac & Zver, 2011), (Bozic et al., 2017), (Hoang et al., 2018).
- Conocer los tipos de turismo preferidos por los turistas (Papic-Blagojevic et al., 2012), (Sánchez-Martín et al., 2019).

- Identificar el potencial turístico del patrimonio cultural (Novikova et al., 2019) ecoturismo (Ronizi et al., 2020).
- Toma de decisiones sobre el desarrollo de infraestructuras de apoyo al turismo (Luengo, 2011).

De forma genérica, esta metodología analiza pares de prioridades de importancia en función de un atributo o criterio común representado en la jerarquía de decisión, utilizando una matriz de decisión cuadrada basada en la escala de importancia que oscila entre 9 (extremadamente preferible) y 1 (igualdad de preferencias) (Saaty, 1980; 1990). Esta técnica descompone las decisiones en el proceso según un sistema jerárquico de evaluación que incluye objetivos, criterios y alternativas (Figura 11).

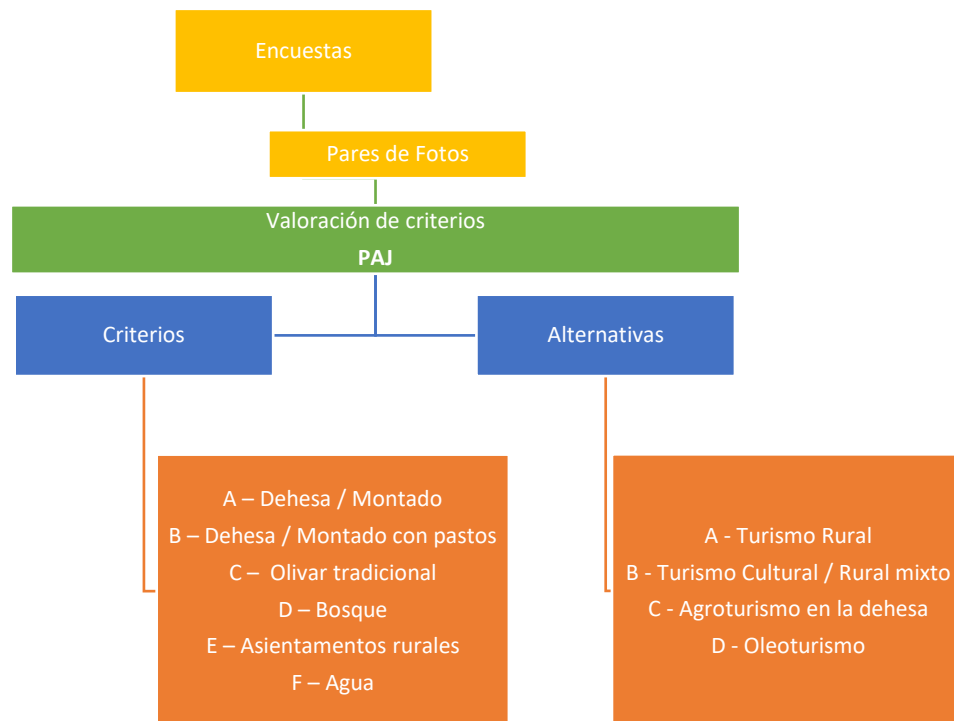


Figura 11. Proceso de análisis jerárquico: criterios y alternativas

Fuente: Elaboración propia

En la presente investigación, el objetivo definido consistió en conocer la incidencia de las opiniones sobre las tipologías de paisaje consideradas para actividades turísticas tomando como criterio seis tipologías de paisaje (A - Dehesa / Montado; B - Dehesa / Montado con ganadería; C - Olivar tradicional; D - Bosque y matorral; E - Asentamientos rurales y F - Ríos y masas de agua) y que fueron incorporadas en el cuestionario. En la práctica, cada participante evaluó todas las posibilidades de comparación de cada conjunto de seis fotografías, eligiendo

la fotografía preferida en cada par de comparación (AB, AC, AD, AE, AF, BC, BD, BE, BF, CD, CE, CF, DE, DF, FE). En el modelo de investigación diseñado, se proponen 4 alternativas: Turismo Rural, Turismo Cultural/Rural mixto, Agroturismo en Dehesas/Montado y Oleoturismo.

Siguiendo la metodología PAJ, en una primera etapa se calculó la media ponderada de todas las respuestas obtenidas en el cuestionario para cada criterio evaluado, utilizando la escala Likert (1 corresponde al valor mínimo y 5 al valor máximo), aplicando la siguiente fórmula:

$$\text{Media ponderada} = \{(a_{x1} * 1) + (a_{x2} * 2) + (a_{x3} * 3) + (a_{x4} * 4) + (a_{x5} * 5)\} / n$$

En una segunda fase, cada uno de los seis criterios se comparó por pares teniendo en cuenta el objetivo de la investigación. Los resultados de las comparaciones se presentan en la sección de resultados, donde se define el vector propio máximo mediante el método de Saaty. Los resultados obtenidos se normalizaron en la matriz de preferencias. El vector de preferencias w determinado representa el orden de preferencia de cada criterio.

A continuación, se determinó la consistencia de las comparaciones (CI) que nos permite hallar el índice de ratio de consistencia (CR), teniendo en cuenta que $RI_6=1,24$ (Saaty, 1990) mediante la siguiente fórmula:

$$\lambda_{max} = \frac{1}{n} \sum_{i=1}^n \frac{(Aw)_i}{w_i} = 6.093,$$

$$CI = \frac{\lambda_{max} - n}{(n-1)} \times 100 = \frac{6.093 - 6}{(6-1)} = 0.0185$$

$$CR = CI / RI = 0,0185 / 1,24 = 0,015$$

Se puede admitir que los cálculos de la matriz de comparación por pares para cada criterio definido en el proyecto son coherentes porque el valor de CR es inferior a 1.

El siguiente paso consistió en evaluar las alternativas específicas de esta investigación en relación con los criterios presentados. Para cada criterio por separado, se evaluaron todas las alternativas para encontrar el respectivo vector propio. Por último, se construye una nueva matriz con el vector propio de cada alternativa multiplicado por el vector de preferencia de los criterios. De esta forma obtenemos el vector de preferencia final para cada variante del proyecto de investigación.

Los resultados obtenidos sirven de base para diseñar una propuesta de actuación con el objetivo de promover el agroturismo en el territorio. Así, se puede decir que el presente trabajo une dos perspectivas: el paisaje, en particular el paisaje agrario, y el turismo. Estos temas han sido poco tratados de forma conjunta y poco analizados desde el prisma analítico

que permite el PJA. Por lo tanto, se concluye que esta metodología puede ser interesante para concebir el análisis y apoyar la toma de decisiones.

Estadística espacial

El estudio de la dimensión espacial en el turismo ha sido ampliamente debatido en la literatura (Sánchez Rivero, 2008) configurándose como una estrategia fundamental para analizar patrones y proyectar tendencias (Rodríguez Rangel & Sánchez Rivero, 2020). Sin duda, los Sistemas de Información Geográfica son hoy en día importantes herramientas de apoyo a la gestión de destinos, permitiendo tratar y analizar información útil para apoyar la toma de decisiones.

En la presente investigación se utilizaron diferentes técnicas geoestadísticas, que permitieron comprender los vínculos que unen el turismo con la agricultura y, al mismo tiempo, apoyar la lectura de los patrones espaciales, a veces ocultos. Las diferentes técnicas utilizadas en el estudio se presentan brevemente en Tabla 29.

Tabla 29. Técnicas estadísticas geoespaciales

| Artículo | Técnica utilizada | Objetivos |
|----------|--|---|
| A6 | Análisis de agrupación | 1. Delimitar las pautas y dinámicas espaciales que explican las relaciones entre agricultura y turismo, utilizando la localización del alojamiento como unidad territorial de análisis. |
| A7 | Análisis de puntos calientes (Getis-Ord general G*) | 2. Localizar casos con indicadores de sostenibilidad comunes, manifestados por el análisis de indicadores económicos, medioambientales, sociales y culturales/paisajísticos. |
| | Análisis de conglomerados y valores atípicos (Anselin Local Moran I) | 3. Identificar los lugares donde las normas de sostenibilidad son diferentes de las de la zona vecina. 4. Evaluar la sostenibilidad del agroturismo y su impacto en el territorio |

Fuente: Elaboración propia

4. PRINCIPALES RESULTADOS Y DISCUSIÓN

Esta sección resume los principales resultados de la investigación, organizados en función de los objetivos y las preguntas de investigación que la guiaron, en un intento de corroborar la hipótesis de partida.

Los análisis realizados corroboran la hipótesis de partida planteada al inicio del estudio (HG), según la cual se supone que los vínculos entre agricultura y turismo son invisibles e

infravalorados por los agentes turísticos, lo que se traduce en una pérdida de oportunidades para el desarrollo sostenible de los destinos fronterizos. Aunque el agroturismo se identifica en la literatura como un segmento con un impacto positivo en el desarrollo local, como parece haber demostrado la literatura (Nae-Wen Kuo et al., 2008; Gao et al., 2014; Karampela & Kizos, 2018; Valdivia & Barbieri, 2014; Ollenburg & Buckley, 2007; L. Yang, 2012; Farsani et al., 2019; LaPan & Barbieri, 2014; Ammirato & Felicetti, 2013; Fischer, 2019; Millán et al., 2018), sigue careciendo de directrices para su estructuración y no posee un reconocimiento claro sobre su potencial para el desarrollo de las zonas rurales.

Los resultados sacan a la luz la confirmación del debate abierto en la literatura sobre el agroturismo, incidiendo en qué es y cómo se estructura. Todavía no está claro cuál es el papel del agricultor en el sistema turístico y la bibliografía aún no ha fijado el concepto, a menudo confundido o asimilado con el de turismo rural. Sin embargo, se pudo confirmar que el agroturismo resulta de un vínculo claro entre agricultura y turismo (H1) y que su afirmación puede traducirse en impactos positivos para el territorio (H2). Por otro lado, se discutió el papel del paisaje agrario en la experiencia turística en contextos territoriales específicos (espacios naturales protegidos y fronterizos) (H3) y lo importante que es el reconocimiento de sus valores, del patrimonio material e inmaterial, y su integración en ofertas turísticas cualificadas. Además, este estudio también puso de manifiesto que los vínculos surgidos entre agricultura y turismo continúan siendo invisibles en las estrategias turísticas locales, ignorando el paisaje agrario y la propia agricultura como recursos de excelencia (H4), con lo que se pierde la oportunidad de lograr un desarrollo sostenible en los destinos fronterizos (H5).

Ante este marco, en esta sección, se sintetizan los principales hallazgos que integran los artículos publicados, sistematizados de acuerdo con la temática que figura a continuación.

4.1. AGROTURISMO, A DEBATE EN LA LITERATURA

La revisión bibliográfica desempeñó un papel fundamental en la delimitación conceptual. Las preguntas de partida definidas en este tema de investigación se ajustan a las hipótesis HE1 y HE2, estrechamente relacionadas con los objetivos OE1 y OE2 (Tabla 30).

Tabla 30. Preguntas de investigación, hipótesis y objetivos específicos para el tema “Agroturismo, a debate en la literatura”

| Preguntas de investigación | |
|--|--|
| <ul style="list-style-type: none"> • P1 ¿Cómo ha evolucionado el concepto de agroturismo en la literatura? • P2 ¿Cómo aborda la literatura el papel de la agricultura y los paisajes agrícolas en las experiencias de turismo rural, agroturismo o agroecoturismo? | |
| Hipótesis | Objetivos |
| HE1. El agroturismo es un concepto que identifica la relación entre agricultura y turismo (A1 y A2). | OE1. Comprender el papel de los paisajes agrarios en el debate teórico, contribuyendo a la estabilización del concepto de agroturismo en el marco epistemológico del turismo rural (A1). |
| HE2. Las relaciones entre agricultura y turismo contribuyen al desarrollo del territorio (A1 y A2). | OE2. Comprender cómo se ha difundido en el debate teórico la actividad agraria como recurso turístico, tratando de establecer vínculos con su impacto en el desarrollo rural (A2). |

Fuente: Elaboración propia

La estabilización del concepto de agroturismo y su definición clara en un marco teórico y jurídico sigue siendo un requisito importante para su adopción en las estrategias turísticas, tanto desde el punto de vista de la estructuración de la oferta como de la clarificación del papel de los distintos agentes locales. Sin embargo, a menudo se compara y confunde con conceptos similares, como el turismo rural. Esto se refleja en la dinámica de la demanda y la oferta, así como en la propia percepción del concepto, a menudo interpretado con connotaciones negativas (Streifeneder, 2016). Para contrarrestarlas, la literatura se ha esforzado por su estabilización y una definición más clara de las fuentes entre conceptos y opiniones (Phillip et al., 2010; Flanigan et al., 2014; Streifeneder, 2016).

En esta línea se posicionan los estudios A1 y A2, que pretenden avanzar en la lectura de la evolución del concepto y sus múltiples comprensiones, destacando la diversidad de aportaciones recogidas en la literatura. El estudio "El papel de los espacios agrarios en el debate epistemológico sobre turismo rural, agroturismo y agroturismo", pone de manifiesto que existen numerosas controversias conceptuales sobre el agroturismo. Esta debilidad proviene de su propia vaguedad que, no sólo se presenta con numerosas etiquetas en la literatura (desde "Agriturismo", "Agroturismo", "Farm tourism", "Farm-based tourism", "Vacations farm", "Tourists on the farm" o "Recreation on farms"), sino que a menudo se confunde con el concepto de turismo rural (Gil Arroyo et al., 2013; Barbieri, Sotomayor, et al., 2016). Esta ambigüedad conceptual se debe también a las diversas perspectivas sobre la experiencia turística, que pueden estar relacionadas con el tipo de entorno en el que se desarrolla la experiencia (zonas rurales, explotaciones agrarias, ferias/mercados tradicionales de productos agroalimentarios), la diversidad de actividades o los motivos del viaje (desde el

ocio, el alojamiento o la educación), y una perspectiva muy importante que atañe a la autenticidad de la experiencia (actividades agrarias escenificadas vs actividades reales en un contexto real). En este sentido, los estudios han confirmado que confundir agroturismo con turismo rural compromete los vínculos entre agricultura y turismo, mercantilizando y gentrificando el mundo rural.

De hecho, a lo largo del tiempo se ha percibido que el concepto ha sufrido cambios que han estado influenciados por la necesidad de definir los estándares de la oferta y la demanda, entre los que destaca la autenticidad de la experiencia agroturística que debe ser el principal elemento diferenciador, frente a otras tipologías de oferta. Es decir, la forma en que el producto/servicio de agroturismo es ofrecido por el operador y la forma en que es experimentado por el turista/visitante. Estos elementos definen su autenticidad y calidad. Así, se considera que esta es la frontera -la autenticidad- que define la experiencia del agroturismo frente a cualquier otra actividad con etiqueta turística. Así, el concepto evolucionó desde la perspectiva de que la dimensión del agroturismo incluye cualquier oferta de actividades recreativas en granjas (Philli et al., 2010) a la idea de que esta oferta tiene que ser auténtica (Flanigan et al., 2014). Ello implica intrínsecamente la relación e implicación directa del turista con el conjunto del sistema y la dinámica agraria en una explotación que debe cumplir los requisitos: estar en pleno funcionamiento, en un entorno inalterado y donde predominen las actividades agrarias sobre las turísticas (Streifeneder, 2016). Así, se corrobora la hipótesis específica HE1 que sugiere que el agroturismo es el concepto que traduce las relaciones entre agricultura y turismo, prevaleciendo la agricultura en cuanto a la dinámica económica del modelo de negocio.

El estudio A2 "La agricultura como producto turístico en el medio rural: un debate abierto en la literatura" extrajo algunas evidencias sobre el papel de la agricultura y el paisaje en la experiencia turística, en un intento de validar también la hipótesis específica HE2, que avanza la idea de que las relaciones materializadas entre agricultura y turismo contribuyen al desarrollo local. Este artículo obtuvo algunas ideas de la literatura que corroboran el papel de la agricultura y el paisaje agrario en el desarrollo de los territorios:

- Las actividades agrarias como oportunidad para preservar la memoria asociada a un modo de vida particular (Brandth & Haugen, 2011) y para promover el contacto

directo con el agricultor permitiendo la transferencia de valores y conocimientos (Dubois et al., 2017);

- Tradiciones locales, agricultura a pequeña escala y autenticidad (Carneiro et al., 2015) complementadas con patrimonio gastronómico y vinícola (Sims, 2009) como recursos turísticos de las zonas de baja densidad;
- El paisaje agrario como marca cultural de los territorios y, en consecuencia, principal atractivo de los mismos (Aznar et al., 2007);
- La revalorización de la producción de productos endógenos y de forma sostenible y tradicional (Kuo et al., 2008).

Partiendo de estas perspectivas, existe una oportunidad real para integrar la agricultura en el sistema turístico, en el que los agricultores deben asumir un papel activo y dinámico. Esta dimensión supone una nueva oportunidad para la agricultura, especialmente para la pequeña agricultura, la agricultura familiar y la agricultura ecológica, que ven en la actividad turística una gran ocasión para mejorar la producción, una oportunidad para innovar y potenciar el consumo local. Sin embargo, a este respecto el estudio A3 pone de manifiesto la existencia de dos escenarios antagónicos:

- Por un lado, la ausencia de la agricultura en el sistema turístico debido al desconocimiento de su potencial y al estigma que supone mantener estrechos vínculos con la agricultura local.
- Por otro, la oportunidad de promover ofertas turísticas atractivas y auténticas, basadas en un modelo turístico más sostenible capaz de desarrollar nuevas formas de consumo y nuevos servicios en las zonas rurales, lo que es posible a través del agroturismo.

En general, los estudios realizados permiten reforzar la importancia del papel del agricultor en el sistema turístico, como productor de alimentos, como modelador del paisaje, como proveedor de servicios ambientales y por su papel fundamental en el desarrollo de los territorios rurales, por lo que el turismo puede ser una vía para el reconocimiento de su intervención. A pesar de esta constatación, se observa que la ausencia de un marco estabilizado del concepto de agroturismo dificulta su actuación, lo que podría ser una de las principales limitaciones para su desarrollo e implantación como estrategia de desarrollo territorial. Precisamente, esta falta de conocimiento se confirma en el estudio A5, que sugiere

que resta mucho por hacer en el ámbito de la sensibilización de los agricultores, los operadores turísticos y los propios consumidores sobre las ventajas del agroturismo como modelo de turismo sostenible en las zonas rurales.

4.2. EL PAPEL DE LOS PAISAJES AGRARIOS Y LA AGRICULTURA EN LA EXPERIENCIA TURÍSTICA

El análisis se centra en comprender el papel del paisaje agrario en la experiencia turística, buscando una lectura atenta de los detalles del territorio, primero para identificar los paisajes agrarios tradicionales basados en el modelo de producción extensiva, y después para evaluar su potencial para la práctica del agroturismo. Para ello, este tema se apoya en las siguientes preguntas de partida y en las hipótesis y objetivos evidenciados en Tabla 31.

Tabla 31. Preguntas de investigación, hipótesis y objetivos específicos para el tema sobre el “Papel de los paisajes agrarios y la agricultura en la experiencia turística”

| Preguntas de investigación | |
|---|--|
| <ul style="list-style-type: none"> • P3 ¿Son adecuados los paisajes agrícolas para las actividades recreativas al aire libre? • P4 ¿Qué actividades agroturísticas con potencial son apropiadas para las tipologías de paisaje dominantes en el territorio? | |
| Hipótesis | Objetivos |
| HE3. El paisaje agrícola desempeña un papel relevante en las experiencias de agroturismo (A3; A4; A5) | OE3. Evaluar el potencial del paisaje agrícola, en particular el caso de los olivares tradicionales, en la dinamización del territorio y la promoción de las actividades turísticas en la zona fronteriza (A3). OE4. Conocer las preferencias del paisaje por las actividades recreativas al aire libre, contribuyendo a la evaluación del potencial de diferentes tipologías turísticas para el territorio fronterizo (A4). OE5. Identificar posibles actividades agroturísticas en función de las preferencias de la demanda (A5). |

Fuente: Elaboración propia

Los paisajes agrarios se debaten ampliamente en el ámbito de la multifuncionalidad (Slámová et al., 2021). A menudo se presentan como un modelo que persigue el tradicional cambio productivo de las zonas agrarias orientadas al sector primario (Abellán & Martínez, 2021), favoreciendo el desarrollo sostenible, la resiliencia paisajística mediante la dinamización de un conjunto diversificado de actividades y la explotación de productos que van más allá de los agroalimentarios y los recursos endógenos, es decir, su patrimonio natural, paisajístico y cultural (Hernández, 2009). En otras palabras, la multifuncionalidad de los paisajes se considera una oportunidad para vincular la agricultura, la seguridad alimentaria y el equilibrio territorial mediante la mejora de la diversidad ecológica y la calidad estética del paisaje rural

(Slámová et al., 2021). Este concepto también expresa la idea de que la agricultura no solo produce productos, sino que también es responsable de un conjunto de servicios, entre los que destacan la belleza escénica del paisaje, los servicios medioambientales o los beneficios sociales y culturales (Fischer, 2019). De hecho, los paisajes agrícolas tradicionales proporcionan valores culturales y servicios ecológicos que garantizan entornos idílicos para actividades recreativas. Esto significa que los impactos de la agricultura van más allá de sus funciones económicas tradicionales.

En esta perspectiva, la literatura explora el concepto de paisaje cultural, que incluye la dimensión del patrimonio natural y cultural (Brumann & Gfeller, 2022). En una lógica de desarrollo turístico, generalmente orientada al mercado nostálgico, los paisajes culturales pueden ser valorados bajo diferentes puntos de vista:

- Como reservorio de memoria, identidad y ente vivo de la sociedad (Luengo, 2011 en (Ferreira & Sánchez-Martín, 2021);
- Como símbolo estético, cultural y medioambiental (Cavaco, 2005); e
- Como reserva de sinergias entre la biodiversidad y los servicios culturales (Daniel et al., 2012).

A pesar de este reconocimiento, un turismo mal gestionado o ajeno a las dinámicas y potencialidades del paisaje puede desencadenar riesgos como la desnaturalización de los destinos, la masificación de la oferta o la devaluación de los valores de autenticidad del paisaje, especialmente cuando conserva modelos de producción, desde los más tradicionales, a pequeña escala, o sostenibles. Ejemplos de dinámicas turísticas fuertemente dependientes del conocimiento de los paisajes agrarios son los casos del olivoturismo (olivares y aceite de oliva) y el enoturismo (viñedos y vino). Estudios recientes sugieren que la gastronomía y el vino se han convertido en el principal motivo de viaje (Santeramo et al., 2017), lo que revela que los productos agroalimentarios desempeñan un papel determinante en la dinámica turística. Reflejo de ello son también los nuevos patrones de turismo que surgen apoyados en actividades y conocimientos agrícolas (Cava Jiménez et al., 2022) como sucede con el agroturismo apoyado en el potencial de los paisajes y los productos agroalimentarios para proporcionar ofertas turísticas relacionadas con la gastronomía y el conocimiento profundo de lo relacionado con la producción y los productos agrarios (Tregua et al., 2018).

A pesar del reconocido papel del paisaje en la dinámica turística, el estudio A3 "El olivar como oportunidad turística en el Parque Natural Tajo Internacional", puso de manifiesto la evidente falta de vertebración de la oferta en el territorio fronterizo, sin el apoyo claro de una estrategia de organización de productos y servicios que amplifiquen el valor económico de los productos agrícolas, en este caso, centrada en el ejemplo del aceite de oliva. Sin embargo, el estudio ha puesto de manifiesto que el olivar tradicional es una marca relevante del territorio, no sólo por la calidad del producto, sino por la propia fisonomía milenaria del olivar, que configura un escenario de encuentro con la historia, el patrimonio, el conocimiento y ciertamente los sabores muy peculiares de este contexto territorial que conserva cultivos endógenos. Posee, por tanto, un enorme potencial turístico, derivado de la amplia diversidad de productos complementarios, como el turismo gastronómico y de naturaleza, a los que se suma el alto valor educativo y cultural, que aún permanece invisible en las estrategias de desarrollo local, respondiendo así al OE3 (Figura 12). El estudio sugiere que el potencial del oleoturismo en la zona de estudio está condicionado por la falta de reconocimiento de su potencial por parte de los agentes locales, lo que limita su integración en la dinámica turística local. Los resultados obtenidos están en línea con las conclusiones de la literatura que, aunque reconocen el potencial del oleoturismo -relacionado con la sostenibilidad social y económica-, carecen de medidas adecuadas para hacer crecer este sector (Tregua et al., 2018).

¿Son adecuados los paisajes agrícolas para las actividades recreativas al aire libre?

OE4. Evaluar el potencial del paisaje agrario, en particular el caso del olivar tradicional, en la dinámica de promoción del territorio e impulso de las actividades turísticas en el territorio fronterizo.

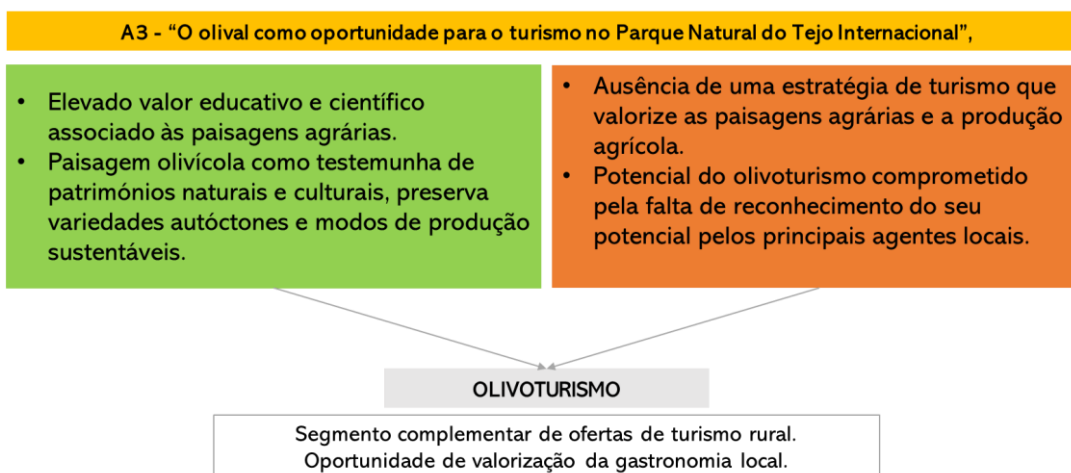


Figura 12. Resultados del tercer estudio: potencial turístico de los paisajes olivareros.
Fuente: Elaboración propia

Las conclusiones también ponen de relieve el necesario reconocimiento del paisaje agrario como recurso turístico. Para ello, se llevaron a cabo los estudios A4 y A5 en los que se analizó el papel de los paisajes en la dinámica turística. El estudio A4 "Evaluación del potencial turístico de los paisajes de la Reserva Natural Internacional del Tajo mediante métodos basados en la opinión de la demanda", basó sus conclusiones en las respuestas a cuestionarios recogidos entre los visitantes potenciales. De este modo fue posible conocer la opinión de los visitantes del territorio sobre el potencial de los paisajes. La evaluación de la preferencia de los paisajes se realizó con distintos métodos: sin visionado de fotografías y con visionado de fotografías. Los resultados revelan preferencias diferentes, es decir, sin recurrir a la fotografía la tipología de paisaje con agua resulta la más aclamada, pues se asocia frecuentemente al paisaje de los tiempos de vacaciones, recreo y ocio. Esta preferencia se refiere a prácticas turísticas asociadas al producto sol, playa y mar. Sin embargo, cuando se presentan fotografías representativas del territorio, la opinión cambia en la mayoría de los casos, identificándose la tipología de paisaje rural con énfasis en las construcciones rústicas y el entorno de campos agrícolas y caminos rurales. Sorprendentemente, los paisajes agrarios destacan a continuación. Este resultado revela que estos últimos tienen potencial suficiente para la creación de actividades al aire libre, especialmente el caso del paisaje asociado al modelo agro-silvo-pastoril, denominado dehesa/montado, que ocupa cerca del 48% del área de estudio. Su puesta en valor a través de los servicios culturales es una oportunidad para preservar un importante ecosistema que marca la identidad de la península ibérica. Este tipo de paisaje, auténtico reservorio de patrimonio natural, material e inmaterial también fue reconocido por los participantes por su poder para transmitir sensaciones de bienestar y tranquilidad. Otros estudios destacaron un resultado similar, avalando así su contribución como recurso turístico, especialmente cuando se valoran las actividades asociadas a la gestión del corcho, la producción agrícola y los recursos cinegéticos. Los esfuerzos políticos transfronterizos y la investigación científica serían útiles para abordar los retos de su conservación, así como para promover las soluciones y prácticas turísticas para que estos paisajes sean sostenibles a largo plazo.

Continuando con el potencial de los paisajes agrarios para el turismo, el estudio A5 reforzó el papel de la agricultura en esta dinámica. Entre los principales resultados, se refieren algunas de las opiniones dadas por los visitantes del territorio y por la población local:

- Los visitantes prefieren más los paisajes agrícolas que la población local.
- Entre los paisajes preferidos destaca la tipología del paisaje ensamblado, así como el consenso sobre su potencial para actividades recreativas.
- En cuanto al potencial de los paisajes agrarios para actividades recreativas, los visitantes reconocen un mayor potencial, especialmente en el caso del olivar y el alcornocal, valorándolos como recursos atractivos del territorio.
- Este resultado refleja la falta de reconocimiento de la población local sobre el valor patrimonial, cultural y natural de los paisajes agrarios. En este sentido, será necesario diseñar estrategias para informar e implicar a la población local en la protección y puesta en valor del paisaje.
- Los elementos estéticos del paisaje así como los naturales y culturales figuran entre los más apreciados, mientras que la producción intensiva y la mecanización de la agricultura carecen de interés en la lógica del disfrute y la apreciación del paisaje.
- También hay preferencia por la existencia de caminos rurales, lo que sugiere la oportunidad de realizar actividades que permitan disfrutar del paisaje rural.

Las variables para la evaluación de las preferencias paisajísticas permitieron, en primer lugar, cartografiar el paisaje agrario de interés cultural y, en segundo lugar, comprobar que la zona de estudio ofrece potencial para el agroturismo y que éste, a su vez, puede abrir nuevos horizontes de desarrollo rural. Así, a la vista de los resultados obtenidos, se rebatió que ante la identificación de los paisajes preferidos por la demanda (respondiendo al objetivo OE4) resulta oportuno conocer las actividades agroturísticas potenciales para el territorio, respondiendo así al OE5.

La aplicación de técnicas de análisis como el AHP en el estudio A4 permitió validar las preferencias paisajísticas por las actividades recreativas al aire libre (Figura 13). De este estudio, la primera idea destacable se refiere al potencial del turismo mixto cultural/rural (32%) y del agroturismo (31%). Por un lado, se destacó el potencial del territorio para la puesta en valor del patrimonio, la cultura local, los productos locales, la gastronomía y el contacto con la población local. Por otro lado, el agroturismo también desempeña un papel especial, sobre todo por la oportunidad de valorar paisajes como la dehesa/montado, con potencial para ofrecer actividades de contacto con la agricultura o con animales, la educación ambiental y con los productos agroalimentarios específicos de este agro sistema. Los paisajes olivareros, por su

parte, aparecen en tercera posición. Los resultados revelan la oportunidad de revalorizar los productos endógenos, la educación para la sostenibilidad y la valorización de los activos territoriales.

| Paisajes | Água | Rural | Bosque | Dehesa | Dehesa pastorado | Olivar | Pesos |
|---|------|-------|--------|--------|---------------------|--------|-------|
| Turismo rural | 0,08 | 0,09 | 0,09 | 0,15 | 0,06 | 0,12 | 0,10 |
| Turismo cultural / rural mixto | 0,18 | 0,23 | 0,20 | 0,49 | 0,32 | 0,33 | 0,32 |
| Agroturismo en la dehesa / montado | 0,25 | 0,33 | 0,35 | 0,24 | 0,32 | 0,33 | 0,31 |
| Agroturismo en el olivar/Oleoturismo | 0,48 | 0,35 | 0,36 | 0,13 | 0,31 | 0,23 | 0,28 |
| <i>wi</i> | 0,03 | 0,33 | 0,06 | 0,21 | 0,27 | 0,11 | |

- Necesidad de mejora y cualificación de los paisajes naturales.
- Necesidad de valorar los paisajes del olivar tradicional .
- Los paisajes agrários deben integrarse en estrategias de turismo cultural/rural mixto y agroturismo.
- Significatividad de los paisajes rurales en las dinámicas del turismo en áreas de baja densidade.

Figura 13. Resultados del cuarto estudio: potencial turístico de los paisajes olivareros.

Fuente: Elaboración propia

Parece evidente que es esencial sensibilizar a los agentes locales sobre el papel de las actividades agrícolas, tanto en la preservación de los paisajes culturales como para su valorización turística. Esta concienciación debe abarcar desde la población local, hasta los visitantes. Para dar respuesta a esta preocupación, el estudio A5 "Los paisajes agrarios como base para la promoción del agroturismo en las regiones ibéricas transfronterizas" evaluó las preferencias paisajísticas en un intento de comprender qué actividades agroturísticas tienen potencial para los destinos fronterizos, respondiendo así al OE5.

En general, los estudios realizados confirman que el paisaje agrario tiene potencial para la realización de actividades turísticas, revelando que su potencial va más allá de su mera observación o disfrute. A través del paisaje agrario (recurso turístico) es posible explorar un conjunto de actividades y servicios, y beneficiarse de los productos locales. Así, su potencial se extiende a la realización de actividades que van desde disfrutar de experiencias gastronómicas, hasta aprender tradiciones locales o participar en actividades agrícolas. Para responder al OE5, el estudio A5 detectó un conjunto de actividades preferidas por los turistas, destacando los siguientes resultados, presentados por orden de preferencias expresadas:

- Experiencias gastronómicas y contacto con (y compra de) productos locales (degustación de quesos, platos tradicionales, aceite de oliva o enoturismo).

- Ocio y entretenimiento en granjas (paseos a pie o en bicicleta por granjas, pernoctaciones en granjas, visitas a huertos en flor, visitas a granjas en plena actividad agrícola).
- Valorar el trabajo agrícola y el modo de vida rural (compra de productos directamente al agricultor, contacto con los agricultores y la población local, fiestas rurales).
- Aprendizaje de actividades rurales (recetas, cómo hacer aceite de oliva, vino, aprender a hacer un huerto o conocer las tradiciones locales).
- Participar en actividades agrícolas (elaboración de queso fresco, aceite de oliva, vino, recogida de aceitunas o uvas, por ejemplo).
- Contacto con animales (montar a caballo, dar de comer a los animales, experiencia de pastoreo de cabras/ovejas, apicultura, esquilado de ovejas).
- Dormir en una granja (contacto con el modo de vida rural y compartir experiencias con el granjero).

En general, los resultados muestran el potencial de los paisajes agrarios para la realización de actividades mixtas de turismo cultural/rural y agroturismo, sugiriendo así que el territorio, además de su potencial de valorización cultural, reconoce el valor de la actividad agraria para promover nuevas dinámicas de turismo transfronterizo.

A la vista de estos resultados, los agentes locales y decisores del territorio deberían, en primer lugar, reconocer el potencial de la agricultura en las estrategias de dinamización turística, bien por el reconocimiento de los productos agroalimentarios, bien por el disfrute y participación en actividades relacionadas con la práctica agraria. En segundo lugar, se constató que el potencial de los paisajes agrarios no se agota en su fructificación, constituyendo un recurso que puede ser potenciado desde diferentes perspectivas y finalidades. Entre ellas destacan el énfasis en la educación de los valores de la agricultura a pequeña escala y de bajo impacto ambiental, una agricultura que preserve los paisajes culturales, los valores naturales, proteja el suelo y la biodiversidad y que, además, recupere y conserve el patrimonio material e inmaterial, incluido el saber hacer tradicional. Los paisajes agrícolas abren así un mundo de oportunidades para impulsar el agroturismo y pueden conferir oportunidades de desarrollo local que pueden ser visibles en iniciativas tan variadas como:

- Creación de narrativas locales que refuercen el potencial de las marcas locales, especialmente los productos con DOP e IGP, como el aceite de oliva, pero también los numerosos productos de la "dehesa", como el queso o los embutidos.
- Regeneración de las empresas familiares e innovación agrícola con la incorporación de jóvenes al sector y la diversificación de actividades.
- Preservación del patrimonio, las tradiciones locales y el paisaje, previniendo fenómenos como los incendios forestales y perpetuando los sistemas y culturas endógenos.
- Iniciativas de economía circular capaces de garantizar el equilibrio entre consumo y recursos naturales, de las que la actividad ganadera es un excelente ejemplo.

Los resultados ponen de relieve dos realidades esenciales. De una parte, que el agroturismo está determinado por la revalorización del paisaje y las actividades que lo preservan. De otra, que la actividad agraria es determinante en la definición de ofertas turísticas diferenciadoras. Esto confirma la hipótesis específica (HE3), según la cual el paisaje agrario desempeña un papel relevante en la experiencia turística. Sin embargo, en la realidad estudiada no hay conocimiento de actividades turísticas basadas en la agricultura y, por ello, se hizo necesario profundizar la investigación con la identificación de relaciones entre agricultura y turismo para detectar potenciales ofertas de agroturismo en el territorio que puedan quedar camufladas bajo otras denominaciones.

4.3. AGRICULTURA Y TURISMO: RELACIONES Y POTENCIAL

El análisis persigue la identificación y caracterización de las relaciones existentes entre agricultura y turismo, permitiendo una lectura más detallada de las actividades existentes, así como la lectura espacial de las relaciones entre los agentes del territorio que se traducen y/o pueden traducirse en productos agroturísticos cualificados. Este tema se expone en las siguientes preguntas de partida (Tabla 32) y pretende aportar elementos para la hipótesis H4 y el objetivo OE6.

Tabla 32. Preguntas de investigación, hipótesis y objetivos específicos para el tema "Agricultura y turismo: relaciones y potencial"

| Preguntas de investigación | |
|--|-----------|
| <ul style="list-style-type: none"> • P5 ¿Qué relaciones existen entre la agricultura y el turismo? • P6 ¿Qué dinámicas existen y cómo se caracteriza la oferta agroturística en el territorio? | |
| Hipótesis | Objetivos |

HE4. Los vínculos entre agricultura y turismo son frágiles o invisibles en el territorio estudiado (A6)

OE6. Comprender los vínculos entre agricultura y turismo, explorando las pautas y la dinámica de la oferta de actividades, productos y servicios impulsada por la oferta de alojamiento (A6).

Fuente: Elaboración propia

Siendo la gastronomía parte integrante de la experiencia turística, hace que se asuma el papel central de la alimentación como elemento de identidad de los territorios y, en consecuencia, importante marca de atracción de visitantes (Torres, 2002). Esta idea refuerza el papel de la agricultura en la dinamización del turismo en territorios de baja densidad, por lo que el sector debería recibir la atención de investigadores y responsables políticos para diseñar y promover políticas locales que vinculen la pequeña producción y la industria turística. En general, estos vínculos carecen de estrategias adecuadas para los territorios rurales, donde la agricultura local puede asumir un papel crucial en el suministro de productos sostenibles y de alta calidad para las cadenas locales de alojamiento y restauración (Sanches-Pereira et al., 2017) garantizando así la seguridad alimentaria, la identidad local y el desarrollo económico. En este sentido, la literatura ha encontrado que los vínculos entre la agricultura y el turismo pueden materializarse en diferentes oportunidades para los agricultores (Fischer, 2019). Estos van desde la venta directa de productos a los turistas (pernoctaciones en la explotación, tienda propia, participación en ferias locales), hasta la venta indirecta (restaurantes u otros comerciantes locales, y suministro a la industria local para la transformación de su materia prima). Sin embargo, estos vínculos también pueden materializarse en oportunidades que trascienden la dimensión económica de la actividad, concretamente con la mejora de la agricultura sostenible, el aumento de la confianza de los consumidores en los productos locales y la fidelización de los consumidores, tanto de productos agrícolas como de destinos turísticos (Kuo et al., 2008). Estas relaciones se traducen así en la oportunidad para los agricultores locales de abastecer las necesidades alimentarias de los establecimientos turísticos, con un impacto directo en la reducción de las importaciones y el aumento del acceso de los turistas a los productos locales.

Ignorar el potencial de los productos locales, así como el papel del agricultor en la dinámica turística se traduce en numerosas pérdidas para los territorios. Cabe citar a este respecto la diversificación económica y pérdida de empleos (Karampela & Kizos, 2018), la preservación del patrimonio material e inmaterial (Farsani et al., 2019), la mejora de la autoestima de las

comunidades rurales reflejada en la pérdida de población joven (LaPan & Barbieri, 2014), así como la protección y mejora de los ecosistemas naturales (Kuo et al., 2008). Para hacer frente a estas amenazas, el agroturismo se perfila como una oportunidad para mejorar los vínculos establecidos entre la agricultura y el turismo. Estos representan posibilidades de desarrollo sostenible, especialmente centradas en ofertas que apuestan por la autenticidad y las vivencias significativas para los turistas, es decir, experiencias de aprendizaje y con una contribución directa a la mejora de las condiciones de vida locales (Streifeneder & Dax, 2020)..

Más concretamente, los resultados del estudio A6 "Shedding light on agritourism in Iberian cross-border regions from lodgings perspective" revelan que los vínculos creados entre la agricultura y el turismo en los territorios fronterizos se han traducido en una pérdida de oportunidades para potenciar la producción local, así como para integrar la agricultura en los circuitos turísticos locales, respondiendo así de forma global al objetivo específico OE6. Se pretende comprender dichas interrelaciones mediante la exploración de los patrones y las dinámicas de la oferta de actividades, productos y servicios potenciados por el alojamiento. En general, los resultados desvelan que:

- Los vínculos entre la agricultura y el turismo en el territorio de estudio siguen siendo invisibles o difíciles de percibir, lo que se refleja en los patrones y la dinámica de la oferta caracterizados por la débil oferta de actividades y servicios especializados en la agricultura.
- También hay que señalar que existen pocos casos de oferta estructurada que valoren actividades y servicios basados en la actividad agraria.

Así pues, estas pruebas corroboran la hipótesis de partida (HE4) de que los vínculos entre agricultura y turismo son débiles o invisibles en la zona de estudio.

A pesar de este panorama general, es importante destacar con más detalle algunas de las conclusiones del estudio. Estas se obtuvieron a través de las 89 entrevistas realizadas a los propietarios de los alojamientos. Así, el estudio sacó a la luz los siguientes patrones y dinámicas:

- Se detectaron cerca de 63% de casos con vínculos ciertos entre agricultura y turismo, ya sea a través de la acumulación de funciones (es decir, modelo de negocio con

producción agrícola y prestación de servicios de hospedaje), ya sea a través de la promoción de actividades recreativas (animación turística) que promueven el contacto con la actividad agrícola (realizadas individualmente o en asociación). Sin embargo, de estos casos, sólo el 9% tiene un producto agroturístico estructurado.

- Entre las actividades de agroturismo detectadas en el destino, las más importantes son las orientadas a potenciar la agricultura (37%), seguidas de las actividades educativas (24%), la gastronomía (22%) y el contacto con animales (17%).
- La distribución espacial de los alojamientos ha demostrado que sólo una minoría de ellas aprovecha sus ventajas de ubicación, en particular, el paisaje y los productos agrícolas.
- El estudio identificó cuatro perfiles de oferta con potencial para fomentar el agroturismo en territorios fronterizos. A saber: alojamiento con producción agrícola; agroturismo educativo que potencia los olivares; agroturismo activo que potencia el enoturismo; agroturismo que potencia el alcornocal.
- Otra interesante aportación de este estudio refleja que la oferta de agroturismo no es exclusiva de las tipologías de alojamiento legalmente clasificadas como "agroturismo", por lo que demuestra que los vínculos entre agricultura y turismo pueden ser adoptados por otras tipologías de oferta abriendo así diversas oportunidades a la producción agraria y al modo de vida rural.

El estudio identifica la necesidad de poner en valor la multifuncionalidad de las empresas, especialmente las que articulan agricultura y turismo; de crear programas turísticos anuales que permitan a los turistas conocer y beneficiarse del ciclo natural de los cultivos agrícolas, el paisaje y los productos locales; de organizar programas educativos basados en los valores naturales y culturales del paisaje agrícola; y, también, de poner en valor la gastronomía y los productos del territorio (Ferreira & Sánchez-Martín, 2022b). De ello se desprende que resulta importante que la oferta de alojamiento preste especial atención al papel del paisaje agrario, a la actividad agraria y a los productos agroalimentarios en la dinámica turística, considerándolos como una oportunidad para el desarrollo del propio negocio. El análisis de la distribución espacial de la oferta de alojamiento también ha permitido comprender el potencial de las relaciones entre los distintos agentes -alojamiento y agricultores- para configurar ofertas en red, compatibles y no competidoras entre sí, abriendo así la oportunidad

de estructurar eficazmente ofertas turísticas resultantes de partenariados entre sectores y entre agentes transfronterizos.

4.4. SOSTENIBILIDAD DEL AGROTURISMO

Para concretar este tema, se diseñaron indicadores para medir el impacto de la relación entre agricultura y turismo. Con ello se pretendía conocer el potencial desarrollo que ofrece el agroturismo en el territorio fronterizo. Se guía por la pregunta, las hipótesis y el objetivo específico indicados en Tabla 33.

Tabla 33. Preguntas de investigación, hipótesis y objetivos específicos para el tema “Sostenibilidad del agroturismo”

| Preguntas de investigación | |
|---|---|
| <ul style="list-style-type: none"> • P7 ¿Qué pautas de sostenibilidad se observan en los vínculos entre turismo y agricultura? | |
| Hipótesis | Objetivos |
| HE5. Los vínculos entre agricultura y turismo son cruciales para la sostenibilidad del turismo en las zonas fronterizas (A7). | OE7. Conocer las pautas de sostenibilidad de la oferta de alojamientos turísticos y sus vínculos con la agricultura (A7). |

Fuente: Elaboración propia

Las granjas, consideradas como espacio recreativo, han cobrado cada vez más importancia en las decisiones de las familias sobre sus elecciones vacacionales (Welteji & Zerihun, 2018), como resultado de la concienciación pública sobre la demanda de entornos saludables y sostenibles (Shen et al., 2020). Este patrón de demanda hace suponer que la agricultura desempeña un papel importante en la dinámica del turismo rural, en particular por su capacidad para promover el contacto con el patrimonio y con los paisajes culturales para contribuir positivamente al bienestar humano (Chen et al., 2016; Surová et al., 2018). El agroturismo, como oportunidad de contacto con la agricultura, el paisaje y los valores de la ruralidad, constituye un modelo de promoción de la sostenibilidad al favorecer impactos positivos en el mantenimiento del empleo en las zonas rurales, la diversificación de las fuentes de ingresos, la mejora de la autoestima de las comunidades rurales, la valorización de la producción local o incluso la minimización de los impactos ambientales de la producción agrícola (Barbieri, 2013). El agroturismo también se presenta en la literatura como un modelo resiliente al cambio climático al favorecer prácticas agrícolas basadas en modelos más extensivos y sostenibles que ayudan a la protección del suelo, al secuestro de carbono y mediante la preservación de cultivos endógenos (Valdivia & Barbieri, 2014). Al mismo tiempo, sensibiliza a los turistas sobre los riesgos naturales y los impactos en la actividad agrícola, al tiempo que proporciona experiencias de "inmersión" en el mundo rural (Nilsson, 2002). Los resultados de estudios

anteriores recalcan la sostenibilidad del agroturismo, desde el impacto económico (Karampela & Kizos, 2018), social y cultural, hasta el medioambiental (L. Yang, 2012; Valdivia & Barbieri, 2014). Las dimensiones de la sostenibilidad traspasan la frontera del mundo rural y se extienden a la vida del turista, sugiriendo que es una oportunidad para cambiar hábitos, proteger valores y valorar la producción local (Kuo et al., 2008). Teniendo en cuenta este marco teórico, el agroturismo bien estructurado tiene repercusiones positivas en el desarrollo sostenible de los territorios. Sin embargo, su devaluación como modelo de desarrollo turístico de destinos de baja densidad o incluso de espacios naturales protegidos (Ferreira & Sánchez-Martín, 2022c) continúa infravalorado, tanto por los agentes turísticos como por las políticas públicas, al dejar de lado el agroturismo como solución de apoyo a las comunidades rurales (Cichowska & Klimek, 2011; Ramona Ciolac et al., 2020; Shen et al., 2020).

La publicación "Análisis espacial de las medidas de sostenibilidad del agroturismo en las regiones transfronterizas ibéricas", recoge los principales impactos del agroturismo mediante la medición de un conjunto de variables que miden la sostenibilidad de la actividad en los territorios fronterizos, destacando los impactos positivos derivados de los vínculos surgidos entre agricultura y turismo, lo que responde a la OG7 (Figura 14).

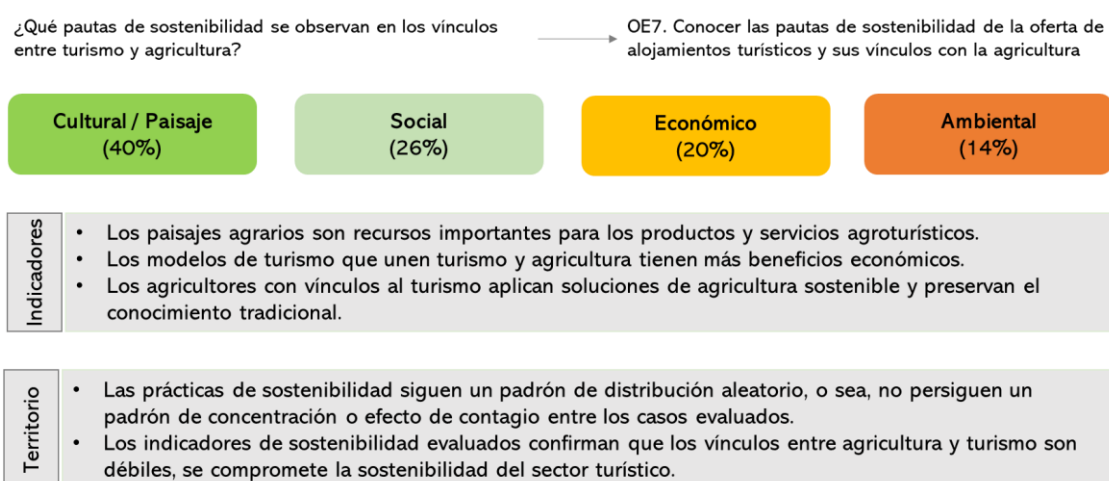


Figura 14. Resultados del séptimo estudio: sostenibilidad del agroturismo.

Fuente: Elaboración propia con base en los datos recogidos

Los resultados de las entrevistas con propietarios de alojamientos (90 casos, de los cuales 49 también tienen actividad agrícola) y agricultores (11 casos) refuerzan las conclusiones anteriores al mostrar que la relación entre agricultura y turismo es frágil. Sin embargo, los indicadores para evaluar la sostenibilidad del agroturismo han mostrado que los modelos de negocio que vinculan turismo y agricultura son más resilientes y tienen un impacto positivo en

prácticamente todas las dimensiones evaluadas. Denotan potencial para la generación de ofertas de agroecoturismo apoyadas en la agricultura a pequeña escala y sustentadas en modelos de producción sostenibles. Cabe destacar que los paisajes agrícolas son uno de los principales recursos puestos en valor, y que el impacto ambiental y social se revela rentable para los casos que apuestan por una conexión con la agricultura local. Este resultado también está en línea con lo discutido anteriormente sobre el papel de los paisajes en el turismo, demostrando así que el paisaje agrícola puede ser una palanca para el diseño de estrategias turísticas que valoren los productos locales y la agricultura de pequeña escala.

De forma más detallada, los hallazgos a nivel de la dimensión territorial permiten concluir que las prácticas de turismo sostenible detectadas son minoritarias y siguen un patrón de distribución aleatorio en el territorio. Es decir, no existe un efecto contagio, además de ignorar el potencial de las redes de colaboración entre sectores para proporcionar ofertas turísticas más sostenibles para el destino. La investigación también expuso que la mayor parte de la oferta de alojamiento en zonas fronterizas no aprovecha la ubicación en espacios naturales protegidos o paisajes de interés cultural. Este resultado confirma la pérdida de oportunidades para potenciar el agroturismo con un impacto positivo en la biodiversidad y los recursos naturales, centrándose en la valorización de las prácticas agrícolas tradicionales y sostenibles, como han demostrado estudios anteriores (Mastronardi et al., 2015).

Los resultados obtenidos muestran que las ofertas calificadas como agroturismo tienen potencial de desarrollo, lo que corrobora la hipótesis H5, que afirma que los vínculos entre agricultura y turismo son cruciales para definir la sostenibilidad del turismo en las zonas fronterizas. Teniendo como punto de partida el hecho de que el agroturismo presenta potencial para el desarrollo del territorio, se presenta a continuación un conjunto de estrategias para su valorización.

4.5. PROPUESTAS PARA EL TERRITORIO

A la vista de los resultados obtenidos en los estudios realizados, se detectan algunas debilidades en el modelo turístico que caracteriza a los destinos fronterizos, lo que desencadena algunos problemas en cuanto a la puesta en valor del patrimonio, de los recursos endógenos y de los valores naturales y culturales tan característicos de las zonas fronterizas. Esto deriva de la ausencia de una estrategia territorial que apueste por un modelo de turismo

apoyado en la agricultura y del profundo desconocimiento del potencial del agroturismo como oportunidad para crear productos y experiencias auténticas, a pesar de que la demanda turística da muestras de su importancia y la literatura confirma su contribución al desarrollo de los territorios.

Una planificación eficaz puede aumentar los resultados esperados de la actividad turística en las zonas rurales (Diti et al., 2015; González-Ramiro et al., 2016). Varios trabajos señalan la necesidad de conocer el potencial de la actividad agraria (Luiten, 2011; Surová & Pinto-Correia, 2016) de los paisajes agrícolas (Howley et al., 2012; Schüpbach et al., 2021; Giordano, 2020; Carmen Cañizares Ruiz & Pulpón, 2020) o de los productos agroalimentarios (Armesto - López & Gómez-Martín, 2006; Hernández-Mogollón et al., 2015; de la Torre et al., 2017) como recurso turístico capaz de responder a los retos del turismo sostenible y con un impacto positivo en los territorios.

Los estudios realizados en el marco de esta investigación permitieron considerar la opinión de la demanda y de la oferta para comprender qué piensan los distintos agentes del sector sobre el territorio (Figura 15).

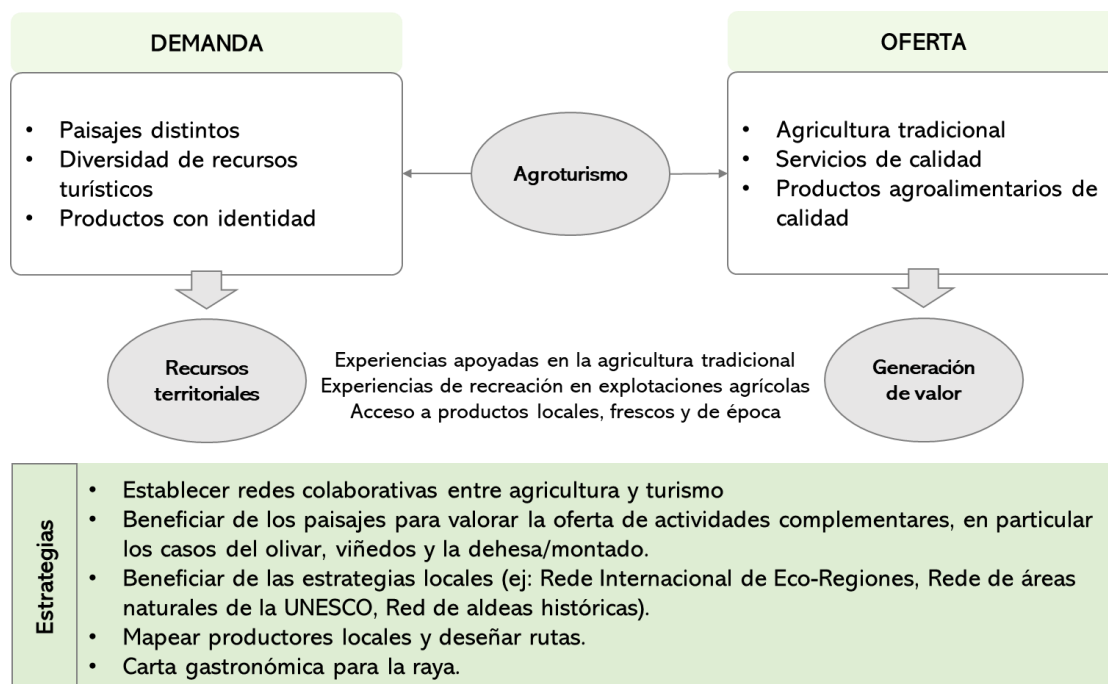


Figura 15. Estrategias de valorización del agroturismo.

Fuente: Elaboración propia con base en los datos recogidos

Por el lado de la demanda se señala principalmente el valor de los recursos territoriales, descritos por su singularidad. Abarcan desde los paisajes hasta la diversidad de recursos

existentes, con especial interés en los culturales, los patrimoniales, los naturales y los gastronómicos, añadiendo también el hecho de ser un territorio fronterizo y que esto en sí mismo ya le confiere una identidad muy propia y debe ser valorado. Por el lado de la oferta, que incluye a agentes turísticos, agricultores y población local, se reconoce el potencial de la agricultura a pequeña escala, que conserva prácticas tradicionales de producción, con un saber hacer muy específico, y que está en peligro de extinción por el desinterés continuado de generaciones por desarrollar esta actividad. También cabe destacar el reconocimiento de la existencia de servicios de calidad en materia de vivienda, infraestructuras de apoyo y la existencia de una red cultural que cohesiona tenazmente los territorios. Por último, los productos agroalimentarios, desde el aceite de oliva hasta los productos frescos o transformados del alcornoque, siguen sin ser reconocidos por los planificadores turísticos. Atraer visitantes al territorio es, pues, toda una oportunidad para apoyar las actividades relacionadas con la agricultura, revalorizar los productos y potenciar experiencias recreativas únicas.

Por tanto, la consecución de un modelo turístico basado en el agroturismo requiere una planificación basada en los recursos territoriales y en la calidad de la oferta de actividades y servicios. Sin embargo, sigue siendo fundamental que el territorio sea capaz de estructurar ofertas orientadas a la protección y valoración de la agricultura, el paisaje agrario y los productos agroalimentarios, sobre todo porque la existencia de proyectos de agroturismo aún no se expresa en la oferta. Para ello, es fundamental apoyar la agricultura a pequeña escala, conservar la agricultura tradicional y la agricultura que valora las especies y los sistemas de producción locales. También es importante destacar el hecho de que la mayoría de los planes turísticos que cubren el área de estudio omiten el potencial del agroturismo como atractivo turístico del territorio, asumiendo el desconocimiento que persiste en el reconocimiento de su potencial. Sin embargo, recientemente la estrategia de turismo transfronterizo trae nuevas esperanzas, aunque todavía no se conocen planes de inversión presentes o futuros que apoyen directamente las iniciativas de agroturismo en el territorio.

Considerando la relevancia del agroturismo como factor de desarrollo local, destacan algunas soluciones dirigidas a los principales agentes de desarrollo territorial. Entre ellas destacan:

- Establecimiento de redes de colaboración entre agricultura y turismo.

- Aprovechar el paisaje para potenciar la oferta de actividades complementarias, en particular la olivicultura, la viticultura y la henificación.
- Beneficiarse de las estrategias locales (por ejemplo: Red Internacional de Ecorregiones, Red de Espacios Naturales de la UNESCO, Red de Pueblos Históricos).
- Cartografía de los productores locales y diseño de rutas.
- Apoyar las iniciativas locales de comunicación de la oferta agroturística.
- Valoración de los servicios ecosistémicos derivados de los vínculos entre agricultura y turismo.
- Carta gastronómica para la raya.
- Valoración de las políticas públicas de apoyo a la agricultura a pequeña escala y los conocimientos tradicionales.

El desarrollo del agroturismo en el territorio comienza por sensibilizar a los propios gestores territoriales sobre su reconocimiento como modelo de turismo que pone en valor los activos territoriales locales, sus paisajes y productos locales, así como facilitar la creación de canales que vinculen agricultura y turismo. Así pues, las redes de colaboración pueden traducirse en una oportunidad para que los alojamientos y los agricultores trabajen juntos, ya sea en el suministro de alimentos, ya sea en la realización de actividades recreativas en las explotaciones. Para ello es importante reconocer el papel del agricultor en la dinámica turística e incluirlo en los circuitos turísticos, así como crear y reforzar una marca de identidad para los productos de las zonas fronterizas, sobre todo con vistas a comunicar el espíritu de la cultura local. Por último, se reconoce el papel de las numerosas estrategias locales en la protección de los valores naturales y culturales, que deberían ampliar su campo de acción ya ampliamente validado por su calidad escénica y paisajística (Campesino Fernández, 2007) extendiéndose a un territorio sin fronteras (Sánchez Martín & Rengifo Gallego, 2016).

4.6. ALCANCE, LIMITACIONES Y LÍNEAS FUTURAS

Esta investigación justifica su pertinencia por dar respuesta a varias preguntas y, sobre todo, por sus implicaciones prácticas. De forma concreta, puede deducirse lo siguiente:

- Contribuye a fomentar una línea de investigación todavía escasa y poco valorada en el ámbito de los estudios sobre turismo y desarrollo local, discutiendo sobre el concepto de agroturismo, también evaluando su potencial y finalmente sugiriendo formas de estructurar la oferta.

- Ha empleado diversos instrumentos de recogida de datos, aplicó técnicas estadísticas y de análisis territorial y ensayó un amplio abanico instrumental que permitió conocer el potencial del agroturismo, así como los vestigios existentes que deben ser valorados y potenciados para garantizar una unidad territorial en la oferta de un modelo turístico sostenible.
- Identifica y caracteriza los recursos locales que pueden constituir la base de programas turísticos para mejorar la zona.
- Apuesta por implicar a los residentes, ya que indaga sobre qué piensan los habitantes de sus activos turísticos y qué valores demandan.
- Presenta propuestas para mejorar las experiencias turísticas, sobre todo oportunidades para crear valor a partir de un sector que carece de políticas públicas locales para retener y atraer a trabajadores jóvenes y cualificados.
- Identifica las ventajas del agroturismo y los impactos positivos generados por la articulación entre agricultura y turismo.
- Propone bases para generar planes locales de turismo sostenible basados en recursos territoriales endógenos, como el paisaje y sus productos agroalimentarios, beneficiando a la población local, agricultores, operadores turísticos y favoreciendo los movimientos de una demanda exigente, respetuosa con la cultura local, sensible y consciente de los valores de sostenibilidad.
- Promueve la necesidad de fomentar redes de colaboración entre agentes locales y transfronterizos, especialmente entre agricultores, gestores de alojamientos, operadores turísticos y restauración.

A pesar de todos los esfuerzos realizados, se reconoce que la presente tesis doctoral tiene un conjunto de limitaciones. Entre ellas, se reconoce el reducido número de participantes en el estudio, especialmente en el caso de los agricultores y responsables de la toma de decisiones del territorio, así como los procedimientos analíticos llevados a cabo, la muestra seleccionada para la identificación de los paisajes que caracterizan el territorio, la naturaleza de los datos de fuentes secundarias procedentes de sistemas estadísticos, el marco legal y los diferentes criterios entre los dos países que configuran el estudio.

Para subsanar estas deficiencias, se proponen futuras líneas de investigación, entre las que destacan la posibilidad de ampliar el área de estudio a más regiones fronterizas, la realización

de estudios comparativos de evaluación del potencial del agroturismo en espacios naturales protegidos, el aumento del número de participantes en el estudio, la aplicación de técnicas y procedimientos de análisis como el análisis de redes y un análisis más detallado de la cuantificación de los impactos del agroturismo en los servicios ecosistémicos.

5.CONCLUSIONES

Las principales conclusiones que se pueden extraer de esta investigación se centran en el análisis del potencial y de la sostenibilidad que tiene el agroturismo en los territorios fronterizos entre Portugal y España o, más concretamente, en la raya que comparten en Extremadura. Para ello se han aplicado diferentes técnicas que integran distintos puntos de vista, desde la dimensión de la oferta a la de la demanda. Se pone de manifiesto que el agroturismo supone la existencia de vínculos entre la agricultura y el turismo que, a su vez, se validan como estrategia de promoción turística y también como factor determinante para alcanzar un desarrollo sostenible. En línea con todo ello, la investigación realizada permite destacar las siguientes conclusiones:

En primer lugar, el concepto de agroturismo permanece abierto y sin una clara comprensión de sus fronteras con otras dimensiones del turismo en el medio rural. Está delimitado por un marco teórico y unas implicaciones jurídicas amplias, con diferentes interpretaciones en función de los distintos contextos territoriales. Esta situación dificulta su operatividad en las principales agendas y planes de desarrollo turístico, especialmente visible en territorios fronterizos con diferentes sistemas de planificación y marcos legislativos. De ahí la necesidad de establecer un concepto claro cuya amplitud de análisis se circunscriba a la relación entre agricultura y turismo, así como a valorar la agricultura y sus diferentes dimensiones (proceso productivo, paisaje y productos), como recurso turístico.

En segundo lugar, la investigación realizada muestra el potencial que tienen los paisajes agrarios como recurso turístico relevante en las zonas fronterizas, bien sea por ser reservorios de valores naturales, por su valor cultural asociado a la conservación de métodos de producción extensivos, tradicionales y sostenibles, o por la preservación de variedades tradicionales, que proporcionan servicios ecosistémicos y productos con sello de calidad. Su

reconocimiento será una vía fundamental para que los operadores turísticos colaboren con los agricultores en el diseño de propuestas turísticas que cualifiquen el territorio. Esto significa que la agricultura puede ser el soporte de diferentes propuestas turísticas, complementando segmentos como el turismo cultural, el turismo de naturaleza, la gastronomía o el turismo rural en su más amplia acepción.

En tercer lugar, revela el papel decisivo que pueden desempeñar los olivares tradicionales y las dehesas como escenarios de actividades recreativas, poniendo en valor los productos y sistemas de producción sostenibles, capaces de atender a una demanda cada vez más exigente y concienciada con los valores que implican la sostenibilidad ambiental, social y económica. También es una oportunidad para contribuir a la preservación del paisaje, protegido éste por la clasificación de paisaje cultural, mediante la conservación de sistemas de producción extensivos, variedades autóctonas y conocimientos muy específicos.

En cuarto lugar, la investigación constató que los vínculos existentes entre la agricultura y el turismo son frágiles o prácticamente invisibles y con escasa expresión en la oferta de alojamiento. Tan sólo se observan algunas dinámicas puntuales y aisladas de cualquier estrategia y con dificultades añadidas en su afirmación como producto turístico calificador del destino. Ante este escenario, parece tan evidente como urgente la imperiosa necesidad de crear vínculos entre sendos sectores y, sobre todo, acabar con los prejuicios y estigmas que aún persisten sobre la agricultura e invertir en la actividad como palanca de desarrollo local aprovechando así las ventajas locacionales de este destino.

En quinto lugar, el agroturismo se presenta en la investigación como un modelo de turismo que valora los activos territoriales y reconoce los valores del sector primario que carece de estrategias para potenciar su potencial como actividad multifuncional y capaz de crear bolsas de desarrollo local atrayendo inversiones, creando empleo y recuperando patrimonio. En articulación con la idea anterior, se evidencia la necesidad de situar la agricultura en el centro del discurso turístico.

En sexto y último lugar, cabe destacar la contribución de la investigación a la comprensión del impacto de la oferta turística actual, la mayor parte de la cual carece de vínculos con la agricultura y, por lo tanto, tiene un débil impacto en el desarrollo local. Por otro lado, se validó que el agroturismo tiene un impacto positivo en las diferentes dimensiones de la sostenibilidad, confirmando su papel central en la creación de ofertas genuinas y,

simultáneamente, con la oportunidad de diversificar las actividades económicas, crear empleo, preservar la calidad y la sostenibilidad de la producción local, así como valorar los conocimientos tradicionales y contribuir a la preservación del patrimonio natural y cultural. Este resultado evidencia la necesidad de impulsar la investigación sobre agroturismo, así como difundir buenas prácticas de valorización sostenible de negocios rurales, como la agricultura y el turismo.

Toda la información anterior responde al objetivo general de investigación OG1, que es analizar los vínculos entre agricultura y turismo, valorando el potencial y la sostenibilidad económica, ambiental y social del agroturismo, que pretende ser un producto turístico experiencial para los territorios fronterizos luso-españoles. Su valorización permitirá responder plenamente a los retos del desarrollo sostenible contribuyendo a la valorización de una agricultura tradicional de pequeña escala, pero más resiliente y adaptada a retos como el cambio climático, la valorización de producciones más sostenibles o la valorización de cadenas cortas de suministro con retorno económico en los territorios.

En términos generales, se puede concluir que el agroturismo no está suficientemente desarrollado en el territorio fronterizo, con lo que se pierden oportunidades de desarrollo local, así como la revalorización de un destino único y con potencial suficiente para reafirmarse a partir de los valores asociados a la actividad agraria y a su numeroso patrimonio material e inmaterial.

Los resultados y conclusiones registrados constituyen un elemento clave de gran utilidad para operadores turísticos, agricultores y responsables de la toma de decisiones del territorio, ya que presentan estrategias para mejorar y cualificar las experiencias turísticas apoyadas en el agroturismo. Estas propuestas responden a los principios del desarrollo sostenible, garantizando así la competitividad de los destinos fronterizos, donde urgen medidas para atraer y retener talento e inversiones

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7. ANEXOS

7.1. INFORME DE LOS DIRECTORES

PUBLICACIÓN 1:

D. José Manuel Sánchez Martín, con DNI 80043508N, como Director y D. Luis Loures con DNI 12048376 9ZW2, en calidad de Codirector de la Tesis Doctoral titulada “El agroturismo en territorios de la frontera luso-extremeña: un análisis de su potencial y de su sostenibilidad” presentada como compendio de publicaciones por la estudiante de doctorado D^a Dora Isabel Rodrigues Ferreira, emiten el siguiente **INFORME** sobre:

- el factor de impacto y categorización de las publicaciones incluidas en dicha Tesis Doctoral.
- la participación del estudiante de doctorando en cada una de las publicaciones presentadas en coautoría.
- la autorización, implícita o explícita, por parte de quienes figuren en coautoría de los trabajos presentados para la elaboración de la Tesis Doctoral.

En la Tesis Doctoral se incluyen un total de 7 publicaciones. De éstas, 5 se encuentran indexadas en [Journal Citation Index](#) (JCR) elaborado por Clarivate y 2 lo están en [SCOPUS](#), elaborado por Elsevier y disponen también de los factores de impacto disponibles en [Scimago Journal & Country Rank](#). Todas ellas han sido publicadas antes de proceder a la solicitud de autorización a la Comisión Académica del Programa de Doctorado para la presentación de la Tesis al Consejo Permanente de la EDUEx (modelo 1). Estas publicaciones son:

Tipo: ARTÍCULO

- Situación: PUBLICADO
- Referencia completa de la publicación: **Dora Isabel Rodrigues Ferreira** y José Manuel Sánchez Martín.
- 2022.
- La función de las áreas agrícolas en el debate epistemológico sobre el turismo rural, el agroturismo y el agroecoturismo. *Revista de Geografía Norte Grande*, 81, 235-261. D.O.I.: <http://dx.doi.org/10.4067/S0718-34022022000100235>
- Factor de impacto y categorización de la publicación:

Revista de Geografía Norte Grande

| | | | |
|-------------|---|----------------------|---------|
| ISSN/eISSN: | 0379-8682 / 0718-3402 | | |
| Editorial: | Pontificia Universidad Católica de Chile, Instituto de Geografía, Avenida Vicuña Mackenna 4860, Santiago de Chile, Chile. | | |
| Website: | https://revistanortegrande.uc.cl/ | Primer año como JCR: | 2011 |
| Frecuencia: | Trianual | Números por año: | 3 |
| País: | Chile | Lenguaje principal: | Español |

| Indexaciones | | | | |
|----------------------------------|--|--------------------------|-------------------------------------|---------|
| Colección WOS | Índice | Categoría | Cuartil | |
| Core Collection | Science Citation Index Expanded (SCIE) | Geography, Physical | 4 | |
| Core Collection | Social Sciences Citation Index (SSCI) | Geography | 4 | |
| Other | Essential Science Indicators | Social Sciences, General | | |
| Journal Impact Factor (JIF) | | 0,731 (2021) | 0,700 (2020) | |
| Journal Citation Indicator (JCI) | | 0,14 (2021) | 0,20 (2020) | |
| SCOPUS | Cuartil | CiteScore | Percentil | |
| | 3 | 0,8 | Geography, Planning and Development | 27% |
| Scimago Journal & Country Rank | | Índice | Categoría | Cuartil |
| SJR | | 0,311 (2022) | Earth-Surface Processes | Q3 |
| | | | Geography, Planning and Development | Q3 |

- Participación de la estudiante de doctorado en la publicación:
La doctoranda ha participado activamente en la realización de la investigación. De forma específica, la distribución de las tareas ha sido la siguiente:
Conceptualización, D.I.R.F.; metodología, D.I.R.F.; software, D.I.R.F.; validación, D.I.R.F. y J.-M.S.-M.; análisis formal, D.I.R.F.; investigación, D.I.R.F.; recursos, D.I.R.F.; obtención de datos, D.I.R.F.; redacción-preparación del borrador, D.I.R.F.; redacción-revisión y edición, D.I.R.F., J.-M.S.-M.; visualización, D.I.R.F.; supervisión, J.-M.S.-M.; administración del proyecto, D.I.R.F.; financiación adquisición, J.-M.S.-M.

D.I.R.F.: Dora Isabel Rodrigues Ferreira

J.-M. S.-M.: José Manuel Sánchez Martín

PUBLICACIÓN 2:

Tipo: ARTÍCULO

- Situación: PUBLICADO
- Referencia completa de la publicación: **Dora Isabel Rodrigues Ferreira** y José Manuel Sánchez Martín.
- 2020.
- La agricultura como producto turístico en áreas rurales: Un debate abierto en la literatura. *Investigaciones Turísticas*, 20, 97-123. D.O.I.:

<http://dx.doi.org/10.14198/inturi2020.20.05>

- Factor de impacto y categorización de la publicación:

Investigaciones Turísticas

| | | | | |
|----------------------------------|---|----------------------|---|---------|
| ISSN/eISSN: | / 2174-5609 | | | |
| Editorial: | Instituto Universitario de Investigaciones Turísticas de la Universidad de Alicante, España | | | |
| Website: | https://investigacionesturisticas.ua.es/ | Primer año como SJR: | 2018 | |
| Frecuencia: | Semestral | Números por año: | 2 | |
| País: | España | Lenguaje principal: | Español | |
| Colección WOS | Índice | | Categoría | Cuartil |
| Core Collection | | | | |
| Core Collection | | | | |
| Other | | | | |
| Journal Impact Factor (JIF) | | | | |
| Journal Citation Indicator (JCI) | | | | |
| SCOPUS | Cuartil | CiteScore | Percentil | |
| | 3 | 0,8 | Social Sciences (miscellaneous) | 43% |
| Scimago Journal & Country Rank | Índice | | Categoría | Cuartil |
| SJR | 0,19 (2022) | | Social Sciences (miscellaneous) | Q3 |
| | | | Tourism, Leisure and Hospitality Management | Q4 |

- Participación de la estudiante de doctorado en la publicación:

La doctoranda ha participado activamente en la realización de la investigación. De forma específica, la distribución de las tareas ha sido la siguiente:

Conceptualización, D.I.R.F.; metodología, D.I.R.F.; software, D.I.R.F.; validación, D.I.R.F. y J.-M.S.-M.; análisis formal, D.I.R.F.; investigación, D.I.R.F.; recursos, D.I.R.F.; obtención de datos, D.I.R.F.; redacción-preparación del borrador, D.I.R.F.; redacción-revisión y edición, D.I.R.F., J.-M.S.-M.; visualización, D.I.R.F.; supervisión, J.-M.S.-M.; administración del proyecto, D.I.R.F.; financiación adquisición, J.-M.S.-M.

D.I.R.F.: Dora Isabel Rodrigues Ferreira

J.-M. S.-M.: José Manuel Sánchez Martín

PUBLICACIÓN 3:

Tipo: ARTÍCULO

- Situación: PUBLICADO
- Referencia completa de la publicación: **Dora Isabel Rodrigues Ferreira** y José Manuel Sánchez Martín.
- 2021.
- O olival como oportunidad para o turismo no Parque Natural do Tejo Internacional. *Finisterra*, LVI(117), 55–80, D.O.I.: <https://doi.org/10.18055/Finis19241>
- Factor de impacto y categorización de la publicación:

Finisterra

| | | | | |
|----------------------------------|---|----------------------|--|---------|
| ISSN/eISSN: | 0430-5027 / 2182-2905 | | | |
| Editorial: | Centro de Estudos Geográficos, Instituto de Geografia e Ordenamento do Território, Universidade de Lisboa, Portugal | | | |
| Website: | https://revistas.rcaap.pt/finisterra | Primer año como SJR: | 1978 | |
| Frecuencia: | Cuatrimestral | Números por año: | 3 | |
| País: | España | Lenguaje principal: | Portugués Español Inglés | |
| Colección WOS | Índice | | Categoría | Cuartil |
| Core Collection | | | | |
| Core Collection | | | | |
| Other | | | | |
| Journal Impact Factor (JIF) | | | | |
| Journal Citation Indicator (JCI) | | | | |
| SCOPUS | Cuartil | CiteScore | Percentil | |
| | 3 | 1,0 | Geography, Planning and Development | 36% |
| Scimago Journal & Country Rank | Índice | | Categoría | Cuartil |
| SJR | 0,27 (2022) | | Earth and Planetary Sciences (miscellaneous) | Q3 |
| | | | Geography, Planning and Development | Q3 |

- Participación del estudiante de doctorado en la publicación:
La doctoranda ha participado activamente en la realización de la investigación. De forma específica, la distribución de las tareas ha sido la siguiente:
Conceptualización, D.I.R.F.; metodología, D.I.R.F.; software, D.I.R.F.; validación, D.I.R.F. y J.-M.S.-M.; análisis formal, D.I.R.F.; investigación, D.I.R.F.; recursos, D.I.R.F.; obtención de datos, D.I.R.F.; redacción-preparación del borrador, D.I.R.F.; redacción-revisión y edición, D.I.R.F., J.-M.S.-M.; visualización, D.I.R.F.; supervisión, J.-M.S.-M.; administración del proyecto, D.I.R.F.; financiación adquisición, J.-M.S.-M.

D.I.R.F.: Dora Isabel Rodrigues Ferreira

J.-M. S.-M.: José Manuel Sánchez Martín

PUBLICACIÓN 4:

Tipo: ARTÍCULO

- Situación: PUBLICADO
- Referencia completa de la publicación: **Dora Isabel Rodrigues Ferreira** y José Manuel Sánchez Martín.
- 2022.
- The Assessment of the Tourism Potential of the Tagus International Nature Reserve Landscapes Using Methods Based on the Opinion of the Demand. *Land*, 11, 68. D.O.I.: <https://doi.org/10.3390/land11010068>
- Factor de impacto y categorización de la publicación:

Land

| | | | |
|----------------------------------|---|----------------------|--|
| ISSN/eISSN: | / 2073-445X | | |
| Editorial: | MDPI; ST ALBAN-ANLAGE 66, CH-4052 BASEL, SWITZERLAND | | |
| Website: | https://www.mdpi.com/journal/land | Primer año como JCR: | 2019 |
| Frecuencia: | Mensual | Números por año: | 12 |
| País: | Suiza | Lenguaje principal: | Inglés |
| Colección WOS | Índice | | Categoría |
| Core Collection | Social Sciences Citation Index (SSCI) | | Environmental Studies; Nature and Landscape Conservation |
| Journal Impact Factor (JIF) | 3,905 (2021) | | 3,398 (2020) |
| Journal Citation Indicator (JCI) | 0,83 (2021) | | 0,78 (2020) |
| SCOPUS | Cuartil | CiteScore | Percentil |

| | | | | |
|--------------------------------|--------------|-----|-----------------------------------|---------|
| | 2 | 3,2 | Nature and Landscape Conservation | 66% |
| Scimago Journal & Country Rank | Índice | | Categoría | Cuartil |
| SJR | 0,647 (2022) | | Ecology | 2 |
| | | | Global and Planetary Change | 3 |
| | | | Nature and Landscape Conservation | 2 |

- Participación de la estudiante de doctorado en la publicación:
La doctoranda ha participado activamente en la realización de la investigación. De forma específica, la distribución de las tareas ha sido la siguiente:
Conceptualización, D.I.R.F.; metodología, D.I.R.F.; software, D.I.R.F.; validación, D.I.R.F. y J.-M.S.-M.; análisis formal, D.I.R.F.; investigación, D.I.R.F.; recursos, D.I.R.F.; obtención de datos, D.I.R.F.; redacción-preparación del borrador, D.I.R.F.; redacción-revisión y edición, D.I.R.F., J.-M.S.-M.; visualización, D.I.R.F.; supervisión, J.-M.S.-M.; administración del proyecto, D.I.R.F.; financiación adquisición, J.-M.S.-M.

D.I.R.F.: Dora Isabel Rodrigues Ferreira

J.-M. S.-M.: José Manuel Sánchez Martín

PUBLICACIÓN 5:

Tipo: ARTÍCULO

- Situación: PUBLICADO
- Referencia completa de la publicación: **Dora Isabel Rodrigues Ferreira** y José Manuel Sánchez Martín.
- 2022.
- Agricultural Landscapes as a Basis for Promoting Agritourism in Cross-Border Iberian Regions. *Agriculture*, 12, 716. D.O.I.:
- Factor de impacto y categorización de la publicación:

Agriculture

| | | | |
|-------------|---|----------------------|------|
| ISSN/eISSN: | / 2077-0472 | | |
| Editorial: | MDPI; ST ALBAN-ANLAGE 66, CH-4052 BASEL, SWITZERLAND | | |
| Website: | https://www.mdpi.com/journal/agriculture | Primer año como JCR: | 2019 |

| | | | | |
|----------------------------------|---------------------------------------|---------------------|---------------------------|---------|
| Frecuencia: | Mensual | Números por año: | 12 | |
| País: | Suiza | Lenguaje principal: | Inglés | |
| Colección WOS | Índice | | Categoría | Cuartil |
| Core Collection | Social Sciences Citation Index (SSCI) | | Agronomy | 1 |
| Journal Impact Factor (JIF) | | 3,408 (2021) | 2,925 (2020) | |
| Journal Citation Indicator (JCI) | | 0,99 (2021) | 0,85 (2020) | |
| SCOPUS | Cuartil | CiteScore | Percentil | |
| | 2 | 3,1 | Plant Science | 65% |
| Scimago Journal & Country Rank | | Índice | Categoría | Cuartil |
| SJR | | 0,561 (2022) | Agronomy and Crop Science | 2 |
| | | | Food Science | 2 |
| | | | Plant Science | 2 |

- Participación de la estudiante de doctorado en la publicación:
La doctoranda ha participado activamente en la realización de la investigación. De forma específica, la distribución de las tareas ha sido la siguiente:
Conceptualización, D.I.R.F.; metodología, D.I.R.F.; software, D.I.R.F.; validación, D.I.R.F. y J.-M.S.-M.; análisis formal, D.I.R.F.; investigación, D.I.R.F.; recursos, D.I.R.F.; obtención de datos, D.I.R.F.; redacción-preparación del borrador, D.I.R.F.; redacción-revisión y edición, D.I.R.F., J.-M.S.-M.; visualización, D.I.R.F.; supervisión, J.-M.S.-M.; administración del proyecto, D.I.R.F.; financiación adquisición, J.-M.S.-M.

D.I.R.F.: Dora Isabel Rodrigues Ferreira

J.-M. S.-M.: José Manuel Sánchez Martín

PUBLICACIÓN 6:

Tipo: ARTÍCULO

- Situación: PUBLICADO
- Referencia completa de la publicación: **Dora Isabel Rodrigues Ferreira** y José Manuel Sánchez Martín.
- 2022.
- Shedding Light on Agritourism in Iberian Cross-Border Regions from a Lodgings Perspective. *Land*, 11, 1857. D.O.I.: <https://doi.org/10.3390/land11101857>
- Factor de impacto y categorización de la publicación:

Land

| | | | |
|---|---|--|--|
| ISSN/eISSN: | / 2073-445X | | |
| Editorial: | MDPI; ST ALBAN-ANLAGE 66, CH-4052 BASEL, SWITZERLAND | | |
| Website: | https://www.mdpi.com/journal/land | Primer año como JCR: | 2019 |
| Frecuencia: | Mensual | Números por año: | 12 |
| País: | Suiza | Lenguaje principal: | Inglés |
| Colección WOS | Índice | Categoría | Cuartil |
| Core Collection | Social Sciences Citation Index (SSCI) | Environmental Studies; Nature and Landscape Conservation | 2 |
| Journal Impact Factor (JIF) | 3,905 (2021) | 3,398 (2020) | |
| Journal Citation Indicator (JCI) | 0,83 (2021) | 0,78 (2020) | |
| SCOPUS | Cuartil | CiteScore | Percentil |
| | 2 | 3,2 | Nature and Landscape Conservation 66% |
| Scimago Journal & Country Rank | Índice | Categoría | Cuartil |
| SJR | 0,647 (2022) | Ecology | 2 |
| | | Global and Planetary Change | 3 |
| | | Nature and Landscape Conservation | 2 |

- Participación de la estudiante de doctorado en la publicación:

La doctoranda ha participado activamente en la realización de la investigación. De forma específica, la distribución de las tareas ha sido la siguiente:

Conceptualización, D.I.R.F.; metodología, D.I.R.F.; software, D.I.R.F.; validación, D.I.R.F. y J.-M.S.-M.; análisis formal, D.I.R.F.; investigación, D.I.R.F.; recursos, D.I.R.F.; obtención de datos, D.I.R.F.; redacción-preparación del borrador, D.I.R.F.; redacción-revisión y edición, D.I.R.F., J.-M.S.-M.; visualización, D.I.R.F.; supervisión, J.-M.S.-M.; administración del proyecto, D.I.R.F.; financiación adquisición, J.-M.S.-M.

D.I.R.F.: Dora Isabel Rodrigues Ferreira

J.-M. S.-M.: José Manuel Sánchez Martín

PUBLICACIÓN 7:

Tipo: ARTÍCULO

- Situación: PUBLICADO
- Referencia completa de la publicación: **Dora Isabel Rodrigues Ferreira**, Luís Carlos Loures y José Manuel Sánchez Martín.
- 2023.
- Spatial analysis of sustainability measures from agritourism in Iberian cross-border regions. *Nombre de la Revista*, Land, 12, 826. D.O.I.: <https://doi.org/10.3390/land12040826>
- Factor de impacto y categorización de la publicación:

Land

| | | | |
|---|---|----------------------|--|
| ISSN/eISSN: | / 2073-445X | | |
| Editorial: | MDPI; ST ALBAN-ANLAGE 66, CH-4052 BASEL, SWITZERLAND | | |
| Website: | https://www.mdpi.com/journal/land | Primer año como JCR: | 2019 |
| Frecuencia: | Mensual | Números por año: | 12 |
| País: | Suiza | Lenguaje principal: | Inglés |
| Colección WOS | Índice | | Categoría |
| Core Collection | Social Sciences Citation Index (SSCI) | | Environmental Studies; Nature and Landscape Conservation |
| Journal Impact Factor (JIF) | 3,905 (2021) | | 3,398 (2020) |
| Journal Citation Indicator (JCI) | 0,83 (2021) | | 0,78 (2020) |
| SCOPUS | Cuartil | CiteScore | Percentil |
| | 2 | 3,2 | Nature and Landscape Conservation |
| Scimago Journal & Country Rank | Índice | | Categoría |
| SJR | 0,647 (2022) | | Ecology |
| | | | Global and Planetary Change |
| | | | Nature and Landscape Conservation |

- Participación de la estudiante de doctorado en la publicación:

La doctoranda ha participado activamente en la realización de la investigación. De forma específica, la distribución de las tareas ha sido la siguiente:

Conceptualización, D.I.R.F.; metodología, D.I.R.F.; software, D.I.R.F.; validación, D.I.R.F. y J.-M.S.-M.; análisis formal, D.I.R.F.; investigación, D.I.R.F.; recursos, D.I.R.F.; obtención de datos, D.I.R.F.; redacción-preparación del borrador, D.I.R.F.; redacción-revisión y edición, D.I.R.F., J.-M.S.-M., L.C.L.; visualización, D.I.R.F.; supervisión, J.-M.S.-M. y L.C.L.; administración del proyecto, D.I.R.F.; financiación adquisición, J.-M.S.-M.

D.I.R.F.: Dora Isabel Rodrigues Ferreira

L.C.L.: Luís Carlos Loures

J.-M. S.-M.: José Manuel Sánchez Martín

En Cáceres, a 30 de Junio de 2023.



Fdo. José Manuel Sánchez Martín
Director /a de la Tesis Doctoral



Fdo. Luís Carlos Loures
Codirector/a de la Tesis Doctoral

7.2. COPIA DE LOS ARTÍCULOS QUE CONFORMAN LA TESIS

La función de las áreas agrícolas en el debate epistemológico sobre el turismo rural, el agroturismo y el agroecoturismo¹

The role of agricultural areas in epistemological debate on rural tourism, agritourism and agroecotourism

Dora Isabel Rodrigues Ferreira²  y José-Manuel Sánchez-Martín³ 

RESUMEN

La actividad turística es una de las industrias más importantes a nivel mundial debido a los ingentes ingresos que genera. En torno al 25% del gasto total que realizan los turistas se destina a la alimentación, por lo que la agricultura es un pilar básico. Al mismo tiempo, puede considerarse como un recurso turístico, lo que aumenta su valor añadido en el conjunto del sistema turístico, especialmente en territorios rurales. Esta investigación parte del debate teórico referido a los paisajes agrarios y a la agricultura como recursos para el turismo rural, el agroturismo o el agroecoturismo. Concluye que existe un enorme potencial, que va ganando peso específico en la demanda turística mientras la agricultura renace en ciertas modalidades de turismo, a la vez que discierne sobre la disparidad conceptual dominante en la literatura.

Palabras clave: Agroecoturismo, agroturismo, turismo rural, espacios agrarios, revisión de la literatura.

ABSTRACT

The agriculture activity is an important industry in the world due to income generated. About 25% of total expenditure by tourists are in food, that suppose the agriculture is a sector that are on the base of tourism sector. At the same time, the agriculture is a tourism resource, that increase their added value in tourism system, especially on rural areas. This study, is based on robust theory debate about agricultural landscapes and the agriculture activity as a tourism resource, evaluate in the rural tourism, agritourism and agroecotourism contexts. The main conclusion is that exist an important potential, that are growing to support the demand while the agriculture reborn in certain tourist modalities, at same time facing the conceptual disparity dominant in literature.

Keywords: Agroecotourism, agritourism, rural tourism, rural areas, literature review.

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² Facultad de Empresa, Finanzas y Turismo, Universidad de Extremadura, 10071 Cáceres, España.
Correo electrónico: drodrigucc@alumnos.unex.es

³ Facultad de Empresa, Finanzas y Turismo, Universidad de Extremadura, 10071 Cáceres, España.
Correo electrónico: jmsanche@unex.es

Introducción

A la vez que la pluriactividad permite ampliar la economía de los territorios rurales y crea una nueva fuente de ingresos para los agricultores que diversifican sus actividades (Fuller, 1990), las áreas rurales adquieren mayor peso específico para su uso por parte de la recreación y el turismo (Kastenholz y Sparrer, 2009). Barbieri y Valdivia (2010) señalan la existencia de sinergias entre las prácticas agrícolas y el aprovechamiento recreativo de las fincas como una oportunidad para la diversificación de negocios en áreas rurales. Al mismo tiempo, se considera que la actividad agrícola supone una oportunidad para crear una oferta de actividades recreativas en dichos territorios (Gao *et al.*, 2014). Surge así el concepto de multifuncionalidad recreativa, frecuentemente utilizado para evaluar, con un enfoque holístico, los valores rurales, incluyendo los atractivos ambientales, las oportunidades del agroturismo y el fomento de la calidad de los alimentos, que apoyan la identificación de los servicios que los agricultores oferten (Assandri *et al.*, 2018).

Resulta evidente en la literatura que los agricultores desarrollan un rol importante para garantizar las funciones de producción agraria y de preservación de los paisajes, de la naturaleza y del patrimonio histórico y cultural. Ello incluye la salvaguarda de los edificios y enclaves históricos, bienes muebles, monumentos y otros recursos del paisaje rural, que pueden considerarse dignos de preservación (UNESCO, 2013, cf. LaPan y Barbieri, 2014). A lo largo de la historia, la actividad agrícola ha contribuido a la conservación de paisajes culturales variados, beneficiados por la escasa densidad de población y del mantenimiento de sistemas productivos tradicionales (Zimmermann, 2006), favoreciendo con ello la biodiversidad y la creación de una oferta de servicios culturales y turísticos (Schaich *et al.*, 2010).

En las últimas décadas se han intensificado algunas prácticas agrícolas, aunque también se ha asistido, como contraste, al abandono de las áreas periféricas y menos productivas, situaciones antagónicas que suponen un riesgo para la preservación de la paisaje y el mantenimiento de los sistemas naturales y culturales (Assandri *et al.*, 2018). En este sentido, Bowen *et al.*, (1991) refuerzan la idea de que solo puede considerarse como turismo basado en la agricultura, aquel cuyo paisaje ha sido moldeado por el agricultor. En cambio, el turismo rural se basa en un conjunto de características resultantes de los atractivos rurales (Busby y Rendle, 2000). Por ello, Inskip (1991), argumenta que el turismo en estos espacios presenta una relación simbiótica en las zonas donde ni la agricultura ni el turismo podrían justificarse de manera independiente.

A pesar de todo ello, en la literatura existen pocos estudios que analicen los vínculos que se establecen entre la agricultura y el turismo, incluso cuando se refieren a conceptos concretos que resulten de la interpretación de la agricultura como un producto turístico. Debido a esta deficiencia, el presente artículo pretende contribuir a incrementar este conocimiento aportando una visión de los vínculos existentes entre estos dos sectores, básicos en muchas áreas rurales con el objetivo de indicar algunas opciones de desarrollo para los territorios fronterizos fuertemente caracterizados por el despoblamiento y baja densidad de actividades económicas.

Para materializar el análisis teórico se realizó una revisión sistemática de literatura, considerando aquellos artículos publicados desde 1990 hasta 2020, cuya temática versara sobre el análisis de los vínculos que se establecen entre la agricultura y el turismo. Por ello se plantea un breve bosquejo que atañe a los principales conceptos que explican el papel de la actividad agrícola en

el turismo y las principales tendencias del turismo que se observan en las áreas rurales. De ese modo se pretenden comprender las principales contribuciones del turismo apoyado en la actividad agrícola para el desarrollo de estas áreas. Las palabras clave utilizadas para realizar la búsqueda bibliográfica fueron: “agroecoturismo”, “agroturismo”, “turismo rural” y “espacios agrarios”, seleccionando-se los artículos que destacan las diferentes perspectivas del turismo apoyado en la agricultura en un total de 120 artículos publicados en revistas indexadas en el Journal Citation Reports (JCR).

Descubriendo los vínculos entre la agricultura y el turismo: marco teórico y conceptual

El turismo se ha erigido como una de las industrias más potentes del mundo, generando importantes ingresos obtenidos mediante el hospedaje, las actividades realizadas por los visitantes y, por supuesto, por la alimentación. Este último apartado genera aproximadamente el 25% del gasto turístico (Bélisle, 1983; Torres, 2003; Wang *et al.*, 2006; Andersson *et al.*, 2017) por lo que puede entenderse la importancia que tiene vincular la agricultura y el turismo, sobre todo en áreas en las que la actividad turística pretende desarrollarse o potenciarse. Es el caso concreto de las áreas rurales, de carácter periférico y caracterizadas por algunos limitantes relevantes como la carencia de infraestructuras de comunicación, la despoblación y el envejecimiento o el abandono de la actividad agrícola tradicional. Es en estas áreas donde emergen ciertas potencialidades como la gastronomía tradicional y la revalorización de los productos endógenos que marcan la identidad de dichos territorios, algunos, definidos por su carácter ecológico y sostenible, en línea con los postulados que defienden la economía verde y circular.

Pese a esta potencialidad manifiesta, existen pocas evidencias que sugieran conexiones entre el turismo y el sistema agrícola local o con los modos de producción tradicionales. No obstante, cabe destacar las opiniones de expertos referidas a dichos vínculos, algunas de las cuales ilustran su complejidad. En cambio, hay cierto consenso cuando se trata de promover un incremento de la dependencia por los recursos locales en las dinámicas turísticas, especialmente de los productos agroalimentarios (Telfer y Wall, 1996; Hüller *et al.*, 2017).

En la literatura se identifican diferentes aspectos relativos al análisis de los vínculos que se establecen entre la agricultura y el turismo. Van desde:

- El estudio de los principales factores que inciden en las relaciones existentes entre ambos sectores (Telfer y Wall, 1996);
- Los estudios que tratan sobre los impactos que provoca el desarrollo del turismo en la agricultura (Hermans, 1981; Torres, 2003; Torres y Monsen, 2004; Choenkwan *et al.*, 2016);
- También existen enfoques centrados en el desarrollo económico y en la sostenibilidad agroecológica (Kuo *et al.*, 2008);

- Los que tratan los obstáculos y potencialidades que se encuentran en la agricultura y el turismo (Hüller *et al.*, 2017)
- Los que hacen referencia a la multifuncionalidad de la agricultura (Brandth y Haugen, 2011) y de las áreas rurales (Aznar *et al.*, 2007).

Los estudios consultados destacan diferentes perspectivas en las que se detectan múltiples relaciones entre sendas actividades:

- Análisis de los circuitos de abastecimiento de productos agrícolas locales para el sistema turístico (hoteles y restaurantes) (Torres, 2003; Torres y Momsen, 2004; Hüller *et al.*, 2017; Anderson, 2018).
- Identificación y caracterización de productos agroalimentarios que fomentan el turismo en áreas rurales (Torres y Momsen, 2004; Hüller *et al.*, 2017).
- Valorización de los productos tradicionales (Bowen y De Master, 2011) o de nichos de productos específicos (Hjalager, 1996; Sidali *et al.*, 2015).
- Aprovechamiento de los productos agrícolas emblemáticos para desarrollar productos agroturísticos, como el “producto-territorio” de olivares (Duarte Alonso, 2010) o el “producto-producto” del vino (Santeramo *et al.*, 2017).
- La perspectiva del turismo gastronómico que revaloriza la cocina tradicional y fortalece la experiencia de interacción con los agricultores así como el contacto con la vida familiar en las exploraciones agrícolas (Bessiere y Tibere, 2013).
- Análisis del paisaje agrícola como producto turístico (Lane, 1994) en el que se estudian los intereses y las preferencias del mercado (Gao *et al.*, 2014; Chen *et al.*, 2016), y los paisajes agrícolas de interés cultural que preservan los ecosistemas (Assandri *et al.*, 2018), además del paisaje agrícola como eje central del turismo experiencial (Thompson *et al.*, 2016).
- La perspectiva del turismo creativo basado en la agricultura (Farsani *et al.*, 2019).
- Las actividades turísticas desarrolladas en fincas, como sucede en el agroturismo (Brandth y Haugen, 2011; Flanigan *et al.*, 2014; Mastronardi *et al.*, 2015; Barbieri *et al.*, 2016; Streifeneder, 2016; Dubois *et al.*, 2017); y,
- La puesta en valor de la agricultura orgánica como producto turístico (Kuo *et al.*, 2008).

Por otra parte, los estudios consultados que abordan los vínculos existentes entre agricultura y turismo se dedican al análisis en destinos litorales (Pillay y Rogerson, 2012; Torres, 2003); Tims, 2006; Bélisle, 1983; Thomas-Francois *et al.*, 2017), aunque también se identifican algunos centrados en los territorios rurales periféricos (Anderson, 2018; Huller *et al.*, 2017; Bessiere y Tibere, 2013; Choenkwan *et al.*, 2016), en espacios naturales (Aznar *et al.*, 2007), o en espacios agrarios

(Santareno *et al.*, 2017; Ciervo, 2013; Chen *et al.*, 2016; Duarte Alonso, 2010; Hall y Mitchell, 2001; Kuo *et al.*, 2008).

A pesar de ser muy escasos los estudios focalizados hacia el análisis de los vínculos que se establecen entre agricultura y turismo en territorios periféricos, es importante enfatizar que la literatura coincide en afirmar que las relaciones existentes entre sendas actividades es muy deficiente debido a la ausencia de planeamiento y de una oferta estructurada con cadenas de suministro organizadas, aunque también se reconoce como causa un sector agrario débil o envejecido (Anderson, 2018; Huller *et al.*, 2017; Bessiere y Tibere, 2013; Choenkwan *et al.*, 2016). No obstante, los expertos recalcan que cuando se detectan relaciones entre sendas actividades, la oferta turística se beneficia con los circuitos cortos de producción y con una oferta diferenciada de actividades de recreación y educación (Anderson, 2018), que es cada vez más valorada por los turistas (Bessiere y Tibere, 2013). También el sector agrícola tiene la oportunidad de hacer nuevas inversiones e innovar con la oferta de productos agroalimentarios (Huller *et al.*, 2017), a la vez que permite un incremento de rendimientos (Choenkwan *et al.*, 2016).

Budowski (1976) presentó diferentes visiones sobre los vínculos que se establecen entre quienes promueven el turismo y quienes defienden la naturaleza, abarcando un amplio espectro de interacciones. Definió tres tipos de relación entre el turismo y la conservación del medioambiente: vínculos de “conflicto” (cuando el turismo es perjudicial para la naturaleza y los recursos ambientales); vínculos de “coexistencia” (cuando actividades, medioambiente y turismo tienen baja interacción, aunque no es una relación estática); y, vínculos de “simbiosis” (cuando el turismo y la conservación del medioambiente son capaces de generar beneficios mutuos, aunque suelen ser más importantes para la naturaleza y los recursos naturales).

En otros casos, la literatura resalta la presencia de vínculos según su intensidad, clasificándose como débiles cuando el desarrollo del turismo no favorece la actividad agrícola local, con su consiguiente abandono (Hope, 1981). Así pues, en muchas áreas rurales, el turismo forma parte consustancial del tejido socioeconómico, aunque se yuxtapone con la agricultura (Fleischer y Tchetchik, 2005). Esta situación deriva claramente en relaciones de conflicto, materializadas por la necesidad de importar productos agroalimentarios para abastecer la industria turística (Torres, 2003), lo que supone una competencia con la producción agrícola local (Telfer y Wall, 1996) por el uso del suelo y también por la mano de obra y el capital (Bowen *et al.*, 1991). Torres (2003) demostró que la industria turística adquirió productos agroalimentarios de otras regiones, perjudicando con ello a los agricultores locales, lo que a su vez afectó a la sostenibilidad del destino turístico, susceptible de desnaturalización. En esta misma línea se posicionan Hüller *et al.* (2017) cuando señalan como un estrangulamiento el abastecimiento entre la producción local y el sistema turístico, señalando los problemas relacionados con la seguridad alimentaria y la escala de producción insuficiente para la demanda. La estacionalidad de producción agrícola, unida a la falta de planificación por parte de los agricultores y cadenas de hoteles, constituyen también un obstáculo para establecer lazos entre ellos (Timms, 2006). Asimismo se incide en que los productores locales carecen de estructuras y capacidad para comercializar sus productos debido a la ausencia de infraestructuras de almacenamiento, transporte o distribución (Torres, 2003).

A pesar de que se reconocen los beneficios que aporta vincular agricultura y turismo, especialmente en el suministro de productos agroalimentarios, buena parte de las investigaciones re-

velan la existencia de un patrón de abastecimiento para los establecimientos turísticos de origen foráneo (Meyer, 2007; Torres, 2003; Pillay y Rogerson, 2013; Thomas-Francois *et al.*, 2017). Esta realidad deriva de la complejidad existente entre las tendencias de la demanda y la capacidad organizativa de la oferta que se traducen en vínculos débiles o fuertes, muy dependientes de la capacidad organizativa del contexto de la oferta (Cuadro N°1).

Cuadro N°1.

Resumen de los factores que influyen los vínculos entre la agricultura y el turismo en la perspectiva de la oferta y la demanda

| | Vínculos débiles | Vínculos fuertes |
|----------------|---|---|
| Demanda | <ul style="list-style-type: none"> • Indiferencia por los alimentos locales y por la identidad de la gastronomía local. | <ul style="list-style-type: none"> • Creciente preocupación por aspectos relacionados con la salud y seguridad alimentaria. |
| Oferta | <ul style="list-style-type: none"> • Ausencia de conocimiento sobre las preferencias culinarias de los turistas. • Chefs de cocina con escasos conocimientos sobre los productos y recetas típicas locales. • Productores locales no consiguen competir con los productos agroalimentarios importados a precios más bajos. • Ausencia de circuitos locales de abastecimiento entre los agricultores y el sistema turístico. • Ausencia de apoyo para los pequeños productores. • Insuficiente marketing de los productos locales. • Falta de las políticas turísticas que promuevan un tratamiento multisectorial. | <ul style="list-style-type: none"> • Chefs de cocina más comprometidos con el uso de los productos locales que puedan fortalecer la identidad local. • Redes de comercialización de canales reducidos capaces de suministrar productos al sistema turístico. • Producción agrícola a pequeña escala, pero basada en los principios de sostenibilidad mediante la oferta de productos de calidad. |

Fuente: elaboración propia, a partir de Torres, 2003; Meyer, 2007; Pillay y Rogerson, 2013; Thomas-Francois *et al.*, 2017.

Existen otras perspectivas (Bowen *et al.*, 1991) que califican los vínculos establecidos entre la agricultura y el turismo como ambiguos, en los que la presión del turismo rivaliza por la mano de obra y los recursos. También cuando conlleva la pérdida de tierras afectadas por la actividad agrícola, si bien, contribuye al incremento de los precios del suelo y de los productos agroalimentarios. Todo ello puede considerarse como un efecto positivo, que redundará en salarios más elevados para los agricultores, a su vez beneficiados por una mejora de infraestructuras, aunque su actividad esté desconectada del sistema turístico.

Como contrapunto, la potencialidad del turismo para promover la producción agrícola local está ampliamente aceptada (Ilbery *et al.*, 2003). La relación simbiótica entre sendas actividades, según Bowen *et al.* (1991), sucede, entre otros casos, cuando las inversiones en el sistema de transporte de una región determinada benefician la agricultura a través del acceso a nuevos mercados y permiten a su vez mejorar la accesibilidad para que los turistas visiten los paisajes agrarios en los entornos rurales. Por ello, las relaciones son provechosas cuando la demanda turística estimula la producción de especialidades regionales de alto valor añadido y de productos locales frescos y de alta calidad (Torres, 2003). Por otra parte, los vínculos positivos se perciben cuando el turismo apuesta por el consumo de los productos agrícolas locales, al mismo tiempo que la agricultura favorece y beneficia a la actividad turística, lo que conlleva un incremento de la demanda en ambas actividades. Numerosos autores consideran que la integración de los agricultores en el sistema

turístico es beneficiosa (Fleischer y Tchetchik, 2005; Choo y Petrick, 2014; Choenkwan *et al.*, 2016), al evidenciar que diversifican sus productos agrícolas y mejoran su competitividad. También los agricultores que apuestan por la oferta de actividades y servicios turísticos tienen una buena oportunidad para incrementar sus ingresos, por ejemplo, con la oferta de alojamiento especializado. Ciervo (2013) analiza esta casuística y concluye que la estrecha relación entre la agricultura y el fortalecimiento de los valores y tradiciones rurales ofrecen una oportunidad para el desarrollo del turismo alternativo, donde los turistas están mejor informados e interactúan con las poblaciones locales y sus costumbres. De ese modo aprovechan mejor las sinergias con la agricultura (Uğurlu, 2014), de modo que el agroturismo surge como una actividad vinculada a un nicho de demanda específico (Clarke, 1996; Petroman y Pet, 2017; Comen, 2017). Así, se llega a la conclusión de que el agroturismo se la mejor manera de vincular turismo y agricultura (Hüller *et al.*, 2017). Sin embargo, el desajuste cuantitativo y cualitativo entre los productos suministrados localmente y el desarrollo del turismo revela la necesidad de previsión de consumo con el fin de evitar la escasez de suministro a las cadenas locales, como bien concluye Anderson (2018).

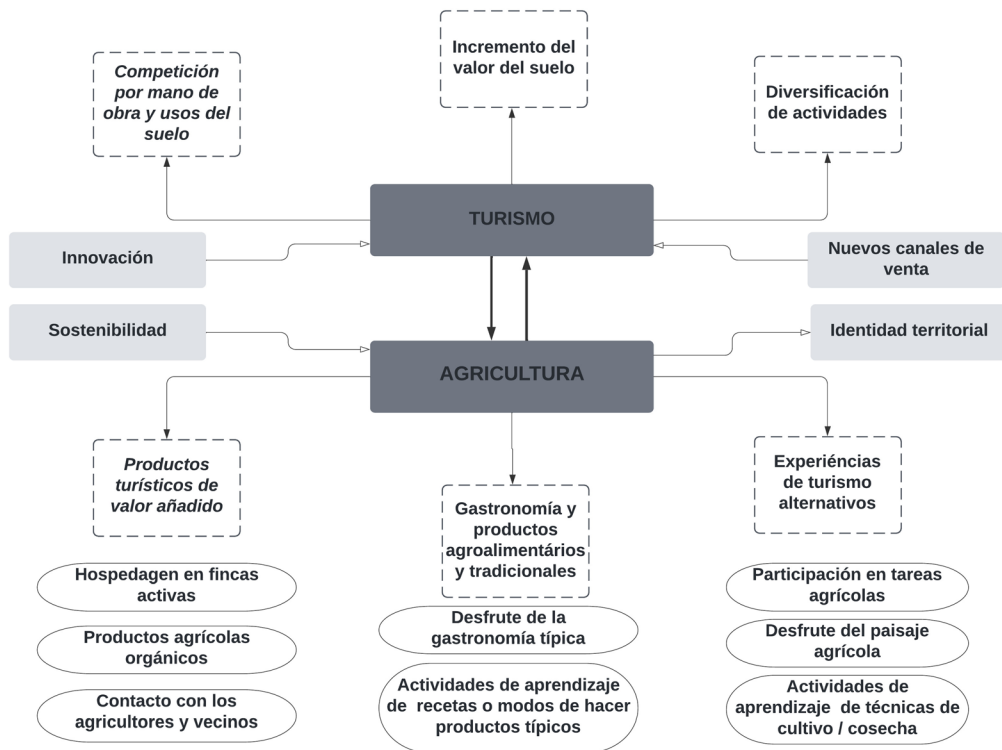
En síntesis, el turismo puede influir en la agricultura mediante numerosas interacciones, entre las que destacan el incentivo para la producción agrícola sostenible y tradicional, la apuesta por sistemas biológicos y de baja huella de carbono, con productos comercializados en circuitos de proximidad o el fortalecimiento de los productos agroalimentarios locales y endógenos, principalmente los que puedan posicionarse como una marca del destino turístico, atrayendo así a más visitantes e impulsando la sostenibilidad económica a medio y largo plazo (Figura N°1). De forma recíproca, la agricultura genera impactos importantes en el sistema turístico mediante la oferta de nichos de productos turísticos con elevado valor añadido, que disponen de una identidad gastronómica basada en productos agroalimentarios orgánicos y tradicionales de calidad contrastada, incluso a través de la oferta de actividades turísticas que promuevan experiencias alternativas, como la participación en las tareas agrícolas, el disfrute del paisaje y de la gastronomía o el aprendizaje de formas de cultivo tradicional.

Es preciso incidir sobre una de las funciones más importantes del turismo vinculada con la agricultura: la gastronomía (Paulino, 2015; Murray, 2008; Ortega *et al.*, 2012), que se traduce en el turismo gastronómico. Esta modalidad se basa en productos locales de elevado componente patrimonial, asociado a su origen e historia (Barrera, 2006, cf. Blanco y Riveros, 2010; Thomé-Ortiz, 2015) al representar la identidad de un territorio, de un pueblo. Esto permite al turista aproximarse a la cultura local de un modo contemplativo y participativo, a través de experiencias que expresan la cadena agroalimentaria “de la tierra a la mesa” (Barrera y Bringas, 2008). La curiosidad por la gastronomía emblemática y por los alimentos típicos es una motivación importante para conocer los territorios (Bowen y De Master, 2011) y forma parte de la experiencia turística (Bessiere y Tibere, 2013). En este sentido, es importante distinguir entre la demanda turística consumidora de gastronomía como parte de su experiencia y aquella que busca el destino debido a un interés gastronómico particular (Hall y Sharples, 2003), con el fin de vivir una experiencia gastronómica memorable (Wolf, 2002; cf. Sengel *et al.*, 2015). Bajo ese prisma, resulta interesante constatar en la literatura que el turismo gastronómico tiene un interés especial por la cocina “gourmet” o tradicional, acompañada por actividades complementarias, como visitas a los productores de alimentos o a industrias transformadoras (queserías, panaderías...), festivales relacionados con los productos agroalimentarios, degustación de productos locales o de platos originales (Hall y Mitchell, 2001; Wagner, 2001; Kim *et al.*, 2012; Duncan y Jai, 2013; cf. Sengel, 2015).

Todo ello supone un claro indicio de que los vínculos existentes entre la agricultura y el turismo pueden ser importantes cuando los productos turísticos se basan en productos agroalimentarios capaces de crear experiencias turísticas. Si esa motivación para viajar atañe a productos y servicios originales, saludables y orgánicos, podrá considerarse como sostenible que, asociada a bienes y servicios, brinda la oportunidad de desarrollar una oferta turística exclusiva (Sims, 2009). De ese modo, las relaciones entre agricultura y turismo adquieren nuevos matices, donde el turismo sostenible atrae una demanda que valora las prácticas agrícolas sustentables (Uğurlu, 2014; Privitera, 2010). Configura así otra perspectiva que reclama la presencia de fuertes vínculos, aunque en este caso se trata de una relación fuerte y claramente simbiótica, basada en la puesta en valor de la biodiversidad y la naturaleza, en la que la experiencia turística busca una gastronomía saludable y compatible con la conservación del medioambiente.

Figura N°1.

Influencias del turismo en la agricultura e impactos de la agricultura en el turismo



Fuente: elaboración propia.

El turismo basado en los productos agroalimentarios orgánicos y la producción agrícola sostenible representa un segmento creciente (Privitera, 2010) y desempeña una función importante para alcanzar el ansiado carácter sustentable de la actividad (Pan et al., 2018). En este tipo de agricultura, los propietarios de pequeñas propiedades tienen una oportunidad para aumentar su rentabilidad económica mediante la venta de productos orgánicos en puntos de interés turístico,

comercio local e incluso en sus propias fincas. Pese a ello, autores como Kuo *et al.* (2008) encontraron lagunas en la investigación de prácticas de agricultura biológica y otras actividades en los territorios rurales, aunque apuntaron que este tipo de prácticas podía vincularse al agroturismo. Este nuevo enfoque enlaza con los postulados que ya defendió Budowski (1976), pues valoran los nexos entre valores naturales y conservación de la naturaleza, visibles en el agroturismo y el ecoturismo. De ahí surgió el concepto de agroecoturismo (Barnabé, 2010; Prato, 2011; cf. Ramírez, 2015; Kuo *et al.*, 2008). Pese a la trascendencia que puede tener en las áreas rurales, aún existen pocas investigaciones que traten sobre agroecoturismo, muchas veces confundido con el turismo rural, ecoturismo o agroturismo.

Los autores analizados señalaron que la agricultura tanto es invisible, como se erige en el centro del sistema turístico, particularmente en áreas donde la actividad agraria es importante. Pero se constata que no están bien definidas las fronteras conceptuales para entender cuál es la tipología turística que puede obtener mayor beneficio de la agricultura.

Turismo en áreas agrícolas: ¿turismo rural, agroturismo o agroecoturismo?

En las últimas décadas, surge un nuevo paradigma de desarrollo rural, conocido como “neo-endógeno” (Ray 1999, 2001; cf. Krawchenko, 2016), que defiende un cambio liderado por las comunidades que ponen en valor sus recursos locales (Shucksmith, 2010). Desde ese prisma, el turismo rural surge como una estrategia de revitalización de los atractivos físicos, sociales y económicos de las áreas rurales (Busby y Rendle, 2000), aunque no está clara su vinculación con la agricultura. La multifuncionalidad de los espacios rurales ha fomentado el desarrollo de ofertas basadas en experiencias de redescubrimiento de los valores sociales y antropológicos de la ruralidad (Cánoves *et al.*, 2004), definida por algunos autores como la búsqueda de lo “inmaculado”, “genuino” o “intacto” (Beverland y Farrelly, 2010; Seamon y Sowers, 2008).

En este enfoque, el turismo basado en la agricultura se alinea con los principios del desarrollo “neo-endógeno”, al promover la participación de los actores locales, donde los agricultores desempeñan el rol principal a través de la preservación de los paisajes, la producción de alimentos locales y la conservación de las tradiciones rurales. Sin embargo, hay que reconocer que la literatura suele ignorar el papel que puede desempeñar el valor paisajístico y cultural asociado a los sistemas agroalimentarios como recurso turístico. Se produce así una pérdida de oportunidades para destacar y aprovechar la singularidad de los territorios (Barrera y Bringas, 2008; Thomé-Ortiz, 2015), especialmente en los que tienen un carácter fronterizo, que atesoran hitos históricos y mantienen una cultura agrícola y gastronómica muy ricas, muchas veces ignoradas.

Aunque hay una gran disparidad de opiniones sobre el concepto que mejor representa las interacciones entre la agricultura y el turismo, suele reconocerse el agroturismo como la tipología más vinculada a la agricultura (Petroman y Pet, 2017; Comen, 2017; Hüller *et al.*, 2017). En esta línea también se pronuncian Gil Arroyo *et al.*, (2013) cuando se refieren al agroturismo como actividades relacionadas con la agricultura, realizadas en fincas u otras explotaciones agrícolas con fines de entretenimiento y educación. También Flanigan *et al.*, (2014) y Phillip *et al.*, (2010) confirman que el agroturismo es la tipología turística que establece lazos más fuertes con la actividad agrí-

cola. Pese a ello, existen otras visiones que atribuyen al turismo rural genérico una oportunidad para mantener el contacto directo con los espacios de producción agrícola y procesamiento de productos agroalimentarios, o para disfrutar de ellos (Hashimoto y Telfer, 2006; Randelli *et al.*, 2014). Según se desprende de las referencias anteriores, queda patente cierta indefinición en la frontera que separa ambas actividades.

Explorando la literatura referida a las organizaciones turísticas se detectan igualmente perspectivas en las que el agroturismo se aproxima más a la "naturaleza" que a la "agricultura", muchas veces promovido como "turismo rural verde" en vez de agroturismo o turismo en fincas agrícolas, aproximándose así al turismo rural (Dubois *et al.*, 2017). Estos autores concluyen que los turistas experimentados que practican agroturismo son conscientes de los fuertes vínculos que se establecen con las actividades agrícolas, con la gastronomía local y a través del contacto directo con los agricultores. En cambio, para los turistas potenciales, normalmente inexpertos en la práctica agroturística, el agroturismo es una experiencia de alojamiento que ofrece la oportunidad de disfrutar de los productos tradicionales, valorando también otras atracciones turísticas que complementen su experiencia. De igual modo, estos autores refieren que la existencia de actividades fuera del contexto agroturístico es importante cuando se buscan las áreas rurales, quedando esa concepción más próxima al concepto de turismo rural.

La proximidad conceptual del turismo rural y del agroturismo acentúa evidencias de que este último se alinea con el primero, aunque tienen diferentes connotaciones, interdependientes según la perspectiva de Hegarty y Przeborska (2005), lo que refuerza la idea de que el agroturismo es una parte del concepto general del turismo rural. En este mismo sentido se pronuncia Nilsson (2002), que refuerza la idea de que el turismo basado en la agricultura es una actividad del turismo rural, donde las actividades se centran en los agricultores y en su explotación agrícola, mientras el turismo rural se basa en el entorno rural general. Según el criterio de Voase (1995), el turismo rural constituye una oportunidad de alojamiento y de disfrute de la hospitalidad rural y de su estilo de vida familiar. La misma opinión comparte Pearce (1990), quien considera además que las motivaciones del turismo rural se basan en los acontecimientos de la vida cotidiana de los pueblos, donde se incluye la actividad rural. Sin embargo, para Clarke (1996) existe una diferencia obvia entre el agroturismo y el turismo rural, pues cuando el alojamiento no está asociado a ninguna finca agrícola y no tiene oferta de actividades agrícolas como producto turístico, se trata de turismo rural. Según esa concepción, la localización del alojamiento y la oferta de actividades agrícolas marcan las diferencias fundamentales entre el agroturismo y el turismo rural.

Como colofón a esta variedad de opiniones y conceptos que marcan diferencias entre turismo rural y agroturismo, cabe mencionar la presencia de numerosos rótulos y definiciones. Para este último término destacan: "Agritourism", "Agrotourism", "Farm tourism", "Farm-based tourism", "Vacations farm", "Tourists on the farm" o "Recreation on farms". El Cuadro 2 refleja algunas concepciones, en las que destaca la ambigüedad relacionada con cuatro aspectos (Gil Arroyo *et al.*, 2013; Barbieri *et al.*, 2016): el tipo de escenario en que tiene lugar la experiencia, la autenticidad de la experiencia turística o del propio contexto agrícola, la diversidad de actividades implicadas y los motivos del viaje (recreación, alojamiento o educación).

Cuadro N°2.

Visión general de los conceptos utilizados en la literatura relacionados con el agroturismo

| | | |
|-----------------------------|--|--|
| Agritourism | <ul style="list-style-type: none"> • Parte del turismo rural que incluye actividades como la caza y pesca, camping, recreación, visitas a huertos frutales, observación de la naturaleza y del paisaje agrícola u otras actividades <i>outdoor</i>. • Participación directa en las actividades agrícolas, como puede ser la vendimia. • Oferta de actividades de recreación y/o educación, relacionadas con agricultura y estilos de vida rural, llevadas a cabo por los agricultores. • Tipología del turismo rural donde la oferta de alojamiento se produce en fincas con actividad agrícola o de ganadería. • Empresas rurales que incorporen un ecosistema agrícola en sus actividades turísticas. • El agroturismo genuino se caracteriza por la relación entre la agricultura y la cultura local, así como por los estilos de vida rural y sus impactos económicos locales. | Fleischer y Tchetchik, 2005; Phillip <i>et al.</i> , 2010; Brandth y Haugen, 2011; Tew y Barbieri, 2012; Gil Arroyo <i>et al.</i> , 2013; Ciervo, 2013; Flanigan <i>et al.</i> , 2014; Gao <i>et al.</i> , 2014; Cassia <i>et al.</i> , 2015; Barbieri y Tew, 2016; Streifeneder, 2016; Barbieri <i>et al.</i> , 2016; Liang, 2017; Karampela y Kizos, 2018; Barbieri <i>et al.</i> , 2018 |
| Agrotourism | <ul style="list-style-type: none"> • Actividades turísticas a pequeña escala o de carácter familiar desarrolladas en fincas. • Actividades turísticas en fincas agrícolas o ganaderas. | Wall, 2000; Brščić, 2006; Kizos y Iosifides, 2007; Kaswanto, 2015; Choenkwan <i>et al.</i> , 2016 |
| Farm tourism | <ul style="list-style-type: none"> • Es un tipo de turismo rural que se desarrolla en las áreas agrícolas. • Empresa agrícola que ofrece actividades turísticas. • Servicio que permite la participación directa del turista en las actividades agrícolas. | Ilbery <i>et al.</i> , 1998; Clarke, 1996; Busby y Rendle, 2000; Rozman <i>et al.</i> , 2009; Brandth y Haugen, 2011; Capriello <i>et al.</i> , 2013; Randelli, Romei, y Tortora, 2014; Petroman <i>et al.</i> , 2016 |
| Farm-based tourism | <ul style="list-style-type: none"> • Turismo en fincas activas. • Atracciones turísticas basadas en la agricultura, donde se incluye el alojamiento, la gastronomía y actividades agrícolas. • Fincas localizadas en áreas rurales que ofrecen: alojamiento, visitas recreativas diarias, venta directa de productos agroalimentarios o actividades educativas. | Ilbery <i>et al.</i> , 1997; Park <i>et al.</i> , 2014; Di Domenico y Miller, 2012; Hüller <i>et al.</i> , 2017 |
| Vacations farm | <ul style="list-style-type: none"> • Actividades turísticas en áreas rurales naturales y agrícolas. • Turismo rural alternativo para la demanda de turismo sostenible. • Empresas rurales que incorporan la oferta de actividades de participación en un entorno de exploración agrícola y muy vinculadas al turismo. • Turismo alternativo que enfatiza los vínculos entre la agricultura y el ecoturismo. | Fennell y Weaver, 1997; Weaver y Fennell, 1997 |
| Tourists on the farm | <ul style="list-style-type: none"> • Modelo de turismo basado en una agricultura activa que promueve el contacto directo o indirecto con las tareas agrícolas y promueve la autenticidad de las experiencias turísticas. | Busby y Rendle, 2000; Wu, 2015; Dubois <i>et al.</i> , 2017 |
| Recreation on farms | <ul style="list-style-type: none"> • Modelo de turismo basado en una agricultura activa que promueve el contacto directo o indirecto con las actividades preparadas para el turista y promueve la participación directa en contexto real de turistas y niños. | Tew y Barbieri, 2012; Barbieri <i>et al.</i> , 2015 |

Fuente: Elaboración propia.

Ante esta complejidad conceptual, donde abundan definiciones variadas, Phillip *et al.* (2010) desarrollaron un modelo teórico para ayudar a comprender el agroturismo.

El modelo teórico diseñado por Phillip *et al.* (2010) presentó el concepto de agroturismo basado en tres criterios, dependiendo de si el escenario era una finca activa, si se promovía el contacto con la actividad agrícola (pasiva, directa o indirecta) o si la experiencia era auténtica. A partir de ellos definió una tipología dividida en distintas clases, desde el agroturismo agrícola no productivo (cuando se disfruta del paisaje agrícola que ya no está en producción), hasta el agroturismo agrícola productivo, auténtico, de contacto directo, que es la tipología que comprende la implicación directa del turista en las actividades agrícolas con la posibilidad de pernoctar en las fincas.

Tomando como referencia el modelo anterior, Flanigan *et al.* (2014) desarrollaron un estudio en Escocia para testar empíricamente la naturaleza de las interacciones entre los visitantes y agricultores (directa o indirecta). Concluyeron que las explotaciones agrícolas que proporcionan una interacción directa con la agricultura eran las que mejor cumplían las expectativas, tanto de agricultores como de turistas, vinculándolas al agroturismo. Con ello contribuyeron a una nueva propuesta del modelo, basado en la naturaleza de las interacciones y en los productos agroturísticos centrados en las tareas agrícolas y en las experiencias auténticas.

En cambio, Ciervo (2013) considera que el agroturismo es una tipología de participación directa, en la que se incluye el aprendizaje del visitante. Lo denominó agroturismo agrícola productivo, “agroturismo abierto”, de contacto directo, y que es el resultado de la participación de los turistas en tareas agrícolas con una fuerte componente relacionada con la agricultura orgánica, basado en dos principios: “participar y explorar”.

Gil Arroyo *et al.* (2013) también han testado el modelo propuesto por Phillip *et al.* (2010) tomando como referencia las percepciones de los actores rurales. Los resultados sugieren una asunción parcial del modelo, puesto que rechaza las actividades donde el escenario agrícola sea utilizado sólo para fines paisajísticos (retiros, matrimonios en fincas, etc.). Los autores sugieren una definición que considere las perspectivas de las partes interesadas incluyendo las actividades, los procesos agrícolas auténticos o las actividades escenificadas relativas a tareas agrarias que tengan lugar en fincas u otros espacios agrarios, siempre que cumplan los fines de entretenimiento o educación de los turistas y visitantes.

En general, el agroturismo se considera como una tipología de oferta turística que permite a los visitantes el contacto directo y personalizado con los agricultores y con la actividad agrícola, permitiendo participar directamente o solo observar sus procesos, las tradiciones locales y disfrutar del estilo de vida rural (Barbieri y Mahoney, 2009). Pese a ello, existen argumentos importantes que permiten distinguir el turismo rural del agroturismo, a través de las capacidades que tiene este último para satisfacer las necesidades emocionales de los turistas con las oportunidades ofrecidas para:

- Participar en la producción de los alimentos y su procesado, incluyendo la colaboración en actividades como siembras, recolección de frutos, vendimia u ordeño de animales (Flanigan *et al.*, 2014; Gil Arroyo *et al.*, 2013; Roberts y Hall, 2001).

- Ponerse en contacto directo con la naturaleza, los animales y la producción frutícola y hortícola (Gao *et al.*, 2014).
- Aprovechar y participar en actividades de revalorización de la gastronomía local, como la preparación de comidas y degustación de vinos o productos locales típicos (Boullón, 1999; Kline *et al.*, 2015).
- Alojarse en fincas y aprovechar las actividades agrícolas como entretenimiento o educación (Clarke, 1996) y disfrutar del contacto con los agricultores.

Streifeneder (2016) argumenta que cuando el turismo rural se cataloga como agroturismo compromete los vínculos con la agricultura y mercantiliza el mundo rural, sus paisajes, tradiciones e identidad territorial. Con ello se refuerza la idea de que la exploración agrícola activa es un requisito para el agroturismo, sin considerar actividades que ocurren fuera de explotaciones, como la visita a museos rurales, que sí se considerarían en el turismo rural. Esta perspectiva coincide en que el agroturismo es una explotación agrícola activa que ofrece alojamiento y, geográficamente, está en un contexto de paisaje agrícola. También resulta interesante y complementaria la visión que aportan Hüller *et al.* (2017) quienes apuntan que las tipologías de alojamiento que tengan productos agroturísticos integrados, como visitas a bodegas, queserías, la degustación de productos agroalimentarios locales o visitas a mercados callejeros (como los de productores o los de campo) son actividades que permiten establecer lazos entre los turistas y la agricultura, aunque no los clasifica como agroturismo.

El turismo experiencial se enriquece en el agroturismo con la calidad del alojamiento, pero también por un entorno rústico acogedor, de tranquilidad y con la hospitalidad de los agricultores, sus familiares y vecinos. En definitiva, el agroturismo depende de la capacidad para aprovechar la imagen romántica de la vida agraria (Dubois *et al.*, 2017). Aunque Streifeneder (2016), advierte que las infraestructuras turísticas en fincas agrícolas son contrarias a la comprensión de lo que es el agroturismo auténtico, pues la experiencia debe enfocarse hacia actividades agrícolas y los agricultores, como elementos promotores del estilo de vida rural, envolviéndose en actividades de enseñanza sobre los aspectos agronómicos, tradiciones y de la cultura local.

La búsqueda de actividades culturales, de contacto con la naturaleza y de experiencias agrícolas y gastronómicas, se ha consolidado como una tendencia dentro del turismo. Ese cambio en el comportamiento del consumidor, más curioso en lo referido a la alimentación, la cultura o las tradiciones locales y el contacto con la naturaleza, contribuye al surgimiento de nuevas dinámicas emprendedoras que vinculan la agricultura al turismo. Sin embargo, hay que destacar que las actividades agroturísticas se presentan en un ámbito más restringido, donde la educación desempeña un papel clave, sobre todo cuando se orienta hacia la concienciación de la trascendencia que tiene la agricultura y las tradiciones que conlleva, así como la importancia de los métodos de producción para conseguir alimentos más saludables. Según Barbieri *et al.* (2018), un consumidor más informado y consciente, con conocimiento del sistema agroalimentario, comprende mejor la repercusión que tienen sus decisiones en un contexto agroecológico más amplio, pudiendo decidir y apoyar la producción agrícola sostenible a través de acciones individuales (hábitos de compra) y colectivas (influencia del poder político).

El agroturismo adquiere una visión holística una vez que prevé la incorporación de los principios de la educación experimental, basada en lo local, con el objetivo de estimular el interés y la motivación de los turistas para que adquieran hábitos sostenibles, logrando así una nueva relación con los alimentos. Esa visión contrasta con la perspectiva de Cavaliere (2006) cf. Ummiroh y Hardiyani, (2013) que defiende que el agroturismo se caracteriza por la adición de la agricultura convencional, el turismo rural e iniciativas individuales, considerando que es el agroecoturismo el que mejor se aproxima al concepto de sostenibilidad. Esta actividad apuesta por la ecoagricultura, el ecoturismo y las iniciativas de carácter comunitario.

Kuo *et al.* (2008) defienden que la agricultura orgánica puede desarrollarse como producto turístico, apoyándose en la sostenibilidad, con lo que dan un nuevo enfoque al agroecoturismo. Ese concepto está aún poco tratado en la literatura, aunque hay referencias básicas como Kuo *et al.* (2008), Ummiroh y Hardiyani (2013) o Ramírez (2015) (Cuadro N°3). Este último hizo una recopilación sistemática donde incide en la superposición conceptual entre turismo rural, agroturismo y agroecoturismo en la literatura. De forma concreta refiere que el agroecoturismo emerge de los conceptos del agroturismo y el ecoturismo, demostrándose que tienen en común su vinculación con el medioambiente y con la naturaleza, poniendo en valor el paisaje rural, caracterizado por la mezcla de los ecosistemas silvestres y agrícolas, los valores de la ruralidad y su biodiversidad, aplicando prácticas agrícolas sostenibles.

Cuadro N°3.

Conceptos de agroecoturismo

Mientras el ecoturismo se basa en la naturaleza, el agroturismo lo hace en las fincas, mientras que el agroecoturismo sería una mezcla de ambos. pp. 240-241, Kuo *et al.* (2008)

El agroecoturismo corresponde a la agroindustria, aunque administrado según los principios del desarrollo sostenible. pp. 347, Ummiroh y Hardiyani (2013)

Aquel que se realiza en espacios rurales donde se desarrollan actividades agropecuarias o de silvicultura y que, a su vez, le ofrece al turista especializado la posibilidad de contemplar los atractivos naturales de flora y fauna presentes en espacios reservados para tal fin, compartiendo la cultura, raíces y costumbres de sus habitantes. pp. 235 Ramírez (2015)

Fuente: Elaboración propia.

En el agroecoturismo se reconoce que los vínculos con el medioambiente y la naturaleza se relacionan con los perfiles de la demanda que buscan ofertas más ecológicas y gastronomía más saludable y sostenible, donde las actividades recreativas están próximas a los principios del ecoturismo, pues es una actividad que enfatiza la protección y conservación de la naturaleza, promueve el aprendizaje sobre los ecosistemas, la biodiversidad, el disfrute e interpretación del paisaje y la observación de la fauna y flora pero también valoriza relaciones de aprendizaje y disfrute de los valores naturales, culturales y socioproductivos (Barrera, 2006; Ugarte, 2005 cf. Ramírez, 2015), al mismo tiempo que promueve la participación activa en las tareas y actividades agrarias basadas en los principios de la defensa de la biodiversidad.

A pesar de las múltiples interpretaciones y constantes confusiones conceptuales entre turismo rural, agroturismo y agroecoturismo (Villanueva, 1994; Paredes, 1996; Riveros y Blanco, 2003; Beni, 2008; Barnabé, 2010; Quesada, 2010; cf. Ramírez, 2015), parece claro que existe un límite

interpretativo de lo que representan y cómo se distinguen, compartiendo el enfoque de los principios del turismo sostenible de acuerdo con los segmentos: ecológico, nostálgico, bienestar, cultural, socioeconómico, relacional y espiritual (Cuadro N°4).

Cuadro N°4.

Elementos del turismo rural, agroturismo y agroecoturismo según segmentos y componentes

| Segmento | Componente | Turismo rural | Agroturismo | Agroecoturismo |
|-----------------|--|---------------|-------------|----------------|
| Ecológico | Sistemas de agricultura sostenible | | | x |
| | Disfrute del aire libre de contacto con la flora y fauna | x | x | x |
| | Protección de los productos locales | | x | x |
| | Protección de los sistemas de producción sostenibles | | | x |
| | Aprendizaje sobre los aspectos ecológicos, naturaleza y biodiversidad | | | x |
| Nostálgico | Retornar a la naturaleza y al contacto con la "tierra" | x | x | x |
| | Retornar a las raíces rurales | x | x | x |
| Bienestar | Disfrute del paisaje y relajamiento | x | | |
| | Disfrute de la naturaleza (flora y fauna) | x | x | x |
| | Disfrute de la gastronomía local | x | x | x |
| | Disfrutar de la calidad y diferencial de los alojamientos en contextos agrícolas | | x | x |
| Cultural | Experiencias gastronómicas sostenibles y saludables | | | x |
| | Descubierta del rural y de la identidad local | x | x | x |
| | Descubierta de la herencia tradicional | x | x | x |
| | Aprendizaje sobre los aspectos de producción agrícola | | x | x |
| Socio-económico | Locales únicos con experiencias exclusivas | | x | x |
| | Contacto con productos agrícolas frescos o procesado de productos locales | | x | x |
| Relacional | Participación directa en las tareas agrícolas y/o agroindustriales en las fincas | | x | x |
| | Contacto con la artesanía y tradiciones locales | x | x | x |
| | Contacto con las poblaciones locales | x | x | x |
| | Contacto directo con los agricultores | | x | x |
| | Disfrutar del ambiente familiar y la hospitalidad | x | x | x |
| | Demostraciones de los procesos productivos y actividades con animales | | x | x |
| Espiritual | Interacción entre las actividades agrícolas y la naturaleza | | x | x |
| | Interacción y relaciones sociales y humanas en fincas | | x | x |
| | Vínculos con la "tierra" | | x | x |
| | Experiencias de conexión entre bienestar y naturaleza | x | x | x |
| | Relax y disfrute de la belleza del paisaje | x | | |

Fuente: Elaboración propia.

El concepto de agroecoturismo es más amplio, ya que incorpora las dimensiones relacionadas con la gastronomía y las actividades con las prácticas agrícolas para promover el contacto con la naturaleza y las dimensiones sociales y humanas en los núcleos rurales, así como facilitar el alojamiento en ambientes renovados de acuerdo con la arquitectura ecológica, como es presentado por Kuo *et al.* (2008). Las actividades relacionadas con el agroturismo y con el agroecoturismo enfatizan la oportunidad que tienen los turistas para regresar a los orígenes, beneficiándose de las actividades de recreación al aire libre, del contacto con la naturaleza y cultura o, simplemente, socializando en ambientes distintos, libres del estrés típico de las ciudades. Al mismo tiempo que viven experiencias, muchas veces procedentes de procesos de co-creación entre los agricultores, poblaciones locales, servicios turísticos locales y turistas, tienen la capacidad para transformar hábitos que confluyen en el desarrollo sostenible (Kastenholz *et al.*, 2012).

El agroturismo y el agroecoturismo son tipologías circunscritas al turismo en espacios rurales. Mientras el producto agroturístico aprovecha el patrimonio agropecuario y agroindustrial de un lugar determinado para ofrecer visitas atractivas para los turistas que buscan el contacto directo con las actividades dedicadas a cultivos o producción animal, ya sea con fines demostrativos o prácticos. El producto turístico ofrece también servicios de alojamiento, alimentación y venta de productos frescos o procesados en fincas. En cambio, el agroecoturismo ofrece productos agroturísticos más ecológicos y sostenibles, pero no se limita a las áreas naturales o espacios protegidos y por eso se distingue de ecoturismo. Se complementa con experiencias agrícolas sostenibles y gastronómicas saludables, adquiriendo un fuerte compromiso con la naturaleza y los productos locales, plasmado en ofertas que complementan agricultura y naturaleza. Valora, pues, la biodiversidad, la agricultura y promueve el contacto con las tradiciones y poblaciones locales, en una lógica de aprendizaje. Por eso, el agroecoturismo es una tipología más relacionada con la agroecología, cuyo objetivo es combinar el sistema productivo con las dinámicas del medioambiente.

A pesar de que el agroturismo forma parte del turismo rural, se diferencia del mismo por su vinculación con la actividad agraria. En ella se incluyen las actividades diarias realizadas por los agricultores que moldean los paisajes agrícolas, ya sea de policultivos, frutales o cultivos perennes, que contribuyen a la diversidad ecológica y ofrecen productos turísticos que promueven el contacto directo con el campo o los animales (rebaño de ovejas, viñedos, olivares, etc.). Además, engloba los productos agrícolas o agroindustriales (queso, vino, aceite, etc.) proporcionando experiencias de aprendizaje y contacto con la realidad de los contextos sociales y ambientales de las fincas productivas. Debido a ello, el agroturismo se vincula más con la agricultura, independientemente del modo de producción, el agroecoturismo se asocia a la agricultura orgánica, mientras que el turismo rural adopta un carácter más contemplativo de la ruralidad. Consecuentemente, el agroturismo debe entenderse de forma más restrictiva y válida para los casos en que la actividad agrícola es el elemento clave de la motivación turística. El turismo rural, pues, se caracteriza por localizarse en áreas rurales y en pequeños pueblos, que disponen de edificios antiguos, establecen vínculos con las poblaciones locales y sus familias, y representa patrones económicos, sociales, ambientales e históricos complejos (Lane, 2009). Así, en sentido estricto, el turismo rural se distingue del agroturismo porque se limita al disfrute de la vida rural y al contacto con las costumbres y con la vida familiar cotidiana, así como con la sociedad rural (Disez, 1999; Garrod *et al.*, 2006; Tew y Barbieri, 2012) y permite conocer la herencia cultural asociada al patrimonio paisajístico y gastronómico de los entornos rurales (Choo y Petrick, 2014; Di Domenico y Miller, 2012).

Conclusiones

La realización de este estudio referida al debate epistemológico que existe a la hora de establecer una relación entre áreas agrícolas y diferentes concepciones o tipologías turísticas, pone de relieve una gran disparidad de opiniones, tanto complementarias como antagónicas. Pese a ello, se ha efectuado un estudio sistemático que parte de la implicación de la actividad agraria en el turismo y cómo ello ha desembocado en diferentes modalidades turísticas, creando a su vez cierta confusión. Este estudio ha permitido concluir:

- En la mayor parte de la literatura existe *quorum* a la hora de entender las sinergias que se pueden establecer entre el sistema agrario y el turístico, aunque en la práctica existen numerosas controversias conceptuales. Esto se corrobora cuando se detectan pocos productos turísticos que aprovechen una relación simbiótica.
- A veces se pone de manifiesto cierta competencia entre la agricultura y el turismo, algo que hace perder competitividad a los espacios rurales. De ello se deduce una falta de planificación integral, aunque en territorios rurales periféricos los vínculos formados entre sendas actividades son susceptible de crear productos de alto valor añadido. Ello se debe a que el turismo puede influir en la agricultura mediante el incentivo para la producción agrícola sostenible y tradicional. Mientras, la agricultura puede ofrecer nichos de productos turísticos que disponen de una identidad gastronómica, incluso a través de la oferta de actividades turísticas que promuevan experiencias alternativas, como la participación en las tareas agrícolas, el disfrute del paisaje y de la gastronomía o el aprendizaje de formas de cultivo tradicional.
- Se evidencia que los vínculos detectados entre la agricultura y el turismo son visibles y valorados por la demanda cuando la actividad agrícola se apoya en los valores tradicionales y sostenibles, así como cuando protege el patrimonio y la memoria asociada a la producción de alimentos, mientras, las cadenas de suministro valoran la producción local.
- También resulta interesante que la producción agrícola especializada y proveedora de productos agroalimentarios de calidad puede generar marcas de calidad del destino diferenciadas y potencialmente exitosas. En esas circunstancias el turismo se convierte en una actividad complementaria a la actividad agraria principal, lo que genera ingresos para el agricultor y para el territorio, que resulta más competitivo con productos turísticos de valor añadido.
- La literatura pone en evidencia que en situaciones donde la agricultura es un sector en crisis, el turismo puede ser una alternativa de desarrollo, pero con un riesgo evidente de desnaturalización del destino al importar los productos alimentarios y al no preservar los paisajes agrarios, importantes escenarios para las actividades del turismo rural.
- Asimismo, en territorios donde la agricultura valora las prácticas de protección ambiental y de conservación de la naturaleza emerge en un turismo basado en los principios de sostenibilidad.

- Existen variedades de turismo que se solapan en su conceptualización y no son aceptados de forma unánime por la comunidad científica. Pese a esta falta de homogeneidad, parece que existen ciertos aspectos que sí acepta la mayor parte de los expertos. Entre ellos destaca la necesidad de vincular la actividad agraria con el turismo rural en su más amplio sentido, lo que permitiría una relación simbiótica que, a día de hoy, es muy complicada de conseguir.
- El turismo rural es una modalidad genérica, de carácter contemplativo sobre la agricultura, donde el turista no es más que un mero observador, aunque cuando se decide a participar, puede dar origen a otras variedades como el agroturismo o el agroecoturismo, de carácter participativo y que valoriza los principios de la sostenibilidad. Estas son modalidades interesantes que se pueden desarrollar de forma planificada y armónica en los territorios periféricos creando oportunidades alternativas de una oferta turística diferenciada y sostenible.
- En los territorios periféricos el turismo surge como una actividad complementaria en el contexto del desarrollo local, siendo una oportunidad para la renovación e innovación en la producción y transformación de productos agroalimentarios.
- Asimismo, la actividad turística apoyada en la agricultura como modelo de desarrollo resulta más dinámica cuando se valoran las tradiciones locales, recupera su patrimonio gastronómico y preserva los paisajes culturales, dado que el turismo surge como una actividad económica alternativa, aunque naturalmente no es la panacea y debe plantearse como un complemento a las exiguas rentas agrarias.
- Por último, la diferenciación entre las modalidades de turismo practicado en los entornos rurales ha dado lugar a numerosas conceptualizaciones, circunstancia que continua en la actualidad con la aparición de nuevas aportaciones. Por ello, tras de décadas de investigación, se concluye que el debate sigue abierto.

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La agricultura como producto turístico en áreas rurales: Un debate abierto en la literatura

Agriculture as tourism product in rural areas: A debate that remains open literature

Dora Isabel Rodrigues Ferreira , Universidad de Extremadura, España
drodugucc@alumnos.unex.es

José Manuel Sánchez Martín , Universidad de Extremadura, España
jmsanche@unex.es

RESUMEN

La agricultura, como producto turístico, se basa en una diversidad recursos que permiten múltiples usos, de lo que deriva un enorme potencial de desarrollo para las áreas rurales. Destacan el patrimonio colectivo, el paisaje agrario y el entorno rural, además del rico patrimonio gastronómico donde los productos agroalimentarios y el vino son indisolubles de su historia e identidad. La oportunidad de participar en tareas agrícolas y contactar con los agricultores puede ser factible con la puesta en marcha del agroturismo, aunque ese producto no debe desvincularse del entorno rural. Las conclusiones presentadas se basan en un análisis sistemático de la literatura, buscando algunas orientaciones para la realidad de Portugal y España.

Palabras clave: Paisaje agrícola; turismo gastronómico; agroturismo; turismo rural.

ABSTRACT

Agriculture, as a tourism product is based on a resource diversity that enables different uses and contributes to the development of rural areas. Particularly noteworthy is the collective heritage of rural areas, especially the agrarian and rural landscapes and the gastronomic specificities as the agri-food products and wine are inseparable from the local identity and culture. The opportunity to participate in agriculture activities and to bring farmers and tourists closer together may be viable with the implementation of an agritourism activity. However, this product should not be disconnected from the rural environment. This study is based on a systematic literature review and the main conclusions indicate some orientations for the Portuguese and Spanish reality.

Keywords: Agriculture landscape; gastronomic tourism; agritourism; rural tourism.

I. INTRODUCCIÓN

La reforma de la Política Agrícola Común (PAC), después de la década de 2000, originó un cambio significativo de las políticas de desarrollo rural, creando e implementando incentivos a la multifuncionalidad agrícola y reforzando su función como marca identitaria e hito del futuro de los espacios rurales (Kirylyuk-Dryjska y Baer-Nawrocka, 2019). Se incide en la protección de paisajes y ecosistemas, así como en la revalorización de las relaciones sociales y culturales de estas áreas, en particular, las marginales y con estructuras de producción agrícola fragmentadas (Cavaco, 2005). Consecuentemente, surgen nuevos paisajes productivos que alteran los patrones de la ruralidad, marcados por nuevas culturas, estructuras, equipamientos y cambios en la configuración de los asentamientos rurales. Los nuevos patrones de la estructura económica se basan en actividades transversales y complementarias a la agricultura, como sucede con las industriales, la artesanía típica (Belova y Kropinova, 2015; Brunori y Rossi, 2007), la recuperación del patrimonio cultural y paisajístico (Cassia et al., 2015), la revalorización de los productos típicos (Riguccio et al., 2015), hasta el propio turismo rural (Hjalager, 1996). Por un lado, se encuentran áreas con una agricultura “viva”, que mantienen o incluso aumenta su competitividad, aunque por otro, hay espacios donde la actividad agraria disminuye e incluso desaparece, como defiende Molinero (2011:5) “solo perviven en el recuerdo, representados en las obras de arte o cantados y evocados por el pueblo”.

Tanto Portugal como España se enfrentan a graves problemas demográficos, como el envejecimiento, ya que la población de 65 o más años se sitúa en el 21,7% y el 19,2%, respectivamente¹. A ello se une un intenso despoblamiento en buena parte del medio rural, consecuencia de su atraso socioeconómico y la desatención de la administración pública. Ambos fenómenos repercuten en el paisaje agrícola, donde se registra un progresivo debilitamiento de la agricultura como eje fundamental del aprovechamiento productivo de los espacios rurales (Arnalte Alegre y Muñoz Zamora, 2009). Los agricultores que persisten se transforman en empresarios rurales, obligados a realizar actividades complementarias a la agricultura (Cunha, 2004), para hacer frente el desafío de satisfacer los deseos de una sociedad cada vez más urbanita.

En realidad, muchos habitantes de las ciudades buscan el contacto con la vida agraria y rural, como si fuese un “enclave idílico” (Bandyopadhyay y Morais, 2005 en Nazariadli et al., 2018), lo que conlleva la superación de nuevos desafíos. Entre ellos se encuentra la necesidad de buscar productos “auténticos” y de “calidad” a un público que, al mismo tiempo, aspira un reencuentro con sus “raíces” (Streifeneder, 2016), buscando nuevas tendencias de turismo no masificado. Bimonte y Faralla (2012) concluyen que los turistas que valoran los destinos no masificados son los que consumen más productos locales y orgánicos (73%), quienes más utilizan los restaurantes típicos (62%) y su preferencia por el agroturismo resulta más evidente (35%).

El turismo ha desempeñado un papel importante en la configuración de la estructura agrícola al integrar servicios de alojamiento a través del agroturismo (Phillip et al., 2010, Barbieri et al., 2015). Surgen actividades relacionadas con la educación (McGehee, 2007), con

1. Datos INE (2018), disponibles en www.ine.es, consultado en Mayo de 2019.

la producción de alimentos orgánicos y respetuosos con el medioambiente (Kuo et al., 2008) que ayudan a mantener los paisajes agrícolas. Estos, en virtud de sus estructuras físicas y ecológicas a lo largo de la historia, forman un «paisaje cultural» (Plaza Gutiérrez, 2016), cada vez más demandado (Chen et al., 2016). El Convenio Europeo del Paisaje reconoce los espacios rurales y agrarios como factores clave de la identidad cultural de los territorios, aunque se enfrentan a nuevos desafíos, al ser “la clave del bienestar individual y social y un recurso favorable para la actividad económica y la generación de empleo” (ELC, 2000:1).

El turismo se ha transformado en una fuerza motriz de atracción para las áreas rurales, revalorizando sus tradiciones mediante la diversificación económica (Carneiro et al., 2015). Dichas transformaciones han sido analizadas en numerosas publicaciones que versan sobre los vínculos que se establecen entre agricultura y turismo (Pearce, 1990 Walford; Walford, 2001; Fleischer y Tchetchik, 2005, citados por Randelli et al., 2014) o entre agricultura y paisaje (De Montis et al., 2017; Thompson et al., 2016). Ofrecen diferentes perspectivas de interpretación que desvelan nuevos enfoques del desarrollo rural sostenible basados en la agricultura. Tienen características singulares, al promover la participación de los actores locales, revalorizar los productos locales, preservar el paisaje y conservar las tradiciones rurales. En definitiva, consideran:

- El paisaje que permite al turista el contacto con la naturaleza, en una condición pura e inmaculada, o permitiendo el contacto con las áreas rurales, espacios agrarios y sus paisajes culturales (Aznar et al., 2007), emergiendo patrones de producción respetuosos con el medioambiente (Kuo et al., 2008).
- El agroturismo como forma de turismo sostenible que valora el capital rural y las economías locales (Sznajder et al., 2009), al mismo tiempo que desempeña un papel importante en la educación y recreación con las tareas agrarias (Brandth y Haugen, 2011), importante para preservar la memoria de un modo de vida particular.
- Las tradiciones rurales asociadas a la agricultura, especialmente la agricultura a pequeña escala, que revela la autenticidad del modo de vida rural y el respeto por la naturaleza (Carneiro et al., 2015).
- El patrimonio gastronómico y vinícola que desarrolla un papel importante para el turismo sostenible apelando al deseo de degustar la autenticidad del territorio (Sims, 2009), a la vez que integra al agricultor en la cadena de valor del turismo a través de suministro de alimentos (Anderson, 2018).

1.1. La dialéctica de las áreas rurales

Las áreas rurales periféricas son reconocidas como espacios que ofrecen calidad de vida por sus excelentes parámetros ambientales, lo que favorece su aprovechamiento como recurso turístico natural y de autenticidad cultural y social (Figueiredo, 2009). Sin embargo, la proyección de actividades o condiciones necesarias para el desarrollo de las áreas rurales depende de la delimitación y distinción entre diferentes tipologías, para las que se deben diseñar políticas de desarrollo apropiadas (Bański y Mazur, 2016). Para apoyarlas es necesario un consenso que delimite las áreas rurales, realidad que se acomete con la dificultad de definir

“rural” y “ruralidad”, como reflejan algunos estudios (Kayser, 1990; Figueiredo, 2003a, citados por Figueiredo, 2009).

De hecho, se detectan numerosos conceptos, criterios y tipologías que identifican las áreas rurales, partiendo de estudios enfocados al análisis de criterios físicos y económicos del territorio, uso del suelo, baja densidad de habitantes e infraestructuras, paisaje y producción agrícola e incluso de aspectos sociales (Cherry, 1976; Gilg, 1985, 1985; Wibberley, 1972; Kayser, 1983; Cloke, 2003; Woods, 2005 citados por Bañski y Mazur, 2016). El mismo estudio refiere que las perspectivas tipológicas diferencian las áreas rurales y urbanas, de acuerdo con la localización geográfica, partiendo de una clasificación entre áreas rurales tradicionales y áreas periféricas. Al mismo tiempo, existen numerosas investigaciones avaladas por organismos internacionales, como la OECD, que hace referencia al indicador de densidad poblacional, fijando el límite máximo de 150 habitantes/Km² para las áreas predominantemente rurales (APR; OECD, 1994; citados por Madureira et al., 2013).

La “cuestión rural” reaparece en España con la Ley nº45/2007 de 13 de diciembre para el *Desarrollo Sostenible del Medio Rural*, donde se establece que los territorios rurales se definen de acuerdo con diferentes nomenclaturas², reflejo de una realidad “rural” diversa, donde se identifican zonas rurales “a revitalizar, intermedias y periurbanas”, para las cuales se requiere un tratamiento diferenciado. Mientras, en Portugal, la Ley 48/98 de 11 de agosto que define las Bases de la Política del Ordenamiento del Territorio e del Urbanismo, clasifica los territorios según la aptitud del suelo. Distingue el suelo rural del urbano por su vocación para las actividades agrícolas, pecuarias, forestales, mineras o de espacios naturales de protección, cuya estructura espacial y clasificación se define a través del Plan Director Municipal. Sin embargo, para fines estadísticos se utilizan las nomenclaturas territoriales designadas por Tipologías de Áreas Urbanas (TIPAU 2017), que clasifican el territorio en áreas predominantemente urbanas (APU), áreas medianamente urbanas (AMU) y áreas predominantemente rurales (APR), de acuerdo con criterios como la densidad de población y de ordenación del territorio³.

La clasificación de áreas rurales en el contexto europeo depende de los criterios que establece cada país. A pesar de la diversidad de instrumentos y criterios existentes entre Portugal y España, el más común es la densidad de población inferior a los 100 habitantes por km². Con ese criterio, en España, las áreas rurales representan 85% del territorio, donde reside el 20% de la población total (Gobierno de España, 2018), mientras que en Portugal, representa al 12% de la población que vive en el 65% del territorio (INE, 2018b)⁴.

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2. a) Medio rural - el espacio geográfico formado por la agregación de municipios o entidades locales menores definido por las administraciones competentes que posean una población inferior a 30.000 habitantes y una densidad inferior a los 100 habitantes por km²; b) Zona rural - ámbito de aplicación de las medidas derivadas del Programa de Desarrollo Rural Sostenible regulado por aquella Ley, de amplitud comarcal o sub provincial, delimitado y calificado por la Comunidad Autónoma competente; c) Municipio rural de pequeño tamaño - el que posea una población residente inferior a los 5.000 habitantes y esté integrado en el medio rural.
 3. a) Tipología de suelo no urbano; b) Espacio geográfico con densidad de población igual o inferior a los 100 habitantes por km²; c) No integrar territorios con población residente igual o superior a los 2000 habitantes.
 4. Datos INE (2018), disponibles en www.ine.pt, consultados en Mayo de 2019.

A pesar de que los conceptos y delimitaciones territoriales de las áreas rurales son variables, sus desafíos son comunes. Se enfrentan a cambios debidos al despoblamiento demográfico y territorial, a la caída de la población en edad activa, al envejecimiento y al abandono de la actividad agrícola. Pese a ello, estas áreas también son espacios de llegada de la llamada “generación soporte” (Camarero, 2009), principal pilar de la vida rural. Se trata de la generación activa, dedicada a la producción, recuperación y preservación del medio rural tradicional a través de emergentes e innovadoras actividades relacionadas con agricultura, la cultura y la dinamización turística (Madureira et al. 2013), aprovechando su potencialidad y competitividad, donde el medioambiente y sus atractivos son los principales recursos para su actividad, al mismo tiempo que se benefician de las infraestructuras y de las nuevas tecnologías para desarrollar otros modelos de negocio.

La dialéctica de las áreas rurales está marcada por diferentes conceptos, tipologías y criterios de delimitación, pero también por diferentes políticas y estrategias que apuestan por el desarrollo rural. Pese a la importancia de la actividad agrícola en los territorios rurales, Núñez Ferrer (2009) enfatiza que no es suficiente para el desarrollo rural, reforzando la necesidad de promover una agricultura más sostenible y responsable, proteger el medioambiente y apostar por la diversificación de actividades, especialmente el turismo.

En este sentido, cabe señalar que la legislación española reconoce la importancia del turismo en espacios rurales como una actividad de diversificación económica. Recomienda “fomentar el turismo rural, en particular a través de una adecuada ordenación de la oferta y la mejora de la demanda turística, con una atención preferente al fomento de un turismo sostenible en las zonas rurales prioritarias, y al agroturismo o turismo ligado a la actividad agraria” (Ley 45/2007, de 13 de diciembre, para el *Desarrollo Sostenible del Medio Rural*, art. 20, apartado e). En Portugal, se ha reconocido recientemente la importancia de los agricultores a través del Decreto-Ley n.º 9/2019 de 18 de enero, que define el estatuto del “Joven Empresario Rural”, señalando la diversificación de actividades en áreas rurales, la revalorización de recursos locales y las actividades innovadoras y sostenibles como base para el desarrollo de dichos territorios. A ese respecto, Covas (2011), refiere que es imperioso promover el “triángulo virtuoso entre agricultura, ambiente y turismo rural” basado en un modelo agrorural que busca la estética paisajística, la ética de la ordenación del territorio y la gestión agroecológica de los recursos naturales, llamando la atención sobre la necesidad de “elegir la dosis adecuada de agricultura, ambiente y turismo”, a modo de hipótesis “ecotópica”. Lo mismo refuerzan los autores Moltó Montero y Hernández Hernández (2004) al considerar que el papel de las políticas de desarrollo regional tienen que atender en las funciones de actividad agrícola, pues es la actividad que suporta los paisajes rurales, el paisaje que es importante mantener, preservar y valorar, dado que puede generar “externalidades para las actividades turísticas pero además puede generar una serie de productos de calidad, demandados no sólo por consumidores cada vez más exigentes, sino incluso por los propios visitantes, atraídos por producciones típicas del área visitada” (Moltó Montero y Hernández Hernández, 2004: 73).

1.2 Tendencias y características de la oferta y la demanda del turismo rural

1.2.1. ¿Crisis o crecimiento del turismo rural?

El concepto de turismo rural se basa en criterios geográficos y en la especificidad de la oferta vinculada al modo de vida rural y al aprovechamiento de los recursos locales (Luís, 2002), aunque su concepción es diferente en Portugal y España. En Portugal se adopta la designación de “Turismo en Espacio Rural” que tiene un conjunto de modalidades: “Agroturismo”, “Turismo de Aldea”, “Casas de Campo” y “Hoteles Rurales” (Diario de la República, 1.ª serie — N.º 160 — 20 de Agosto de 2008). En cambio, España carece de una normativa nacional que regule los “Alojamientos de Turismo Rural”, lo que incide en una diversidad de tipologías, que varían de unas comunidades a otras, por lo que los datos del INE (2018), relativos a las tipologías del “Alojamiento de Turismo Rural”, que incluyen “Hoteles Rurales”, “Apartamentos Rurales” y “Casas Rurales”, son transmitidos por cada comunidad en función de sus variedades.

Durante la última década se ha producido un crecimiento significativo del turismo rural en ambos países, tanto del lado de la oferta, como de la demanda, lo que resulta interesante para el desarrollo de productos turísticos en destinos no masificados. Además, se ha producido un crecimiento en la cantidad, variedad y calidad de los recursos susceptibles de aprovechamiento turístico transformando la estructura productiva del mundo rural (Pulido Fernández y Cárdenas García, 2011).

En España, durante el primer semestre de 2019 había registrados 17.685 establecimientos, lo que indica un fuerte crecimiento, ya que en 2008 existían 12.794 establecimientos abiertos. La oferta disponible varía en todo el territorio, aunque destacan Castilla y León y Andalucía, que acaparan el 20% y el 14% de los establecimientos respectivamente. En territorios fronterizos, especialmente Extremadura, la oferta supone aproximadamente el 4%. La capacidad actual se estima aproximadamente en 173.000 camas, de las que el 4,5% están en Extremadura⁵.

Por su parte, Portugal, de acuerdo con los datos disponibles, durante 2017 registraba 1419 alojamientos de “Turismo en Espacio Rural y Habitación” (INE, 2018), un 50% más desde 2012. Las estadísticas oficiales presentan la oferta según la tipología del alojamiento, donde el “Agroturismo” tiene un peso de 16,2% (230 unidades) ocupando la segunda posición de la tipología de alojamiento en espacio rural, seguido de la tipología “Casas Rurales” (45%), que representa el 16,6% de la capacidad total (INE, 2018). La oferta de la tipología del “Agroturismo” registra un evolución de 47% desde el año de 2001 segundo los datos presentados en Luís (2002).

Se observa como el turismo vinculado a la agricultura o a los productos agroalimentarios aumenta a nivel global, tal como se recoge en experiencias de diferentes países como Costa Rica (Blanco y Rivero, 2010); Brasil (Goulart y Tulla, 2015); México (Torres, 2003); Escocia (Flanigan et al., 2014); Croacia (Pavletic, 2015); Australia (Duarte Alonso, 2010); España (Armesto y Gómez, 2006); o Turquía (Sengel et al., 2015); o Sudáfrica (Pillay y Rogerson, 2013).

5. Datos INE (2019), consultados en www.ine.es, disponibles en Mayo de 2019.

1.2.2. ¿Qué busca la demanda?

La demanda comienza a decantarse por las ofertas de “experiencias”, donde se evalúan viajes activos y ricos en emociones, buscando una variedad de actividades que le permitan el contacto con la historia, cultura, ambiente y poblaciones (Kastenholz et al., 2012). Por ello, la tendencia actual consiste en buscar oportunidades para realizar actividades con las que tener gratas experiencias a través del contacto directo y próximo con los destinos naturales y rurales, especialmente para aquellos turistas más informados y con una visión consciente del impacto turístico. El turista considera en su decisión el encuentro con la población local, las oportunidades de aprendizaje, además del disfrute que puede proporcionarle el territorio (Ramírez, 2015).

En Portugal aumenta la demanda de alojamiento de “Turismo en Espacio Rural y Habitación”, segmento que alcanzó en 2017, aproximadamente 795.000 huéspedes (+19% respecto a 2016) y 1.700.000 pernoctaciones (+17%). Pese a este incremento, el turismo rural representa únicamente el 4% de la demanda. Las tipologías “Casas de Campo” y “Hoteles Rurales” son las que registran más pernoctaciones, 43% y 23%, respectivamente. En cambio, el agroturismo acapara el 15% de ellas en la modalidad “Turismo en Espacio Rural y de Habitación”, aunque con una tendencia creciente durante los últimos años (INE, 2018). Las regiones Norte y Alentejo son las que tienen mayor demanda de “Agroturismo”, y son importantes para los mercados de España y Francia, que se refleja también en la región Centro.

En España, se registran aproximadamente 853.000 pernoctaciones en “Alojamientos de Turismo Rural”, con más de 307.000 viajeros, de los que el 65% y el 73% son nacionales. La estancia media es reducida, apenas 2,32 días, aunque en Andalucía llega a 3,24. (Sayadi y Calatrava-Requena, 2001), revelaron que el perfil del visitante más interesado por el agroturismo corresponde a una persona relativamente joven (entre 25-45 años de edad), con nivel de estudios medio-alto, que vive en zonas urbanas y metropolitanas y sin raíces familiares agrarias.

1.3. Significado y definición de producto turístico agrícola

Los componentes tangibles e intangibles son inherentes a la actividad turística, de los que derivan numerosos servicios, productos y experiencias. El producto está compuesto por los atractivos (historia, personas, cultura, clima, paisajes, entretenimiento, actividades, etc.), las infraestructuras (alojamiento, comida, etc.) y los sistemas de soporte (transportes, comunicación, canales de venta, etc.) pudiendo definirse como “producto turístico” todo lo que el turista utiliza, consume, adquiere o realiza durante su viaje (Jeffries, 1990, Burkart y Medlik, 1981, citados por Fawcett, 1996). Smith (1994), aún le añade el marco físico del territorio, los servicios, la hospitalidad, la libertad de elección del turista y su implicación en la elaboración y reafirmación del producto turístico.

El turismo basado en la agricultura comprende, según Shaw y Williams (1994), citado por Randelli et al. (2014), el alojamiento y las actividades en fincas o explotaciones agrícolas, mientras que Davies y Gilbert (1992) lo segmenta en tres categorías: alojamiento, actividades y visitas diarias. Por su parte, Clarke (1996) presenta los elementos del turismo basado en la

agricultura, identificando las atracciones y actividades, entre las que contempla el contacto con la naturaleza y las visitas a espacios naturales, así como los accesos, el alojamiento y las atracciones rurales. La interpretación de Clarke (1996) lo vincula al agroecoturismo, ya que integra agricultura y naturaleza (Kuo et al., 2008).

A pesar de que los estudios que consideran la agricultura como producto turístico son escasos, es posible identificar las partes que lo configuran, principalmente, los recursos, actividades y servicios (Tabla 1).

Tabla 1. Productos, actividades y servicios turísticos basados en la agricultura

| | |
|-------------|---|
| Recursos | Paisaje agrícola Productos agrícolas Gastronomía y Vino (productos tradicionales) Cultura y tradiciones locales Centros de visitas agrícolas Senderos agrícolas Patrimonio rural y patrimonio agrícola (tangible e intangible) Áreas de conservación natural vinculadas a explotaciones agrarias |
| Actividades | Senderismo en contextos de paisajes agrícolas Observación e identificación de flora Rutas gastronómicas Degustaciones alimentarias o de vino Talleres de cocina tradicional Participación en tareas agrícolas Tareas de cuidado con animales Demostraciones de cocina tradicional Demostraciones de tareas agrícolas Visitas educativas a explotaciones agrarias |
| Servicios | Alojamiento y desayuno Restauración (comedores) Educación (recreación) Información (folletos, catálogos, turismo digital) |

Fuente: adaptado de Clarke, 1996; García, 2005; Gao et al., 2013; Thompson et al., 2016; Cassia et al., 2015.

III. OBJETIVOS Y METODOLOGIA

Este artículo pretende realizar una reflexión que apunten direcciones para la concepción de productos turísticos que tengan la agricultura como eje central de desarrollo de ofertas concretas en áreas rurales. Su análisis comprendió una revisión sistemática de literatura, considerando artículos de los últimos 30 años que expliquen el papel de la agricultura, por lo que se plantea un breve bosquejo sobre las tendencias que pueden originar las especificidades del producto o productos turísticos derivados de la actividad agrícola, especialmente aquel basado en el paisaje, las tareas agrarias o el agroturismo, las tradiciones agrarias y rurales y la gastronomía y vino, con el fin de comprender su relevancia en el desarrollo de las áreas rurales ibéricas.

III. AGRICULTURA Y TURISMO. UNA FORMA DE APROVECHAR SINERGIAS

3.1. El paisaje agrícola como producto turístico

El paisaje es la interfase entre naturaleza, cultura, herencia tangible e intangible, así como los reflejos de la biodiversidad biológica y cultural de los territorios (Rössler, 2006, citado por Assandri et al., 2018). De forma específica, el paisaje agrícola alberga ecosistemas naturales que sustentan medios de subsistencia y bienestar, que actúan como reguladores del clima, conservan el suelo y el agua, a la vez que suministran y conservan el hábitat de muchas especies (Dou et al., 2019). Para Davis y Corsane (2014), el paisaje agrícola es un auténtico “museo a cielo abierto” que representa la cultura local, considerada por Carneiro et al., (2015) como el elemento más importante de la experiencia turística en áreas rurales.

Desde la óptica del turismo, destaca la importancia del paisaje como atractivo para los entornos rurales y agrícolas (Lane, 1994; Daugstad, 2008; Sznajder et al., 2009, citados por Thompson et al., 2016), resaltando las prácticas de baja intensidad asociadas a sistemas que promueven la resiliencia de los ecosistemas, a su belleza y a su valor paisajístico (Daniel et al., 2012).

Si se entiende el paisaje agrícola como un producto turístico y como un importante recurso para desarrollar la actividad turística en áreas de baja densidad demográfica, es necesario identificar los elementos que lo componen, así como conocer las interrelaciones existentes con el sistema turístico (Duarte Alonso, 2010). Su comprensión es vital para fundamentar los vínculos entre los actores rurales, con el objetivo de potenciar experiencias completas y capaces de atraer turistas.

La complejidad de los paisajes agrícolas, moldeados por múltiples factores, ha provocado que algunos autores dividieran los paisajes en tres categorías diferenciadas (Urry, 1990, 2002, citados por Thompson et al., 2016; Gao et al., 2013) que, consecuentemente, tienen un fin turístico:

- *Naturalscape*, denominada como paisaje natural, que incluye los elementos biofísicos (geología, formas de relieve, tipos de suelo, clima e hidrología) y la biodiversidad (flora y fauna), además de los ecosistemas y hábitats específicos de áreas no productivas (humedales, bosques).
- *Farmscape*, definida como paisaje agrícola, que incluye las explotaciones agrarias, (cultivos, secano...) o ganaderas y demás explotaciones agrícolas como huertos, praderas, viñedos, olivares tradicionales o dehesas. Representa el uso agrícola.
- *Culturescape*, que incluye los recursos culturales que resultan de la interacción entre naturaleza y ambiente, expresados por las características de los asentamientos rurales y toda la componente sociológica, desde costumbres, palabras o expresiones típicas a infraestructuras como senderos, paredes de piedra y zonas de almacenamiento (graneros) o de procesado (molinos).

Gráfico 1. Componentes del paisaje agrícola para uso turístico



Fuente: adaptado de Thompson et al., 2016.

El paisaje agrícola incluye fincas, explotaciones agrícolas y otras tierras (huertos de frutales, praderas, dehesas, cultivos de hortícolas), productos agrícolas (culturas y alimentos) así como infraestructuras de procesado, caracterizados por sistemas de producción convencional. La diversidad de este paisaje moldea su uso recreativo para el senderismo o la observación de aves, como resultado de las sinergias que se establecen entre las prácticas agrícolas y el aprovechamiento recreativo de las áreas de conservación de la naturaleza (Gao et al., 2013).

Salvado (2016) defiende que los conceptos de paisaje, territorio y patrimonio son indisolubles, comprendiendo todos los componentes físicos, biológicos y culturales, reforzando la idea de que los paisajes agrícolas son auténticos paraísos para las prácticas turísticas, el disfrute de la gastronomía y la enología, así como para la realización de actividades al aire libre que fomenten el contacto con la naturaleza. Es particularmente interesante para los núcleos rurales que aún preservan la tradición agrícola y sus prácticas ancestrales, pues forman así un “ecomuseo vivo”, idóneo para que los turistas lo visiten y experimenten estas tareas tradicionales que realizan los agricultores locales, disfrutando así de una herencia sostenible. Pero es importante notar que la manutención de una agricultura activa es fundamental para conservar los paisajes y notar el papel crucial que los agricultores desarrollan, no solo como productor de alimentos sino también como protector del ambiente (Hernández Hernández y Moltó Mantero, 2000) y al contribuir para los paisajes culturales impresionantes (Carneiro et al., 2015). Destacan estudios de paisajes específicos como los viñedos (Carmichael, 2005; Salvado, 2016; Assandri et al., 2018) y olivares (Duarte Alonso, 2010; Ciervo, 2013; Nekhay y Arriaza, 2016), en los que se concluye que el paisaje es producto turístico que resulta de:

- La conservación de los sistemas de producción tradicionales y la biodiversidad.
- La preservación las características del paisaje, su autenticidad y el carácter de la ruralidad visible en los campos cultivados.
- La importancia de preservar los elementos culturales del paisaje, como muros de piedra, escaleras, senderos, molinos de agua o de viento u otras infraestructuras de apoyo.

Algunos ejemplos de paisajes agrarios reconocidos por la UNESCO como Patrimonio Mundial son los viñedos del Duero (Portugal) y la Sierra Tramontana en Mallorca (España). Ello se debe a que mantienen las actividades agrarias tradicionales y el aprovechamiento de los viñedos y olivares en su estructura productiva tradicional, así como la preservación de las infraestructuras y la arquitectura paisajística que enmarca la actividad productiva y el entorno rural y tradicional (UNESCO, 2019). Son componentes importantes del paisaje rural y de reclamo para el agroturismo.

A ese respecto, LaPan y Barbieri (2014) concluyen que los turistas señalan su preferencia por la existencia de elementos históricos en el paisaje, mientras Gao et al (2013), opinan que los turistas valoran las características naturales y culturales en el agroturismo, señalado así la importancia del paisaje como recurso turístico.

2.2. Las tareas agrícolas (y el agroturismo) como producto turístico

La interacción y participación de los turistas en actividades agrícolas se basa en la premisa de que el agroturismo es un sistema agrícola productivo, auténtico y de contacto directo. Esta tipología comprende las actividades de participación directa del turista en las tareas agrícolas, con la posibilidad de pernoctar en las fincas (Phillip et al., 2010). Permite que los turistas experimenten y comprendan formas de producción y se relacionen con los productos agroalimentarios y ganaderos desde una perspectiva más emotiva y auténtica. Pese a ello, se detectan diferentes niveles de implicación de los turistas en las tareas agrícolas, que van desde los más débiles, cuando se ciñen al alojamiento y el consumo de productos agroalimentarios locales, hasta los más fuertes, que incluyen también la participación activa en las actividades y procesos productivos, la degustación de productos frescos y el contacto directo con los agricultores, donde los productos se entienden como experiencias sensoriales.

Gráfico 2. Atributos de experiencias en fincas agrícolas según niveles

| | | |
|---------------------|--|---|
| Experiencias | <ul style="list-style-type: none"> • Pernoctar en explotaciones agrarias • Degustación de productos agroalimentarios • Aprendizaje y participación en demostraciones gastronómicas • Interacciones con los agricultores • Participación directa en actividades de demostración de la actividad agraria • Participación activa en los procesos productivos • Inspiración en la naturaleza y recreación (guías turísticos, senderismo, observaciones de aves...) • Festivales temáticos • Venta directa en tienda | 4 |
| | <ul style="list-style-type: none"> • Degustación de productos agroalimentarios • Participación activa en los procesos productivos • Interacciones con los agricultores • Demostraciones de la actividad agraria • Inspiración en la naturaleza y recreación (guías turísticos, senderismo, observación de aves...) • Festivales temáticos • Venta directa en tienda | 3 |
| Productos | <ul style="list-style-type: none"> • Actividades de demostración de la actividad agraria • Naturaleza y recreación (guías turísticos, senderismo) • Festivales temáticos • Productos agroalimentarios • Venta directa en tienda | 2 |
| | <ul style="list-style-type: none"> • Productos agroalimentarios • Venta directa en tienda | 1 |

Fuente: adaptado de Comen (2017).

El agroturismo, por tanto, no se limita al contexto de producción orgánica, pues integra otros modos de producción (Hanson y Bell, 2007). No obstante, si se adopta una concepción que asuma los principios integrados en el agroecoturismo es posible que los turistas comprendan mejor, no solo las tareas agrícolas, sino también los valores ecológicos. Las actividades de educación e interpretación ambiental, como el compostaje, la jardinería, la recogida de hierbas aromáticas o el procesado tradicional de alimentos o bebidas, ilustran la relación entre turistas, agricultores y medioambiente, factores distintivos del agroturismo (Ramírez, 2015). Un modelo de este tipo permite que los turistas disfruten de productos más saludables en la restauración o en las fincas y también que participen en eventos especiales con la población local (Kuo et al., 2008). Seguramente este tipo de actividades permite que los turistas muestren mayor interés por los productos agrícolas orgánicos y por el uso racional de los recursos naturales, contribuyendo con ello a una concepción amplia de la sostenibilidad, al incluir en ella el papel educativo.

2.4. El patrimonio y las tradiciones rurales y agrarias como producto turístico

El patrimonio rural permite ofrecer “experiencias”, “participación activa” de los turistas y admite un encuentro con la “autenticidad” (Buffa y Martini, 2012; Cerquetti, 2012, citados por Cassia et al., 2015). La combinación de patrimonio en su triple vertiente, elementos tangibles, gastronomía y paisaje rural, son los que establecen vínculos más fuertes con la actividad

agraria y permiten crear ofertas auténticas basadas en las especificidades locales. Brandth y Haugen (2011) concluyen que el patrimonio agrícola, la historia y la cultura de cada explotación agraria es la principal motivación de viaje para los destinos rurales.

El agroturismo preserva el patrimonio agrario y rural, a la vez que recupera la tradición, revestida con patrones de contemporaneidad, “renovado a través de la tradición” (Brandth y Haugen, 2011). A la vez dinamiza el patrimonio tangible, desde los edificios, locales históricos, monumentos, artefactos u otros recursos vinculados a las actividades agrícolas representativas de las tradiciones locales (Barbieri, 2013; Di Domenico y Miller, 2012). Son motivaciones que esgrimen los agricultores que promueven actividades turísticas en sus explotaciones (Cassia et al., 2015; LaPan y Barbieri, 2014) como complemento a la agricultura. Además, la oferta de actividades recreativas en explotaciones preserva el patrimonio familiar, transfiere el saber tradicional para generaciones venideras y permite mantener las costumbres y el patrimonio inmaterial ancestral (Tew y Barbieri, 2012; LaPan y Barbieri, 2014).

Se revaloriza el patrimonio rural mediante iniciativas de promoción de productos agroalimentarios locales o de platos típicos (Bessiere y Tibere, 2013), a la vez que promueven y salvaguardan el patrimonio cultural de los territorios a través de la gastronomía. También se consigue a través la puesta en valor del paisaje rural, de las costumbres y tradiciones de cultivos específicos de cada territorio (Tew y Barbieri, 2012). Por tanto, el patrimonio agrario y las tradiciones rurales se convierten en productos turísticos mediante ofertas relacionadas con:

- El agroturismo y con actividades de contemplación y vivencia del patrimonio material (edificado, infraestructuras de apoyo agrario, monumentos, muros de piedra),
- Experiencias de contacto directo con los agricultores, que son fuente de conocimiento y de ligazón con la población local, cuya hospitalidad es representativa de sus costumbres y tradiciones que dan cuerpo al patrimonio inmaterial.
- La gastronomía que valora los productos locales y el saber hacer tradicional son también una expresión de patrimonio, muchas veces incluido en experiencias de agroturismo o de turismo rural (Sims, 2009).

Asimismo, es preciso señalar que el patrimonio agrario como producto turístico no se desvincula del paisaje y el entorno rural, pues como indica Brandth y Haugen (2011), sin el contexto agrario el potencial turístico puede estar comprometido, lo que incide en la importancia de los recursos agrícolas para el desarrollo del turismo, en particular en los destinos de baja densidad demográfica.

2.3. La gastronomía y el vino como producto turístico

Han aumentado las investigaciones que consideran los sistemas agroalimentarios como recursos turísticos (Sidali, Kastenholz y Bianchi, 2015; Sánchez-Cañizares y López-Guzmán, 2012). En ellos se destaca que la gastronomía y el vino son indisolubles, y cuando se promueven como productos turísticos deben garantizar al turista la oportunidad de aprender sobre ellos, apreciarlos y consumirlos, valorando las características, olores y sabores particulares de cada territorio.

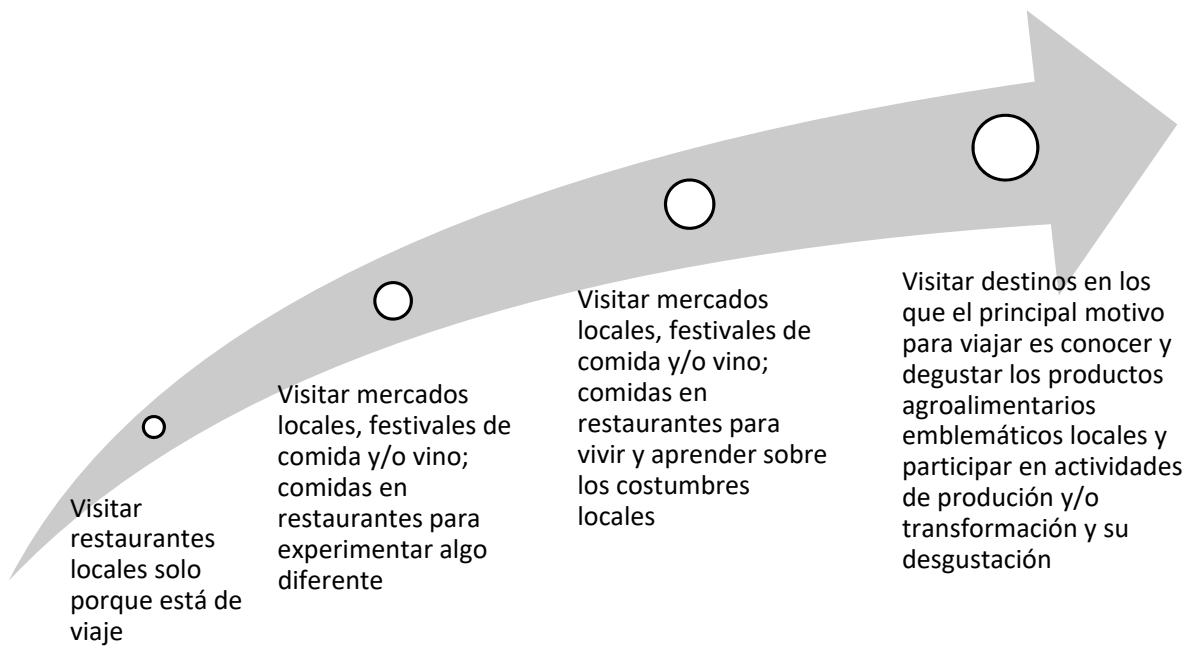
La gastronomía se ha transformado en un pretexto para visitar explotaciones agrarias, buscar un contacto más cercano con los agricultores, así como participar en festivales de comida o vino, saborear platos típicos en restaurantes de cocina regional y frecuentar locales de degustación (Haal, y Sharples, 2003). A la vez, el turista tiene la posibilidad de participar en talleres de cocina, visitar bodegas o queserías, en la vendimia u otras tareas agrícolas (Santich, 2004). Esto se ve avalado por el creciente número de turistas que desean conocer los sabores auténticos y específicos que reflejan las tradiciones de los destinos y, a su vez, tienen una historia por descubrir (Armesto y Gómez, 2006; Uğurlu, 2014).

Durante las últimas décadas ha aumentado el interés por las vivir experiencias gastronómicas auténticas (Sims, 2009; Berno, 2011, citado por Thompson et al., 2016) en las que tanto los productos agroalimentarios como el vino configuran la imagen de los destinos. Ejemplos destacados son:

- La Rioja (España), el Duero en el norte de Portugal o Burdeos (Francia), como destinos para los amantes del buen vino;
- Segovia (España) y Mealhada (Portugal), con los cochinitos y vinos característicos.
- Valle de Jerte (España) y Fundão (Portugal), con las cerezas.
- También, algunos países y regiones se presentan como destinos gastronómicos, basados en comida local y el vino, apelando al deseo de saborear lo auténtico (Michelle Thompson et al., 2016). Cabe destacar los casos de:
- “Toscany Road Trip” (Italia), que apela al disfrute del paisaje bucólico y a la degustación de vinos, quesos y el “mejor helado de Italia”.
- Borgoña (Francia), mundialmente conocida por sus vinos, pero también por su bebida típica hecha a la base de champán y grosella (*Kir Royale*) y su famosa salsa.
- Asturias (España), que tiene como base del patrimonio gastronómico las referencias al “paraíso de quesos”, los huevos pintos de Pola de Siero y su sidra.

La gastronomía es un producto turístico que forma parte de la cultura local, en la que se refleja la cultura de un pueblo (Hernández-Mogollón et al., 2015), al mismo tiempo que es una herramienta para el desarrollo de la actividad agrícola (Guzel y Apaydin, 2016), y por eso sus relaciones son muy estrechas. Por lo tanto, la gastronomía no puede ni debe desvincularse de su identidad local, fuertemente influida por las características geográficas, ambientales y culturales, donde se tornan visibles los modos de producción agrícola. Bajo esa óptica, la gastronomía y vino se consideran productos turísticos, que desarrollan vínculos más fuertes o más débiles con las prácticas turísticas, dependiendo de la motivación del viaje. Este puede tener como objetivo único la visita a restaurantes porque están en ruta, o tener experiencias más completas con el territorio y su población a través de la degustación de productos y platos emblemáticos y participar en procesos de producción o transformación, algo posible si se cuenta con la interacción de los agricultores (Gráfico 3).

Gráfico 3. Vínculos entre el turismo gastronómico y su relación con la actividad agrícola



Fuente: basado en Hall y Sharples (2003).

Los productos turísticos relacionados con la gastronomía fueron considerados por Armesto y Gómez (2006) como una estrategia desarrollada para diversificar e innovar la oferta adaptada a la diversidad de motivaciones de la demanda. Para ello, clasificó los recursos en:

- Rutas temáticas - itinerarios de explotación de paisajes agrícolas en torno a productos o platos específicos. Incluye actividades de experimentación, visitas guiadas a fincas, bodegas o unidades de transformación, además de visitas a mercados locales. Son, a título de ejemplo, ampliamente conocidas las rutas del vino en la Rioja, Duero o Burdeos.
- Eventos temáticos - Incluyen festividades tradicionales que celebran las costumbres y productos típicos. Como ejemplos pueden mencionarse los eventos que celebran en Galicia con mejillones o pulpos, o la Gran Fiesta de la Calçotada en Catalunya.
- Viajes a destinos conocidos por sus especialidades gastronómicas - En los destinos existe una gran variedad de restaurantes que utilizan los productos agroalimentarios locales como los principales atractivos del turismo, aunque incluye elementos culturales y naturales para completar la experiencia. Son conocidos los casos de viajes estacionales (durante el otoño para disfrutar de setas del campo en los Pirineos o la lamprea durante la primavera en Galicia) y viajes durante todo el año (cochinillos de Segovia).

IV. DISCUSIÓN

Existen estudios que estiman la demanda de bienes y servicios no comerciales generados por la agricultura, como sucede con el paisaje, los espacios naturales (Gómez-Limón y

Barreiro-Hurlé, 2007) o los sistemas agrarios (Sayadi y Calatrava-Requena, 2001), con el turismo rural y el agroturismo, la conservación de la biodiversidad (Barreiro et al., 2003) y la conservación del suelo (Colombo y Calatrava, 2004). Los sistemas agrarios desarrollan funciones de diversa índole que van más allá de su papel productivo, en línea con su multifuncionalidad, convertida en el nuevo paradigma de la PAC tras la reforma de la Agenda 2000 (Massot, 2003 y 2004). Todo ello se refleja en las funciones de la agricultura (productos agroalimentarios), las recreativas (agroturismo) o las estéticas (agro paisaje) (Sayadi y Calatrava, 2001). Dicha perspectiva fundamenta la idea de que los vínculos entre agricultura y turismo son muy estrechos y que la relación entre turistas y agricultores produce beneficios mutuos y con impactos para las comunidades locales y en la estructura económica de los espacios rurales. No obstante, eso no es más que un indicador de esperanza para los destinos rurales para lo cual es necesario diseñar productos capaces de atraer inversiones, visitantes y la llamar la atención pública sobre las singularidades y potencialidades de buena parte de estos territorios.

Las características del mundo rural, unidas a las prácticas agrícolas tradicionales basadas en los principios de la sostenibilidad que combinan campo y naturaleza, constituyen una tipología diferente y holística del turismo en áreas rurales, por lo que existe una oferta de productos distintos y de valor añadido para la demanda. En este sentido, la oferta no se limita a visitar espacios protegidos o a participar en las actividades agrícolas, sino que persigue disfrutar de la biodiversidad o la gastronomía local, considerando el binomio producción-consumo.

Cuando el desarrollo turístico se basa en los valores característicos de la población local y se centra en las raíces del territorio, es capaz de diferenciarse en un mercado globalizado, ofreciendo así productos singulares.

A pesar de todo, resulta difícil encontrar referencias que traten la agricultura como producto turístico, aunque es posible diferenciar dos tendencias claras de estudios que analizan los vínculos que se establecen entre los dos sectores: los que tratan sobre los impactos generados por el desarrollo del turismo en la agricultura (Hermans, 1981; Torres, 2003; Torres y Momsen, 2004; Choenkwan et al., 2016) y los que se ocupan de la influencia que tiene la agricultura en el sistema turístico (Duarte Alonso, 2010; Anderson, 2018). También se detectan otros enfoques minoritarios centrados en el desarrollo económico y en la sostenibilidad agraria desde una perspectiva “agroecológica” como base del agroecoturismo (Kuo et al., 2008), e incluso los que hacen referencia a la multifuncionalidad de la agricultura (Brandth y Haugen, 2011) y de las áreas rurales (Aznar et al., 2007) con el aprovechamiento de los recursos agrarios y rurales para el turismo.

En una época en la que el interés por las experiencias genuinas aumenta (Berno, 2011, citado por Thompson et al., 2016), el turismo adquiere una nueva dimensión al vincularse con la agricultura mediante productos agrícolas locales, considerados como marcadores culturales de “identidad local” y de “identidad paisajística” (Riguccio et al., 2015). También a través de la posibilidad de difundir conocimiento sobre sistemas agrícolas tradicionales favoreciendo el contacto con los espacios productivos, con las raíces culturales y con los agricultores. Esas tendencias expresan que las relaciones entre producto agroalimentario, espacio de producción (agrícola y su transformación por métodos tradicionales) y paisaje son cada vez más estrechas. Quizá por eso, sea más difícil definir la frontera entre las diferentes tipologías de turismo

existentes en áreas rurales, donde la actividad agrícola tiene un papel determinante en la definición del producto turístico. Si por un lado, el agroturismo es reconocido como la tipología más vinculada a la agricultura (Petroman y Pet, 2017; Comen, 2017; Hüller et al., 2017), por otro, existen otras visiones que atribuyen al turismo rural genérico una oportunidad para mantener el contacto directo con los espacios de producción agrícola y procesado de productos agroalimentarios o simplemente para disfrutar de ellos (Hashimoto y Telfer, 2010; Randelli et al., 2014). A este respecto, Streifeneder (2016) llama atención sobre las mezclas conflictivas y adulteradas de términos que pueden desvirtuar el concepto del agroturismo auténtico, entendiendo este como aquel que promueve el contacto con la actividad agrícola, el disfrute de los productos agrarios transformados en momentos gastronómicos, el aprendizaje y el contacto directo con la naturaleza y los valores sociales del territorio. En esa secuencia, se advierte sobre la oportunidad que tiene la agricultura para convertirse en producto turístico a través del agroturismo (Barbieri et al., 2016), que se presenta como una oportunidad recuperar y revalorizar el patrimonio (Cassia et al., 2015) e incluso ofrecer productos agroturísticos más sostenibles (Barbieri, 2013; Mastronardi et al., 2015).

Resulta difícil identificar la frontera entre los conceptos de agroturismo y turismo rural (Barbieri et al., 2015), al mismo tiempo que se detectan diferentes tipologías entre países y regiones, como sucede en el caso portugués y español, siendo este último mucho más complejo por su casuística territorial. No obstante, existe cierto consenso cuando se entiende el agroturismo como la única tipología que tiene la agricultura como recurso base, manifestándose en actividades y servicios variados. Entre ellos se encuentran el alojamiento en explotaciones agrarias activas, la interacción con los agricultores o el aprendizaje y la participación en actividades agrarias, entre otros.

A pesar de que el agroturismo es la tipología que mantiene relaciones más estrechas con la agricultura, hay evidencias de que el turismo rural, al revalorizar paisajes agrícolas y fomentar el contacto con tradiciones y poblaciones locales se encuentra en una relación tenue con la agricultura. Ello puede ser un indicador que revela la agricultura como base del turismo y que se muestra en múltiples usos y formas de consumo. De modo indirecto, la literatura refleja que los productos agroalimentarios están en la base del turismo, ya que parte de los gastos turísticos se hacen en alimentación (Torres, 2003; Wang et al., 2006; Andersson et al., 2017), transformándose en recurso turístico a través de la gastronomía. El turismo basado en la producción local y la gastronomía surge como una tendencia creciente para el desarrollo rural (Hashimoto y Telfer, 2006).

Por su parte, Hjalager (1996) analizó el concepto del turismo rural a través de dos perspectivas: la innovación en las áreas rurales y los productos turísticos basados en los recursos rurales, donde se incluye la “agricultura”, la “diversidad de producción agrícola” y la “producción orientada al ocio”. La agricultura es, según dicha perspectiva, el principal producto turístico de los territorios rurales siendo el centro del turismo rural. No obstante, existen otras opiniones que consideran que el producto rural y el agroturístico se caracterizan por la agregación de la naturaleza, la historia y las actividades humanas (Wiatrak 1998, Sikora 1999, Gaworecki 2000, citados por Przezb, 2004), generalmente complementado con las “experiencias”, mediante aventuras o disfrute del paisaje, del aire fresco, el silencio, la tranquilidad

(Roberts y Hall 2001) y descubierta del patrimonio (Sims, 2009), convergiendo la agricultura en un producto que agrega diferentes recursos turísticos basados en los atractivos rurales.

Pese a reconocerse la importancia de la gastronomía y de los productos típicos como recursos turísticos, escasean los análisis sobre las cadenas de suministro establecidas entre los agricultores y el sistema turístico, especialmente en territorios donde la densidad de actores locales es más débil, aunque mantienen un papel importante en la innovación rural, mejorando la red y revalorizando las tradiciones (Madureira et al., 2013). En tal sentido, sería preciso conocer esta trama de actores e identificar los fenómenos de innovación existentes en los destinos rurales marginales, especialmente desde el respeto por los valores agroambientales. De ese modo se podría conocer cómo se puede conseguir la sostenibilidad de la propia actividad agraria, ya sea social, económica o ambiental.

Se pone de manifiesto que la agricultura puede atender a la demanda “más exigente” e informada que busca productos agroalimentarios saludables y sostenibles. Incluso puede generar espacios turísticos que apuesten por la defensa de la biodiversidad y la preservación de valores sociales y culturales representativos de la ruralidad. Aunque sea más orientada a nichos de mercado, puede contribuir al desarrollo de áreas rurales, vinculándose agricultura e industria de procesados con el turismo, promovándose una aproximación al “origen” o a la “ruralidad”. Estos planteamientos, del desarrollo rural basado en la multifuncionalidad de la agricultura, apoyado por la extensión de la actividad de las explotaciones puede hacer “una importante contribución el empleo regional” (Van der Ploeg y Roep, 2003), aunque esa asociación es todavía muy débil en España y Portugal. La realidad muestra que en España el 23% de las explotaciones agrarias realizaban actividades no agrarias en 2016 (INE, 2016). En Portugal, solo 4% de los agricultores dedican al turismo rural (INE, 2018a). De hecho, se reconoce que las zonas rurales dependen de una base productiva activa, donde la agricultura es un pilar básico, al paso que el turismo, aunque sea importante, no puede de forma aislada generar la competitividad que se ansía para su desarrollo.

V. CONCLUSIONES

Tras la revisión de numerosas investigaciones que han tratado los conceptos de turismo rural y agroturismo y la relación existente entre la agricultura y el turismo, especialmente en su visión como producto turístico en el ámbito ibérico, se destacan los retos de desarrollo y competitividad de los sectores tradicionales, en los que la agricultura se manifiesta como recurso poco valorado desde el punto de vista turístico. En esta línea, se concluyen los siguientes aspectos:

- Se observa un crecimiento de la demanda interesada por los productos rurales y las ofertas relacionadas con la actividad agrícola y su multifuncionalidad, la que potencia el turismo, aunque todavía tiene potencial para crecer. Eso requiere atención pública para delimitar las tipologías existentes en las que se confunden conceptos como turismo rural y agroturismo.

- Los agricultores desconocen las ventajas de vincular su actividad principal con el sistema turístico. Al mismo tiempo, el sistema turístico no mantiene vínculos más estrechos con la agricultura de proximidad.
- Destaca el papel que desempeña el paisaje en la experiencia turística, confirmada por diferentes configuraciones y tipologías, destacándose la importancia de preservar la autenticidad del carácter agrícola y rural, visible a través de los cultivos realizados mediante una agricultura tradicional y sostenible, lo que revela las relaciones positivas que se pueden establecer entre el hombre y la naturaleza.
- El paisaje agrícola como producto turístico asume también la componente cultural en la medida que preservan los edificios y las infraestructuras tradicionales. En ese contexto se centran los estudios que toman como base a los agricultores, auténticos arquitectos del paisaje, cuyo trabajo es vital para garantizar las funciones de producción agraria, así como para la preservación de la naturaleza y del patrimonio histórico y cultural.
- La concepción de la agricultura como producto turístico surge como una oportunidad para los territorios y para los agricultores, ya que permite diversificar actividades, métodos de producción, a la vez que promueven actividades recreativas en las fincas. En ellas aúnan la producción agrícola, el alojamiento, las actividades educativas de contacto directo, el aprendizaje de tareas y sistemas de producción agrícola y el disfrute de los alimentos locales en contextos únicos de proximidad con la naturaleza.
- El contacto directo de los turistas con los agricultores, a través del agroturismo, nunca fue tan importante, ya que hay un vasto conocimiento de ciertos cultivos y técnicas que se están perdiendo. También, porque la población cada vez está más urbanizada y alejada de la base productiva de alimentos, aunque también es exigente con la producción sostenible.
- Aunque los vínculos con la agricultura sean imperceptibles, el turismo gastronómico tiene un potencial de diferenciación para la oferta de productos turísticos en áreas rurales. Es importante salvaguardar que las cadenas de suministro de alimentos sean más próximas entre los agricultores y el sistema turístico. Eso permitirá un contacto más cercano con el sistema agrario, con el conocimiento sobre los productos agroalimentarios y con las raíces y cultura local, que puede revalorizar la oferta.
- El turismo basado en la gastronomía mantiene vínculos fuertes con el agroturismo, ya que promueve el contacto con los productos desde “la tierra hasta la mesa”, aunque también los mantiene con el agroecoturismo, un nicho que ofrece prácticas de turismo con impacto positivo para el medioambiente a través de los productos agroalimentarios orgánicos.
- Los lazos que se establecen entre la producción agrícola y los productos agroalimentarios con sello de calidad fomentan el surgimiento de una gastronomía que recupera los métodos tradicionales y más sostenibles, pero capaces de ofrecer productos innovadores.
- El consumo de los productos agroalimentarios permite al turista implicarse en la cultura local, ampliando su experiencia con elementos tangibles. Algunos autores concluyen que los turistas que adquieren productos locales están más satisfechos y tienen mayor probabilidad de repetir el viaje.

- El patrimonio colectivo, material e inmaterial, de las áreas rurales es indisociable de su historia e identidad por lo que su promoción y revalorización deben formar parte de las políticas de desarrollo rural. Durante los últimos años, esas políticas evolucionaron desde un modelo apoyado en la modernización agraria, debido al desarrollo integrado que potencia el sector de servicios y el turismo rural, hasta un modelo de desarrollo sostenible orientado a mitigar la degradación de los recursos naturales.
- Para que el turismo basado en la agricultura sea posible hay que dar preferencia a políticas de valorización de una agricultura sostenible y responsable. En caso contrario, hay riesgos de desnaturalización de los destinos rurales o del turismo gastronómico.
- Los productos agroalimentarios son el reflejo de la identidad local y se asiste a una necesidad de incrementar los flujos de producción local con el sistema turístico, no solo como instrumento de sostenibilidad, sino también por la disminución de la dependencia externa.
- El agroturismo, como tipología de turismo rural, permite la recuperación y revalorización de tradiciones, técnicas y patrimonio agrario.
- Con el fin de contribuir positivamente y enriquecer la temática sobre la agricultura como producto turístico, a lo largo del trabajo quedó patente la complejidad de un concepto propio que vincule agricultura y turismo. A pesar de ello, surgen tendencias claramente indicativas de un camino que apunta la necesidad de apostar por la sustentabilidad. En ella deben intervenir tanto la oferta como la demanda, permitiendo y favoreciendo el disfrute de los atractivos naturales de flora, fauna, biología, geografía y actividad agropecuaria, compartiendo la cultura, raíces y costumbres locales.

Este trabajo permitió concluir que la agricultura como producto turístico no solo tiene viabilidad como es urgente su valoración a través de ofertas concretas de turismo rural, agroturismo y agroecoturismo. Los vínculos entre agricultura y turismo revelan que es posible innovar a través de nuevos productos agroalimentarios, nuevas formas de consumo o nuevos servicios. Por eso, surgen productos y se revalorizan métodos tradicionales y sostenibles, al mismo tiempo que se potencian ofertas genuinas con experiencias de contacto relacional y emotivo con los destinos. Esto se alcanza mediante el consumo de productos agroalimentarios típicos de cada lugar y con la participación en las prácticas agrícolas, lo que contribuye al disfrute del paisaje agrícola. Obligada es la reflexión acerca del papel de los agricultores, moldeadores de los paisajes, productores de alimentos, prestadores de servicios ambientales y desarrollo de los territorios rurales, por lo que se supone que el turismo es un camino para su reconocimiento de su intervención.

En concreto, las áreas rurales de Portugal y España tienen la oportunidad de poner en valor su potencial agrario al servicio del turismo, contrariando las tendencias del vacío demográfico de las áreas rurales y naturales, valorando conocimiento tradicional e innovando con la oferta de experiencias que vinculen los dos sectores, adecuando las dosis correctas de “agricultura, ambiente y turismo”, como son los ejemplos de productos agroturísticos: rutas temáticas que combinan paisaje, relajación, aprendizaje y disfrute de olores y sabores locales.

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O OLIVAL COMO OPORTUNIDADE PARA O TURISMO NO PARQUE NATURAL DO TEJO INTERNACIONAL

DORA ISABEL RODRIGUES FERREIRA¹ 

JOSÉ MANUEL SÁNCHEZ MARTÍN¹ 

RESUMO – Apesar do olival estar contemplado na lista do Património Cultural Imaterial da Humanidade, com interesse de preservação e desenvolvimento, existem territórios onde as paisagens olivícolas apresentam marcas do tempo e de abandono, especialmente nos territórios mais remotos. Porém, a “triologia” que agrega natureza, património e cultura parece conferir ao olival um cenário inesperado para ancorar novos usos do território, designadamente com a valorização de dinâmicas turísticas que apostem nos seus produtos, gastronomia, elementos da paisagem e o seu usufruto. E é nesta simbiose que pode ser ancorado o agroturismo, o ecoturismo ou o olivoturismo, modalidades que valorizam a agricultura e a natureza, que incluem também a valorização económica e social das comunidades rurais. O presente estudo avalia o olival como potencial turístico no Parque Natural do Tejo Internacional (PNTI), onde se mantêm preservados os terraços de olival, com o sustento dos tradicionais muros de pedra seca. Foram inventariados os produtos, recursos e atividades turísticas e analisados os indicadores, nomeadamente: valores científicos, educativos e turísticos do olival. Os resultados permitem concluir que o olival no PNTI pode ser aproveitado enquanto recurso turístico para atrair visitantes para este destino de fronteira, particularmente assente numa estratégia de turismo sustentável.

Palavras-chave: Parque Natural do Tejo Internacional; olivoturismo; paisagens culturais; potencial turístico; turismo sustentável.

ABSTRACT – THE OLIVE GROVE AS AN OPPORTUNITY FOR TOURISM IN THE INTERNATIONAL TAGUS NATURE RESERVE. Although the olive grove is contemplated in the list of Intangible Cultural Heritage of UNESCO with the intent to preserve and develop it, there are territories where the olive landscapes show some signs of ageing and

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¹ Faculdade de Empresa, Finanças e Turismo, Universidade de Extremadura, Avda. Universidade, s/n, 10003, Cáceres, España.

E-mail: drodriugu@alumnos.unex.es; jmsanche@unex.es

abandonment, especially in remote areas. However, the “trilogy” that brings together nature, heritage and culture seem to provide olive groves with an unexpected framework to encourage the new land uses, namely through the valorisation of touristic dynamics that rely on the enjoyment of gastronomy and landscape elements. And it is in this symbiosis that olive oil tourism can be anchored in agritourism, ecotourism or olive oil tourism, modalities that value agriculture and nature, which include the environmental, economic, and social development of rural communities as well. The present study evaluates the olive grove as a tourist potential in the International Tagus Natural Park (PNTI), where stone wall terraces are maintained and preserved to sustain the traditional olive trees. Data on touristic products, resources and activities were listed, and some indicators were evaluated, specifically: scientific, educative and tourist values of the olive grove. The results concluded that the olive grove at PNTI can be used as a tourist resource to attract tourists to this cross-border destination, especially based on a sustainable tourism strategy.

Keywords: International Tagus Nature Reserve; olive oil tourism; cultural landscapes; touristic potential; sustainable tourism.

RÉSUMÉ – L’OLIVERAIE COMME UNE OPPORTUNITÉ DE TOURISME DANS LE PARC NATUREL DU TAGE INTERNATIONAL. Bien que l’oliveraie soit inscrite sur la liste du Patrimoine Culturel Immatériel de l’Humanité de l’UNESCO, avec un intérêt de préservation et de développement, il existe des territoires où les paysages d’oliviers sont marqués par le temps et part l’abandon, surtout dans les zones rurales isolées. Cependant, la “trilogie” qui joint nature, patrimoine et culture semble donner à l’oliveraie un cadre inattendu pour ancrer des nouveaux usages du territoire, notamment avec la valorisation de dynamiques touristiques qui misent sur les produits, la gastronomie, les éléments du paysage et leur jouissance. Et c’est dans cette symbiose que l’agritourisme, l’écotourisme ou l’oléotourisme peuvent être ancrés, en tant que modalités qui valorisent l’agriculture et la nature, et qui incluent également le développement environnemental, économique et social des communautés rurales. Cette étude évalue les oliveraies comme potentiel touristique dans le Parc Naturel du Tage International (PNTI), où les terrasses d’oliviers avec le soutien de murs en pierre sont préservées. Pour cela, des produits, des ressources et des activités touristiques ont été inventoriés et des indicateurs ont été analysés: valeurs scientifiques, éducatives et touristiques de l’oliveraie. Les résultats montrent que l’oliveraie du PNTI peut être utilisée comme ressource touristique pour attirer les visiteurs vers une destination frontalière, en particulier sur la base d’une stratégie de tourisme durable.

Mot clés: Parc Naturel du Tage International; oléotourisme; paysages culturels; potentiel touristique; tourisme durable.

RESUMEN – EL OLIVAR COMO OPORTUNIDAD PARA EL TURISMO EN EL PARQUE NATURAL DE TAJO INTERNACIONAL. A pesar de que el olivar forma parte de la lista del Patrimonio Cultural Inmaterial de la UNESCO, con el fin de preservarlo y desarrollarlo, existen territorios donde los paisajes olivícolas dan muestras de envejecimiento y de abandono, especialmente en áreas remotas. Sin embargo, la “trilogía” que agrega naturaleza, patrimonio y cultura parece conferir al olivar un escenario inesperado para desarrollar nuevos usos del territorio, como la revalorización de los productos, la gastronomía, los elemen-

tos del paisaje e implicando a la población local. Esa simbiosis puede sustentar el agroturismo, el ecoturismo y el oleoturismo, modalidad que ponen en valor la agricultura y la naturaleza, que incluye también la revalorización ambiental, económica y social de las poblaciones locales. El estudio evalúa el olivar como potencial turístico en el Parque Natural de Tajo Internacional (PNTI), donde se conservan terrazas de olivos, con el apoyo de muros tradicionales de piedra seca. Fueron inventariados los productos, recursos y actividades turísticas, y analizados algunos indicadores, específicamente: valores científicos, educativos y turísticos relacionados con el olivar. Los resultados permiten concluir que el olivar del PNTI se puede utilizar como recurso turístico para atraer visitantes hacia este destino de frontera, particularmente se basa en una estrategia de turismo sostenible.

Palabras-clave: Parque Natural de Tajo Internacional; olive-turismo; paisajes culturales; potencial turístico; turismo sustentable.

I. INTRODUÇÃO

A atividade agrícola contribui para a preservação de vasto património, considerado como herança dos modos de vida e do “saber-fazer”, preservado pelos agricultores e pelas comunidades rurais; porém vive na atualidade o desafio de salvaguarda da história e das tradições que a envolvem. Ao mesmo tempo, enfrentam-se os desafios do abandono da agricultura e das áreas rurais, fenómenos que se generalizam em grandes manchas do território europeu (Zagaria *et al.*, 2018). Porém, o seu desaparecimento significa uma perda para o futuro (Sun *et al.*, 2011) e, por isso, a conservação das paisagens produtivas como testemunhas de habitats ambientais e culturais são um desafio que pode abrir novas perspectivas ao uso do território, especialmente se se considerar que a génese da agricultura sustentável se encontra nos sistemas agrícolas tradicionais (Daugstad *et al.*, 2006). Nesta dimensão, encontram-se vocações diversas, designadamente, uma paisagem para a recreação, para a educação e para a conservação e produção de bens públicos, desde o património rural aos valores sociais, à natureza, fortalecendo desse modo as funções da economia agrícola que considera a produção de alimentos e os serviços de agroturismo (Corti *et al.*, 2010).

Efetivamente, as paisagens agrárias tradicionais fornecem valores culturais e serviços ecológicos à humanidade e dão origem a uma grande diversidade de paisagens multifuncionais (Sun *et al.*, 2011), caracterizadas, não apenas pelo cenário natural, mas também pelas suas gentes, as que lá vivem e as que lá trabalham, as infraestruturas que lhes dão suporte e todo o património cultural e histórico envolvente (Carneiro *et al.*, 2015). O valor patrimonial das paisagens agrícolas resulta “dos aspetos físicos ou naturais e incidências da evolução histórica” (Medeiros, 1991, p. 109), mas também das relações que se estabelecem entre os sistemas ecológicos e a estrutura sociocultural (Belli, 1998, in Cavaco, 2005), podendo traduzir-se em paisagens culturais (Barrett & Mitchell, 2016; Maldonado *et al.*, 2019). Na literatura é possível detetar a abordagem das paisagens culturais como reservatório de memória, identidade e entidade viva da

sociedade (Luengo, 2011) e, por isso, é tão importante preservar a autenticidade e a integridade do património agrícola, tal como preconiza a Organização das Nações Unidas para a Educação, a Ciência e a Cultura (The United Nations Educational, Scientific and Cultural Organization [UNESCO]), proclamando a defesa do património cultural e natural (UNESCO, 1972) e a defesa do património imaterial (UNESCO, 2003), que em determinados contextos, convém referir, se trata de contextos agrícolas onde o seu significado estético, cultural e ambiental supera o valor económico da produção (Cavaco, 2005). A este respeito, Assandri *et al.* (2018) demonstram que a agricultura em modelos de produção extensivos, de baixa escala, não é mais do que um reservatório de sinergias entre a biodiversidade e os serviços culturais e que existe, por isso, uma correlação positiva com as atividades de recreação e lazer, através das quais é possível um retorno económico (Daniel *et al.*, 2011). Apesar da literatura dar conta de que existem ainda escassos estudos sobre a valorização do património agrícola e da própria atividade na perspetiva do desenvolvimento do turismo, sabe-se que o mercado nostálgico, aquele que procura as “raízes” e a “autenticidade” tem vindo a contribuir para a solidificação de um mercado que valoriza as práticas tradicionais e os produtos de qualidade, muitas vezes associada à valorização da sustentabilidade (Streifeneder, 2016), e que pode ter formas de consumo através das experiências de agroturismo (Flanigan *et al.*, 2014), ou mais frequentemente abordado na literatura, a valorização das vinhas tradicionais com o enoturismo (Buckley *et al.*, 2008; Hall *et al.*, 2000, in Sun *et al.*, 2011). São ainda detetados estudos que apontam caminhos para a valorização de paisagens olivícolas como património cultural, abordando o seu potencial turístico, quer do ponto de vista da utilização do olival, do azeite, quer de outros produtos transformados (Bezerra & Correia, 2018; Duarte Alonso, 2010; Luengo, 2011; Vázquez de la Torre *et al.*, 2015, 2017) ou do património industrial, como é o exemplo dos lagares tradicionais, valorizados igualmente como recurso turístico (Yüceer *et al.*, 2018; Vehbi *et al.*, 2019). A este respeito, assumindo que a paisagem do olival é um recurso primordial para o desenvolvimento do turismo, a UNESCO lançou em 2013 o projeto “Rotas da Azeitona: itinerário da cultura e do desenvolvimento sustentável, diálogo e paz entre os povos do Mediterrâneo”, partindo do pressuposto de que a oliveira molda uma grande variedade de paisagens e culturas vivas. Em 2019, foi anunciado, também pela UNESCO, o dia Mundial da Oliveira, assinalado a 26 de novembro, reforçando o seu papel na paisagem para o desenvolvimento económico e social sustentável.

As práticas de “Olivetourismo”, frequentemente designadas na literatura por *Olive oil tourism* (Vázquez de la Torre *et al.*, 2017) ou *Oleotourism* (Millán *et al.*, 2018; Tregua *et al.*, 2018), são apresentadas como uma alternativa da oferta que favorece o uso racional dos recursos naturais e humanos, baseados na ecologia e sustentabilidade económica e social (Campón-Cerro *et al.*, 2014) e apresentado como atividade que tem a ver com o azeite e os recursos associados ao olival, desde as características topográficas, a água, a paisagem, a cultura ou o clima (Morales *et al.*, 2015). Os últimos autores apresentam o olivetourismo como atividade que gera benefícios para o desenvolvimento rural, ao incrementar novas formas de exploração e ao agregar novas sinergias entre

diferentes setores económicos, fomentando, por isso, novos empregos e mais empregos qualificados. O mercado turístico tem assistido a tendências do lado da procura que valoriza as experiências que promovem a interação com a cultura, a gastronomia e o *terroir* dos destinos, na busca de novas sensações e aprendizagens (Getz *et al.*, 2014), à medida que o turista tem um envolvimento mais participativo e emotivo com as comunidades locais (cf. Richards & Wilson, 2006, in Bezerra & Correia, 2018). É neste contexto que os destinos com características rurais e com forte vocação agrícola, ao permitirem o contacto com a natureza, com as comunidades, com as tradições e com a gastronomia local, merecem destaque na hora de promover a oferta de experiências únicas. No caso do potencial do olival como recurso turístico, é possível destacar algumas atividades que envolvem a participação ativa do turista. De acordo com vários autores enumeram-se alguns exemplos (Bezerra & Correia, 2018; Duarte Alonso, 2010; Morales *et al.*, 2015; Vásquez de la Torre *et al.*, 2017):

- Experiências sensoriais como a degustação de azeite ou pratos típicos onde o azeite é o elemento gastronómico de destaque;
- Experiências culinárias com a aprendizagem de pratos ou produtos especiais (ex.: bica de azeite típica da região da Beira Baixa);
- Experiências de preparação de sabonetes e outros cosméticos à base de azeite;
- Experiências de saúde e bem-estar com recurso ao azeite ou produtos derivados;
- Experiências ativas que envolvam a participação em tarefas como a apanha da azeitona;
- Visitas a centros de interpretação e museus do azeite e do olival;
- Visitas a lagares ativos ou lagares tradicionais;
- Visitas a olivais milenares;
- Percursos pedestres ou rotas temáticas no olival ou ao património associado aos lagares;
- Compra de azeite, azeitona e produtos transformados;
- Festivais temáticos dedicados ao azeite e à azeitona;
- Usufruir do silêncio, da paisagem, da biodiversidade, da cultura e do património associado ao olival e envolvente natural/rural.

Podem ser ainda consideradas as atividades relacionadas com o Agroturismo, associado ao olival ou aos lagares de azeite, e a contemplação de diferentes contextos paisagísticos, designadamente a valorização de olivais em encostas ou socacos suportados pelos muros de pedra. De referir que, de acordo com a literatura, as características da paisagem que contribuem para os valores estéticos e recreativos (por exemplo, olival com os muros de pedra) estão a ser ameaçadas pelas alterações nas práticas agrícolas que privilegiam modelos de exploração intensivos, mas também pelo abandono da atividade agrícola (Zanten *et al.*, 2016). Porém, outras opiniões referem a mais valia das áreas naturais protegidas, na medida em que prevêm mecanismos de proteção da biodiversidade das paisagens agrícolas tradicionais e a conservação do património cultural agrícola (Maldonado *et al.*, 2019), traduzindo-se, assim, em oportunidades para a valorização dos olivais tradicionais.

Perante este contexto, é objetivo da presente investigação conhecer os limites geográficos e as principais características das manchas de olival que se estendem na área do Parque Natural do Tejo Internacional (PNTI), dando destaque às áreas onde os muros de pedra são a marca e a identidade do olival tradicional. Pretende-se, ainda, conhecer o seu potencial turístico através da análise dos produtos e recursos existentes que envolvem o olival, a azeitona e o azeite que no caso é, aliás, produto de Denominação de Origem Protegida (DOP) e apresentar um modelo que apoie à estruturação de uma oferta de oliveturismo para o contexto do PNTI.

1. Área de estudo

O Parque Natural do Tejo Internacional (PNTI), que é também território Reserva da Biosfera, estende-se por três municípios nacionais (Castelo Branco, Idanha-a-Nova e Vila Velha de Ródão) que pertencem à comunidade intermunicipal da Beira Baixa, e ao longo de 11 municípios da província de Cáceres, Comunidade Autónoma da Extremadura (Espanha), englobando as comunidades intermunicipais, designadas por “Mancomunidades” de Sierra de San Pedro, Tajo-Salor-Almonte e Rivera de Fresnedosa. No total, o PNTI ocupa uma área de aproximadamente 500km² e caracteriza-se por uma baixa densidade demográfica (fig. 1). É um território de fronteira e que dista de cerca de 1h00 a 1h30 de Castelo Branco e Cáceres e 3h00 a 3h30 de Lisboa e Madrid, ocupando assim uma posição central em relação a grandes centros urbanos.

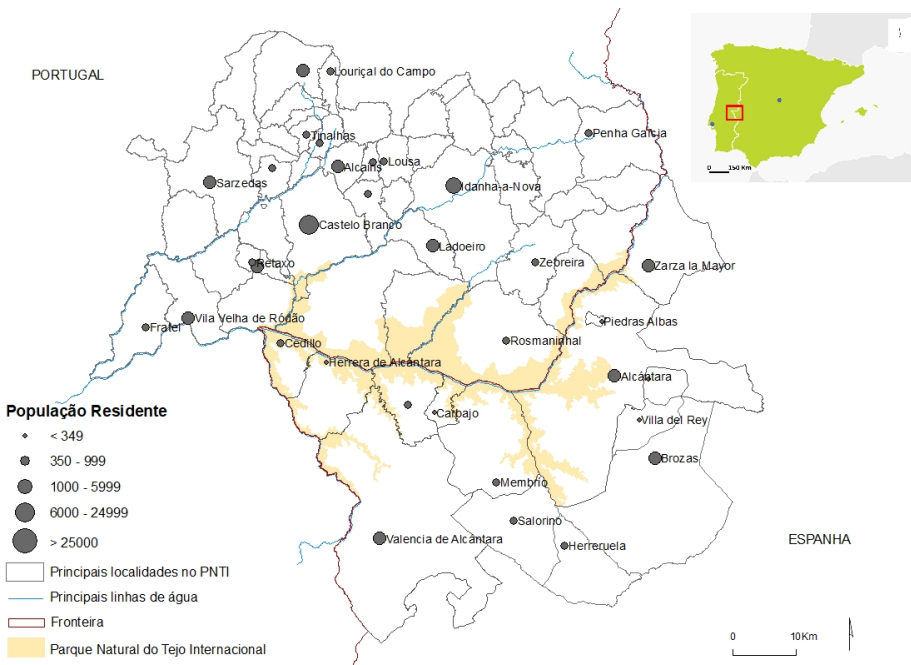


Fig. 1 – Localização da área de estudo. Figura a cores disponível online.

Fig. 1 – Study area localization. Colour figure available online.

Em geral, o PNTI caracteriza-se pela diversidade e riqueza de fauna e flora, com as comunidades típicas dos ecossistemas mediterrâneos e com características geomorfológicas distintivas, desde as áreas aplanadas, ora cortadas pela incisão da rede hidrográfica do Tejo, com destaque nos rios Ponsul e Erges e ribeira de Aravil (afluentes nacionais) e os rios Salor, Sever e Erjas e a ribeira de Carbajo, em território Espanhol, ora onde irrompem os relevos residuais graníticos, com destaque para Monsanto. São ainda identificados os relevos sedimentares e os distintivos alinhamentos tectónicos, como as escarpas e cristas quartzíticas, destacando-se a título de exemplo a crista quartzítica de Penha Garcia que se estende até aos canhões fluviais do rio Erges e se liga a Espanha ou, ainda, o caso das Portas de Ródão que abrem caminho ao Tejo com as suas margens marcadas pela forte presença do olival, aos terraços do rio Tejo constituídos pelo material quartzítico do leque aluvial (por exemplo, Monte do Pinhal em Vila Velha de Ródão).

Na extensa paisagem do PNTI destacam-se as comunidades dominantes de montado de azinheira (*Quercus rotundifolia*) e de sobreiro (*Quercus suber*), detetando-se ainda manchas dispersas de olival tradicional (*Olea europea*). Este caracteriza-se pela baixa densidade, em regime de sequeiro e com estruturas de ocupação dispersa. Porém, junto às povoações são frequentes os olivais de pequena dimensão, em geral com a estrutura em linha. Na área de estudo domina o olival de encosta nas principais linhas de água (Tejo, Erges e Ponsul), suportado por muretes de pedra e que se encontra maioritariamente abandonado ou semi-abandonado, e, em geral, é pastoreado. Por se tratar de um sistema tradicional e com plantas em fase de decrepitude, caracteriza-se pela baixa produtividade. Apesar deste estudo não contemplar um levantamento rigoroso do tipo de cultivares existentes, sabe-se que a oliveira *Galega* é a cultivar endógena da Beira Baixa e, por isso, a mais representativa deste território. Importante referir que em Portugal, o azeite produzido neste território é um produto registado com DOP (Denominação de Origem Protegida). Em território espanhol destaca-se a presença da variedade endógena *Manzanilla Cacereña*, que em Portugal pode tomar diferentes designações, como Azeiteira, Azeitoneira ou Negrinha, que também é produto registado com DOP.

II. METODOLOGIA

Para delimitar a área geográfica ocupada pelo olival recorreu-se ao uso do *software ArcGIS* (versão 10.6.1) utilizando como base de dados geográficos a Carta de Ocupação do Solo (COS) de 2015 para o território nacional e igualmente a última versão disponível do *Sistema de Información sobre Ocupación del Suelo de España* (SIOSE), neste caso, com dados de 2014.

Dentro do contexto territorial do PNTI, após a delimitação das áreas de olival, procedeu-se à sua caracterização e ao enquadramento paisagístico de forma a captar a diversidade de contextos produtivos existentes através de saídas de campo para

observação e registo fotográfico. Foram ainda identificados e caracterizados os produtos e recursos “Oleoturísticos” olivoturísticos existentes à escala do município. As principais fontes de informação foram materiais de divulgação e sítios de *internet* sujeitos a análise de conteúdo, foram consultadas empresas do setor e foi recolhida informação junto dos principais *stakeholders* através de questionário *online*, o que permitiu encontrar respostas aos seguintes tópicos: inventário da tipologia de produtos e serviços, inovações, redes de cooperação, projetos ou iniciativas desenvolvidas ou em curso que visam o apoio ao setor olivícola e de apoio mais específico para a área de estudo, identificação e caracterização das ações desenvolvidas e planeadas para a estruturação/promoção de olivoturismo e contributos para os valores científicos e de educação observáveis a nível local/regional. No total participaram 13 *stakeholders*, dos quais representantes de autarquias, da comunidade intermunicipal, gestores do PNTI, agricultores e associações.

Para avaliar o potencial turístico das paisagens de olival realizou-se uma análise SWOT como método de diagnóstico. Para a avaliação do potencial turístico do território seguiu-se a metodologia aplicada por Zgłobicki *et al.* (2018). Esta metodologia foi seguida por outros autores, nomeadamente por Belmonte Serrato *et al.* (2019), aplicada em contexto de avaliação do potencial turístico do património geológico. Pretende-se com o presente estudo testar a referida metodologia, com o objetivo de avaliar o potencial turístico das áreas de produção agrícola. A metodologia recorre à avaliação de diferentes parâmetros (valor científico e educativo, valor turístico e acessibilidades), aos quais foi atribuída uma valoração na escala de 0, 0,5 e 1, classificando-se as áreas em potencial baixo ($\leq 3,5$ pontos), potencial médio (4-6,5 pontos) ou potencial elevado (≥ 7 pontos).

III. RESULTADOS

1. Representatividade da área de olival no PNTI

O PNTI ocupa uma área correspondente a 515,7km², abrangendo 14 municípios, dos quais três são nacionais (Idanha-a-Nova, Castelo Branco e Vila Velha de Ródão) e os restantes são território de Espanha. No total, a área de olival ocupa 785,7ha, que corresponde a apenas 1,5% da área total do PNTI (fig. 2). O olival tem maior expressão em Portugal, com cerca de 700ha (quadro I). Convém referir que a área do PNTI integra a Beira Interior, região que ocupa a terceira posição com maior área de olival do país (48 777ha; Instituto Nacional de Estatística, 2018). Em Espanha, na área do PNTI, é possível delimitar uma área total de aproximadamente 90ha, na área do PNTI. À escala dos municípios, Idanha-a-Nova é o território com maior área de olival, com cerca de 56%, seguido de Castelo Branco com aproximadamente 26%. Em Espanha, são os municípios de Herrera de Alcántara (3,7%) e Santiago de Alcántara (3,0%) onde o olival tem maior representatividade.

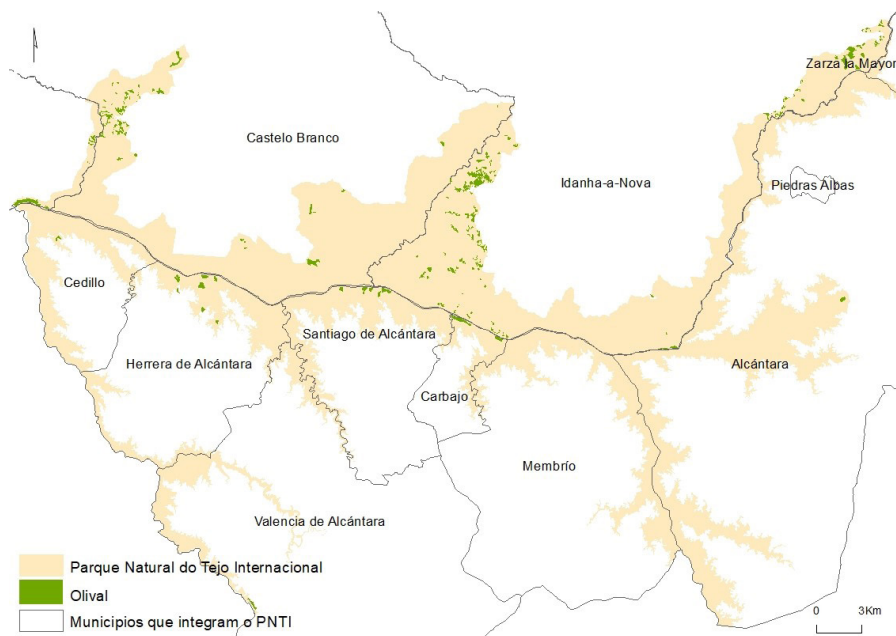


Fig. 2 – Área de olival no PNTI. Figura a cores disponível online.

Fig. 2 – Area of olive groves in PNTI. Colour figure available online.

Quadro I – Área ocupada por olival por município (ha e %).

Table I – Area of olive groves by municipality (ha and %).

| Concelho | Área no PNTI (ha) | Área no PNTI (%) |
|-----------------------|-------------------|------------------|
| Idanha-a-Nova | 441,30 | 56,1 |
| Castelo Branco | 203,10 | 25,8 |
| Vila Velha de Ródão | 55,20 | 7,0 |
| Herrera de Alcántara | 28,95 | 3,7 |
| Santiago de Alcántara | 23,85 | 3,2 |
| Carbajo | 20,80 | 2,6 |
| Alcántara | 5,70 | 0,7 |
| Valência de Alcántara | 4,80 | 0,6 |
| Cedilho | 2,00 | 0,3 |
| Total | 785,71 | 100,0 |

2. Características e particularidades dos produtos/recursos olivoturísticos

2.2.1. A Paisagem e os produtos agroalimentares

O olival ocupa apenas 1,5% do território do PNTI, mas é possível detetar manchas de olival disperso e com características peculiares, sobretudo ao longo das encostas das principais linhas de água, designadamente nos rios Erges, Tejo e Ponsul (fig. 3A). As suas

características são distintivas, especialmente por se tratar de um olival com uma história que remonta a vários séculos e onde ainda se encontram preservados muros de pedra seca (fig. 3B). Estes têm como função a sustentação do terreno, das plantas e também como divisão das parcelas, configurando veredas com características interessantes, que na atualidade assumem novos usos, nomeadamente para os percursos pedestres (fig. 3C). O olival do PNTI é maioritariamente em regime extensivo (fig. 3D) e a produção de azeite é complementada com a produção de carne de borrego ou aproveitamento de leite para a produção de queijo, que no caso português são rotulados com o selo “Queijos da Beira Baixa DOP: Amarelo, Castelo Branco ou Picante”, e em território espanhol tem a marca “Alimentos de Extremadura” e integram a “Rota del Queso de Extremadura”.



A – Olival de encosta nas margens do Tejo (esq. Portugal, dir. Espanha)



B – Muro em pedra seca de granito, divisória de caminhos com percurso pedestre assinalado



C – Marcação de percurso pedestre em olival



D – Olival pastoreado (Merino da Beira Baixa)

Fig. 3 – Diversidade da paisagem de olival no PNTI. Figuras a cores disponíveis online.

Fig. 3 – Diversity of olive groves in PNTI. Colour figures available online.

Fonte: A, B e C) fotografias próprias; D) fotografia cedida pela Herdade da Tapada da Tojeira

Os olivais inseridos no PNTI são maioritariamente explorados por proprietários privados, encontram-se em regime de sequeiro e ainda prevalecem os olivais pastoreados por ovinos, principalmente os mais próximos dos aglomerados urbanos. Na área de estudo, foram identificados dois produtores com marca registada de produção e comercialização de vários produtos escoados para o mercado, particularmente azeite biológico Virgem Extra da variedade Galega (DOP), a azeitona em conserva, pasta de azeitona, a tradicional bica de azeite e cosméticos naturais à base de azeite.

2.2.2. Olivoturismo no PNTI

De forma a perceber o potencial do olivoturismo como produto no contexto territorial do PNTI, foram inventariados os recursos turísticos e experiências existentes para cada município inserido no PNTI, desenvolvidos nos últimos cinco anos (quadro II). Destaca-se o património gastronómico existente associado ao azeite que permite a realização de atividades de degustação e festivais temáticos, o património construído que contempla desde os museus temáticos às próprias unidades de produção e ainda as rotas pedestres ou cicláveis que têm no olival o cenário para outras atividades de turismo de natureza ao turismo criativo com as experiências relacionadas com a valorização do olival.

Quadro II – Caracterização do olivoturismo no território do PNTI.

Table II – Olive tourism offer characterization in PNTI territory.

| Identificação |
|--|
| Rotas Pedestres – Diversidade de percursos que percorrem as encostas do rio Tejo, traçados em montado e olivais tradicionais (GR 113 – Caminho Natural do Tejo, GR 29 – Grande Rota dos Veados); – Pequenas Rotas e Rotas Temáticas: R6 CTB – Rota Poço dos Sinos, PR7 CTB – Rota dos Lagares, RO CTB – Rota dos Olivais (Castelo Branco), PR3 VVR – Rota do Xisto da Foz do Cobreão, PR2 VVR – Trilho das Virtudes (Vila Velha de Ródão); percursos traçados em olival tradicional, com possibilidade de visita a património industrial abandonado, designadamente os moinhos de azeitonas conhecidos por Lagares de Varas e ainda conhecer património rural como os muros de taipa; |
| Percursos de observação de aves – Rota que percorre a área sul do PNTI com envolvente de olival; |
| Arqueologia no Alto Tejo – Muros apiários na bacia do Tejo; |
| Museus dedicados ao azeite – Núcleo museológico do Azeite em Sarnadas de Ródão (Vila Velha de Ródão); – Lagar de Varas: Uma herança de ouro (Vila Velha de Ródão); – Complexo de Lagares de Proença-a-Velha – Núcleo do Azeite (Idanha-a-Nova); – Posto de turismo de Idanha-a-Nova; |
| Património industrial abandonado – Lagares de Varas (Almaceda); – Almazaras (Zarza la Mayor); |
| Provas de degustação de azeite – Azeite Egitânia (Idanha-a-Nova); – Herdade da Tapada da Tojeira (Vila Velha de Ródão); – Restaurante Helana (Idanha-a-Nova); – Herdade da Urgueira (Vila Velha de Ródão); |
| Produtos com certificação ou marca territorial – Azeite DOP Beira Baixa; – Azeite DOP Gata-Hurdes; – Azeite Biológico; – Azeite com selo Natural.pt; – Azeite e pasta de azeitona “Beira Baixa Terras de Excelência”; – Azeite “Portugal by Beira Baixa”; |
| Visitas e participação no processo de transformação de azeite – Herdade da Tapada da Tojeira (Vila Velha de Ródão); – Lagar de Azeite Biológico (Proença-a-Velha, Idanha-a-Nova); – Azeite Egitânia; – Casa del Molinero (Cilleros); |
| Festivais dedicados ao Azeite, azeitona e bica de azeite (eventos anuais ou bianuais) – Bial do Azeite (Castelo Branco) – Feira do Azeite e da Azeitona em Malpica do Tejo (Castelo Branco); – Festival do Azeite e do Fumeiro (Proença-a-Velha, Idanha-a-Nova); – Festival da Bica de Azeite (Monforte da Beira, Castelo Branco); |
| Workshops/Ateliers temáticos – Azeite Bio, Dermocosmética com azeite (Proença-a-Velha, Idanha-a-Nova); – Sabonetes de Azeite “Oiro de Ródão” (Vila Velha de Ródão); – Workshops de preparação da Bica de Azeite (Malpica do Tejo); |
| Passeios BTT – Trilhos Rota do Azeite (Proença-a-Velha, Idanha-a-Nova); |
| Experiências no Olival e com o Azeite¹ – “Beira Baixa: 3 dias, 3 experiências” – “Experiência do azeite”; – “Escapada Entre Olivais”; |
| Demonstrações artísticas – Exposição de fotografia “Oliveiras Centenárias” em regime de permanência; |
| Alojamento turístico temático – Herdade da Urgueira (Vila Velha de Ródão); – Casa del Molinero (Cilleros); |
| Festivais transfronteiriços – Jornadas Gastronómicas e Agroalimentares do Tejo Internacional (Valencia de Alcántara). |

Fontes: *Websites* das entidades, inquérito e entrevistas (Associação Alto Tejo, Ayuntamiento de Valencia de Alcántara, Azeite Egitânia, Câmara Municipal de Castelo Branco, Câmara Municipal de Idanha-a-Nova, Câmara Municipal de Vila Velha de Ródão, Casa del Molinero, Comunidade Intermunicipal da Beira Baixa, Geoparque Naturtejo, Herdade da Tapada da Tojeira, Instituto Nacional de Conservação da Natureza, Taejo Internacional, Instituto Nacional de Conservação da Natureza)

3. Valores científicos e educativos do olival no PNNTI

O interesse científico associado ao olival é de extrema importância, na medida em que identificam questões importantes no setor do azeite nas diferentes etapas da cadeia de valor, promove a criação e transferência de conhecimento orientado à sustentabilidade e promove a busca de soluções para problemas complexos, desde a produção, a transformação até ao consumo, por exemplo ao investir no conhecimento na área da saúde.

Associado à produção, o interesse científico vai desde a avaliação do potencial produtivo dos olivais tradicionais, gestão do solo, da água, fertilização, poda ou apanha (Fernandez Escobar *et al.*, 2013), à preservação de variedades tradicionais (Velooso *et al.*, 2018) ou mesmo ao tirar partido do uso das novas tecnologias, como são o exemplo dos sistemas de informação geográfica como ferramenta de apoio à gestão de práticas culturais no olival, por exemplo, ou ainda a influência da poda em diferentes modos de condução das plantas (Jiménez-Brenes *et al.*, 2017).

Do lado da transformação, o interesse científico é amplo, cobrindo áreas desde a proteção do ambiente (Pienkowski & Beaufoy, 2002) através da gestão de resíduos e aproveitamento de subprodutos (Ochando-Pulido *et al.*, 2016), à melhoria do produto (Khdair *et al.*, 2015) ou a criação de novos produtos, como são os exemplos de chocolate com azeite biológico ou o azeite virgem extra com sabor a chocolate. É possível ainda acrescentar o interesse científico na área da saúde, uma vez que o azeite é considerado um super-alimento devendo ser utilizado na dieta alimentar (Tur *et al.*, 2003).

Será importante referir que, do ponto de vista científico, existem vários estudos que analisam o potencial turístico do olival, reforçando a sua importância para a preservação da paisagem (Vásquez de la Torre *et al.*, 2015), na promoção da multifuncionalidade das áreas rurais (Duarte Alonso, 2010), favorece práticas de produção e transformação sustentáveis (Arikan, 2017) e ainda o contributo para a criação de uma oferta da tipologia de turismo alternativo que valoriza e respeita os valores sociais e ambientais (Morales *et al.*, 2015). Do ponto de vista educativo é necessário mencionar o papel que os olivais podem ter em disciplinas científicas relacionadas com a ecologia da paisagem e biodiversidade, e ainda salientar o papel que o azeite pode ter em assuntos relacionados com a educação para uma alimentação saudável. Associado à produção e transformação tradicional, existe um vasto conhecimento, inevitável, de resgate junto das gerações mais velhas, do conhecimento relacionado com as variedades tradicionais, métodos de proteção de plantas ou de transformação e conservação da azeitona. Só através da criação de oportunidades de transferência desse conhecimento para gerações mais novas será possível perpetuar métodos e práticas que contribuam para uma gestão assente nos valores da sustentabilidade. Para apoiar tais ações, pode ser viável a criação de materiais educativos em formatos físico e digital, bem como a realização de atividades que promovam a interação de conhecimento entre gerações.

O interesse educativo passa igualmente pela sensibilização do consumidor, nomeadamente, alertando para a valorização da produção de proximidade, do valor dos produtos para os quais é necessário recorrer ao saber-fazer, muitas vezes moroso e exi-

gente. Entre as possíveis ações de carácter educativo, destaca-se a título de exemplo a formação de consumidores através da realização de provas de azeite e visitas ao olival e lagar, que são aliás exemplos de atividades observáveis no território. É ainda de mencionar o interesse educativo para a valorização da paisagem agrícola, como reserva de ecossistemas que representa e pelo carácter lúdico que pode ter com atividades como o pedestrianismo ou observação de flora e fauna. Neste domínio, detetam-se iniciativas de valorização da sustentabilidade e desenvolvimento dos territórios rurais através da promoção do consumo dos produtos tradicionais, de valorização dos produtos locais na restauração, e recuperação de receitas que valorizam a dieta mediterrânica e os valores da cozinha tradicional, como são exemplos a “Carta Gastronómica do Tejo Internacional” ou o guia de “Gastronomia Raiana em Quatro Estações” que enaltecem o valor dos produtos tradicionais.

4. Potencialidades e debilidades do olival no PNTI para promover o “olivoturismo”

Para avaliar as potencialidades da paisagem agrícola, em particular do olival, como âncora para estruturar a oferta de um produto turístico para o PNTI, foi elaborada uma análise SWOT identificando-se as forças, fraquezas, ameaças e oportunidades, tendo como base o reconhecimento das áreas de estudo selecionadas (quadro III).

Quadro III – Análise SWOT para as paisagens de olival do PNTI, segundo as suas potencialidades como recursos turísticos, ativos ou potenciais (*).

Table III – SWOT analysis of olive grove landscape in PNTI according their potentialities as a tourist resource, actives, and potentials ().*

| Debilidades | |
|--|---|
| Acessibilidades ao longo do PNTI | ± |
| Sinalética | √ |
| Mapas e folhetos informativos sobre o PNTI e produtos turísticos existentes | X |
| Informação <i>Web</i> | X |
| Rotas pedestres devidamente assinaladas e divulgadas de forma integrada | ± |
| Miradouros de contemplação | √ |
| Oferta de alojamento de Turismo em Espaço Rural | √ |
| Oferta de restauração e lojas de produtos tradicionais | ± |
| Sinergias entre Portugal e Espanha | X |
| Ausência de uma visão estratégica global para a gestão do PNTI | X |
| Perda progressiva de atividades e saberes tradicionais relacionados com o processo produtivo de azeite | X |
| Florestação não adequada (expansão do eucalipto) no PNTI e envolvente | X |
| Risco que resulta da alteração dos processos de produção com externalidades ambientais graves (abandono vs. produção intensiva) | ± |
| Risco de adaptação dos processos de transformação de azeite com implicação na modernização dos lagares (alteração de processos, maquinaria) e perda de conhecimento associado aos métodos de produção tradicionais | ± |
| Enquadramento do património agrícola é negligenciado nos itinerários e inventários do património imaterial | ± |

| Debilidades | |
|---|---|
| Ausência de mecanismos públicos que visam o apoio direto a dinâmicas empresariais que valorizam os métodos de produção tradicionais | ± |
| Ligações fracas entre a academia e o sistema de I&D da região e o setor produtivo na resposta a soluções práticas associadas à produção e valorização do produto assente em modelos de produção de baixa escala | ± |
| Ameaças | |
| Envelhecimento da população | ± |
| Diminuição da população nas áreas rurais | ± |
| Diminuição ou abandono da atividade agrícola | X |
| Falta de conhecimento/interesse na atividade oliveturística por parte da população residente e das empresas do setor | X |
| Falta de experiência na comercialização (e marketing) desta modalidade turística | X |
| Sazonalidade associada a esta tipologia de oferta turística | ± |
| Substituição do olival por outras culturas para produção florestal ou modelos produtivos intensivos | X |
| Abandono de património construído (lagares de azeite tradicionais) | ± |
| Ocorrência de incêndios florestais com influência na destruição dos valores paisagísticos e do património olivícola | ± |
| Ausência de uma estratégia para apoiar uma oferta turística estruturada | X |
| Forças | |
| Conservação do património construído e cultural | √ |
| Multifuncionalidade dos olivais (criação de gado bovino, ovino e caprino) | √ |
| Oferta pode ser diversificada vinculando atividades relacionadas com outras modalidades turísticas | √ |
| Proximidade do PNTI a uma vasta rede de pequenas povoações que oferecem possibilidade de visitar lugares históricos e/ou conjuntos arquitetónicos, monumentos e infraestruturas culturais | √ |
| Oferta de agenda cultural durante todo o ano | √ |
| Existência de festivais de valorização dos produtos endógenos | √ |
| Valores educativos (flora, fauna) | ± |
| Valores científicos (produção, transformação, valorização) | ± |
| Valores culturais (património recuperado e preservado) | ± |
| Existência de parcerias institucionais para a valorização dos olivais tradicionais para o turismo | √ |
| Oportunidades | |
| Saturação de destinos massificados que conduz à procura de novos destinos mais periféricos | ± |
| Oferta de produtos de elevada qualidade, desde o Azeite DOP à diversificação da oferta | √ |
| Cartas gastronómicas adequadas à valorização dos produtos endógenos | √ |
| Olivetismo como oportunidade de valorização do azeite e de outros produtos locais | ± |
| Contributo dos olivais para a captura de CO ² atmosférico | ± |
| Valor ambiental dos olivais tradicionais pelo contributo da preservação de espécies faunísticas e florísticas do Mediterrâneo | ± |
| Olivetismo pode servir de alavanca para atrair população mais jovem e potenciar ações empreendedoras | ± |
| Proximidade de outras regiões produtoras de azeite com DOP, bem como de outros produtos DOP | √ |
| Tendências de consumo que valorizam o turismo de natureza, turismo rural, turismo gastronómico e ecoturismo | √ |
| Alteração dos padrões de consumo com a valorização dos produtos tradicionais e biológicos | √ |
| Aumento da procura pelas ofertas assentes na sustentabilidade e valorização do turismo de experiências | √ |
| Estratégia assente na dinamização do Olivoturismo valoriza os produtos agrícolas | √ |

(^o)√ – Favorável; ± – Merece atenção; X – Oportunidade de melhoria.

As debilidades identificadas estão sobretudo relacionadas com a ausência de uma estratégia de *marketing* territorial que valorize os produtos do PNTI e que, por sua vez, se reflete na ausência de materiais de comunicação orientados para a promoção do destino e educação do consumidor, neste caso um destino de fronteira, ao qual acresce o desafio de criar e fortalecer sinergias entre atores económicos e sociais de Portugal e Espanha. De salientar ainda a ausência de um modelo de proteção e valorização da paisagem mediterrânea, que tem vindo a ser substituída pela introdução de espécies florestais de produção, como o eucalipto, sobretudo em território do PNTI nacional. Esta é a espécie que ocupa a segunda posição entre as principais espécies florestais, contribuindo para a perda de biodiversidade e identidade deste território. De referir também a alteração aos padrões de produção/transformação que comprometem a continuidade e manutenção de métodos tradicionais decorrente da imposição de normas de qualidade alimentar que implicam a substituição de sistemas de transformação do azeite mais industrializados.

Das ameaças identificadas destaca-se a ausência de conhecimento e/ou interesse no aproveitamento do olival como atração turística, que leva à perda de oportunidade de valorização do azeite e dos agentes turísticos locais. O envelhecimento da população e a perda de população nas áreas rurais mais periféricas constitui também uma ameaça, na medida em que concorre para o abandono do olival, do património construído e ainda da transferência de conhecimento tradicional. Outro aspeto a salientar, relacionado com uma das debilidades identificadas, deve-se à progressiva expansão da cultura do eucalipto na área do PNTI, como já referido, e que conduz a vários riscos, desde a descaracterização da paisagem ao aumento do risco de incêndio.

Destacam-se como forças e oportunidades a existência de uma oferta de eventos culturais e educativos de valorização do azeite e produtos transformados, bem como a proximidade à rede das Aldeias Históricas de Portugal e outros produtos turísticos como o termalismo, o turismo náutico no rio Tejo e as rotas arqueológicas no Alto Tejo e do queijo da Extremadura. Estes últimos contam com programas de visita e, por isso, oferecem a possibilidade de fruição de serviços e atividades turísticas complementares ao segmento do olivoturismo. Salienta-se ainda o contributo dos olivais para a preservação do ambiente e, por isso, como oportunidade de valorização da oferta junto de segmentos de procura que busca o turismo assente nos princípios da sustentabilidade. O olival poderá ser valorizado pelo seu contributo na preservação de ecossistemas, porém ainda carece de investimento na identificação dos valores naturais existentes. Por fim, importa referir a proximidade do território do PNTI a outros territórios produtores de azeite DOP, como o exemplo das regiões da Beira Alta, Norte Alentejo em Portugal e Gata-Hurdes em Espanha que pode ser interessante para reforçar parcerias e estruturar o produto para nichos de mercado.

5. Avaliação do potencial turístico do olival

Segundo a metodologia de avaliação do potencial turístico do olival aplicada no presente estudo, baseada em Zgłobicki *et al.* (2018) e Belmonte Serrato *et al.* (2019), a função da acessibilidade do destino, numa perspetiva de proximidade a mercados potenciais,

bem como a acessibilidade, as infraestruturas turísticas e outras atrações turísticas, devem ser consideradas no processo de planeamento e promoção do turismo. Tanto a análise SWOT como a avaliação dos diferentes parâmetros analisados no quadro IV permitem concluir que existem valores do ponto de vista turístico e ainda valores científicos e educativos que reforçam a importância do olival como recurso turístico, desde logo pelo seu contributo para o desenvolvimento territorial na medida em que promove emprego, atrai investimento e pessoas, especialmente se se considerar toda a extensão de olival para além das fronteiras do PNTI.

Quadro IV – Critérios e pontuações de avaliação do potencial do olival para o turismo.

Table IV – Criteria and scores for assessing the potential of olive groves for tourism.

| Indicadores | Sub-indicadores | Pontuação ⁽¹⁾ |
|--|--|--------------------------|
| Valor científico e educativo | | |
| Conhecimento científico ⁽²⁾ | 0,0 – Desconhecido, sem publicações científicas | 1,0 |
| | 0,5 – Só publicações científicas locais | |
| | 1,0 – Várias publicações científicas importantes | |
| Raridade ⁽³⁾ | 0,0 – O olival não está entre as três principais atrações do PNTI | 0,0 |
| | 0,5 – O olival é um dos três elementos mais importantes do PNTI | |
| | 1,0 – Olival considerado o principal atrativo turístico do PNTI | |
| Materiais educativos ou promocionais | 0,0 – Nenhum | 0,0 |
| | 0,5 – 1 ou 2 (folhetos ou outros materiais sobre olival no PNTI) | |
| | 1,0 – 3 ou mais tipos de materiais de comunicação sobre olival no PNTI | |
| Acessibilidade territorial | | |
| Rede viária | 0,0 – Sem acesso direto por estradas asfaltadas | 0,5 |
| | 0,5 – Acesso local a uma distância inferior a 10km e a via principal e uma distância superior a 25km | |
| | 1,0 – Acesso principal a uma distância inferior a 25km | |
| Rede fluvial | 0,0 – Sem acesso direto | 0,5 |
| | 0,5 – Acesso a cais fluvial a distância inferior a 10km | |
| | 1,0 – Acesso a cais fluvial a distância entre 10 a 25km | |
| Cidades (procura potencial) | 0,0 – <30 000 habitantes num raio de 50km | 0,5 |
| | 0,5 – 30 000-50 000 habitantes num raio de 50 a 100km | |
| | 1,0 – >50 000 habitantes num raio de 100km | |
| Infraestruturas turísticas | 0,0 – Falta de infraestruturas nas imediações | 0,5 |
| | 0,5 – Infraestruturas turísticas a uma distância inferior a 10km | |
| | 1,0 – Infraestruturas turísticas a uma distância entre 10 a 25km | |
| Valor turístico | | |
| Valor estético da paisagem | 0,0 – Sem ponto de observação da paisagem, baixo valor paisagístico | 1,0 |
| | 0,5 – Pontos de observação únicos, valores paisagísticos moderados | |
| | 1,0 – Território emblemático, valores paisagísticos elevados | |
| Valor cultural | 0,0 – Nenhum valor cultural na região envolvente | 1,0 |
| | 0,5 – Algum valor cultural na região envolvente | |
| | 1,0 – Elevado valor cultural na região envolvente | |
| Outras atrações turísticas | 0,0 – Região “Olivoturística” e outras atrações a uma distância superior a 75km | 1,0 |
| | 0,5 – Região “Olivoturística” e outras atrações a uma distância superior a 25km e inferior a 75km | |
| | 1,0 – Região “Olivoturística” e outras atrações a uma distância inferior a 25km | |
| Pontuação Total ⁽³⁾ | | 6,0 |

⁽¹⁾ Valor baixo: <3,5 pontos; Valor médio: 4-6,5 pontos; Valor alto: >7 pontos.

⁽²⁾ Produção científica relacionada com o Olivoturismo e conhecimento agronómico relacionado com a cultura da oliveira, transformação da azeitona e desenvolvimento rural.

⁽³⁾ Avaliado pela análise aos materiais de comunicação e divulgação do PNTI.

No global, o PNTI recebeu uma pontuação de seis valores (num máximo de 10), destacando-se o elevado potencial dos valores turísticos, porém com algumas lacunas ao nível dos valores educativos e científicos, especialmente verificado pela necessidade de investimento em ações de comunicação do destino, mas principalmente do produto turístico “olivoturismo”. Para a sua valorização este deverá ser comunicado de forma integrada e articulada no setor (hotelaria, restauração e atividades), bem como referenciado a um destino único sem fronteira entre Portugal e Espanha e devidamente articulado com outros segmentos (cultural, rural e de natureza). Importa referir que neste domínio existe ainda um vasto campo de oportunidades e necessidades de investigação e educação que responda às necessidades específicas dos agricultores e população local.

No que diz respeito à acessibilidade territorial é importante assinalar a opção “chegada a este destino” que assenta na existência de barcos recreativos, proporcionando assim uma experiência diferente para conhecer o território. A proximidade à Rede de Aldeias Históricas e às Termas de Monfortinho é um importante atrativo que pode complementar a oferta de programas de olivoturismo.

No global, pode concluir-se que o olival no território do PNTI tem potencial para o turismo, especialmente os segmentos do turismo cultural, turismo rural, turismo de natureza assente nos princípios do ecoturismo e ainda o turismo de saúde e bem-estar.

6. Contributos para o desenvolvimento do olivoturismo no PNTI

O presente estudo, focado na avaliação do potencial do olival como base para o olivoturismo, vem trazer à discussão diferentes perspetivas, desde logo assinalar que o olival é apenas uma das componentes da paisagem, tal como refere o Convénio da Europeu da Paisagem (2000; *in* Trujillo, 2018), ao delimitar o seu papel como sendo “de interesse geral nos domínios culturais, ecológico, ambiental e social, e que constitui um recurso favorável à atividade económica e que a sua proteção, gestão e ordenamento podem contribuir para a criação de emprego (...) e ainda “qualidade de vida das populações”.

Do ponto de vista do interesse cultural da paisagem, a área de estudo é caracterizada pela existência de olivais em regime extensivo, de encosta, caracterizados pela baixa produção e multifuncionalidade e são indicadores da presença humana no território que remonta a vários séculos. Tratam-se, na maioria dos casos, de olivais delimitados com muros de pedra, que entre os seus vários significados podem ser identificados como limite de propriedade, para sustentar as oliveiras em socacos, e também podem assumir outros significados, como refere Assandri *et al.* (2018) ao reforçar que os atributos culturais da paisagem, onde inclui os muros, são fundamentais para a preservação da biodiversidade. No que concerne ao prisma ecológico e ambiental, destaca-se o papel fundamental das áreas protegidas que, ao delimitar áreas de interesse especial, contribui para a proteção de espécies. É importante salientar que na área de estudo se detetaram modelos de exploração assentes na proteção ambiental (Agricultura Biológica) e que a este respeito Berque (1990; *in* Tregua *et al.*, 2018), refere que a utilização de recursos naturais nos modelos de negócio pode favorecer um melhor uso dos mesmos, ao mesmo tempo que incentiva

outros agentes locais à sua valorização e proteção, que neste contexto é verificado pelas dinâmicas de valorização do azeite e de outros produtos do olival com classificação DOP. Este selo não só distingue os produtos de qualidade, como é uma base para oportunidades de desenvolvimento turístico, como referem Vázquez de la Torre & Pérez (2014).

Consequentemente, o olivoturismo pode ser enquadrado como uma ferramenta de sustentabilidade, desde logo do ponto de vista ambiental, uma vez que fomenta a valorização e proteção dos recursos naturais; da sustentabilidade económica, ao contribuir com a produção de produtos de qualidade e de valor acrescentado; e também do ponto de vista social, ao contribuir para a atração de investimento e criação de novos empregos transversais à atividade olivícola (alojamento, restauração, por exemplo), bem como a fixação de população e a recuperação de saber-fazer tradicional. Esta ideia encontra-se alinhada com a literatura que destaca o efeito positivo entre agricultura e o turismo (Armesto-López & Gómez-Martín, 2006) e também com o conceito de olivoturismo apresentado por Morales *et al.* (2015). De acordo com os mesmos autores, é importante salientar a necessária difusão de conhecimento entre os vários intervenientes do olivoturismo, o que pressupõe um envolvimento e um compromisso pela preservação dos valores naturais e locais subjacentes ao olival tradicional e a defesa dos métodos de produção assentes numa base artesanal e tradicional. A este respeito e, de acordo com o diagnóstico realizado, convém reforçar que a promoção do olivoturismo na área de estudo carece de uma base sólida assente no conhecimento e educação, pois, se por um lado é crucial ativar mecanismos de proteção e valorização do conhecimento tradicional (produção e transformação de azeite), por outro, é importante dar respostas aos desafios das alterações climáticas às quais devem corresponder soluções de novo conhecimento gerado entre agricultores, academia e poder público de forma a contribuir para a salvaguarda destes olivais.

Do ponto de vista da criação de emprego, importa salientar que na área de estudo prevalecem agricultores com empresas de pequena e muito pequena dimensão e olivais para consumo próprio, portanto sem exploração comercial. Porém, a realidade do agricultor-empendedor identificado no território espelha dinâmicas de diversificação, internacionalização e inovação, resultado do respeito pela herança de um olival com história, reservatório de memórias e da vida natural, pilares que estão na base do seu modelo de negócio. A diversificação é visível através da sua capacidade para aproveitar o olival para outras atividades económicas complementares, designadamente a criação de ovinos e a produção de leite para fornecimento local. A aposta em várias tipologias de produtos (azeite, azeitona, pasta de azeitona, cosméticos) combinado, por vezes, com o aproveitamento do olival para a atividade turística, bem como a visita a lagares ou degustações, revela um perfil de agricultor com uma visão holística da gestão do olival.

No domínio da internacionalização foi possível detetar o recurso a diferentes canais de comercialização, com peso importante no mercado de produtos biológicos e a internacionalização para mercados como França e Alemanha. A valorização dos produtos é também alcançada por via da inovação. Neste domínio, detetam-se dinâmicas de valorização do produto (azeite): desde logo, do lado da produção detetam-se soluções dos agri-

cultores que canalizam os seus recursos na proteção e valorização de variedades tradicionais, na conceção, *design* de produtos ou embalagens e uso de novo conhecimento combinado com o saber-fazer tradicional com o objetivo de melhorar a sua competitividade e desempenho no mercado onde apresentam os seus produtos com os selos “Agricultura Biológica”, “DOP”, “Natural.PT”, “Beira Baixa Terras de Excelência”. O resultado é visível com a apresentação de um produto “único” no mercado que valoriza as práticas de produção que preservam a tradição e a biodiversidade, desde as lojas de produtos *gourmet*, mercados biológicos, ao fornecimento de restaurantes, contribuindo assim para a valorização económica dos seus produtos. O olivoturismo passa a ser, perante este enquadramento, uma atividade de complemento de rendimentos para o agricultor e de sustentáculo da economia local, alinhando-se com os sistemas de agricultura multifuncional, que pode ser visto como oportunidade para o agricultor obter rendimentos extra durante todo o ano, mas também de potenciar novos negócios complementares, como referem Millán *et al.* (2011).

Tais dinâmicas parecem contrastar com uma aparente ausência de vitalidade económica e social do território, fortemente caracterizado pelo despovoamento e envelhecimento da população. Com o objetivo de atrair investimento para o território, foram identificados programas de desenvolvimento local que prevêem contributos, quer na retenção, quer na captação de população jovem e com impacto crucial nos modelos de negócios no setor agroalimentar. São exemplos os casos da Incubadora de Base Rural de Idanha-a-Nova e a integração deste município na rede Bio-Regiões, com orientações específicas de promoção de modelos de negócio que valorizem a gestão sustentável dos recursos locais e a produção e consumo alimentar de base biológica e agro-ecológica. Porém, importa salientar que este tipo de dinâmicas deveriam estar profundamente comprometidas com as dinâmicas de valorização do território, nomeadamente pela definição de ações mais concretas que privilegiem iniciativas de valorização da paisagem olivícola que detém, pelo seu carácter histórico, um vasto património construído, património natural, ecológico e imaterial, que se constituem como valores fundamentais que merecem a atenção pública para a sua preservação e valorização, isto em detrimento do apoio a iniciativas de produção em grande escala, ou seja, de modelos de agricultura intensiva. Portanto, a ausência de vínculos das instituições com o território e de iniciativas vinculadas e comprometidas com as premissas do desenvolvimento sustentável pode comprometer qualquer esforço de dinamização do olivoturismo no território em estudo.

Partindo ainda do pressuposto de que uma estratégia orientada para o desenvolvimento do território prioriza o aproveitamento inteligente do capital territorial, o olival como cenário turístico, não pode deixar de ser integrado numa estratégia de valorização do produto (azeite), particularmente o produto com características que lhe conferem selo DOP, e que merece, por isso, proteção e apoio. Considera-se que o azeite, ao ser apontado elemento crucial de identidade do território, é um fator de geração de riqueza e motor de fomento de inovações e iniciativas de desenvolvimento local. Neste âmbito, por exemplo, é fundamental a delimitação de áreas de interesse que valorizem os espaços cénicos em olival, como os miradouros, oliveiras centenárias, mas especialmente a sinalização das

áreas com muros de pedra, pois são a espinha dorsal de uma paisagem cultural com elementos que distinguem estes olivais de outros da Península Ibérica, cuja preservação e manutenção das suas características se deve à sua integração em áreas protegidas (Barrett & Mitchell, 2016). Não descurando ainda todo o património gastronómico que merece atenção, nomeadamente o reforço de redes locais para potenciar as ofertas gastronómicas que absorvam a produção local, de forma a garantir efeitos positivos na valorização do destino e o reconhecimento da sua identidade gastronómica.

Face ao exposto, comunicar os valores científicos e educativos existentes ou que venham a ser gerados com o olivoturismo vem atender ao desafio da manutenção dos sistemas de produção tradicionais e biológicos, que poderá ter os seguintes efeitos: a) a influência nos modelos de negócio de novos empreendedores que valorizem as tradições e a biodiversidade; e b) o reforço do papel do turista, que ao ter acesso a mais conhecimento, poderá conduzir a hábitos de consumo mais saudáveis e sustentáveis e estimular a sua curiosidade para os produtos tradicionais e a ruralidade como modo de vida, ficando, conseqüentemente, mais sensibilizado para um tipo de turismo alternativo. Este pode ser exemplificado por uma oferta que valorize: a utilização do olival como espaço cénico para caminhadas, passeios de bicicleta, roteiros fotográficos, por exemplo, às atividades de carácter educativo e/ou contemplativo (observação de aves, identificação e recolha de plantas ou cogumelos silvestres de interesse gastronómico), ainda à valorização da componente sensorial que o olival potencia (união entre a produção e a degustação de pratos típicos, do azeite, das azeitonas, da doçaria tradicional ou da inesperada combinação do azeite com sabores locais), às experiências, com a participação em atividades como a apanha manual de azeitona, aprender a podar uma oliveira, apadrinhar uma oliveira centenária, aprender mais para ser um *expert* em provas de azeite (turismo criativo) ou ainda usufruir de massagens relaxantes com a utilização de azeite, reforçando dessa forma as ofertas relacionadas com o produto saúde e bem-estar.

De salientar que as entidades locais (autarquias, instituições de ensino), a par dos agricultores, empresas do setor turístico e da população local, têm um papel essencial na estruturação do destino e na capacitação da imagem do olival como paisagem cultural. Neste contexto, adverte-se que ficar apenas pela disponibilização de instrumentos e ferramentas de comunicação que permitam a aproximação do território ao consumidor (eventos, infraestruturas culturais) ou do consumidor ao território (materiais de comunicação, desde folhetos, painéis e sinalética) pode ser um investimento com um retorno de baixo impacto no desenvolvimento territorial. Apesar de serem iniciativas necessárias, podem ser insuficientes e, por isso, é crucial o desenho de uma estratégia orientada para o contexto do “território sem fronteira” que aproxime todos os intervenientes, de Espanha e Portugal, e que sob uma marca agregadora e de complementaridade com diferentes componentes da oferta (que inclui desde o alojamento, a restauração, às experiências) seja visível a ligação entre o olivoturismo e outros segmentos turísticos, nomeadamente: a) o turismo cultural, com âncora na cultura e arte, e onde a gastronomia é um dos recursos primários; b) o turismo rural, ancorado no património, desde o industrial ao etnográfico, às diferentes dimensões da paisagem, não descurando também a oferta de aloja-

mento que valoriza as práticas agroturísticas; c) ao turismo de natureza, assente na fauna e flora específica de contextos de olivais centenários com variedades tradicionais e sistemas de produção multifuncionais; d) ao turismo de saúde e bem-estar, com a ligação ao termalismo, ao aproveitamento do azeite para os cosméticos, massagens relaxantes e ainda a valorização da alimentação mediterrânica.

De acordo com o modelo proposto (fig. 4), o olivoturismo no PNTI deve então alinhar-se com outras atividades e experiências de forma a alcançar novos públicos, designadamente a visita aos locais da rede das Aldeias Históricas de Portugal, particularmente Monsanto e Idanha-a-Velha onde a paisagem do olival é uma das principais marcas da paisagem rural, as rotas arqueológicas no Alto Tejo ou o turismo náutico, com circuitos que permitem a contemplação das encostas do Tejo, precisamente onde o olival assume características diferenciadoras.

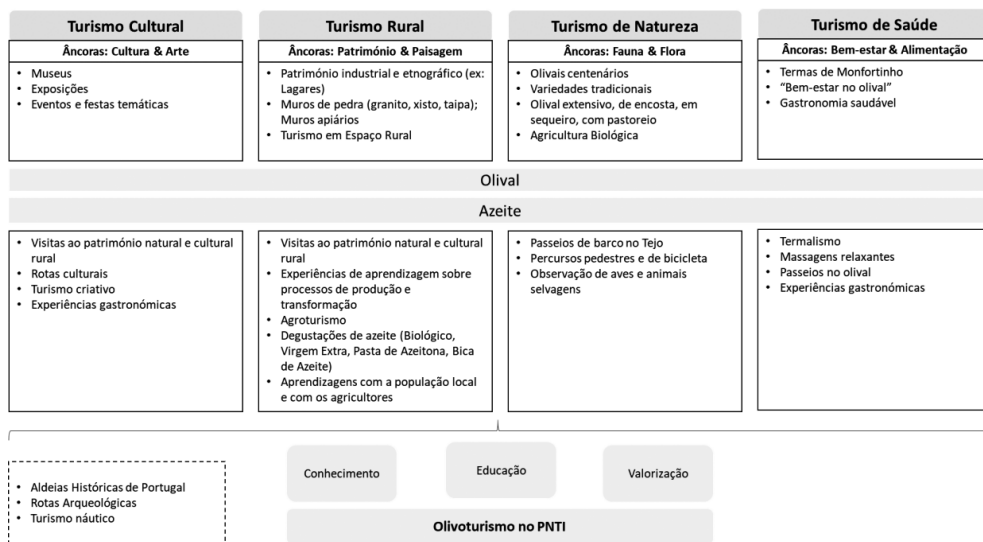


Fig. 4 – Modelo para promover o olivoturismo no PNTI.

Fig. 4 – Model to promote olive oil tourism in PNTI.

Para finalizar, reforçando o principal objetivo deste trabalho de investigação, que apresenta os resultados da aplicação da metodologia de avaliação do potencial do olival para aproveitamento turístico num contexto territorial de fronteira, é importante reforçar algumas considerações. Em primeiro lugar, em termos paisagísticos, o olival assume características peculiares que lhe conferem atributos de paisagem cultural e que deveriam ser protegidos e valorizados e, em particular travar ações de expansão do eucalipto no PNTI. Em segundo lugar, o público potencial do olivoturismo é considerado como nicho, o que implica que potenciar e valorizar o olivoturismo requer um produto base (azeite) de qualidade, o qual depende inteiramente da valorização da tradicionalidade e biodiversidade, características que devem ser refletidas na própria estratégia de estruturação da

oferta, mas especialmente consideradas nos mecanismos de defesa do património olivícola face aos desafios impostos pela pressão do mercado (que leva muitas vezes à modernização dos processos de produção e transformação de azeite e, conseqüentemente, à perda de identidade dos produtos tradicionais). Em terceiro lugar, a sustentabilidade deve ser uma componente valorizada pelo mercado, desde a perspectiva do produto, ao destino. Finalmente, em quarto lugar, os pilares do conhecimento e educação são fundamentais na estruturação do modelo de olivoturismo no PNTI, pelo que será necessário um maior investimento em novo conhecimento que apoie este setor.

IV. CONCLUSÕES

Os olivais são uma marca importante das paisagens do Mediterrâneo e o azeite está entre os produtos alimentares mais importantes na base da alimentação humana. A par disto, surge de forma cada vez mais evidente uma procura por destinos turísticos alternativos, que ofereçam silêncio, mas, ao mesmo tempo, que permitam experiências de contacto com a natureza ou se traduzam em aprendizagens sobre saberes tradicionais. É neste contexto que se situa o olivoturismo, assente numa oferta estruturada, que combina o produto-território (olival) e o produto-produto (azeite), em que as áreas fronteiriças e as áreas naturais protegidas emergem como destinos de oportunidade, sendo o PNTI um território com condições privilegiadas.

O presente estudo, com objetivo de conhecer a área de olival no PNTI e avaliar o seu potencial como recurso turístico do destino, permite extrair as principais conclusões, que se seguem. Em primeiro lugar, apesar da área do olival no PNTI ser reduzida (1,5% da área total), na realidade o território envolvente é tradicionalmente um território produtor de azeite, onde se identificam também outros produtos que dependem do olival (borrego ou queijo, por exemplo), produtos de qualidade com importância no contexto territorial de fronteira. É de salientar as características distintivas do olival do PNTI associadas a sistemas de produção tradicionais com ocupação em encostas onde os muros de pedra são essenciais, quer no suporte do terreno, quer das oliveiras. Tratam-se, pois, de elementos distintivos que conferem valores estéticos à paisagem e que devem, por isso, ser protegidos e valorizados como paisagem cultural. Porém, a sustentabilidade deste recurso turístico está comprometida pela manutenção da produção que evita “paisagens produtivas abandonadas” ou o avanço de outras espécies de produção florestal que descaracterizam a paisagem e contribuem para o risco de incêndio. Assim, devem ser garantidos sistemas de apoio e estímulo à produção, bem como valorização de serviços de ecossistema, pois o olival assume funções essenciais na fixação de carbono, regulação da água no solo e da erosão e tem um importante contributo para a conservação da biodiversidade.

Em segundo lugar, se se observar a riqueza e a diversidade cultural inerente ao território fronteiriço, quer do ponto de vista paisagístico, de tradições do mundo rural, da diversidade gastronómica e cultural, os valores educativos e turísticos multiplicam-se, considerando-se, por isso, que o olival pode ser um recurso turístico para atrair visitan-

tes, mas, também, atrair investimento que contribua para a manutenção da paisagem e valorização dos produtos agroalimentares. Para tal, deve ser valorizada uma estratégia que estruture a oferta e a promova de forma integrada, pois só dessa forma será capaz de reforçar o seu posicionamento como um destino sustentável.

Em terceiro lugar, a estratégia para a valorização do destino passa pela promoção do oliveturismo como complemento de um conjunto vasto de segmentos e que passam, por exemplo, pela valorização da gastronomia num contexto onde o azeite deve ser considerado um elemento agregador e diferenciador do território, da cultura, das tradições e, ao mesmo tempo, potenciador de experiências e emoções através da estruturação da oferta de modalidades como o agroturismo e ainda a complementaridade do turismo de natureza com ofertas existentes de turismo cultural, histórico, náutico, de saúde e bem-estar. Refiramos ainda que qualquer estratégia de promoção do oliveturismo deve envolver os agricultores, que para além de produzirem um produto com características diferenciadoras no mercado, têm um papel importante na preservação da paisagem e da manutenção dos ecossistemas e, por isso, a deverá ser integrado numa estratégia de valorização do turismo sustentável.

Por último, a metodologia aplicada possibilitou a compreensão de diferentes variáveis de análise do território, identificando as suas potencialidades e debilidades, onde se destaca o risco associado ao abandono ou reconversão dos olivais tradicionais, em contraste com as dinâmicas da procura turística que tendem a valorizar experiências turísticas em que é transmitido o conhecimento tradicional, o saber-fazer, o acesso a produtos de qualidade e a degustação dos sabores específicos dos territórios.

A principal limitação do estudo, que é ao mesmo tempo uma oportunidade para delinear investigações futuras, passa pela incorporação de novas dimensões de análise do potencial do destino com a validação das preferências da procura baseada em inquéritos, ou ainda a realização de estudos comparativos com outras regiões produtoras de azeite em contexto de produção de baixa intensidade de forma a perceber o impacto do oliveturismo, quer nos modelos de negócio associados à produção/transformação, quer na estruturação do destino.

ORCID ID

Dora Isabel Rodrigues Ferreira  <https://orcid.org/0000-0001-8628-9359>

José Manuel Sánchez Martín  <https://orcid.org/0000-0002-4711-3542>

CONTRIBUTOS DOS/AS AUTORES/AS

Dora Isabel Rodrigues Ferreira: Conceptualização; Metodologia; Software; Análise formal; Investigação; Curadoria dos dados; Escrita – preparação do esboço original; Redação – revisão e edição.
José Manuel Sánchez Martín: Validação; Redação – revisão e edição; Supervisão.

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ⁱ Exemplos: <https://www.alvientoo.com/beira-baixa/>; <https://viagensasolta.com/idanha-a-nova-3-experiencias-autenticas-e-alternativas-em-portugal/>; <http://www.escapadastajointernacional.com/>

Article

The Assessment of the Tourism Potential of the Tagus International Nature Reserve Landscapes Using Methods Based on the Opinion of the Demand

Dora Isabel Rodrigues Ferreira *  and José-Manuel Sánchez-Martín 

Faculty of Business, Finances and Tourism, University of Extremadura, 10071 Cáceres, Spain; jmsanche@unex.es

* Correspondence: drodrigu@alumnos.unex.es

Abstract: There are different methodologies to assess landscape preferences, however there is no consensual methodology that can be replicated to identify their tourism potential. Recent studies have focused on agricultural landscape preferences due to their cultural characteristics. Although agricultural activity conflicts with the management models of natural protected areas, traditional models and sustainable practices reveal opportunities to boost tourism in this area, both for their aesthetic value, and for the opportunity to preserve biodiversity and maintain “lively landscapes”. The present study focuses on a double approach to collect data to measure the preferences for landscape typologies to realize outdoor/recreative activities in Tagus International Nature Reserve (TINR), among them, agricultural landscapes, such as the agro-silvopastoral system “Dehesa/Montado” or olive grove. The preference of the landscapes were evaluated through photographs with pairwise comparison and without photographs observation, in which 174 respondents were consulted with. The different methodologies applied allowed for the extraction of different results, which led to the assumption that in fact there is no single methodology to assess preferences. However, the application of the analytic hierarchy process (AHP) methodology with photographic pairwise comparison allowed for the extraction of more robust results when considering attractions with tourism typologies, revealing that “Cultural tourism/Rural mixed” and “Agritourism” were the most valued. This information is pertinent to support TINR managers and local tourism promoters to plan and structure products and services based on button-up methodologies.

Keywords: agritourism; agricultural landscape; analytic hierarchy process (AHP); cultural heritage; nature protected areas; tourism potential; tourist preferences



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1. Introduction

Protected natural areas are widely recognized as spaces for recreation, landscape and nature contemplation; spaces with the opportunity to discovery traditions and local history, as well to promote biodiversity conservation [1]. In fact, they are authentic natural and cultural reserves [2], which has motivated their increased demand in recent years, gaining particular interest when positively affecting the development of rural areas [3] and cross-borders regions [4]. This aspect configures new interests for the traditional agricultural landscapes due to the historical and cultural values preserved, especially in remote areas [5]. In effect, studies dedicated to agricultural landscapes have generated significant interest in the literature [6–9], particularly motivated by the discovery of perceptions about the external effects of food production, but also environmental assets and the scenic beauty related with agricultural activity. Indeed, the attractiveness of remote areas for tourism and leisure can be associated with the image of rurality, the idea of unspoiled nature, and authentic livelihood [10]. That is, the demand is motivated by the desire to enjoy an aesthetically pleasing and peaceful environment [11]. Despite the several challenges that have been placed in the management process of agricultural activity in protected natural

areas due to competition for land use and the impact on nature conservation [12], the literature argues that land use management based on biodiversity protection can provide ecological networks where production and nature conservation can be guaranteed at the same time [13,14]. Thus, the mechanics of the management of protected natural areas are important tools to maintain agricultural practices that preserve cultural landscapes [15], which are authentic reservoirs of biodiversity [16] and vehicles to preserve traditions [17]. Additionally, a recent study [18] confirmed that the value of sustainable farming has an influence on the choice of vacation destinations due to its positive impact on landscape quality, contribution of soil preservation, and the provision of cultural services such as traditional knowledge, ecotourism, and aesthetic pleasure [19]. Thus it is important to note that changes in the landscape should take traditional farming systems [20,21] into consideration, especially as due to the abandonment of agricultural activity as a result of the production processes and intensification [21], the evidence of which makes it important to identify and implement actions that promote sustainable development. As the literature argues, the management of protected natural areas have the opportunity to preserve traditional farming and agricultural landscapes as a resource and a mechanism to preserve biodiversity and local traditions. For example, the Mediterranean agricultural landscape is widely recognized in the literature for its cultural values that greatly favour nature conservation [8,22]. Based on this evidence, a wise combination of cultural and natural, aesthetic, and productive elements, proper to the physiognomy and functionalism of agricultural landscapes, could be the basis to design strategies to promote the protected natural areas, that are also faced with the challenges of sustainable development.

Indeed, the landscape can offer a variety of services and experiences that can influence the perception, preferences, and degree of satisfaction of its enjoyment. For this reason, it becomes interesting to understand why some landscapes may be more attractive than others. For example, the scenic beauty of rural landscapes has an important meaning, for different reasons, for urban people and for rural people [23]. Some researchers have concluded that natural landscapes are the most preferred [9,24], others reveal that the water element is a determining factor in the choice of tourist destinations [10,24] while other research has highlighted the importance of the agricultural landscape [4]. These facts have led to the recognition of the importance in understanding, not only the changes that occur in the landscape, but also how this affects social, economic and environmental spheres [25] as well as demand motivations [26]. In fact, the landscape potential to promote recreational activities and local development dynamics has been included in management and planning policies [27], in the monitoring of agro-environmental actions [23], and in tourism plans [28]. In the literature it is possible to identify different methodologies for assessing tourism potential, although most focus on tourism resources or attractions inventories as a starting point [29]. Arising in the 70s in Ibero-American countries, the OEA model was pioneered as a natural and cultural touristic attractions inventory (cultural events, natural sites, museums, monuments and other heritage with historic value, costumes and traditions manifestations of local inhabitants) and evaluation of touristic potential, classified into four hierarchies [30]; the LEADER approach was developed in 90s targeted at local action groups of the LEADER II program of European Union. This model's intent was to assess tourist potential in two phases: (1) analysis of the tourism situation, a phase in which supply, demand, competition and market trends were examined, (2) the diagnosis, which, by comparing the results tourism situation, made it possible to identify the strengths and weaknesses of the territory, the opportunities and the risks, and lastly, decide whether or not to develop tourism in the area [31]. Briefly, it is possible to mention other methodologies in the literature that aim evaluate the tourism potential based on natural factors analysis [32,33], or economic variables [34,35], or landscape preferences analysis [36,37], applying different techniques and tools of statistical or territorial analysis such as, for example, the application of multivariate statistics [5,6] and multicriteria analysis [38,39], sometimes with the application of geographic information systems [7,28,40,41]. Therefore, assessing landscape preferences has raised interest in the literature, for the pursuit of

different research objectives, such as: the potential of landscapes for recreational use [24,42]; aesthetic value [43,44]; scenic beauty [9]; contribution to human well-being [8,45]; perception about ecosystem services [5,20,46–48] and willingness to pay to enjoy the amenities of a rural landscape [22].

As pointed out above, the literature argues that management tools are fundamental to preserve natural areas, their heritage, and improve the population's quality of life. For their implementation, it is fundamental to understand the interests and needs of the local population [49] and their potential demands [37]. Based on this knowledge it is much easier to design systemic strategies, especially those capable of fostering sustainable activities with positive impacts on the landscape [50]. However, identifying the tourism potential of natural areas based on knowledge of landscape preferences has not been sufficiently explored [51]. Despite the efforts carried out by the great diversity of research studies developed to evaluate the preferences of landscapes with recreational potential, there is no methodology with a general acceptance [27]. Several perception-based methodologies have been developed to assess landscape visual preferences, using on-site assessments [52,53] or using photographs [7], providing valuable insights into the aesthetic characteristics of a landscape and its scenic value [48]. To answer these challenges, this investigation focuses on the landscape of Tagus International Nature Reserve (TINR) (Extremadura, Spain and Centro, Portugal) to conduct a study of landscape preferences and its own assessment on the tourism typologies with potential, based on the preferences expressed by different land use configurations. This approach is based on the assumption that visual processes are fundamental to understanding landscape perception [54], an assumption that has been used in preference analyses of Mediterranean landscapes [7,12,20]. Specifically, the present study focuses on (1) revealing the tourism potential of the TINR by evaluating the tourist attractions of different landscapes, among them agricultural landscapes; (2) identifying which landscape typology is preferred; and (3) using different methods and examining results that allow for the identification of the most appreciated tourist attractions in natural areas.

The paper is structured as follows: Section 2 describes the main features of study area, the attributes of landscapes evaluated and explains the methodology applied in the research. Section 3 explains the main results obtained. Section 4 discusses the results of empirical application. Finally, Section 5 presents the main conclusions.

2. Materials and Methods

2.1. Study Area

The study area is delimited by the cross-border municipalities that integrate the Tagus International Nature Reserve (TINR) area, which integrate the NUTS II Centro (Portugal) and Extremadura (Spain). The TINR extends over an area of approximately 516 km², which corresponds to 10% of the municipalities' total area.

The area that comprises the TINR is characterized by modest demographic size, totalling 76,300 inhabitants, of which 45% reside in the urban parish of Castelo Branco (Figure 1). The trend of population dynamics in the municipalities surrounding the TINR, has recorded losses of 10% during the last decade, accompanied by the trends of population aging (approximately 30% of the resident population is 65 or older) [55,56].

Being a low-density area, the territorial system is polarized by the city of Castelo Branco. However, this area is an isolated territory, sparsely populated and distant from political decision centres. Vicissitudes that allowed for the conservation of landscapes and natural ecosystems, local traditions and the marks of a border once watched over, materialized by castles and fortifications, historic villages and “smuggling routes”—which are identity marks for local residents and elements of enjoyment and contemplation for those who visit this territory [57], are also important tourist resources that consolidate products such as the network of Historical Villages of Portugal or the pedestrian routes of the “PR4—Rota do Contrabando, in Marvão and Valência de Alcántara”, for example.

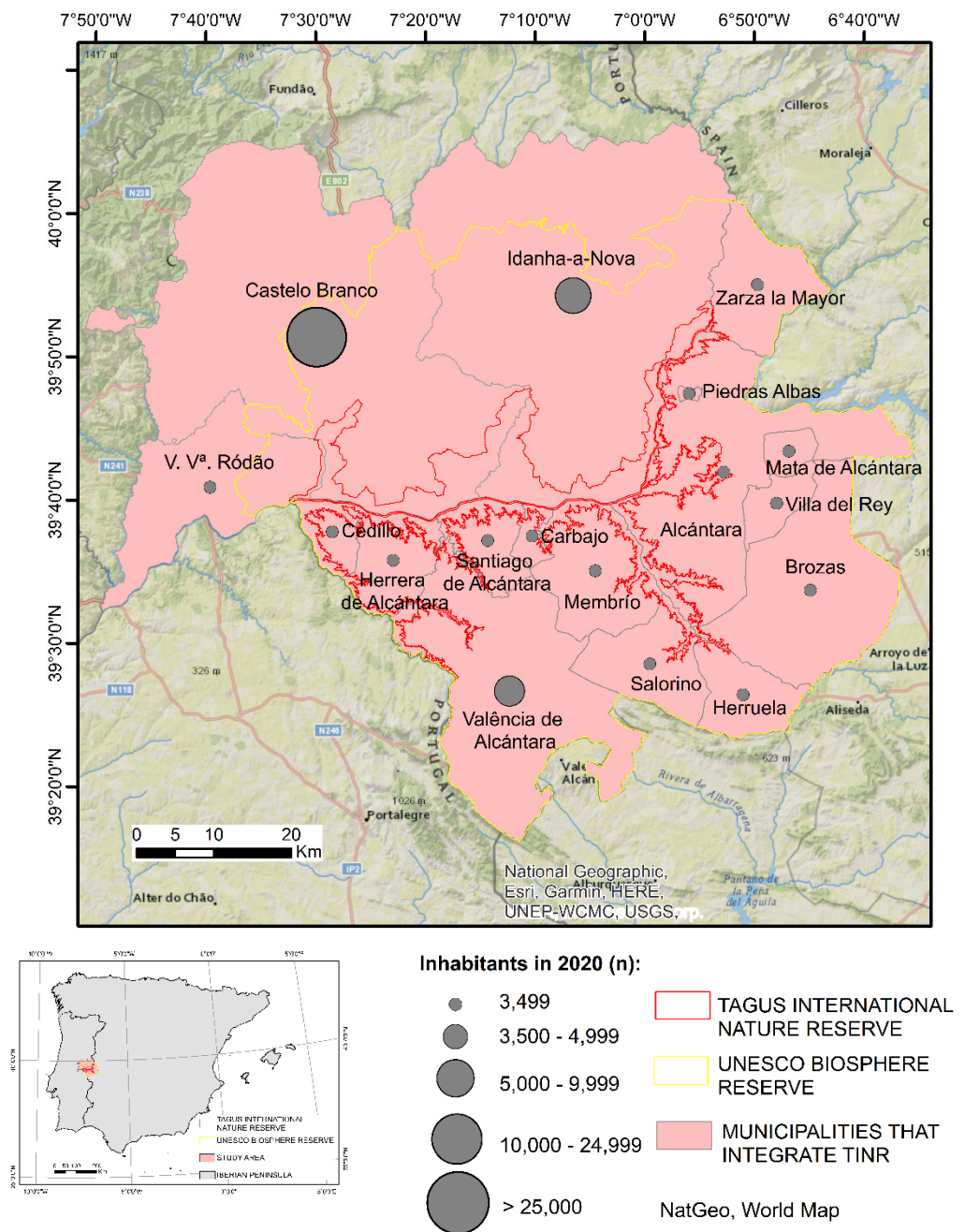


Figure 1. Localization and characterization of study area. **Source:** Authors’ own elaboration.

In contrast to the areas of highest altitude where compact patches of species such as maritime pine (*Pinus pinaster*), eucalyptus (*Eucalyptus*) and scrub dominate, its observably comprised of flat landscapes with an essentially agricultural function [57]. In these areas there is a great diversity of Mediterranean-based land uses, where cereals, olive groves, small orchards, and vineyards are often mixed. Their layouts are configured in a mosaic system, sometimes divided by walls of schist stone, granite, quartzite, or clay (example: the walls of “Taipa” in Malpica do Tejo), that are authentic indicators of the geological heritage of this region. On the Spanish border, rain-fed arable crops and pastures predominate with essentially agro-forestry uses, and are generally grazed. The *Dehesa/Montado* are frequent in this cross-border region and the scrub that appears in abandoned areas are yellow (*Cytisus striatus*), white (*Cistus ladanifer*) and purple (*Lavandula pedunculata*, *Lavandula stoechas*),

appearing in springtime to herald the hot summer days, which are generally dry, with average summer temperatures above 35° maximum [58].

Despite the change in structure of the traditional system of land exploitation based on the agro-silvopastoral trilogy resulting from the progressive abandonment of agricultural activity in recent decades [58], it is possible to detect small bangs of a high nature value agriculture. According to the Office of Planning and Foresight (GPP) [59], this type of agriculture is characterized by the low density use of machinery, fertilizers, and pesticides; the presence of grazing animals; and the presence of semi-natural vegetation with pastures and important natural elements and diversity of soil cover. These characteristics were important to integrate a huge part of this study area in the Bio-Regions International Network (since 2018), an area that values the sustainable farming (www.ecoregion.info/, accessed on 1 December 2021). Reflecting this are the numerous examples of products, from olive oil (PDO “Beira Baixa”, PDO “Gata-Hiurdes”), lamb meat (IPG “Borrego da Beira”, IGP “Cordero de Extremadura”) goat meat (IGP “Cabrito da Beira”), cheese (PDO “Queijos da Beira Baixa”, PDO “Queijo de Castelo Branco”), products of the *Dehesa/Montado* (PDO “Dehesa of Extremadura”), and wine (DOC “Beira Interior”), among other products with “NATURAL.PT” labels, which is the brand for agri-food products produced in protected natural areas (<https://natutal.pt>, accessed on 1 December 2021).

In fact, the land use is a particular and distinctive element of the TINR, with a preponderance of agro-silvopastoral landscapes whose tourism potential is important to determine.

2.2. Attributes of Landscape

This study compares the preferences of six landscape typologies for tourism activities. For the identification, land use was analyzed using the cartographic data CORINE LAND COVER (CLC) (2018) because it is a recent and common database between Portugal and Spain. This work was complemented with fieldwork to support the description of each of the landscape typologies that characterize the territory. However, some deviations were detected in the marking of important areas in the study area, a disadvantage also noted in previous studies that used the CLC database [60,61]. Considering this limitation, we resorted, in a second phase, to official information sources to determine the location of the landscapes under study:

- The latest edition (2014) of the Spanish Land Use/Land Cover maps (SIOSE) [62].
- The latest edition (2018) of Portuguese Land Use/Land Cover maps (*Carta de Uso e Ocupação do Solo*, COS) [63].

Some land use classes were aggregated corresponding to each of the landscape typologies considered in the study (Table 1). ArcGIS (ESRI, Redlands, CA, USA) software was used to visualize and analyze the spatial data.

Table 1. Land use categories SIOSE, obtained from the Land use/cover maps of Portugal and Spain.

| SIOSE Category | COS Category | Landscape Typology |
|--|--|-----------------------|
| 311-Broad leaved trees | 4.1.1.1 Agroforestry surfaces of Cork Oak | <i>Dehesa/Montado</i> |
| 340-Combination of vegetation | 4.1.1.2 Agroforestry surfaces of Holm Oak | |
| 260-Combination of crops with vegetation | 4.1.1.3 Agroforestry surfaces of Oak Trees | |
| 320-Pasture or grassland | 4.1.1.6 Agroforestry surfaces of Cork oak and holm oak | |
| | 4.1.1.7 Agroforestry surfaces of other mixtures | |
| | 5.1.1.1 Cork oak forest | |
| | 5.1.1.2 Holm oak forest | |
| | 5.1.1.3 Oak Forest | |
| | 5.1.1.4 Chestnut forest | |
| | 3.1.2.1 Spontaneous grazing | |

Table 1. *Cont.*

| SIOSE Category | COS Category | Landscape Typology |
|--|--|-------------------------|
| 234-Olive | 2.2.3.1 Olive grove 2.3.1.3 Temporary crops and/or improved pastures associated with olive groves | Olive Grove |
| 313-Forest mix 312-Coniferous forest 330-Scrub | 5.1.1.5 Forest and Eucalyptus 5.1.1.6 Invasion Forest 5.1.1.7 Other hardwood forest 5.1.2.1 Pinus pinaster forest 5.1.2.2 Stone Pine Forest 5.1.2.3 Other coniferous forests 6.1.1.1 Matos | Forest and scrubland |
| 511-Water Course 513-Reservoir | 9.1.1.1 Natural watercourses 9.1.2.3 Reservoirs and dams | Rivers and water bodies |
| 111-Settlement 113-Settlement discontinued | 1.1.1.1 Continuous built 1.1.2.1 Discontinuous built | Rural Settlements |

The agro-silvopastoral system occupies around 48% of the study area. The forest area occupies around 34% and the olive grove occupies approximately 5.5% (Figure 2).

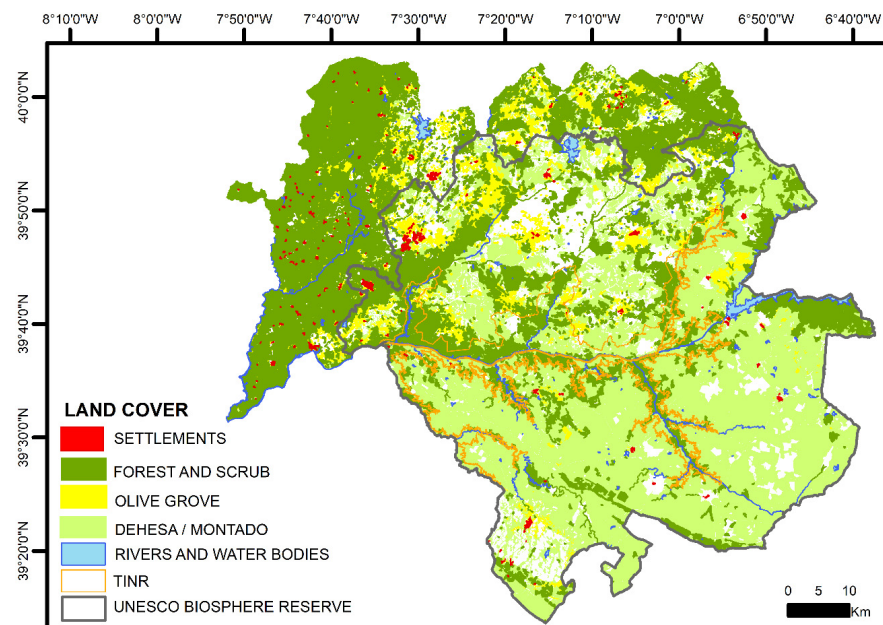


Figure 2. Main land uses of soil in study area. **Source:** Authors’ own elaboration based on COS and SIOSE data.

In a more detailed analysis, we can describe the landscape typologies considered in the TINR area (Figure 3), identifying some of their characteristics as tourism products:

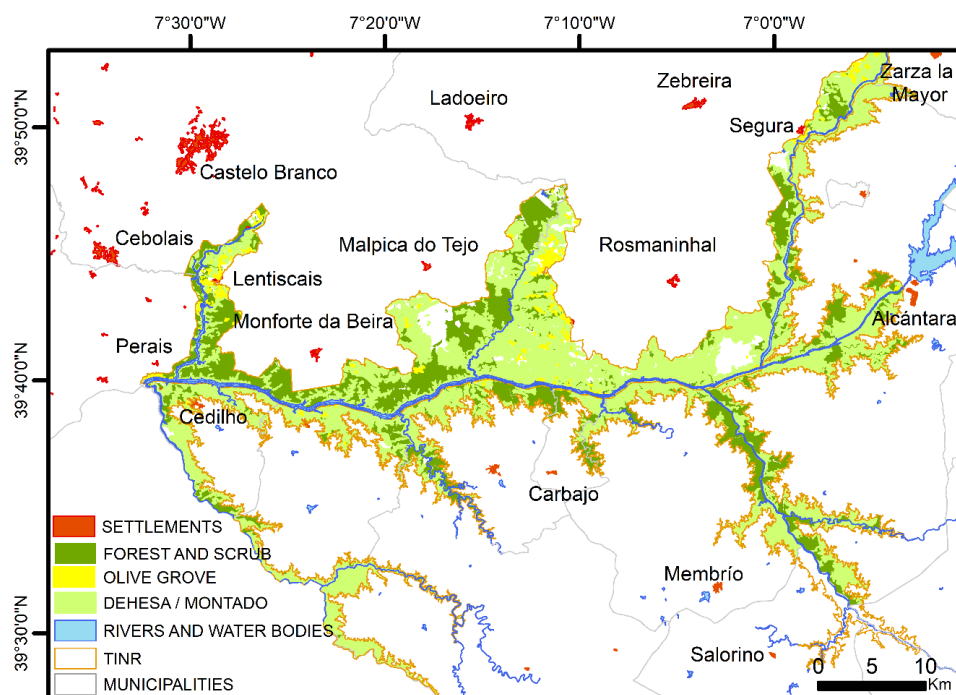


Figure 3. Main land uses of soil in TINR. **Source:** Authors' own elaboration based on COS and SIOSE data.

- “Agro-silvopastoral systems” (*Dehesa/Montado*): that occupies 68% of the TINR. The dominant species of trees are cork oak (*Quercus suber*, L.), holm oak (*Quercus ilex*, spp. *Rotundifolia*, L.), shrubs and pastures. Traditionally this system is exploited by multiple land uses, combining the exploitation of tree cover, both cork and wood for charcoal, and a rotation of grazing, cultivation and fallow in the undercover and forage for the cattle, sheep and Iberian pig [64]. This system secures important social functions for the local population as it is used by hunters, beekeepers, and mushroom pickers, as well recreational and relaxing functions due to the natural characteristics that allows for multiple active tourist activities [20,65].
- “Traditional olive grove”: The olive grove is a paradigmatic cultural landscape [65]. In the study area olive groves occupy around 4%, representing 1957.80 ha. In this territory, the olive groves are characterized by a low density of trees, with rainfed regimes and scattered patterns of occupation. The olive groves occupy the slopes of the main rivers (Tagus, Erges/Eljas, Ponsul, Ocreza), in terracing marked by drystone walls which preserve native cultivars (*Galega* and *Manzanilla-Cacereña*, for example), and at the borders of settlements. A huge portion of these olive groves are abandoned or semi-abandoned and, in general, mixed with grazing and stockbreeding. Near the rural settlements the olive groves have small dimensions. Olives and olive oil represent a product category with characteristics that could project a particular image in the minds of potential tourists and allow for a diversity of activities related to gastronomic or educational activities [7,66].
- “Forest and scrub”: This cross-border region is characterized by its natural ecosystems, where different species cohabit, such as *Quercus ilex*, *Quercus suber*, *Arbutus unedo*, *Olea europea* var. *sylvestris*, *Pistacia lentiscus*, *Lavandula stoechas*, *Cytisus* spp., to list some examples. These areas are important refuges of autochthonous wildlife and natural ecosystems. These landscapes range from natural forests to productive forests where *Pinus pinaster* and *Eucalyptus* dominate. This landscape typology occupies around 8696.50 ha, that represent 31% of TINR.
- “Rural Settlements”: This investigation intends to understand the role of rural settlements as a leverage to assure sustainable growth through touristic activities in this

territory. In fact, rural settlements still preserve marks of rural and agricultural traditions. Despite the population aging and population loss, many of them are equipped with reasonable cultural infrastructures, remarkable historic patrimony such as castles, and vernacular architecture; and a singular cultural heritage represented by their gastronomy, traditional music, or the orality proper to cross-border territory that consolidates them as unique. In this area, highlights include historic villages such as Monsanto and Idanha-a-Velha (that are included in the Portuguese historic villages network), and Alcántara, for example.

- “Rivers and water bodies”: The rivers assume an important role as a reservoir of water and biodiversity. In the study area, the Tagus River is a protagonist, it delimits the cross-border between Portugal and Spain, and simultaneously assumes a structural role in this region from environmental and scenic points of view. It is possible to identify other rivers, for example Pônsul, Erges/Eljas, Ocreza, Salor, Sever that have a structural role in defining natural corridors with autochthonous fauna and flora. Thus, this landscape typology has huge potential as a touristic resource [67], providing a wide range of activities [68].

2.3. Landscape Preference Valuation

The study of the local population and tourists’ perceptions takes on relevance in low density destination, due to their capacity to offer a wide range of products based on their uniqueness, often dependent on the characteristics of the surrounding landscape. Knowing the perception of those who live or visit the territory is therefore essential for the identification of its most valued elements, which may culminate in the construction of offers of products and experiences where their potential is widely recognized. Despite the low number of studies that use this methodology [69], its use has produced interesting results that reveal that tourists have increased interest in rural landscapes for tourism activities [22,23], or even the recognition of its potential by the local population for its contribution to their quality of life and well-being [70]. Knowing their opinions allows for the extraction of important information to support territorial management models.

During 2019, fieldwork was conducted to collect representative photographs of each of the landscape typologies (Figure 4), and which take the following designations: (A) *Dehesa/Montado*; (B) *Dehesa/Montado* with stockbreeding; (C) “Traditional olive grove”; (D) “Forest and scrub”; (E) “Rivers and water bodies”; and (F) “Rural settlements”. The selection of photographs used in the questionnaire was made with the support of local stakeholders’ opinions (N = 9) who identified the photographs of each of the landscape typologies that characterize the territory.

The use of photographs to assess landscape preferences has been used in several studies [7,20,64,71,72]. Although controversial, as it ignores the potential of direct contact with the landscape [73], this methodology has led some studies to conclude that evaluating the perception of preferences through photographs produces results similar to those obtained on site [7]. However, it should be noted that in the present study, only the population who is familiar with this territory, either by living there or visiting, was interviewed. In this case, the use of photographs allowed for the improved control of the conditions in which the landscape was perceived when evaluated, and greater clarity about the preferences declared [64].

To collect the information, a questionnaire (Table S1) was designed that allowed for two types of analysis on landscape preferences for outdoor/recreational activities:

- A preference test using photographs, compared pairwise, according to the AHP methodology, and
- A preference test without photographs to realize the descriptive analysis.



Figure 4. Representative pictures of the most common landscapes typologies at the study area used to evaluate the preferences (photographs). (A) Dehesa/Mounted (Photo was taken on spring of 2019); (B) Dehesa/Mounted with stockbreeding (Photo was taken on spring of 2019); (C) Traditional Olive grove (Photo was taken on summer of 2019); (D) Forest and scrubland (Photo was taken on winter of 2019); (E) Rivers and water bodies (Photo was taken on summer of 2019); (F) Rural settlements (Photo was taken on autumn of 2019).

Questions about socio-demographic characteristics were also included and other information that permitted identification of the level of knowledge and experiences in this territory. This information was used to extract conclusions drawn about the tourism typologies that are valued based on the potential of the landscape.

As in previous studies [9,20,74], photographs representing each of landscape typologies were used (Figure 4). However, pairwise landscape evaluation, using representative images, is still poorly explored in the literature [7].

To analyze the landscape preferences a qualitative research approach was conducted by simple random probabilistic sampling, using a questionnaire with around 20 questions, available in Table S1, applied to the local population and tourists. Initial tests were carried out to validate the questions and the expected time for its filling (about 5 min). Data collection took place during the period from February 2020 to August 2020, which coincided with the most problematic period of the COVID-19 pandemic management. In total, 174 individuals participated in this research, of which 53% were male and 47% were female, represented by various age groups. It is noteworthy that the majority held a higher level of education (76%) and around 50% of the participants were residents in rural areas (Table 2).

2.4. Methods and Techniques

The different landscape typologies under study generate different effects on the tourism potential. Thus, the information obtained through the questionnaires made it possible to establish two distinct types of analysis following the methodological scheme presented below (Figure 5).

Table 2. Basic demographic information about the interviewees.

| Sociodemographic Indicators | | n | % |
|--------------------------------|----------------------|-----|------|
| Gender | Male | 92 | 52.9 |
| | Female | 82 | 47.1 |
| Study level | Elementary school | 6 | 3.4 |
| | Middle school | 36 | 20.7 |
| | High school or above | 132 | 75.9 |
| Age | 18–25 | 13 | 7.5 |
| | 26–35 | 27 | 15.5 |
| | 26–45 | 41 | 23.6 |
| | 46–55 | 42 | 24.1 |
| | 56–65 | 27 | 15.5 |
| | +65 | 24 | 13.8 |
| Area of residence ¹ | Predominantly Rural | 88 | 50.6 |
| | Predominantly Urban | 86 | 49.4 |

¹ Territorial unit was defined according to the percentage of population in local units (local units with a population density below 150 inhabitants per square kilometer): predominantly urban, if the share of population living in rural local units is below 15%; and, Predominantly rural, if the share of population living in rural local units is higher than 50%. (Source: OECD, 1994. Creating rural indicators for shaping territorial policy, OECD. Paris).

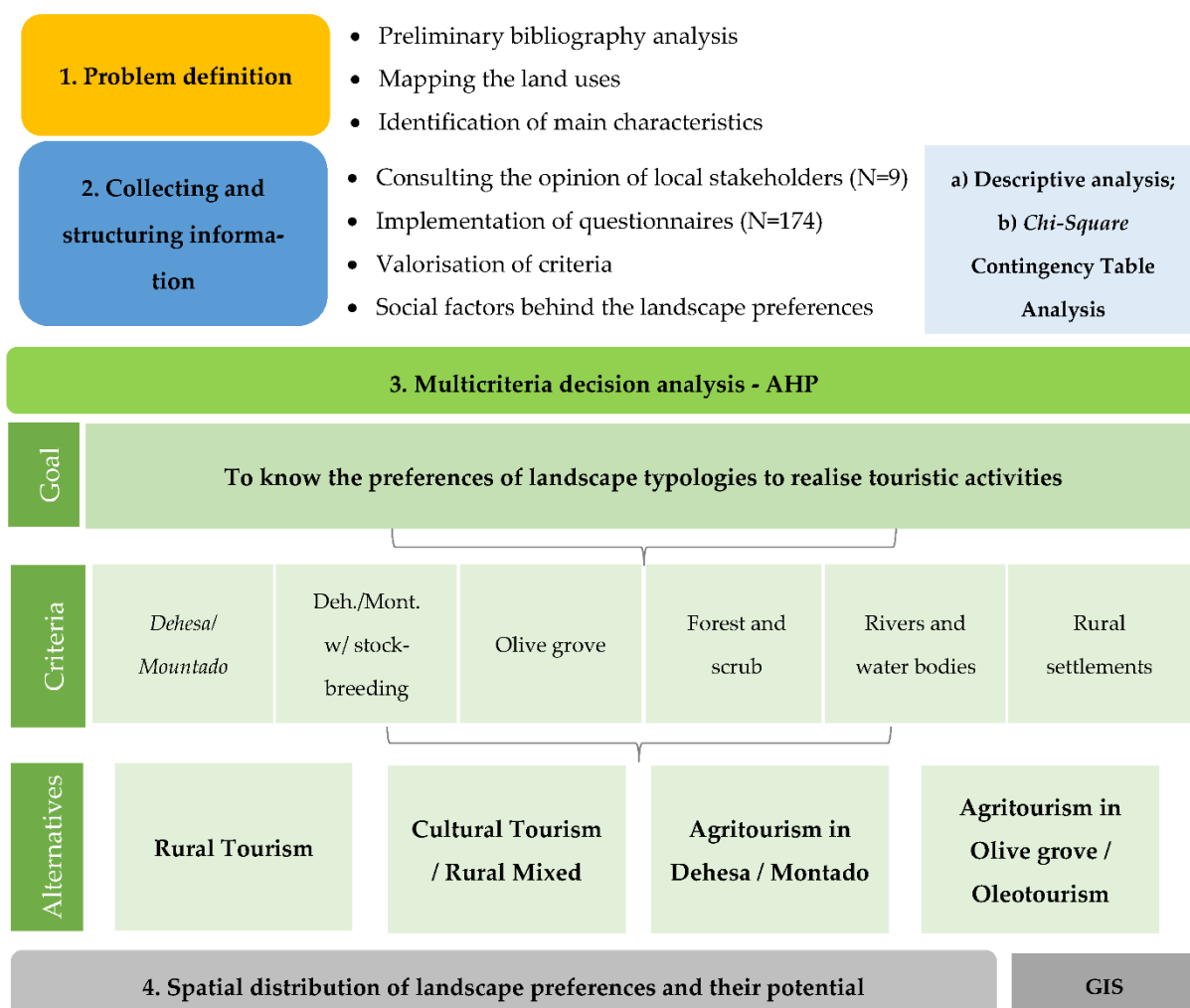


Figure 5. Methodological approach and AHP decision hierarchy.

In the first phase an analysis was carried out with the aim of analyzing the differences in the participants’ opinions in order to know:

- the preferences of each landscape typology to realize outdoor/recreational activities;
- the social factors that may explain the preferences of each landscape typology.

2.4.1. Descriptive Analysis and Chi-Square Test

In a first step, the data were used to evaluate the landscape preferences without photographs but with a descriptive analysis of through weighted sums. This analysis allowed for the positioning of preferences expressed by the participants. This method only allowed us to recognize which the preferred landscape was, ignoring the order of preferences, the comparison between different landscape typologies, and the typology of tourism activities that may be the basis for the choice of landscape.

In a second step, to compare and distinguish landscape preferences, the *Chi-square test* was applied (with a *p*-value 0.05), which allowed us to understand their relationship with the socio-demographic variables. This analysis allows us to establish some patterns of activities according to the sociodemographic variables analyzed.

2.4.2. Multicriteria Decision Analysis—AHP

In a third step, the multicriteria methodology AHP was applied. This method was developed by Tomas Saaty in the 1970s. The literature reveals some disadvantages of AHP, specially related with the criteria number and process of alternatives' choices [75], however, this methodology offers huge advantages and allows a large number of decision factors to be evaluated by measuring the importance of each factor that influences a decision [35].

In fact, this methodology can be used to assess preferences based on pairwise comparisons of hierarchical decision-making levels and has been widely used in studies with different objectives [28,46]. This research aim to assess landscape preference according to the perception of ecosystem services, while other authors [7] sought to identify the olive grove production system preferred using representative photographs.

At the tourism level, AHP methodology can support decision making, especially when it involves several factors, as shown by examples in the literature:

- To know the tourism potential of a region [28,41,74,76].
- To identify the preferred tourism typologies of tourists [35].
- To identify the potential of cultural heritage tourism [5] or ecotourism [32,33].
- To make decisions regarding the development of tourism support infrastructure [29].

This methodology analyzes pairs of importance priorities as a function of a common attribute or criteria represented in the decision hierarchy, using a square decision matrix based on the importance scale ranging from 9 (extremely preferable) to 1 (preference equality) [77,78]. This technique decomposes the decisions in the process according to a hierarchical evaluation system that includes objectives, criteria, and alternatives.

In the present research, the defined objective is to know the incidence of the opinions about the landscape typologies considered for outdoor/recreational activities, taking as criteria six landscape typologies (A—Dehesa/Montado; B—Dehesa/Montado with stockbreeding; C—“Traditional olive grove”; D—“Forest and scrubland”; E—“Rural settlements”; and F—“Rivers and water bodies”) that were incorporated in the questionnaire. In practice, in the questionnaire each participant evaluated all comparison possibilities of each set of six photographs by choosing the preferred photograph in pairwise comparison (AB, AC, AD, AE, AF, BC, BD, BE, BF, CD, CE, CF, DE, DF, FE). In the research model designed, four alternatives were proposed: “Generic Rural Tourism”, “Cultural tourism/Rural mixed”, “Agritourism in Dehesas/Montado”, Agritourism in Olive grove/Oleotourism”. For each of the alternatives, potential touristic activities were identified, as summarized in Table 3.

Table 3. Determination of alternatives based on landscape typologies.

| Criteria | Alternatives | Justification | Potential Activities |
|---|--|---|--|
| Landscape E—Rivers and water bodies Landscape D—Forest and scrub | Generic Rural tourism | Promote the tourism in the countryside that embraces the rural environment as pivotal to the product offered. They can also include nature-based activities, such as aquatic sports, fishing, trekking and others. Provides an opportunity to experience the rural area and appreciate the landscape. | Fishing Aquatic sports Hunting Bird watching Hiking trails/Cycling Active tourism (adventure sports) |
| Landscape F—Rural settlements | Cultural tourism/rural mixed | Allows a multi-faceted activity that includes the direct contact with local traditions, rural communities and local lifestyle, local gastronomy, services, and accommodation as well as nature-based activities and enjoyment of the historical and cultural values. | Itineraries by historical monuments Visits to ethnographic museums/interpretative centers Gastronomic events/routes Restaurants and local products Contact with local people |
| Landscape A—Dehesa/Mounted Landscape B—Dehesa/Mounted with stockbreeding | Agritourism in Dehesas /Montado | Farm-based tourism that comprises special interest with agriculture activities, eco-tourism activities and educational programs privileging the direct contact with farmers and rural communities. This modality valorizing the sustainable and extensive agriculture and puts in evidence the autochthones resources. | Agricultural activities participation Livestock and wildlife observation/contact Educational activities Hiking Hunting Contact with farmers Restaurants and local products |
| Landscape C—Traditional Olive Grove | Agritourism in Olive grove/Oliveotourism | Promote the tourism products that offer a symbiosis between gastronomy, territory, and sustainability. Oleotourism is focused on olive grove and olive oil as a touristic resource. This modality gives a wide range of nature-based activities that can be complemented with wellbeing, cultural and rural modalities. | Agricultural activities participation Livestock and wildlife observation/contact Educational activities Hiking Hunting Contact with farmers Restaurants and local products Oli mills visits |

Following the AHP methodology, the first step was to calculate the weighted average of all answers obtained in the questionnaire for each criteria evaluated, using the Likert scale (1 corresponds to the minimum value and 5 to the maximum value), applying the following formula:

$$\text{Weighted average} = \{(a_{x1} \times 1) + (a_{x2} \times 2) + (a_{x3} \times 3) + (a_{x4} \times 4) + (a_{x5} \times 5)\} / n \quad (1)$$

In a second step, each of the six criteria was compared pairwise considering the research objective (Table S2). The results of the comparisons are presented in the results section where the maximal eigenvector using Saaty's method is defined. The results obtained were normalized into the preference matrix. The preference vector w determined

the preferences order of each criteria (Table 4). Next, we determined the consistency degree (CI) that allowed us to find the consistency ratio index (CR), given that RI6 = 1.24 [78]. In this phase the following formula was applied:

$$\lambda_{max} = \frac{1}{n} \sum_{i=1}^n \frac{(Aw)_i}{w_i} = 6.093,$$

$$CI = \frac{\lambda_{max} - n}{(n-1)} \times 100 = \frac{6.093 - 6}{(6-1)} = 0.0185 \quad (2)$$

$$CR = CI/RI = 0.0185/1.24 = 0.015$$

Table 4. Ranking of landscape preferences.

| ID | Landscape | Pairwise Comparison | Landscape Preference without Photo | Diff. | Landscape That Conveys Positive Feelings | Diff. |
|----|---------------------------------|---------------------|------------------------------------|--------|--|--------|
| F | Rural settlements | 20.3% | 13.2% | 7.1% | 17.8% | 3.1% |
| B | Dehesa/Montado w/ stockbreeding | 19.3% | 8.6% | 10.7% | 20.1% | −0.8% |
| A | Dehesa/Montado | 18.3% | 17.8% | 0.5% | 37.9% | −19.6% |
| C | Traditional olive grove | 16.7% | 3.4% | 13.3% | 8.0% | 8.7% |
| D | Forest and scrubland | 13.5% | 17.2% | −3.7% | 7.5% | 6.1% |
| E | Rivers and water bodies | 11.8% | 39.7% | −27.9% | 8.6% | 3.1% |

It can be admitted that the calculations of the pairwise comparison matrix for each of the criteria defined in the project were consistent because the value of CR is less than 1.

The next step of the AHP was to evaluate the specific alternatives of this research against the presented criteria. For each of the criteria separately, we evaluated all alternatives to find their eigenvector. Finally, a new matrix was built with the eigenvector of each alternative multiplied by the criteria preference vector. Thus, we obtained the final preference vector for each variant of the research project (Table 5).

Table 5. Normalised comparison matrix for the project evaluation criteria.

| | E | F | D | A | B | C | Weights w_i | Preferences |
|---|-------|-------|-------|-------|-------|-------|---------------|-------------|
| E | 0.031 | 0.037 | 0.022 | 0.029 | 0.034 | 0.019 | 0.03 | 6° |
| F | 0.281 | 0.333 | 0.311 | 0.413 | 0.276 | 0.380 | 0.33 | 1° |
| D | 0.063 | 0.048 | 0.044 | 0.041 | 0.046 | 0.032 | 0.05 | 5° |
| A | 0.219 | 0.166 | 0.222 | 0.206 | 0.276 | 0.190 | 0.21 | 3° |
| B | 0.250 | 0.333 | 0.267 | 0.206 | 0.276 | 0.285 | 0.27 | 2° |
| C | 0.156 | 0.083 | 0.133 | 0.103 | 0.092 | 0.095 | 0.11 | 4° |

3. Results

3.1. Landscape Preference Ranking

When analyzing the results of the landscape preferences evaluation with pairwise comparison, it appears that there is greater affinity of respondents with the cultural landscape associated with rurality, where traces of a vast historical heritage resulting from human occupation predominate (20.3%) (Table 4). The cultural landscape is characterized by a heterogeneity of elements, from the historical elements such as castles, fortifications, vernacular architecture and agri-food production, livestock farming, and forestry. This landscape typology is the one that supports most of the local inhabitants' daily activities and assumes multifunctional roles, for example by receiving urban visitors and foreign tourists who seek the rural settlement's other functions: accommodation, restaurants, and access to culture infrastructures.

This is followed by the preference for landscapes dominated by the “green” with emphasis on the *Dehesa/Montado* agro-silvopastoral system, with 37.6% of the preferences.

It is worth noting that the landscape with the presence of animals had the highest score, reinforcing the tendency towards cultural landscapes preferences. Besides the unquestionable natural and environmental richness, the configuration of the *Dehesa/Montado* landscape itself has an enormous cultural and patrimonial value. The presence of stone walls, grain silos, the configuration of the dispersed settlement, the rich ethnographic heritage of traditional crafts related with activities such as the extraction of cork, pig raising, shepherds, are some marks still present, and that constitute its unique identity, and this seems to be valued by the demand.

When compared to other typologies, the landscapes associated with water and forest have lower scores, even though they offer favourable physical conditions for recreational use.

In turn, when participants were challenged to identify their preferred landscape for outdoor activities, but without photograph observation, the choice of participants focused on, with a significant advantage, the landscape associated with water (39.7%). This choice represented a difference of around 27.9% between the two forms of analysis used to evaluate landscape preference (Table 4). That is, the water landscape when compared with other typologies does not gain attention, but it is recognized as the preferred landscape for outdoor activities when analyzed in isolation. Also, the landscape associated with the forest had deviations between the analyses performed, gathering more attention when analyzed from the perspective of landscape as a setting for outdoor activities than when compared with other landscape typologies.

It is also worth mentioning the case of the traditional olive grove landscape which is clearly the least preferred for outdoor activities (3.4%). However, when compared pair by pair it gains some prominence, probably due to its cultural character (deviation of 13.3% between compared methods).

The case of the landscape associated with “Rural settlements”, despite winning in the pairwise comparison (with photograph observation), ranks 4th in preferences for outdoor activities when analyzed without photography.

In the case of the *Dehesa/Montado* landscape, the results are apparently consistent between the two analyses (deviation of 0.5%), which may reveal that it is a landscape with characteristics that participants enjoy for its visual quality combined with its potential for outdoor activities. This typology is also the one with the highest score for a landscape that transmits positive feelings, corroborating its aesthetic and recreational value and impact on life quality perception. The same relationship does not happen in the case of the *Dehesa/Montado* with stockbreeding landscape. Despite having greater prominence in the pairwise comparison, it does not have the same protagonism as a stage for outdoor/recreational activities (deviation of 10.7%). That is, despite its potential as a tourist resource, validated by the score obtained in the indicator “positive feelings” (20.1%), the results may reveal that the presence of animals can be considered as an inhibiting factor to realize outdoor activities (8.6%).

Sociocultural Factors behind Landscape Preferences

According to the results obtained with *Chi-Square* contingency table analysis (Table S3) that analyzes the relationship between the variable “preferred landscape for outdoor/recreational activities” without photography observation data, and the sociodemographic variables (gender, age, education and residence) for p -value < 0.05, it is possible to conclude there is an association between the sociodemographic variables and the choice of landscapes, particularly regarding participants’ place of residence ($X^2 = 19.17$, p -value = 0.002), age ($X^2 = 51.37$, p -value = 0.001), and level of education ($X^2 = 34.63$, p -value = 0.000). The main results extracted the following patterns:

- The population living in rural areas prefers the landscape of “Rural settlements” (28.4%), followed by *Dehesa/Montado* (18.2%).
- The urban participants choose, with high expression of preferences, the “Rural Settlements” landscape (51.2%) and does not choose “Traditional olive grove” (0%).

- “Forest and scrub” are the preferred landscape of the inhabitants of rural areas (63.3%) and water is the preferred landscape for urban people (56.3%).
- Younger participants (18–25 years old) do not choose “Traditional olive grove” and “Forest and Scrub” for outdoor activities. Their preferences highlight the *Dehesa/Montado* option (69.2%), followed by “Rural settlements” (15.4%).
- The “Rivers and water bodies” landscape is most valued by participants aged between 36–45, with Forest and scrub landscape as the second choice (33.3%).
- The “Traditional olive grove” is most valued by participants aged 46–55. Contrarily, age groups 56–65 and +65 do not choose the olive grove as a setting for outdoor activities. Probably for aging people the olive grove is more associated to olive picking activity, that is non-recreational activity.
- *Dehesa/Montado* has a balanced distribution among the different age groups, although it is more valued by the younger ones.
- *Dehesa/Montado* with stockbreeding is more valued by the 46–55- and 56–65-year classes.
- Participants with basic education levels do not value the *Dehesa/Montado* landscape, olive groves, and water.
- Population with higher education levels identified the *Dehesa/Montado* (80.2%), “Rural settlements” (82.6%) and “Rivers and water bodies” (100%) as landscapes preferred.

3.2. Analysis of the Evaluation Factors—AHP

The main results highlight that landscape preferences declared are different, which makes it difficult to select a methodology for evaluating landscape preferences. Therefore, it becomes necessary to determine a weighting factor for each of the criteria, taking the participants’ opinion as a reference. To do this, the AHP methodology was used.

According to the AHP methodology six criteria (landscape typologies) and four alternatives (tourism typologies) were selected to evaluate which landscape was preferred or recommended for outdoor/recreational activities. The starting point for the selection of criteria and alternatives is the project objective, as shown in Figure 5. Thus, in a first step, the criteria were pairwise evaluated in relation to the project objective based on the opinions collected through the questionnaire (Table S1). Then, the maximum eigenvector (w_i) for the defined criteria was determined, following the Saaty method, which allowed us to rank the criteria in order of preference (Table 5): F—“Rural settlements” (33%); B—*Dehesa/montado* with stockbreeding (27%); C—“*Dehesa/Montado*” (21%); C—“Traditional olive grove” (11%); D—“Forest and scrub” (5%); and finally E—“Rivers and Water bodies” (3%). Large differences were found among the criteria defined, with “Rural settlements” and *Dehesa/Montado* as the most weighted. Therefore, this result reveals that these landscape typologies need more attention by local stakeholders to protect and promote them as a tourist resource.

This methodology has also found coincidences in the evaluation of the landscape typologies by pairwise comparison, showing the potential of the cultural landscape as a touristic resource of the territory, as well as the aesthetic and recreational value attributed to the *Dehesa/Montado*. In turn, the landscape related to water and forests deserves some attention from the territorial planners, as they have a low score.

Table 6 summarizes the AHP results of the final valuation of each of the criteria according to the proposed alternatives. The first idea emphasizes the similarity that exists between the final value of the alternative’s “Cultural tourism/Rural mixed” (32%) and “Agritourism” in *Dehesa/Montado* (31%), which are the most valued typologies.

Also noteworthy is the lowest value obtained by the “Generic rural tourism” typology (10%), based on criteria such as the presence of water and forest areas. This type of tourism with the potential for activities such as hunting, fishing and water sports, and active tourism is the least valued. This result may be related to the management practices of forest areas that, in recent decades, have invested in monocultures (with a strong focus on eucalyptus) and, therefore, with lower levels of biodiversity that compromise some activities, such as bird watching or nature photography, for example, and consequently, decrease its attractiveness.

Table 6. Results of the pairwise comparison of the project alternatives.

| Landscapes Typologies | E | F | D | A | B | C | Relative Weights |
|--|------|------|------|------|------|------|------------------|
| Rural tourism | 0.08 | 0.09 | 0.09 | 0.15 | 0.06 | 0.12 | 0.10 |
| Cultural tourism/Rural mixed | 0.18 | 0.23 | 0.20 | 0.49 | 0.32 | 0.33 | 0.32 |
| Agritourism in <i>Dehesa/Montado</i> | 0.25 | 0.33 | 0.35 | 0.24 | 0.32 | 0.33 | 0.31 |
| Agritourism in Olive grove/Oleotourism | 0.48 | 0.35 | 0.36 | 0.13 | 0.31 | 0.23 | 0.28 |
| <i>wi</i> | 0.03 | 0.33 | 0.05 | 0.21 | 0.27 | 0.11 | |

On the other hand, the most attractive criteria are those related to the presence of rural settlements, linked to non-seasonal tourism that values the cultural heritage, patrimony, local products, and gastronomy, and contact with the local people—that is, the “Cultural Tourism/rural mixed” typology.

It is also interesting to note the enormous importance attributed to the alternative of “Agritourism”, developed in the *Dehesa/Montado* system, which according to this result highlights the *Dehesa/Montado* system with stockbreeding and the traditional olive grove. This modality can include contact with agricultural activities, environmental education activities, and contact with the great diversity of products of the *Dehesa/Montado* and the olive grove. Both landscapes, besides their function of food supply, have important functions to preserve the biodiversity and a high aesthetic and recreational value. The creation of tourism products supported by agricultural activity have a particular interest, as suggested by the participants in this investigation. Finally, it is important to highlight the potential of oleotourism, which allows the opportunity of creating a set of products that can be differentiated based on traditional olive groves landscapes and olive oil products. In this case, it is possible to identify several agri-products with quality certifications and respect for sustainable principles of farming. Although it has potential, it is a product without structured supply, so it deserves the attention of local tourism players to promote tourist products and services that combine agri-food products, education for sustainability, and territory.

For the creation of recreational offers based on the “Cultural tourism/rural mixed” typology, the research identified a greater need for articulation about the landscape and cultural potential of *Dehesa/Montado* and “Traditional olive grove”, due to the vast heritage associated with agricultural landscapes. In the case of “Agritourism” valorization, the need to valorize forest/natural spaces, particularly the valorization of systems such as Mediterranean forest and traditional olive grove, as well as the articulation about existing or potential cultural services and activities in “Rural settlements”, is highlighted. This segment allows for the opportunity to generate offers based on agricultural, pastoral and forestry activities, gastronomy, local products, heritage, and local culture and, therefore, allows for a wide range of intervention from various local agents who can design networked products between farmers, tourism operators, accommodation, restaurants, and cultural promoters. For the valorization of the “Oleotourism” typology, it is particularly interesting to verify the need of natural resources valorization, such as “Rivers and water bodies”. This aspect is particularly interesting since most of the traditional olive groves are located on the slopes of main rivers, offering uniqueness and exceptional aesthetic conditions with cultural landscape features. Therefore, this is a segment with potential for oleotourism products that can be enhanced with the valuation of flora and fauna associated with rivers and take advantage of their natural features to create recreational opportunities from a holistic perspective.

3.3. Differences among Perceptions According to Different Methodologies

Many methodologies have been used to assess the preferences and potential of landscapes for tourism activities. In the present study, the first approach used evaluates landscape preferences using photographs, with pairwise comparison, while the other ap-

proach evaluated the landscape without photographs. In addition, participants were asked which landscape conveyed positive feelings. This information allowed us to draw some conclusions about the evaluation carried out in each approach.

The analysis techniques used allowed us to highlight the following results that are illustrated in Figures S1–S3:

- The analysis using photographs (pairwise comparison) and the analysis without photographs shows a discordance of results obtained on the preferences expressed. The first approach highlights the “Rural settlements” landscape, while the second highlights the “Rivers and water bodies” landscape.
- In fact, the analyses point out some contradictions in the results obtained, particularly in the case of the landscape associated with water. These differences can be explained by the global analysis that was done at the time of the evaluation and that involves the human-environment relationship, as explained by other authors [79]. In this case, it may be the management situation of expectation vs. reality. That is, although the participants recognize that it is the preferred landscape for outdoor activities (evaluated without photography), probably it may be associated with the tourism typology “sun, beach and sea”. Then, the result does not apply to the time and place of evaluation.
- The AHP analysis is more robust since it integrates weighting factors. With this methodology the valuation of the landscape typologies stands out: “Rural settlements” (33%) and *Dehesa/Montado* (48% in the two typologies analyzed).
- The analyses carried out in each methodology are unanimous related to agritourism potential, expressed by the appreciation of agricultural landscapes. The results emphasize the *Dehesa/Montado* that, curiously, occupies the first place as a landscape that conveys positive feelings.
- To sum up, our findings show the potential of cultural tourism and agritourism as interesting segments for this territory. This would imply the creation of products that value the landscape, but above all, the cultural values associated with the rural and agricultural activities.

4. Discussion

This study wanted to find out the opinions of respondents regarding landscape preferences of protected natural area to realize outdoor/recreational activities, conducted with different methods to rank their preferences (based on photograph observations with pairwise comparison and without photographs for observation), and by applying different analysis techniques (descriptive analysis and AHP).

Landscape preference analysis is documented in the literature, pursuing different objectives, and involving different participants. For example, research has been conducted to identify tourist preferences about landscape elements, such as the presence of vegetation, human influence and typicality [9]; another study [20] investigated which landscape was preferred by local inhabitants related to ecosystem services and which attributes were more valued, such as aesthetics, biodiversity, or therapeutic values. Another study [68] was conducted to identify landscape values perceived from the perspective of rural inhabitants. In general, the results obtained in this study identify the preferred landscape for developing recreational activities. Under the first approach, the obtained results show that the functional expectation, that each person has with the landscape, can influence their preferences, as was also concluded by other authors [71]. However, a knowledge of preferences can be strategic in the formulation of landscape management strategies [68]. For this reason, the present study brings the novelty of landscape preference analysis with the specific objective of promoting its use for recreational and tourism purposes of a natural protected area where traditional agriculture still preserves some visible forms of traditional farming, and with cultural landscape attributes preserved. Although the role of landscape in tourism is recognized, its valorization as a tourism resource is still devalued [80]. Therefore, the main

contribution of this study is to contribute more knowledge about landscape preferences, mainly in relation to different tourism typologies.

Different methodologies have been used to assess the landscape preferences: application of rating scales [9,48], with some criticism about the ranges used [9], and ranking on an ordinal scale [20,22,81]. In the present study, the landscape preferences were evaluated by pairwise comparison with photographs that permitted the application of the AHP methodology. This methodology allowed for the extraction of important information about the effect of landscape preferences on tourism potential. However, weighting the criteria of tourism potential is one of the main challenges of multicriteria evaluation [28]. As reported by previous studies [7,82], the analysis of the participants' opinions was used to define the weight of the defined criteria.

As mentioned, to analyze the landscape preferences a pairwise comparison of photographs was performed, which allowed the application of the AHP methodology. Although the use of photographic representations is clearly established in preference analysis methodologies [9], pairwise comparison is still not widely used. The use of AHP presents a theoretical limitation since it allows the evaluation of up to nine photographs at the same level of hierarchy. In this case, there would be 36 pairs of photos to evaluate, making it difficult to capture the participants' attention and their interest [7,46,74]. Although this weakness related to the number of relative measures of the hierarchical process [75], the application of AHP has been adopted by a number of notable research papers from different scientific disciplines worldwide, that confirm their advantages facing a complex decision-making process [16,20]. The use of participants' opinions in the decision-making process is clearly beneficial [83] and this is an important contribution of this study. Another challenge of this study was related to the process of selecting the photos to be evaluated, because we found different configurations in the same landscape typology with physical and human aspects with huge potential interest. At same time, these landscapes also change with the influence of the passing of seasons, which in turn has an influence on the preference statements, as shown in other studies [72], but which this investigation did not analyze. However, recognizing the opinion of local stakeholders, as other authors recommend [48], allowed us to approximate the different hypotheses of the choice of photographs applied that could be considered as representative of the territory. Thus, according to the analysis of land uses and the stakeholders' opinions, six photographs were used without manipulation, totalling 15 pairs of photographs for pairwise evaluation. The results obtained show that the opinions of the participants with photograph pairwise comparison are more consistent. With this evidence, improvements in this methodology in future investigations will make it possible to identify different landscape typologies, for example the agricultural mosaic landscapes, or cultural landscape elements and different configurations of the Dehesa/Montado that represent different exploitation models.

The present study allowed us to compare the opinions of the participants through different methodologies. The results showed remarkable differences for landscape preferences according to each of the methodologies applied. The main difference was particularly notable in case of the "River and water bodies" landscape, that wins as the preferred landscape typology when analyzed without photography observation (39.7% of the preferences). This result was consistent with findings from other studies, confirming the trend of preferences for landscapes associated with water [44,54]. However, our results showed that when we compared the same landscape typology with others analysed, it ranked among the last positions of preferences (11.8%). One of the main methodological criticisms pointed out in the literature about the evaluation of landscape methods, is due to fact that the participants' expectations at the moment of the evaluation are dependent on their needs, tastes or beliefs, often influenced by previous experiences and stereotyped imaginings [84]. In this regard, the literature [9] states that the results are more reliable if the evaluated landscape matches the expected or sought landscape at the time of evaluation. In this specific case, the choice of the "Rivers and water bodies" landscape may be related to the sense of observers shaping expectations to tourism motivations that clearly reveal the

recognition of the territory's potential being oriented towards the enhancement of cultural aspects. Another aspect to note is the perception that participants have about the quality of this resource. Although TINR is a protected natural area, there are frequent environmental problems occurring in the main rivers, that inhibit its use for aquatic activities.

Complementarily, it is interesting to verify that the least valued tourism typology is the "generic rural tourism". This type of tourism is associated with the landscapes: "Forest and scrub" and "Rivers and water bodies". This result strengthens the influence of landscape quality on the preferred tourism typology. Although it is a valued landscape, when analyzed without photography observation, the pairwise evaluation reveals a certain devaluation of landscapes tending to be uncharacterized with production forest species or abandoned forest areas. According to the results obtained, we consider that the design of tourism products based on the forest landscape or water resources deserves public attention. It is urgent to implement measures that promote the enhancement of biodiversity, the preservation of native species and the aesthetic value of the landscapes, since these are features highly valued by demand, as demonstrated by other studies [20].

In contrast to previous studies [9,24] that indicate natural landscapes are among the most preferred, the pairwise comparison results showed a preference for landscapes where human influence and cultural elements predominate, especially "Rural settlements". In this type of landscape, it is possible to take advantage of a set of physical elements, such as: villages, built heritage and monuments, vernacular architecture, tourism infrastructures and enjoy intangible elements related to culture and local traditions, opportunity to contact with the rural people, orality, gastronomy, and local products. This increases the possibility of their consumption and impacts on the local economy [85]. The preference for scenarios, as "Rural settlements" may be related to the experience that one seeks to live in that landscape. In this case the experience may be influenced by the desire to return to origins and make contact with the authentic [11], or may be an opportunity to access traditional knowledge sources [86,87].

The comparative landscape preference ranking reveals that agricultural landscapes with the presence of animals are highly appreciated, revealing the importance of agriculture beyond its productive functions, in particular, its aesthetic value [22]. This fact contrasts with the results obtained in other investigations [9,88] who found that agricultural activities are not valued by tourists visiting farms as an activity. In turn, these results are in line with the findings of other studies [42,89] that show precisely that agritourism with the presence of animals is an attraction for visitors, while allowing for a wide range of products and services (e.g., the processing of products for on-site consumption or for sale, contact with animals, participation in activities such as milking, etc.) to be offered, and assumes an important role in the protection and valorization of native breeds. In fact, for many tourists, animals are an integral part of their recreational activities, either as an opportunity to observe, or interact with them [90]. In the first group, it is possible to list some activities, such as: birdwatching or other wild species (deer, boar, wolf, fox, Iberian lynx, for example) in natural or artificial environments. In the second group, we can include activities related to hunting and fishing, but also horseback riding, or participation in agritourism activities (sheep shearing, milking or farmed animals, for example). Thus, livestock farming can be considered as an interesting agritourism product to develop in the *Dehesa/Montado* landscapes, enabling new revenue streams for farmers, while promoting more sustainable production systems.

In the study area, the *Dehesa/Montado*, an agro-silvopastoral system in an extensive regime predominates. In fact, the results obtained reveal that agricultural landscapes are among the most valued to develop tourism activities and convey positive feelings. In the case of *Dehesa/Montado*, its potential is recognized in the literature for its aesthetic value [71,91], for contribution to well-being [8], and its high natural heritage value and biodiversity [20]. These characteristics give it the status of a cultural landscape [87,92], a fact that deserves more attention from the public authorities involved in rural landscape management and the promotion of sustainable tourism activities. In fact, recent studies

point out that tourism activities in *Dehesa/Montado* have increased [87] due to the fact that this landscape typology constitutes an interesting scenario for the development of agri-ecotourism products, constituting an alternative for those who value multifunctional landscapes [93], typical landscapes [9] and cultural landscapes [20]. *Dehesa/Montado* is an excellent touristic resource in TINR since it potentiates a great diversity of activities, for example, the potential for hunting [64,70], that could be integrated with agritourism, gastronomic tourism, and cultural tourism that explores the traditional values, identity and memory of the places. It should also be emphasized that the results obtained revealed that this landscape gains potential interest among young people, providing an interesting opportunity to develop products that combine tourism, agriculture, and education. This opportunity sets up scenarios to bring different generations closer, promote contact with traditional knowledge sources, and stimulate sustainable patterns of consumption.

Concerning agricultural landscape valorization for tourism activities, the literature confirms that the tendency to increase the efficiency of agricultural production, tending to be in more intensive production models, will decrease its attractiveness [73]. The valorization of a place's identity and the landscape's aesthetic value, seem to be related to the preservation of traditional production methods, as in the example of traditional olive groves, which is one of the most valued Mediterranean landscapes [7,20,71]. The results obtained reveal that the traditional olive groves in this cross-border region can be an important tourist resource, particularly if agritourism and oleotourism activities bet on the landscape and the agrifood products as a cultural base and anchor to develop tourist products combining health and well-being, gastronomy and valorization of knowledge (know-how), as already happens in other regions [94]. In general, it is interesting to verify the valorization of agricultural landscapes as a tourist resource and their potential for agritourism supported either in activities related to the management of the *Dehesa/Montado*, or the olive grove.

The approaches taken in the study provide valuable insights about the preferences expressed between the physical characteristics of the territory and the aesthetic values of the landscape. Another important contribution of this study consisted of the mapping of the different evaluated scenarios (Figures S1–S3). On the one hand, landscape mapping allows for the identification of generic landscape characteristics, and on the other hand, it allows for the extrapolation of a methodology for application in other areas [47].

The local agricultural heritage is an anchor for the development of cultural tourism [95], which gains a new dimension when analyzed on the territorial scale of the UNESCO natural reserve (Biosphere Reserve). The TINR area integrates this network with its designation as Cross-Border Reserve of the International Tagus, and assumes the challenges of contributing to landscape conservation, ecosystem enhancement, and territorial development. This area also integrates other protected areas, such as the Naturtejo Geopark Network and integrate a Eurobird cross-border project, gaining a new territorial dimension to develop integrated strategies.

Finally, despite the differences in the methodologies applied in this study, it is possible to extract a set of important data to support decision-making, particularly related to planning tourism actions, both by the management agents of the TINR, extending to the whole area of the UNESCO Tagus Biosphere Reserve due to the similarity of landscape attributes (Figure 2). It is important to emphasize that an important contribution of the present study particularly related to the AHP methodology results. As the results show, the holistic perspective of the territory, in its natural and cultural dimensions, reveals a high potential for cultural tourism and agritourism. In fact, contact with the local inhabitants and farmers enhances a set of experiences, opportunities for learning and co-creation that need to be considered by the promoters of recreational activities.

This investigation shows that the cross-border region, particularly the TINR as a natural protected area, has a set of natural and cultural values that are an alternative to mass tourism, starting with the example of a local culture strongly influenced by the local livelihood typical of cross-border areas. Definitely, the landscape is an important

touristic resource, but the demand also highlights its cultural values. In the face of this result, the local traditions, sustainable practices, and know-how related to agricultural activities are strong differentiating elements of this natural park and should be seen as key to local development.

5. Conclusions

The individual perceptions of landscape preferences in the TINR allowed for the extraction of relevant information to assess its tourism potential. First, the application of different methodologies reveals different results, which seems to depend on a more robust contextual analysis as shown by the results of the AHP methodology that confronts landscapes with tourism typologies. It is worth mentioning the importance of the photo pairwise comparison technique to evaluate preferences of attractions. This information provides the basis for establishing weightings to other variables applied in the AHP and that allowed a more detailed analysis of the demand opinion. In the case of preference evaluation without photographical observations, the results seem to depend more on the participants' expectations than on an analysis of the real context.

In general terms, the following considerations about the preference assessment of landscapes using different methods can be highlighted:

- Landscape-based tourism can be seen as the sum of the biophysical and socio-cultural elements of the territory, and can assume different configurations: rural tourism, cultural tourism, agritourism, or oleotourism.
- The attractions "water" and "forest", although they tend to be the most valued by the public seeking natural areas, in this study it was revealed that these resources deserve more attention by local agents to mitigate the actual management models with negative impacts and promote practices that improve their touristic vocation.
- Agricultural landscapes, particularly associated with extensive management systems and traditional practices, promote ecosystem resilience and sustainable productivity while maintaining their heritage and aesthetic values. Their characteristics are valued by the demand and should therefore be integrated with natural areas management policies.
- Agricultural landscapes that configure cultural landscapes characteristics are a distinctive tourist resource of protected natural areas. In TINR, the *Dehesa/Montado* and the "Traditional olive grove" are distinguishing signs, landscapes valued due to their authenticity and traditional character.
- Agritourism, despite its focus on agricultural activity and agri-food products, also encompasses the social, cultural, and economic dimensions that can be considered inextricably linked to generic cultural/rural tourism. This activity can be an opportunity to fix prosperity and preserve traditional landscapes.
- To enhance agritourism in the TINR it is important to reinforce synergies between agricultural owners, the promoters of tourism activities, and tourist accommodations in order to strengthen synergies and create qualified offers taking advantage of agricultural landscapes' multifunctionality.
- Considering that TINR is a protected natural area without borders, cultural/rural tourism gains an opportunity to create products that enhance the history that crosses between the two countries, the cultural ties of the local livelihood, and its gastronomy, specially based on the products of the *Dehesa/Montado*.

To conclude, the development of tourism plans for natural areas should be based on knowledge of landscape preferences. The methodology applied can be replicated in other territorial contexts seeking a sustainable tourism planning approach.

Supplementary Materials: The following are available online at <https://www.mdpi.com/article/10.3390/land11010068/s1>, Table S1: Variables collected in survey used to describe the landscape references; Table S2. Preference matrix for the evaluation criteria; Table S3. Results of Chi-Square Contingency Table Analysis; Figure S1. Landscape preferences by pairwise comparison and AHP

methodology; Figure S2. Ranking of landscape preferences evaluated without photo; Figure S3. Ranking of landscape that conveys positive feelings.

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Article

Agricultural Landscapes as a Basis for Promoting Agritourism in Cross-Border Iberian Regions

Dora Isabel Rodrigues Ferreira *  and José-Manuel Sánchez-Martín 

Facultad de Empresa, Finanzas y Turismo, Universidad de Extremadura, 10071 Cáceres, Spain; jmsanche@unex.es

* Correspondence: drodrigu@alumnos.unex.es

Abstract: Areas with low levels of transformation are alternative destinations for tourists who prefer to visit nonmassified places and have singular experiences. The benefits of these microdestinations are their local populations, traditional products, landscapes, and heritage, which, in turn, allow the cultural and gastronomic roots to be witnessed. Based on this assumption, the present research investigated landscape preferences in the Tejo/Tajo International Transboundary Biosphere Reserve (Portugal/Spain), where Dehesa/Montado and traditional olive groves play important economic and sociocultural roles. This investigation sought to compare the opinions of those who live there with those who visit the territory in terms of landscape and agritourism experience preferences. To this, 439 interviews were conducted, and the results were extracted through descriptive analysis techniques and parametric and nonparametric tests to understand the different opinions. The main results were that agricultural landscapes are among the most preferred, and visitors tend to give the landscape higher scores, while the local population has some ignorance of its potential. The potential of agritourism was revealed through the motivation expressed by the demand to participate in gastronomic experiences and have contact with local products, followed by participation in activities that allow people to enjoy the agricultural landscape and rural traditions. The results revealed that the agritourism concept is often confused with rural tourism and nature tourism. Thus, it is necessary to develop a strategy to support the tourism supply according to the concept of authentic agritourism. In this way, agricultural activity has an important role in driving sustainable tourism dynamics in cross-border regions and boosting new products based on the culture, nature, and biodiversity characteristics of a protected area.

Keywords: agricultural landscape; agritourism; Montado/Dehesa; traditional olive grove; community participation; Tejo/Tajo; Biosphere Reserve



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1. Introduction

European policy has led to profound changes in rural areas. Since the 1980s, the valorization of a multifunctional vision of agriculture has been signaled through the expansion of its food production functions and nonagricultural activities [1]. This vision offers a way to design and implement strategies to enhance rural tourism and strengthen the role of agriculture. At the same time, farmers are local actors in the rural economy [2], and farms gain new dimensions, including nature and landscape management, the promotion of educational activities (e.g., agricultural education), the reinforcement of short food chains (e.g., through direct sales), the promotion and valorization of the tourism sector (e.g., agritourism), and the incentivization of the dynamics of social agriculture (e.g., therapies, rehabilitation). In parallel, trends towards healthier and more sustainable food consumption have become more prevalent [3], accompanied by lifestyles featuring increasing connections with nature and new relationships with the rural environment [4]. These trends have triggered tourism offers based on the great diversity of resources, especially those based on nature, local lifestyles, and the rural culture and its eno-gastronomic

products. In fact, tourism in rural areas has grown due to its potential for territorial development, contributing to the resilience of low-density territories [5–7].

In the context of the Iberian Peninsula, before the COVID 19 pandemic, rural tourism was growing and being consolidated [8]. However, in the year 2020, which was marked by a recession for demand, despite difficulties, rural tourism modalities became more appetizing [9]. Farms also showed great resilience [10] in terms of both food production by continuing to innovate supply chains through the strengthening of e-commerce and through offers of agritourism services [11].

In the context of the different modalities of rural tourism, agritourism presents itself as a way to contribute favorably to local development dynamics and may play an active role in the green economic transition process. It is in this context that farmers are facing a change in role—from food producer to landscape conservationist—as well being considered drivers of the new dynamics of local entrepreneurship and innovation.

The development of rural tourism in the Iberian Peninsula happened at different speeds. However, in the 1980s, agritourism emerged as a survival strategy for farms [12]. Some examples with more stabilized markets are widely known, such as the Jaén Region in Spain, where olive oil is one of the main tourist attractions. This landscape provides a huge range of products and services related to oleotourism to the market [13]. Another interesting region in the wine tourism market is delimited by the Douro River. Human and natural heritage are intertwined in this landscape in the aromas, knowledges, and flavors present, representing authentic reservoirs of traditions, culture, and heritage. Both examples are cultural landscapes with the UNESCO-protected classification, where agriculture activity plays a key role in terms of its contribution to the preservation of gastronomic traditions, nature, and values associated with more sustainable production. In this territory, traditional landscapes, composed of many natural and artificial elements, such as fields, meadows, orchards, hedges, pastures, terraces, forested areas, tourist infrastructures, and farm buildings that tell the story of the human–nature relationship, are prominent.

However, the physical constraints and successive social, cultural, and economic influences may threaten the preservation of the natural and cultural values associated with the landscape. In this context, the Convention Concerning the Protection of the World Cultural and Natural Heritage (WHC) was launched in 1972 [14] to protect, conserve, and preserve the cultural heritage associated with landscapes. This provided an opportunity to enhance the material heritage as well as the immaterial value. Later, in 2002, the Budapest Declaration [15] defined the importance of landscape planning and management through policies linking protected areas to their economic and social activities. In this context, the traditional agricultural and agroforestry landscapes of UNESCO are characterized by low-intensity land use that has multifunctionality and enhances ecosystem services [16].

In 2016, the Tejo/Tajo International Transboundary Biosphere Reserve was developed with the mission of preserving agroecosystems. The cultural value of this territory is due to its low density and cross-border territory factors that contribute to its high patrimonial value [17], as well as to the preservation of genuine landscapes [18].

It is possible to highlight some ongoing actions that have been put in place by the local governance, particularly those dedicated to landscape enhancement actions. For example, the municipality of Idanha-a-Nova joined the International Network of Eco Regions (INNER), which is governed by the principles associated with the active promotion of territorial food systems based on family farming and sustainable production modes that promote biodiversity, traditional knowledge, and healthy diets [19]. The management of the Tejo/Tajo International Transboundary Biosphere Reserve has been promoting a set of activities that enhance touristic experiences of natural landscapes, as well as showing the value of local products. These dynamics are expressed at the level of territory qualification through new infrastructures, new tourism products, or actions of territory communication, affirming the position of the area as a gastronomic destination [20]. Other examples are the creation of routes dedicated to some of the area's products, such as the "Cheese Route of Extremadura", the "Olive oil Route in Castelo Branco", and "Olive oil experiences in

Vila Velha de Ródão". Given this framework, agritourism could become one of the drivers of tourism in this territory, encouraging tourists to visit this cross-border territory as a singular destination.

2. Literature Review

Studies on the agricultural landscape have been gaining interest in the literature [20–24], and rural heritage has also become a study subject [10,25]. In parallel, the multifunctionality of agricultural landscapes, seen as a tool to develop the economy of rural areas [26–28], as well as an instrument that links sustainable agriculture, food security, and territorial balance [29], is valued in the literature as a way to promote rural identity [30]. This perspective is supported by the ability of agricultural landscapes to simultaneously maintain their primary functions of food production, landscape preservation, the provision of environmental services, and viability across a wide range of activities in rural areas [10].

The complexity of interconnections between the landscape and tourism has given rise to different approaches in the literature, ranging from the combination of agriculture and rural development [31], the landscape, and gastronomic tourism [7], tourism and its impact on protected natural areas [32], and to agriculture and creative tourism [33].

Several investigations have analyzed the potential and benefits of using the agricultural landscape as a tourism resource by exploring the potential of agri-food products (from olive oil [34–36] to wine [37–39] or cheese [40]), the local heritage and culture [26,33], the role of sustainable agriculture in enhancing ecosystems [41], and the impacts of tourism on farms and territorial development [10].

Nevertheless, some gaps in the literature have been identified. Thus, this research aims to observe the preferences of local population and tourists regarding tourism activities, landscape preferences, and agritourism potential for protected areas.

To realize this investigation, it was assumed that participatory processes of the local inhabitants and tourists would provide information relevant to the structuring of a local development proposal. This method is particularly relevant to the protected landscape context [42]. Specifically, the present study focused on the following research questions:

- Are agricultural landscapes preferred for tourism activities?

This topic is explored little in the literature. However, it is recognized that the people are engaged with the landscapes and are heavily influenced by land cover, specially Mediterranean landscapes [43], with positive influence on human well-being [23]. The literature argues that the extensive production models promote the biodiversity and its aesthetical value [44]. These are important characteristics that are valued and recognized as a touristic resources [45]. One of the contributions of this study is to understand whether agricultural landscapes are the preferred ones to carry out recreational activities, taking into account the characteristics of the territory under study and exploring the preferences of the landscapes and the cultural elements most valued.

- Is the perception of the landscape different between the local population and tourists?

The literature has demonstrated the importance of knowing the values, perceptions, and preferences of a population and incorporating their opinions into decision-making processes [43]. In fact, farmers and the rural community are essential actors in the process of activity diversification, especially considering the multifunctionality of rural landscapes. Due to this, it is important to understand the motivations of a rural community for the development of effective rural tourism strategies [2], and activities that promote contact with tourists should be prioritized [46]. In general, the literature suggests that rural communities are likely to support tourism initiatives in their territories in a positive way [47]. However, it is also essential to know the opinions of tourists, both when designing tourism strategies in rural areas, as well when promoting the destinations, to project their expectations into innovative rural experiences with added value [48]. According to a previous study, the perception of the landscape is different between the local population and tourists. The latter group tends to valorize more the agricultural landscape [49]. Based

on this idea, it is essential to know the opinions of the participants and how they can contribute to the proposal of agritouristic activities for the territory.

- Is agritourism suited to protected areas?

The recognition of the cultural landscape by UNESCO has brought up the opportunity for public recognition of the importance of sustainable practices and appreciation of traditional know-how [50], and at the same time, an opportunity for its valorization has emerged. The literature also recognizes that Mediterranean landscapes, where ecological values and territorial identity prevail, are examples of landscapes that should be protected, both for their contribution to the well-being of the population [51] and their potential as tourism resources [52]. Expressions of preference for Mediterranean landscapes are often guided by ecological criteria, as in the case of Dehesa/Montado or the strong cultural and symbolic identity associated with olive groves [43]. In contrast, the threat of intensive agriculture or forestry production systems and the abandonment of agroforestry activities is endangering sustainability, compromising the well-being of local populations, and affecting touristic flow [23]. The literature also supports the idea that tourism in agricultural landscapes where sustainability values prevail encourages the adoption of healthier lifestyles [53]. Thus, experiences in rural environments that provide contact with extensive agriculture systems favor the development of sustainable tourism. Thus, in this study, efforts to understand whether agricultural landscapes have potential as a tourist resource were developed.

- How is agritourism perceived?

The typology of tourism that benefits the farm economy is agritourism [5,53]. Many studies have focused their attention on the positive impact of agritourism in encouraging the adoption of good sustainable management practices associated with natural and cultural heritage and positive socioeconomic repercussions on rural communities [54–56]. However, in the literature, there are several articles on the stabilization of the concept [57–59]. These are divided between those showing associations with direct contact with agriculture [60] and those showing mere associations with the observation and enjoyment of rural traditions [60,61]. This ambiguity of the concept [62] is particularly due to the following factors [57,58,62,63]: the uncertainty regarding the environments in which this type of tourism takes place (rural areas, farms, markets or fairs of agri-food products); the authenticity of the experience (staged activity related to agriculture vs. authentic agricultural activity); the nature of the contact with the agricultural activity (observation vs. participation in agricultural activities); and the characteristics of the recreational activities provided (farm stay, educational activities, agricultural activities, gastronomy). Despite this complexity, there seems to be some consensus in the identification of tourism initiatives based on agricultural activities that configure the concept of agritourism, which we highlight as an example:

- The recreational activities scene is closely linked to agricultural production [64];
- An authentic experience is one that allows a learning experience [65] through contact with nature and the territory [66];
- The inclusion of accommodation, food, recreational activities, and learning experiences increase the level of contact with local products and authentic agriculture [66,67].

This conceptual ambiguity has led to the existence of diverse agritourism activities, sometimes distorting the context of the relationship with the rural landscape, agriculture, and gastronomy itself, causing it to be confused with the concept of rural tourism [65]. However, the literature reinforces that the aesthetic value of the landscape has a positive influence on tourist experiences [68]. At the same time, contact with agriculture provides sensory, educational, and recreational experiences with enormous potential to change individual behaviors, particularly by promoting healthier and more sustainable daily habits [69]. From this perspective, the concept of participative agritourism has a greater impact on individual experiences, supporting the idea that agritourism can provide virtuous encounters between “myself” and “nature”. This vision also allows the establishment of a more faithful

connection between tradition and innovation [70], teaching the value of sustainability [71] and providing an opportunity for the differentiation of tourist destinations [72]. Therefore, this study intends to contribute to the literature, discussing the concept and activities that may be more interest to the demand.

Therefore, assuming that agritourism is a modality with low expression in the territory of study and their potential are unknown, the specific objectives of this study are in line with the previous questions:

- (a) To determine which landscapes are preferred for tourism and recreational activities in protected areas, of which are the agricultural landscapes;
- (b) To identify which cultural elements of a landscape can contribute to the enhancement of its tourism potential, exploring some differences between the scenic and functional characteristics;
- (c) To identify perceptions regarding the concept of agritourism, trying to understand when it is confused with rural tourism concept;
- (d) To assess the patterns of motivation to promote or support agritourism experience according to the availability of supply potential;
- (e) To determine the relationships between landscape preferences and motivations for agritourism, according to the availability of demand potential, and identify more suitable activities for the study area, evaluating a wide range of experiences, such as tasting endogenous products, farming, learning experiences, contact with animals, or agriculture landscape enjoying.

To answer to these objectives, the main results are based on the tourists and local population opinions. This information allows to know the potential and opportunities to develop agritourism in protected areas, especially in Iberian cross-border regions where the traditional olive grove and the agro-silvo-pastoral system (Dehesa/Montado) is still preserved and agritourism still remains unexplored. This tourism typology can leverage sustainable development dynamics.

3. Materials and Methods

3.1. The Case Study

The present study was focused on the Tejo/Tajo International Transboundary Biosphere Reserve (Extremadura, Spain and Centro, Portugal), and the role of the landscapes in tourism dynamics and their agritourism potential were investigated. Thus, the study area comprises the municipalities that integrate the area of the UNESCO-classified Tagus/Tajo International Transboundary Biosphere Reserve. This territory comprises 14 municipalities of NUT II Extremadura (Spain) and 3 municipalities of NUT II Centro (Portugal), occupying 428,274 ha (Figure 1). The landscape of the study area, also known as the “raia/raya”, is the result of ecological, but also cultural components, including historical factors, identity issues, and local narratives that have contributed to its preservation and transformation. Although some deep marks of the history of a cross-border territory characterized by low accessibility can be detected, there is a vast natural heritage that also justifies the existence of the Tagus International Nature Reserve (TINR). It is a territory characterized by a low demographic density (Figure 1) with a total resident population of 76,300 in 2020, of which 45% were concentrated in the urban parish of Castelo Branco. The population of this area has been marked by loss and aging trends [73,74].

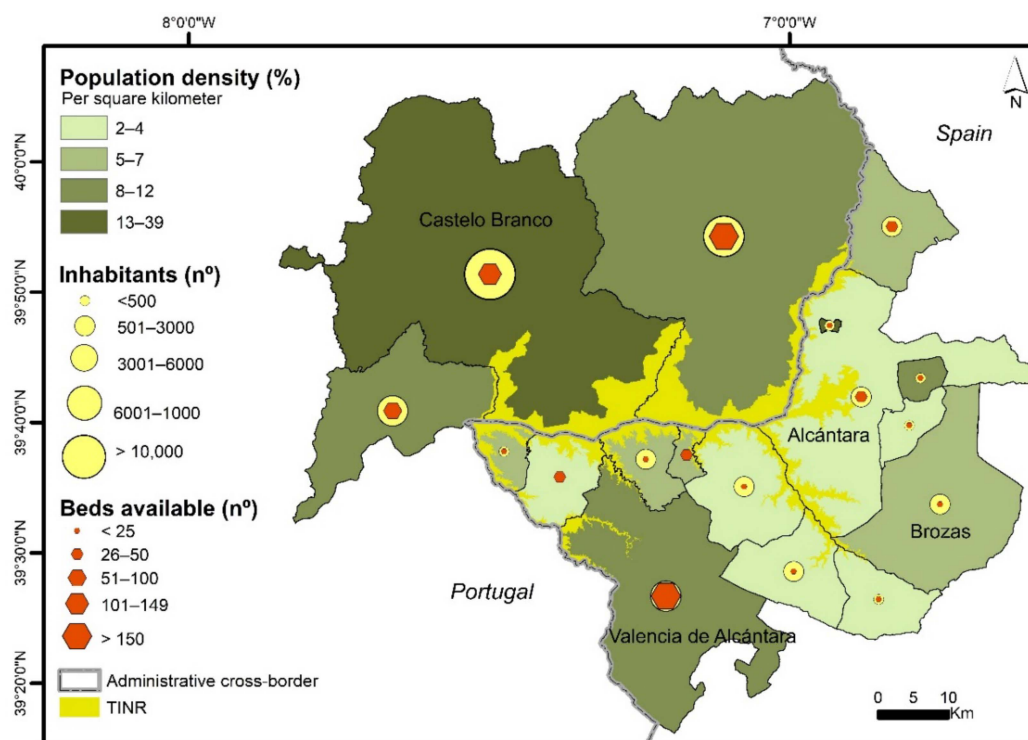


Figure 1. Inhabitants and population density in the study area. Data source: IEEX (www.ciudadano.gobex.es, accessed on 10 March 2022); PORDATA (www.pordata.pt, accessed on 10 March 2022).

The landscape of this territory has a fundamental genesis in agricultural activity (Figure 2a). The relevant agricultural crop existing in the territory is olives, with olive groves occupying approximately 6% of the study area (Figure 2b). Landscapes with traditional and rainfed production systems stand out. Traditional olive groves in terraces supported by stone walls are a characteristic landscape of the areas bordering rivers. Olives are still produced in these areas, and traditional varieties are preserved. Olive oil from this area is classified with the label Protected Designation of Origin (PDO).

The agro-silvo-pastoral system, which is essentially composed of *Quercus suber* and *Quercus ilex*, called Dehesa/Montado, is an authentic reservoir of cultural, environmental, and landscape qualities [75]. This landscape extends over about 48% of the study area and has the important function of preserving ecosystems; livestock breeding (sheep, cows, and iberian pigs); cork extraction; and the widely diverse range of wild products (asparagus, mushrooms, herbs, and medicinal plants) that are highlighted in the local gastronomic menu (Figure 2c).

The area occupied by forest and bush accounts for about 34% of the area, with typical Mediterranean forest species (*Arbutus unedo*, *Quercus coccifera*, *Quercus ilex*, *Cistus ladanifer*, *Genistea*, *Lavandula*, etc.) highlighted (Figure 2d). However, in the last decade, the production of forest species (*Pinus pinaster*, *Pinus pinea*, and *Eucalyptus*) has spread, compromising the natural value of the area.

This is a territory characterized by low precipitation [76]. Thus, the rivers and reservoirs play very important roles from the perspectives of the supply for domestic consumption, irrigation, and in recreational activities. However, water resources also play a crucial role in preserving important ecosystems. Therefore, in this study, we highlight the landscapes associated with water, with the Tagus and its tributaries being the main protagonists (Ponsul, Ocreza, Sever, Eljas/Erjes, and Salor).

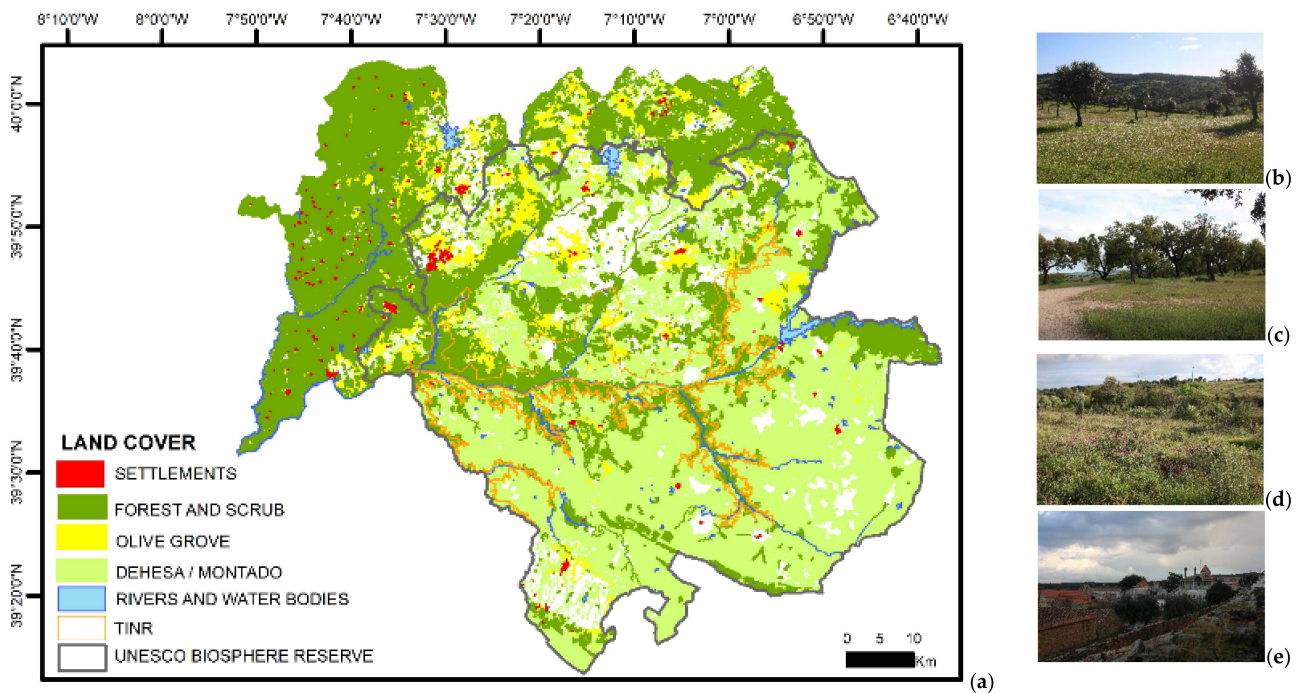


Figure 2. (a) Main land uses. (b) Olive grove. (c) Agro-silvo-pastoral system. (d) Mediterranean forest. (e) Rural settlements.

The rural area is predominant, and small villages stand out. In the study area, these villages play fundamental roles in access to services, accommodation, and cultural facilities, namely the villages that integrate the Historical Villages of Portugal network (Figure 2e). In these settlements, where there are deep scars from depopulation and population aging, it is possible to experience a vast and rich catalog of traditional knowledge and cultural patrimony.

From the point of view of the accommodation supply, the available statistics point to the existence of 79 rural tourism accommodation facilities (rural hotels, agritourism, and country houses) with 961 beds [77,78]. In relation to the total, only 11% of the available beds correspond to the category of agritourism. Regarding the demand, the reference data from 2019 showed that there were 296,661 overnight stays/year [77,78]. In 2020, with the pandemic crisis, there was a drop in touristic demand of about 78%. However, it should be noted that Idanha-a-Nova managed to increase the number of stays during the pandemic year, against the general trend [79].

3.2. Research Design

A methodology with different stages was designed (Figure 3). In the first step, a literature review was performed to identify the main gaps and support the questionnaire design according to the objectives of this study. Observation field trips and the collection of photographs that characterize the study area, as well as the compilation of statistical and cartographic data that would allow the territory to be characterized, were carried out. In the second step, a questionnaire design was performed to apply to tourists and residents to collect data and information related to their landscape preferences and evaluate the agritourism potential. Therefore, a database was created in Excel and SPSS to support the statistical analysis.

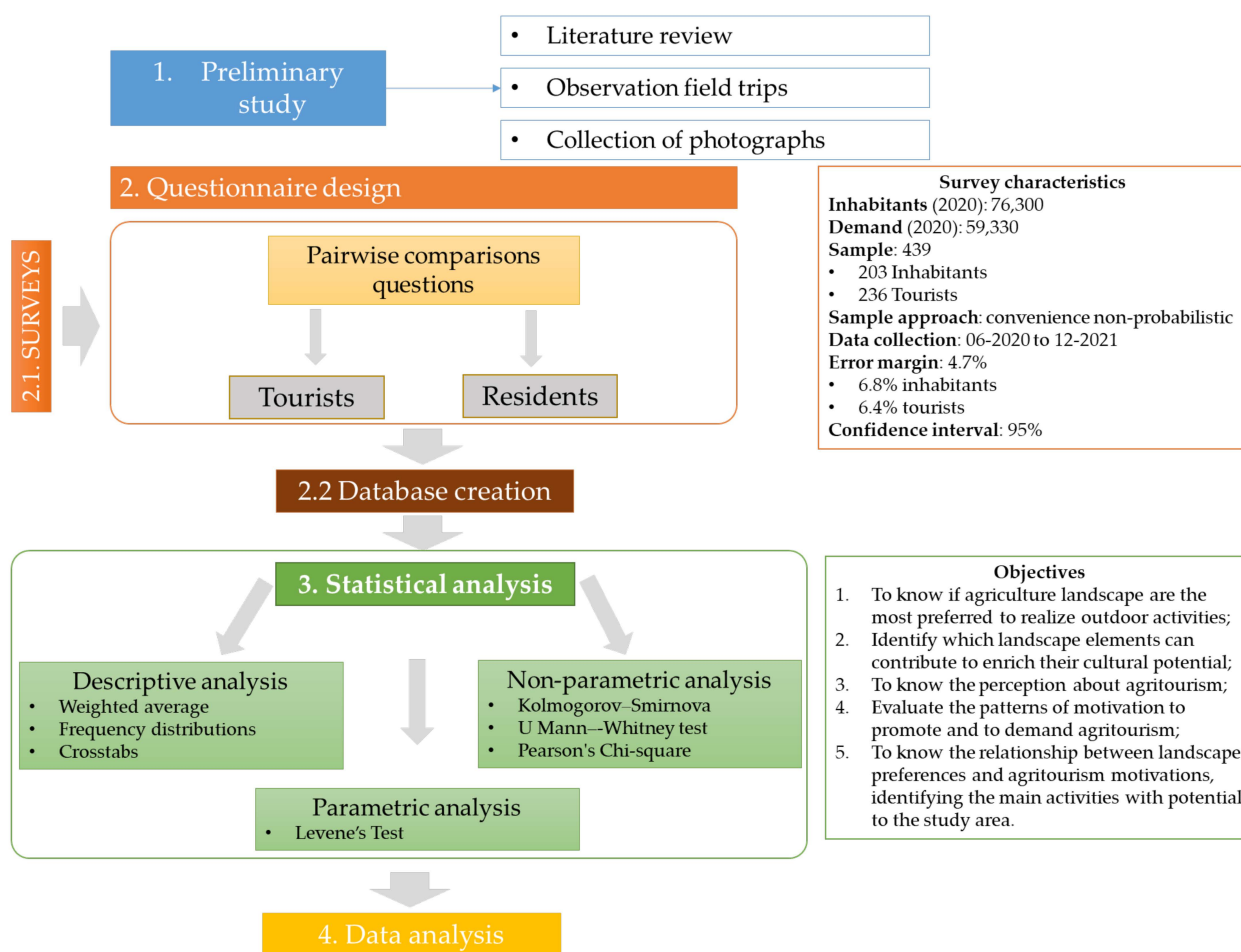


Figure 3. Methodological scheme.

The third stage consisted of data analysis and treatment. Descriptive analysis techniques, parametric and nonparametric statistical tests, were applied. Data were also analyzed to check whether the preconditions were met before comparing both samples (tourists and local inhabitants). Although the sample size was above 30, the data distribution of the web-based samples was revealed to not be normal. Therefore, to analyze the results of the landscape evaluation, the weighted average was calculated for each landscape typology. To assess whether there were differences in opinions between the local inhabitants and tourists/visitors, a parametric test and two nonparametric tests were used (Levene’s test, Kolmogorov–Smirnova, and Mann–Whitney test *U* test). To distinguish the main differences about the perception of the agritourism concept and the agritourism activities with potential, the Pearson’s chi-square test was applied. The nonparametric tests applied could determine if there were differences between the two groups. All tests were already performed in the literature, as mentioned in Section 3.5.

3.3. Questionary Design

The structure of the survey was based on other studies [24,68,80–82]. A questionnaire addressed to the local inhabitants and tourists/visitors was designed and implemented. Based on the study aims, a survey was developed to collect information that would allow the preferences and opinions about the landscape and potential of agritourism to be identified. This was organized into the following sections: (a) profile, (b) relationship between landscape and tourism, and (c) perceptions on agritourism (Table A1). The survey was tested, and its completion took an average of 12 min. To test the reliability of the questionnaire, the Cronbach’s alpha value was calculated. The Cronbach’s alpha for the

questionnaire as a whole was 0.926. This indicates very satisfactory levels of internal consistency and reliability for the questionnaire and its dimensions [83].

3.4. Data Collection

A convenience, non-probabilistic sample approach was used to survey the participants. A total of 439 questionnaires were answered, of which 46% were filled out by local inhabitants and 53% were filled out by tourists/visitors.

The error margin was 4.67 with a confidence interval of 95%, considering the statistics of the resident population by municipality and number of nights slept by demand in 2020 (since there are no tourist demand data disaggregated by municipality for the Spanish territory, aggregated data from the “Tajo International y Sierra de San Pedro” territory were used). When the data from inhabitants and tourists were analyzed separately, the sample error was 6.37 and 6.87, respectively, with 95% confidence in the most unfavorable case. This suggests that the results could be used to evaluate the landscape and agritourism potential.

The surveys were applied, with local inhabitants and tourists/visitors covering all municipalities, realized during 2020 and 2021, with the ability to conduct the surveys at a particular time, depending on the measures in place to contain the pandemic. The contents of the questionnaire were explained to the participants, and the information was collected in digital format to facilitate the organization of the information.

Databases were created in Excel, and statistical treatment was performed in IBM SPSS Statistics 28 (IBM Analytics Armonk, NY, USA).

3.5. Data Analysis

Initially, we evaluated the hypothesis that agricultural landscapes are among those preferred. For this purpose, pairs of photographs were compared [44,52]. This method allowed the evaluation of 15 pairs of photographs, which included agricultural landscapes (“Dehesa/Montado”, “Dehesa/Montado with Stockbreeding”, and “Traditional Olive Grove”) (Figure 4).

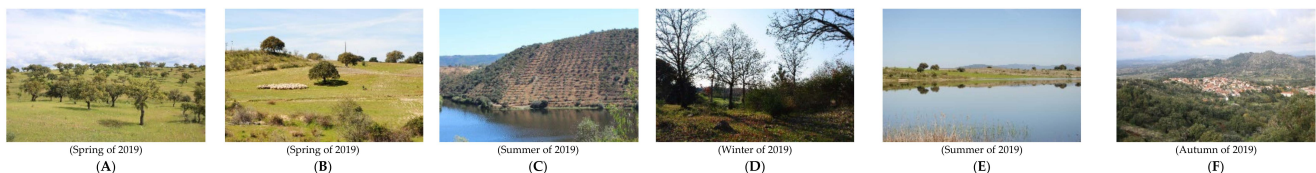


Figure 4. Representative pictures of the most common landscape typologies in the study area. These were used to evaluate preferences by pairwise comparison. (A) Dehesa/Montado. (B) Dehesa/Montado with stockbreeding. (C) Traditional olive grove. (D) Forest and scrubland. (E) Rivers and water bodies. (F) Rural settlements.

To analyze the results of the landscape evaluation, the weighted average was calculated for each landscape typology using a Likert scale (where 1 corresponds to the minimum value and 5 to the maximum value). For this purpose, the following formula was applied, where n represents the number of participants in each group:

$$\text{Weighted average} = \{(ax1 \times 1) + (ax2 \times 2) + (ax3 \times 3) + (ax4 \times 4) + (ax5 \times 5)\} / n \quad (1)$$

Then, to assess whether there were differences in opinion between the local inhabitants and tourists/visitors regarding the role of agricultural landscapes in outdoor activities, as well as to check whether there were differences related to the landscape elements evaluated (functional vs. aesthetic), the following statistical tests were applied:

- The Kolmogorov–Smirnova Normality Test with Lilliefors Significance correlation: This nonparametric technique is used to check whether the data follows a normal distribution or not [84]. This technique has been applied in several tourism studies [85,86].

- Levene's test to assess the homogeneity of the variances: This analysis considers the mean and median scores assigned by each participant to each of the variables analyzed. Given its characteristics, this technique has been used in several tourism analyses. These range from the economic perspective [87,88] to the evaluation of the incidence of personal factors in tourism market segmentation [89] and the consideration of environmental indicators in the sustainable development of destinations [90].
- The nonparametric Mann–Whitney U test, which does not require the assumption of normal distribution of the data [91], was used to determine whether the two independent samples (population and tourists) showed the same distribution for an ordinal dependent variable. The dependent variables were the assessment of the suitability of each landscape typology for the practice of recreation and tourism activities and the appreciation of landscape elements. The independent variable was the group of participants.

A significance level of $p = 0.05$ was used for all tests in line with the limits established in a standardized manner.

A similar method was used successfully in a study aiming to identify the differences in landscape perceptions and the relationship with the local quality of life in two different localities [92]. In addition, the study aimed to assess whether tourism activities have a positive or negative impact on sustainable development indicators in rural areas [93].

Subsequently, a statistical analysis of the alphanumeric data was performed. This included frequency distributions and crosstabs accompanied by the most commonly used control techniques, such as Pearson's chi-square. This technique allowed us to understand the perceptions of the "agritourism concept" considering the influences of the variable "previous experience in agritourism". To verify whether there were any relationships between the variables, the following hypotheses were tested: the null hypothesis stated that there is no relationship between the variables "concept of agritourism" and "previous experience", while the alternative hypothesis stated that there is a relationship between the variables. For a significance level of less than 0.05 (sig. 2-tailed), the null hypothesis would be rejected, meaning that there is a relationship between the variables. This test allowed us to determine whether the authentic agritourism concept could be consolidated.

In the last stage of the study, a descriptive analysis was made by grouping the different types of agritourism experiences, ranging from contact with animals to gastronomy, farming, and others, such as contemplation of the agricultural landscape. To find out whether there was an association between the variables "suitability of each landscape typology evaluated" and "agritourism activities", Pearson's chi-square was used. Decisions were made at a significance level of 0.05 (sig. 2-tailed), and the null hypothesis was that there is no relationship between the variables, while the alternative hypothesis was that there is a relationship between the variables.

These analyses contribute positively to the literature, bringing novelty to the evaluation of agritourism potential by considering landscape preferences and integrating the demanding opinion to allow us to suggest products of protected areas in cross-border regions.

4. Results

4.1. Profile of Respondents

Table 1 shows the sociodemographic characteristics of the sample. The sample was composed of local inhabitants ($N = 203$) and tourists/visitors ($N = 236$), and the variables: gender, age, level of education, nationality, residence, and study level were recorded. About 53% of the residents were female and 57% of the tourists were male. The ages were mostly between 46 and 55 years old, with a low number of tourists over 65 years old. As expected, the interviewed inhabitants resided in rural areas, while most tourists came from urban areas (60%). Most of the participants had studied to a high school education level.

Table 1. Basic demographic information for the interviewees.

| | | Inhabitants N = 203 | Tourists N = 236 |
|---------------------------------|-------------------|------------------------|---------------------|
| Gender | Male | 47.3 | 56.8 |
| | Female | 52.7 | 43.2 |
| Age | 18-25 | 6.4 | 12.3 |
| | 26-35 | 9.9 | 16.1 |
| | 36-45 | 16.7 | 24.6 |
| | 46-55 | 31.5 | 22.0 |
| | 56-65 | 17.7 | 19.5 |
| | >65 | 17.7 | 5.5 |
| Nationality | Portugal | 57.1 | 45.8 |
| | Spain | 39.9 | 53.0 |
| | Others | 3.0 | 1.3 |
| Place of residence ¹ | Rural | 100.0 | 39.8 |
| | Urban | 0.0 | 60.2 |
| Study level | Elementary school | 12.3 | 1.3 |
| | Middle school | 32.5 | 13.1 |
| | High school | 53.2 | 85.6 |
| | Without | 2.0 | 0.0 |

¹ Territorial unit was defined according to the percentage of the population living in local units (local units with a population density below 150 inhabitants per square kilometer) as predominantly urban if the share of the population living in rural local units was below 15% and predominantly rural if the share of the population living in rural local units was higher than 50% (Source: OECD, 1994. Creating rural indicators for shaping territorial policy, OECD. Paris).

Regarding the tourists, it is noteworthy that 84% of those interviewed had visited this territory previously, and only 29% stayed overnight in the territory, of which only 54% stayed two nights. The majority had access to local products (91%), particularly olive oil, sausages, cheeses, and honey. Most tourists/visitors (46%) spent between 25 EUR and 50 EUR, and about 28% spent between 50 EUR and 75 EUR during their experience. Regarding the main activities undertaken, the most common were the following:

- Forty percent had participated in cultural and gastronomic activities, such as going to restaurants and visiting museums, monuments, and historic villages.
- Seventeen percent had participated in nature contact and contemplation activities and sports, ranging from hiking trails to photographic safaris and off-road trips.
- Sixteen percent had been involved in rural and agritourism learning activities, such as direct contact with the local population, hunting, and olive picking.
- The remaining participants in the study (28%) had participated in different activities considered to be generalist activities.

These results can be justified by the fact that the study area has a vast historical, cultural, and gastronomic heritage that is enhanced by the proximity of two countries. As it is a UNESCO protected area, activities involving a connection to nature and biodiversity enhancement are promoted. Despite the weak expression of activities involving agriculture contact, the results showed that there was an indirect appreciation of this resource manifested by participation in gastronomic experiences and the appreciation of local products. This revealed an opportunity for local restaurants to create local menus and strengthen short food chains with local farmers.

About 50% of tourists identified the landscape as the most emblematic element and the main attraction of the territory, followed by the full sensation of peace and tranquility experienced during their stay (21%).

Considering the role of the landscape in recreational and touristic activities, this study tried to extract some results about the characterization and valuation of the different landscape typologies.

4.2. How Agricultural Landscapes Are Valued

4.2.1. Photograph Pairwise Comparison: Which Is the Preferred Landscape?

The landscape pairwise comparison method allowed us to verify the presence of a consensus related to the agro-silvo-pastoral landscape, identified by the “Dehesa/Montado” label, which was considered the preferred landscape by both the local inhabitants (8.8) and the tourists (12.8). On the other hand, the landscape associated with water received the least votes with 4.4 points (Table 2).

Table 2. Landscape assessment and statistics test to measure differences between the groups.

| Landscape | Weighted Sum | | | |
|--------------------------|--------------|------|-------------|------|
| | Tourists | Sum | Inhabitants | Sum |
| Dehesa/Montado | 12.8 | | 8.8 | |
| Traditional Olive Grove | 8.8 | 27.4 | 6.6 | 22.0 |
| Dehesa/Montado w. Stock. | 5.8 | | 6.6 | |
| Rural Settlements | 7.8 | | 7.4 | |
| Forest | 7.4 | 19.6 | 5.8 | 17.6 |
| Water | 4.4 | | 4.4 | |
| | Sum | 47 | | 39.6 |

In general, we can highlight the following observations:

- The agricultural landscapes were found to be the most valued (27.4 points by tourists and 22.0 points by local inhabitants).
- In general, tourists scored their preferred landscapes higher (47.0 points) than local inhabitants (39.6 points). This shows that the landscape is an attraction valued by visitors who recognize its heritage value. However, these differences emphasize a gap in knowledge about its potential by the local inhabitants.
- The landscapes “Water” (4.4) and “Forest” (5.8) were less frequently recommended by the local population as areas for outdoor activities. This revealed a level of ignorance about the natural value that these landscapes have and their role in the promotion of ecotourism activities. On the other hand, this result may reveal some weaknesses associated with the management of certain resources that deserve the attention of local authorities.
- The demand side scored the “Dehesa/Montado with stockbreeding” (5.8) and “Water” (4.4) landscapes the lowest.
- The “Water” landscape received lower scores, which may indicate some limitations in its use as a recreational setting due to pollution problems, accessibility, or due to a lack of tourism activity supply.

4.2.2. Are Agricultural Landscapes Suitable for Tourism Activities?

Complementary to the assessment of landscape preferences, the participants were asked about the suitability of the landscape for outdoor activities. For this evaluation, the first step was to determine whether the local inhabitants and tourists valued the landscape equally or whether there were differences in their perceptions. For this purpose, a normality test (Table A2) and analysis of variance (Table 3) were performed. This test allowed us to determine which statistical test could be used to explore the differences between the groups. After it had been established that there was no homogeneity of variance, the differences in opinion between the resident population and tourists were tested using the nonparametric Mann–Whitney *U* Test (Table 3). This decision was made for a 95% confidence level. This test showed that the opinions of the local inhabitants were different from the opinions of the tourists. In other words, the landscape recommended by the local population does not always correspond to the landscape chosen by demand. These differences stand out; for example, according to tourists, the landscape “Rural settlements” had high potential for tourism; however, the local inhabitants did not recognize its potential. Regarding the agricultural landscapes associated with Dehesa/Montado, a consensus on its potential was

identified; however, it was more valued by the tourists. In terms of opinions on traditional olive groves, the statistical data were not sufficient to state that there were differences between the groups (Table 3).

Table 3. Results obtained through the Mann–Whitney *U* test and Levene’s test comparing the evaluations of the landscapes between inhabitants and tourists.

| Landscape | Participants | Frequencies | | | | | Average | Levene’s Test Sig. | Mann–Whitney <i>U</i> -Test | |
|--------------------------|--------------|-------------|-----|----|----|---|---------|------------------------------|--------------------------------|-------|
| | | 5 | 4 | 3 | 2 | 1 | | | <i>U</i> | Sig. |
| Rural Settlements | Inhabitants | 22 | 162 | 15 | 3 | 1 | 3.99 | $X < 0.001$ $\sigma < 0.001$ | 15,817.20 | 0.000 |
| | Tourists | 110 | 108 | 14 | 4 | 0 | 4.37 | | | |
| Dehesa/Montado | Inhabitants | 24 | 174 | 5 | 0 | 0 | 4.09 | $X < 0.001$ $\sigma < 0.001$ | 20,052.50 | 0.000 |
| | Tourists | 83 | 130 | 17 | 5 | 1 | 4.22 | | | |
| Dehesa/Montado w. Stock. | Inhabitants | 22 | 173 | 7 | 1 | 0 | 4.06 | $X < 0.001$ $\sigma < 0.001$ | 20,417.00 | 0.001 |
| | Tourists | 77 | 134 | 8 | 16 | 1 | 4.14 | | | |
| Traditional Olive Grove | Inhabitants | 25 | 153 | 22 | 2 | 1 | 3.98 | $X < 0.001$ $\sigma < 0.001$ | 22,234.50 | 0.115 |
| | Tourists | 56 | 146 | 10 | 23 | 1 | 3.99 | | | |
| Forest | Inhabitants | 21 | 116 | 60 | 5 | 1 | 3.74 | $X < 0.133$ $\sigma < 0.017$ | 17,219.50 | 0.000 |
| | Tourists | 81 | 117 | 14 | 24 | 0 | 4.08 | | | |
| Water | Inhabitants | 19 | 104 | 75 | 5 | 0 | 3.67 | $X < 0.017$ $\sigma < 0.005$ | 15,600.00 | 0.000 |
| | Tourists | 93 | 105 | 6 | 28 | 1 | 4.11 | | | |

The results obtained confirmed the hypothesis that agricultural landscapes have potential for recreational and tourism activities, with an emphasis on the potential of Dehesa/Montado. The results highlighted that it is important to increase the awareness of local inhabitants on the cultural and patrimonial values associated with olive groves. This is important, as it may increase the interest in enhancing the supply of new touristic products that enhance the olive groves and the production of olive oil. The results also suggest a greater need to explore the reasons why natural landscapes, which are symbols of the protected natural area, are not among the most preferred for recreation and leisure. The differences in opinion also mark the need to create different strategies to plan and promote tourism activities.

4.2.3. Are the Cultural Landscape Elements Acknowledged?

The landscape provides important benefits for recreational activities and tourism and promotes physical activities, aesthetic experiences, intellectual stimulation, and inspiration for physical and psychological well-being [94]. Thus, the present study also assessed the preferences related to different elements typical of agrarian landscapes; that is, from a set of characteristics associated with the landscape or land use management practices, the present study sought to identify the characteristics that might influence the choice of certain landscape contexts, especially related to the concept of cultural landscapes [95,96].

The results in Table 4 show that, in general, the aesthetic elements of a landscape are the most valued, with great emphasis on the biodiversity (4.19), the influence of the seasons (4.17 spring–summer and 4.11 autumn–winter), and the presence of walking trails (4.15). The most valued elements associated with the production functions were found to be the infrastructure supporting agricultural activity (water wells, mills, corrals, haylofts, etc.) and the presence of Mediterranean crops (3.92). As expected, the factors related to the mechanization and intensification of production were found to be the least valued (Mechanized agriculture (2.71) and Intensive farming (2.30)).

Table 4. Landscape element preferences.

| Type | Landscape Elements | 5 | 4 | 3 | 2 | 1 | Median | Average | Mann–Whitney U Test | |
|------------|--|-----|-----|-----|-----|----|--------|---------|------------------------|----------|
| | | | | | | | | | U | Sig. |
| Scenic | Biodiversity | 155 | 228 | 42 | 14 | 0 | 4 | 4.19 | 18,657 | <0.001 |
| Scenic | Influence of the seasons (Spring–Summer) | 109 | 302 | 23 | 4 | 1 | 4 | 4.17 | 19,769 | <0.001 |
| Scenic | Walking trails | 91 | 331 | 12 | 3 | 2 | 4 | 4.15 | 18,200 | 0.001 |
| Scenic | Influence of the seasons (Autumn–Winter) | 74 | 345 | 16 | 3 | 1 | 4 | 4.11 | 21,562 | 0.011 |
| Functional | Traditional infrastructures for agriculture | 66 | 289 | 72 | 11 | 1 | 4 | 3.93 | 21,678 | 0.041 |
| Functional | Mediterranean cultures | 73 | 264 | 97 | 4 | 1 | 4 | 3.92 | 20,020 | <0.001 |
| Scenic | Vernacular architecture | 83 | 246 | 94 | 10 | 6 | 4 | 3.89 | 22,035 | 0.107 ** |
| Functional | Diversity of agricultural crops | 58 | 263 | 96 | 12 | 10 | 4 | 3.79 | 20,250 | 0.001 |
| Scenic | Water (rivers, reservoirs, river pools...) | 67 | 245 | 79 | 44 | 4 | 4 | 3.74 | 23,372 | 0.627 ** |
| Scenic | Dry stone walls | 42 | 262 | 113 | 19 | 3 | 4 | 3.73 | 20,153 | 0.001 |
| Functional | Livestock | 45 | 116 | 233 | 37 | 8 | 3 | 3.35 | 16,201 | <0.001 |
| Scenic | Forest areas with native species | 27 | 163 | 201 | 38 | 10 | 4 | 3.34 | 18,587 | <0.001 |
| Functional | Orchards | 22 | 120 | 283 | 9 | 5 | 3 | 3.33 | 20,441 | 0.002 |
| Functional | Traditional and rainfed farming | 17 | 118 | 282 | 13 | 9 | 3 | 3.28 | 20,008 | <0.001 |
| Scenic | Abandoned fields and houses | 28 | 66 | 243 | 54 | 48 | 3 | 2.94 | 17,922 | <0.001 |
| Scenic | Wildlife | 11 | 70 | 234 | 71 | 53 | 3 | 2.81 | 18,173 | <0.001 |
| Functional | Mechanized agriculture | 11 | 52 | 236 | 80 | 60 | 3 | 2.71 | 18,320 | <0.001 |
| Functional | Intensive farming | 12 | 49 | 78 | 221 | 79 | 2 | 2.30 | 20,542 | 0.005 |

** Significant at the 0.01 level.

In general, the results highlighted the preferences for patrimony and natural heritage, revealing the potential associated with farming, especially in terms of traditional knowledge and the preservation of natural value.

To determine whether there were differences between local inhabitants and tourists regarding their opinions on the landscape elements, a nonparametric Mann–Whitney *U* test was performed (Table 4). It was found that, for the elements “Water” and “Vernacular architecture”, the statistical data were not sufficient to affirm that there were differences in opinion between the groups. For the remaining elements of the agrarian landscape, the test confirmed the presence of differences in opinion between groups, particularly for the elements “livestock”, “abandoned fields and houses”, “wildlife”, and “walking trails”, which showed lower *U* values. These differences may be associated with perceptions about the role of each element in the landscape. For example, in the case of “livestock”, to local inhabitants, they are a way to obtain income and are therefore not valued as a tourist resource. However, “walking trails” are most valued by tourists, which suggests the importance of activities such as hiking and mountain biking, as well as the importance of these trails as an integral part of the rural landscape.

4.3. Agritourism: From Concept to Potential

To understand the agritourism potential, we asked the participants about their previous experience in agritourism. Questions about perceptions of the agritourism concept were also asked: What is agritourism? Which activities are considered agritourism? Which target is more suitable for this modality? Which development contributions are more common? This information allowed us to verify whether the supply side would identify agricultural resources as tourist attractions and whether the demand side would recognize the role of agricultural activity in recreational tourism activities. The results obtained show that 50% of the participants had no experience with agritourism. However, a considerable portion of the participants (41%) stated that they had previous experience and showed interest in repeating the experience. This result reflects the potential growth of this modality, which could have positive impacts in terms of providing more income for farms and increasing the valorization of local products.

Only 25% of the participants affirmed that agritourism refers to tourism and recreation activities that take place on agricultural or livestock farms. This result reveals a deep ignorance of the concept, associated in most cases (37%) with tourism practices in rural areas. In fact, this result expresses profound ignorance of the concept of agritourism where it is assimilated as tourism in rural areas or just “bed and breakfast on a farm” experiences. These differences were particularly noteworthy in cases without previous experiences in agritourism, which included 101 participants (43%). However, it is also interesting to note that those who had previous experiences with agritourism frequently failed to differentiate it from nature tourism activities (Table 5).

When analyzing the associations among the variables, in this case, dichotomously by means of crosstabs and the chi-square test (Table 5), a relationship between the level of previous experience in agritourism and the affinity with the concept of agritourism was observed. This relationship translates mainly to an appreciation of the positive impacts of agritourism, generically related to the appreciation of rurality, agri-food products, and sustainability.

Regarding the most suitable target audience for the agritourism modality, the majority (67%) of participants considered agritourism to be an appropriate activity for families and children. However, it is also noteworthy that there were clear differences in opinion between those with previous experience in agritourism and those with no experience, especially those who stated that they have no idea about the sector of the public that is most suitable for this modality. This result confirms the ignorance about the impact that the potential of agritourism may have on different groups. For example, it has potential to be a family activity due to its ability to promote education and awareness activities on topics such as sustainability, fair trade, the valuation of seasonal products, and the development of rural communities; an activity shared among younger friends, as it promotes relationships between generations and the empowerment of traditional knowledge and know-how; and an activity to do alone due to the opportunity to experience direct relationships with agriculture and with farmers, enhancing learning experiences and connection with nature and rurality, which may awaken interest in the countryside lifestyle.

Regarding recreational activities that may be associated with agritourism, the majority of survey respondents stated that they prefer recreational activities that ensure direct contact with agriculture (53%), followed by education and awareness activities related to rural traditions (19%). Related to this, two different concepts were identified:

1. A minor portion of respondents consider the intangible value of agritourism to be related to its role in education and awareness about issues related to biodiversity, tradition, sustainability, and proximity consumption.
2. Meanwhile, the majority of respondents highlighted the participative and active characteristics of agricultural activities and their relationships with the environment, i.e., the practice component, that permits chance daily habits and is more sustainability conscious.

Although the majority of participants recognized that agritourism refers to contact activities with agriculture, the concept was not stable. This is the case, because according to the participants’ opinions, the scenario of recreational activities in agritourism is not exclusive to active agricultural or livestock farms. This result indicates some conceptual weaknesses, which has been discussed in the literature [60], as often, ecologically based, rural, and recreational experiences in agricultural environments are confused [97].

Table 5. Relationships between agritourism concept perceptions and previous experience.

| | Previous Experience | | | | | Total | Sig. |
|------------------------------|---------------------|---|-----------------------|--------------------------------|------------------|-------------|--------|
| | Without Interest | No, Because I Didn't Have the Opportunity | Yes, I Want to Repeat | Yes but I Don't Want to Repeat | I Don't Remember | | |
| What is agritourism? | | | | | | | |
| I don't know | 2 | 10 | 0 | 0 | 0 | 12 (2.7%) | <0.001 |
| Contact with Nature | 8 | 21 | 38 | 2 | 2 | 71 (16.2%) | |
| Visit rural areas | 6 | 101 | 52 | 3 | 2 | 164 (37.4%) | |
| Farming | 4 | 47 | 55 | 0 | 4 | 110 (25.1%) | |
| Bed and breakfast on a farm | 5 | 39 | 37 | 1 | 0 | 82 (18.7%) | |
| Total (no.) | 25 (5.7%) | 218 (49.7%) | 182 (41.5%) | 6 (1.4%) | 8 (1.8%) | 439 | |
| Main target | | | | | | | |
| I don't know | 3 | 12 | 2 | 1 | 0 | 18 (4.1%) | 0.020 |
| Alone | 1 | 7 | 4 | 0 | 0 | 12 (2.5%) | |
| With friends | 4 | 67 | 42 | 4 | 0 | 117 (26.7%) | |
| With family, children | 17 | 132 | 134 | 1 | 8 | 292 (66.7%) | |
| Total | 25 (5.7%) | 218 (49.7%) | 182 (41.5%) | 6 (1.4%) | 8 (1.8%) | 439 | |
| Main activities | | | | | | | |
| I don't know | 2 | 12 | 1 | 0 | 0 | 15 (3.4%) | <0.001 |
| Related to gastronomy | 2 | 18 | 32 | 2 | 1 | 55 (12.5%) | |
| Environmental awareness | 6 | 29 | 46 | 1 | 0 | 82 (18.7%) | |
| Enjoying and relaxing | 5 | 20 | 27 | 1 | 1 | 54 (12.3%) | |
| Farming/contact with animals | 10 | 139 | 76 | 2 | 6 | 233 (53.1%) | |
| Total | 25 (5.7%) | 218 (49.7%) | 182 (41.5%) | 6 (1.4%) | 8 (1.8%) | 439 | |

Table 5. Cont.

| | Previous Experience | | | | | Total | Sig. |
|--|------------------------------|-------------|-------------|----------|----------|-------------|--------|
| | Main impacts in territory | | | | | | |
| I don't know | 1 | 63 | 0 | 0 | 1 | 65 (14.8%) | <0.001 |
| Denaturalization of rural areas | 1 | 4 | 8 | 2 | 0 | 15 (3.4%) | |
| Values rurality | 11 | 104 | 99 | 3 | 5 | 222 (50.6%) | |
| Values traditional products | 6 | 25 | 53 | 1 | 2 | 87 (19.8%) | |
| Values sustainable farming | 6 | 22 | 22 | 0 | 0 | 50 (11.4%) | |
| Total | 25 (5.7%) | 218 (49.7%) | 182 (41.5%) | 6 (1.4%) | 8 (1.8%) | 439 | |
| | Main impacts on daily habits | | | | | | |
| Shopping at the local market | -- | -- | 68 | 3 | -- | 71 (37.8%) | 0.021 |
| Rural areas as touristic destinations | -- | -- | 59 | 1 | -- | 60 (31.9%) | |
| Farming the same fresh products | -- | -- | 17 | 1 | -- | 18 (9%) | |
| More sustainable consumption | -- | -- | 17 | 0 | -- | 17 (9%) | |
| Influences family and friends to buy directly from farmers | -- | -- | 8 | 0 | -- | 8 (4.3%) | |
| Values organic products | -- | -- | 8 | 0 | -- | 8 (4.3%) | |
| Changing to healthy food habits | -- | -- | 4 | 0 | -- | 4 (2.1%) | |
| Own business related to agritourism | -- | -- | 1 | 1 | -- | 2 (1.1%) | |
| Total | | | 182 (96.8%) | 6 (3.2%) | | 188 | |

Regarding the perception of the impact of agritourism, the majority of participants emphasized the contributions of enhancing the rurality and local authenticity (50%), followed by the opportunity to valorize local products (20%). In this case, there is an emphasis on the intangible value of rurality that was confirmed particularly by those who had not yet experienced agritourism (104 cases corresponding to 47.7%), as shown in Table 4). That is, the results highlight that, although agricultural activity plays a key role in recreational dynamics, the countryside lifestyle is more attractive.

In general, these results reinforce the clear differences in participants' opinions, highlighting the generally poor knowledge about the concept. This may explain the low expression of agritourism supply and the devaluation of this type of touristic product by the touristic demand side.

Finally, those with prior experience in agritourism had changed some of their daily habits, particularly regarding the valorization of local production and more frequent consumption of products from local markets (37.8%). The agritourism experience also made a positive contribution to the choice of rural destinations to visit as vacation destinations (31.9%), the production of some agro-food products (9%), and a change in consumption habits to prioritize organic farming products (9%). The positive impacts of the agritourism experience confirm that agritourism can be a strategy for low-density areas and an opportunity to valorize the territory's resources.

4.4. New Products Based on Agritourism Experiences

4.4.1. Supply Potential

To understand the agritourism supply potential, the local population was consulted about their interest in creating or dynamizing the activities listed in Table 6. About 24% of the participants did not have their own resources available, so none of the possibilities questioned were applicable to them. However, it should be noted that some participants already had moderate roles in the promotion of tourism activities (7%), emphasizing the accommodation services supply (27%), and selling their own agro-foods products (27%). In general, there was high (24%) to very high (21%) interest from the local population in promoting or providing tourism activities in the future. There was a willingness to allow activities on their farms (44%), followed by an interest in demonstrating traditions for tourists and providing contact with the local culture (46%).

Table 6. Ability to offer agritourism activities (n° and %).

| | Available | 5 | 4 | 3 | 2 | 1 |
|---|-----------|-----------|-----------|----------|-----------|----------|
| Allow tourists to undergo farming experiences | 11 (15%) | 54 (25%) | 47 (19%) | 4 (7%) | 14 (13%) | 16 (24%) |
| Sell agri-food products | 20 (27%) | 31 (14%) | 49 (20%) | 21 (35%) | 24 (22%) | 12 (18%) |
| Allow hiking activities or other on my farm | 13 (17%) | 45 (21%) | 53 (22%) | 9 (15%) | 20 (19%) | 11 (17%) |
| Share traditional know-how with tourists | 11 (15%) | 52 (24%) | 54 (22%) | 7 (12%) | 22 (21%) | 12 (18%) |
| Offer accommodation in rural areas | 20 (27%) | 33 (15%) | 42 (17%) | 19 (32%) | 27 (25%) | 15 (23%) |
| Total | 75 (7%) | 215 (21%) | 245 (24%) | 60 (6%) | 107 (11%) | 66 (7%) |

4.4.2. Demand Potential

The tourists were asked about their interest in participating in agritourism experiences, such as contact with animals, endogenous product tasting, enjoyment of the

agricultural landscape, and appreciation of agriculture and rurality. In Table 7, it is possible to observe the values obtained from the calculations of the weighted sums. In general, tourists and visitors expressed more interest in participating in “tasting experiences and contact with endogenous products” (weighted average = 951.8), such as cheese tasting (weighted sums = 979.0) or the tasting of traditional dishes (weighted sums = 968.0). Next came preferences for activities related to “agriculture landscape fruition and entertainment on the farm” (weighted sums = 930.5), with hiking or mountain biking on farms (weighted sums = 945.0) and staying at a bed and breakfast on a farm (weighted sums = 935.0) standing out.

The most valued experience was the third category of experiences related to “Valuing local farming and rural livelihood” (average = 920.7), which represents the opportunity to buy fresh farm food directly from farmers (weighted sums = 988). This result demonstrates an interest in local products and an opportunity to reinforce the consumption of seasonal and local products associated with the desire to consume fresh local products. This is possible by reinforcing the market channels between farmers and restaurants, as well promoting by agritourism activities that potentiate a contact with agriculture activities.

In terms of activities that provide “learning experiences about the farm lifestyle and activities or rural traditions”, activities related to food and traditional ways of doing things were found to be the most preferred. Regarding agritourism activities that involve direct participation in agriculture or food preparation (average = 857.4), the activity that stands out is the opportunity to learn how to make cheese (weighted sums = 947), followed by learning how to make local dishes (weighted sums = 946). This result reinforces the interest in traditional products and the opportunity to recover traditions.

Olive picking experiences were the least popular (weighted sums = 758), probably because the participants still maintain their own olive oil production, thus devaluing this activity as an opportunity for tourism. However, this does not invalidate the valorization of the territory’s potential for oleotourism. It would be necessary to design specific products adapted to the public who do not have knowledge or experience about olive groves and olive oil traditions.

Finally, the group of experiences involving contact with animals received the lowest score (average = 718.2) in terms of preferences. In this category, Horse rides (weighted sums = 880) and Feed animals (weighted sums = 792) stood out, while the least attractive experience was Sheep shearing (weighted sums = 624).

4.4.3. Agritourism Experiences Available in the Study Area According to the Demand Side Opinion

Based on knowledge about the suitability of the landscape for outdoor activities and the motivations of the demand side for agritourism experiences, it was possible to identify a set of activities with potential in the territory.

In the results obtained from the chi-square test, using a value of $p < 0.05$, the Dehesa/Montado landscape was shown to have a statistically significant association with activities related to experiences in the category “Valuing local farming and rural livelihood” (Table A3).

The olive grove industry has enormous potential to offer a wide range of touristic activities that include the involvement of the tourist in areas spanning the whole olive oil chain, from production to processing and culminating with tasting. These activities could be complemented by animal contact activities. We highlight the example of olive groves with a pasture, which were shown to have positive impacts on the valuation of other products that are complementary to the management of traditional olive groves, such as cheese or honey (Table 8).

Table 7. Agritourism experiences evaluation.

| Agritourism Experiences | 5 | 4 | 3 | 2 | 1 | Median | Mode | Weighted Sums | Average |
|---|-----|-----|----|----|----|--------|------|---------------|---------|
| Tasting experiences/contact with endogenous products | | | | | | | | | |
| Cheese tasting | 115 | 84 | 5 | 21 | 11 | 4 | 5 | 979 | 951.8 |
| Tasting of traditional dishes | 109 | 89 | 2 | 25 | 11 | 4 | 5 | 968 | |
| Olive oil tasting | 97 | 89 | 8 | 25 | 17 | 4 | 5 | 932 | |
| Eno-tourism | 99 | 84 | 10 | 24 | 19 | 4 | 5 | 928 | |
| Agriculture landscape fruition and entertainment on farm | | | | | | | | | |
| Hiking or mountain biking on farms | 98 | 88 | 16 | 21 | 13 | 4 | 5 | 945 | 930.5 |
| Bed and breakfasts on a farm | 81 | 104 | 20 | 23 | 8 | 4 | 4 | 935 | |
| Visit a traditional olive oil grove | 80 | 110 | 6 | 28 | 12 | 4 | 4 | 926 | |
| Visit orchard during the blossom | 79 | 108 | 7 | 26 | 16 | 4 | 4 | 916 | |
| Valuing local farming and rural livelihood | | | | | | | | | |
| Buy farm fresh food directly from farmers | 96 | 118 | 0 | 14 | 8 | 4 | 4 | 988 | 920.7 |
| Contact with farmers and local inhabitants | 88 | 119 | 3 | 16 | 10 | 4 | 4 | 967 | |
| Rural festivals | 58 | 90 | 10 | 49 | 29 | 4 | 4 | 807 | |
| Learning about farm lifestyle and activities or rural traditions | | | | | | | | | |
| Learn traditional recipes | 95 | 98 | 4 | 27 | 12 | 4 | 4 | 945 | 900.0 |
| Visit an oil mill | 82 | 111 | 4 | 27 | 12 | 4 | 4 | 932 | |
| Learn oral traditions and expressions | 77 | 114 | 10 | 20 | 15 | 4 | 4 | 926 | |
| Learn to make/take care of a garden | 79 | 112 | 8 | 21 | 16 | 4 | 4 | 925 | |
| Visit rural museums | 75 | 113 | 7 | 29 | 12 | 4 | 4 | 918 | |
| Visit a winery | 70 | 102 | 7 | 33 | 24 | 4 | 4 | 869 | |
| Learn to distill aromatic or medicinal plants | 74 | 89 | 9 | 42 | 22 | 4 | 4 | 859 | |
| Learn about the life cycle of plants | 64 | 87 | 12 | 49 | 24 | 4 | 4 | 826 | |
| To do something, especially with traditional process | | | | | | | | | |
| Make goat/sheep cheese | 85 | 115 | 4 | 18 | 14 | 4 | 4 | 947 | 857.4 |
| Cook typical products and dishes | 99 | 90 | 8 | 28 | 11 | 4 | 5 | 946 | |
| Making bread in a traditional oven | 90 | 103 | 8 | 20 | 15 | 4 | 4 | 941 | |
| Collect and learn about edible wild mushroom | 83 | 111 | 9 | 22 | 11 | 4 | 4 | 941 | |
| Make olive oil | 67 | 96 | 10 | 40 | 23 | 4 | 4 | 852 | |
| Make wine | 70 | 89 | 10 | 48 | 19 | 4 | 4 | 851 | |
| Pick fruit from an orchard | 65 | 94 | 11 | 40 | 26 | 4 | 4 | 840 | |
| Make artisan sausages | 59 | 70 | 28 | 50 | 29 | 4 | 4 | 788 | |
| Participate in the grape harvest | 58 | 79 | 16 | 48 | 35 | 4 | 4 | 785 | |
| Make acorn flour | 48 | 96 | 7 | 52 | 33 | 4 | 4 | 782 | |
| Participate in the olive harvest | 44 | 89 | 13 | 53 | 37 | 4 | 4 | 758 | |
| Contact with animals | | | | | | | | | |
| Horse rides | 84 | 85 | 9 | 35 | 23 | 4 | 4 | 880 | 718.2 |
| Feed animals | 52 | 88 | 15 | 54 | 27 | 4 | 4 | 792 | |
| Be shepherd for one day | 36 | 61 | 23 | 75 | 41 | 3 | 2 | 684 | |
| Animal milking | 38 | 57 | 20 | 79 | 42 | 2 | 2 | 678 | |
| Beekeeping | 32 | 52 | 24 | 83 | 45 | 2 | 2 | 651 | |
| Sheep shearing | 25 | 53 | 19 | 91 | 48 | 2 | 2 | 624 | |

Table 8. Agritourism experiences with positive relationships with landscape typologies evaluated.







| Landscape | Agritourism Experiences |
|---|---|
|  | <ul style="list-style-type: none"> • Buy farm fresh food directly from farmers • Contact with farmers and local inhabitants—learning experiences |
| A—Dehesa/Montado | |
|  | <ul style="list-style-type: none"> • Buy farm fresh food directly from farmers • Contact with farmers and local inhabitants—learning experiences |
| B—Dehesa/Montado with stockbreeding | |
|  | <ul style="list-style-type: none"> • Visit orchard/olive grove during the blossom season • Fresh farm food directly from farmers • Contact with farmers and local inhabitants—learning experiences • Visit an oil mill • Visit rural museums • Participate in the olive harvest • Feed animals • Be a shepherd for a day |
| C—Traditional Olive grove | |
|  | <ul style="list-style-type: none"> • Hiking or mountain biking on farms • Bed and breakfast on a farm • Rural festivals • Learn to make/take care of a garden • Make goat/sheep cheese • Cook typical products and dishes • Make bread in a traditional oven • Collect and learn about edible wild mushroom • Make wine • Participate in the grape harvest • Participate in the olive harvest • Feed animals • Be a shepherd for a day • Animal milking • Sheep shearing |
| D—Forest and scrubland | |

Table 8. Cont.

| Landscape | Agritourism Experiences |
|--|---|
|  <p data-bbox="229 719 528 741">E—Rivers and water bodies</p> | <ul style="list-style-type: none"> • Taste traditional dishes • Hiking or mountain biking on farms • Bed and breakfast on a farm • Rural festivals • Visit rural museums • Visit a winery • Learn to distill aromatic or medicinal plants • Make goat/sheep cheese • Make bread in a traditional oven • Collect and learn about edible wild mushrooms • Make olive oil • Make wine • Make artisan sausages • Participate in the grape harvest • Participate in the olive harvest • Feed animals • Animal milking • Sheep shearing |
|  <p data-bbox="264 1137 493 1160">F—Rural settlements</p> | <ul style="list-style-type: none"> • Learn about the life cycle of plants • Cook typical products and dishes • Make wine • Pick fruit from an orchard • Make artisan sausages • Animal milking • Sheep shearing |

In terms of natural landscapes, such as “Forest” and “Water”, or rural landscapes, the results obtained do not exclude the potential of agritourism activities. There is the potential to create transversal products that encompass different activities from nature tourism to cultural tourism and agritourism activities. According to the results obtained, there is a positive association with activities that enhance the fruition of the agriculture landscape and entertainment on the farm, as well as experiences where you “do something, especially with traditional process” and those promoting contact with animals. These results suggest that, in natural and rural areas, the provision of learning experiences and contact with agricultural activities should also be reinforced, highlighting the value of eno-gastronomic activities.

5. Discussion

The evaluation of landscapes via the pairwise comparison methodology allowed us to obtain robust results on the expressed preferences, as it involved landscapes that people may have different opinions on depending on their desires, expectations, and knowledge from actual experiences [52]. Agricultural landscapes generally received higher scores, supporting the hypothesis that agricultural landscapes are among the most preferred. At the same time, good scores were given when evaluated from the perspective of suitability for recreational activities and tourism. The study revealed the potential of activities related to gastronomic tasting experiences, the opportunity to learn how to do something related to rurality and its traditions, or the simple enjoyment of the agricultural landscape. This demonstrates the importance of the role of the landscape and gastronomy in tourism dynamics, highlighting the opportunity to value local products and the knowledge associated with their production or transformation process.

The literature argues that the links between agriculture and tourism are an excellent opportunity to improve the incomes of local people and farmers [4,98]. In general, there

is greater appreciation of the “Dehesa/Montado” landscape. This agro-silvo-pastoral system corresponds to a specific cultural landscape in the southern central area of the Iberian Peninsula that has unique characteristics [99]. It is based on an exploitation model that values native species, dryland crops, pastures, and the integration of numerous agro-forestry products with the potential for innovation based on traditional values, such as cork, the Iberian pig, and cork oak acorns. This extensive production system supports a wide range of species, and its unique characteristics give it the potential to play a driving role in the dynamics of tourism in the territory, as confirmed by the literature [100]. Several studies with different analyses of landscape preferences have been conducted, so it is difficult to compare the results obtained. However, we can observe that the “Dehesa/Montado” landscape has shown consistent results with strong manifestations regarding its role in producing agritourism products and increasing the value of local farms, traditions, and products [50,101]. This demonstrates the territory’s potential for agritourism based on learning experiences provided by contact with farmers and the rural community.

For the traditional olive grove case, it is possible to assume that it is a tourism resource that is increasingly being valued by tourists, particularly those who are motivated by new consumer attitudes, responsibilities, and needs that go beyond an accommodation experience [13]. For this reason, valuing the olive grove as a tourism resource represents an opportunity to enhance its products, particularly olive oil, a basic element of the Mediterranean gastronomy and diet, to which its important role in the health and welfare sector must be considered. There are numerous examples in the literature that highlight oleotourism as a driver of local development, especially based on cultural heritage valorization strategies [36,44,102]. In this sense, this study reinforces the need to invest in local resources, especially traditional production models and native varieties. The results show that olive grove agritourism activities need reinforced attention, as it is important to raise awareness among the local population about the potential of the olive grove as a setting for tourism activities. On the other hand, it is important to create structured products that are capable of attracting demand from tourists looking for qualified and value-added tourism alternatives. In this way, olive groves can make an effective contribution by affirming the identity of the territory. Still on this subject, it is noteworthy that there is a considerable area of traditional olive groves on terraces supported by dry stone walls in the territory. In this regard, the literature mentions that these landscape elements are widely recognized for their multifunctional value and ecosystem services [44]. In addition to being food providers, they have important roles in the prevention of soil erosion and landslides, as biodiversity providers, and in climate change mitigation [25,103,104]. Given this context, some more remote areas disconnected from rural settlements face the challenge of abandonment and invasion of production forest species, putting the aesthetic and patrimonial value of this landscape at risk. Thus, an important contribution of this study is the provision of useful information to support land use management instruments to mitigate the impact of olive grove abandonment. These results recognize that the experience and knowledge of past generations, those who built and maintained the terraced landscapes and stone walls, are in danger of being lost through a break in the learning cycle. Such a valuable landscape must be treated with a comprehensive, systematic, and long-term development vision, whether based on gastronomy, rural values, or the cultural heritage associated with the olive grove.

It should also be noted that the study confirmed that preferences for the landscape in natural and rural contexts do not exclude the valuation of experiences linked to agriculture; that is, a tourist seeking natural landscapes tends to value passive and indirect agritourism [58]. In this case, experiences that promote contact with agricultural activity, learning, tasting local food, contact with animals, and contact with rural traditions are valued. This result presents an opportunity to enhance the value of protected natural areas by creating products and tourist routes based on cultural and traditional agricultural heritage. The study also confirmed that natural landscapes are the least valued in the context of the study area, implying some concerns related to management models and the dynamization of activities related to water and forest areas.

This investigation answered the question on the differences in opinion between the local population and tourists regarding preferred landscapes and perceptions of their suitability for recreational and tourism activities. These differences demonstrate that landscapes are perceived differently depending on the goals and motivations of an individual [32,42,105]. In fact, there are many reasons for the ways landscapes are evaluated. For example, education on environmental issues may encourage a more complex analysis beyond the visual aspects of the landscape [105]; that is, valuing more aspects related to cultural and ecosystem values [24]. Another aspect that influences the manifested preferences is related to the feeling of belonging to the place. In the study area, contrary to previous research results [106], the local population was found to be more restrained in terms of valuing the landscape. This may have occurred because they maintain a more utilitarian relationship with the landscape by associating it with its function of food production or forestry. This was visible by the higher valuation of the area of the Dehesa/Montado with a pasture by the local inhabitants compared with the tourists. According to the literature [107], these differences may also be due to the relationship established by the social environment; that is, the landscape is perceived only as a place of residence and a place for meeting and social relations with people in the neighborhood, neglecting the more holistic and emotional connections. According to this approach, local inhabitants appear to be unaware of the potential of landscapes in tourism. This lack of knowledge may also be influenced by their distance from large tourism flows, which was reflected in the low expression of their capacity to undertake roles and innovate in the tourism sector. This implies a loss of development opportunities that are dependent on the contribution of tourism to revitalize the identity of the territory [48] and the loss of opportunities to attract and retain investments [36]. However, the results highlight that there is high to very high interest by members of the population in strengthening their roles as facilitators of the tourism experience, particularly through activities in partnership with tourism facilitators who can take advantage of the existing infrastructure and the opportunity to boost activities that involve sharing information. This aspect is very interesting due to the potential of these activities to impact positively on the memory construction process, which can lead to a desire to return to a destination in the future. This result also shows that the existence of a territorial development strategy can lead the population to adjust their interests. Therefore, their involvement in rural tourism strategies not only favors ethical governance models [108] but can translate into the creation of employment opportunities and increase the potential of agro-food products [109].

A greater appreciation of agricultural landscapes was identified. In addition to their ecological importance, the diversity of crops and the influence of the seasons were among the preferred elements, as also verified by other authors [21]. This result may have been influenced by positive experiences, emotions, and memories created [110]. It should also be noted that the influence of seasons on the landscape is a good indicator for the promotion of agritourism products that takes advantage of the natural cycle of crops or species reproduction.

This investigation shows that the study area has great potential for agritourism. Therefore, understanding the perceptions of the resident population and the demand side is crucial to enhance the multifunctional characteristics of the landscape [103]. In this sense, it will be important to develop mechanisms of public participation to create structured products that promote the consumption of local products by tourists and the transmission of rural values and know-how. In this way, there is a market opportunity to encourage sustainable agriculture, conserve traditional agricultural landscapes, and consequently, strengthen the local economy [111].

It was also possible to ascertain that the aesthetic value of the landscape has important value in the relationship that is established with the destination. This result is similar to that found in previous studies, confirming that the aesthetics of the agricultural landscape is valued beyond the visual aspects, with elements associated with environmental awareness and biodiversity [25] and cultural aspects that reflect the harmony of rural society

also being important [112]; that is, as the demand for recreational spaces in agricultural landscapes is increasing, the value of the biodiversity [112] and aesthetics increases to more than just a traditional food production function [21]. In fact, this coincides with new ways to understand the dimensions of the landscape aesthetics that tend to value the production factors associated with the traditional [44] and sustainability aspects [113]. Another important aspect is the opportunity to integrate the sociocultural values into agricultural policies—in particular, through payment schemes that contribute to the preservation of the landscape [114] and, consequently, the valorization of sustainable production [115]. Finally, the study demonstrated that the characteristics of modern and intensive agriculture impact the landscape [44], putting the maintenance of the traditional landscape at risk [103]. As in previous studies, intensive production methods were the most penalized in the preference analysis, demonstrating that environmental services and the tangible and intangible heritage associated with the agricultural landscape should be valued and preserved [22,116].

The global analysis of the perceptions of the concept of agritourism allowed us to refute the idea that there are misconceptions about the true essence of agritourism, which is often confused as rural tourism or nature tourism. In fact, in the literature, there is a great range of definitions of agritourism, sometimes associating it with activities “based on a working farm” or with activities “not based on a working farm”, leading to some ambiguity and conceptual uncertainty [59]. This lack of knowledge was also confirmed by the literature, which presents ambiguous definitions [117] and, at the same time, supports the idea that it is a weakened brand and has little value for the promoters themselves [118,119]. This lack of conceptual accuracy may be the basis for the absence of a structured agritourism supply. As in a previous study [65], this investigation argues that authentic agritourism promotes learning experiences associated with rural activities, as well as promoting contact with authentic agricultural activities. Therefore, it is an important dimension to develop and promote in the study territory.

Despite the conceptual weaknesses, agritourism provides a framework for low-density territories that could have a positive contribution in the following ways:

- It may retain and capture more demanding audiences with high purchasing power. This happens, because the contact with agri-food production and animals enhances the memorability of experiences and has a positive effect that provokes the desire to return and buy products [97].
- It may lead to the creation of narratives about the origin of products [66], which ties in with the local culture and learning experiences that rural areas can offer.
- Given the higher unemployment rates affecting youth and women, particularly in low-density territories affected by a lack of skilled opportunities, agritourism has emerged as an opportunity to create employment [118].
- It may lead to the empowerment of rural women and the fostering of innovation as a strategy for local socioeconomic development [119].
- The promotion of agro-ecotourism [113] may be used as a strategy to promote sustainable agricultural practice [120,121].
- More sustainable food production techniques with positive impacts on the landscape, biodiversity, and natural resources may be developed [64].
- It may lead to participation of the rural community in local tourism development and management strategies [122,123], as advocated by the foundations of the European LEADER initiative [124].

It should also be noted that the present study revealed that a considerable portion of the participants with experience in agritourism had experienced positive changes in daily habits. These changes were marked by the valorization of proximity consumption markets, including buying directly from farmers and, consequently, the valorization of local production [69]. In general, an appreciation of sustainable production and the adoption of healthier habits were expressed. These results corroborated the results of previous studies, confirming that experience with agritourism has positive effects on the marketing

of agricultural products [123] by increasing the intention to purchase and increasing the interest in agricultural products [64]. Thus, agritourism may positively impact small-scale agriculture and prove to be an important instrument for the survival of rural communities. Having a positive experience with agritourism was also shown to have a decisive influence on the choice of rural destinations to visit that implies, from the outset, an appreciation of these destinations. This result aligns with the trend showing that rural tourism is growing [125]. It also confirms that rural tourism is growing, which may translate into numerous opportunities for the study area.

The principal novel contribution of this study was the evaluation of the agritourism potential based on landscape preferences and perceptions of the concept. The methodology adopted allowed landscape preferences to be associated with the motivation for agritourism, highlighting the following points:

- Tourists have different motivations and interests and tend to value experiences involving the tasting of local products and gastronomy, enjoyment of the agricultural landscape, and contact with agro-food products; that is, passive and indirect agritourism activities, which, according to the literature, are more related to rural tourism, are preferred [65].
- The results show that there is an obvious need to promote agritourism [126], particularly direct and active agritourism; that is, “authentic agritourism” [65], which allows the participation in agricultural activities and promotes contact with animals [58]. According to the literature, this type of tourism has direct and immediate impacts on the sustainability of farms [81], opening up opportunities to directly purchase items and encouraging consumers to change their daily habits [69].
- The preference for natural and rural landscapes does not exclude agritourism activities. In fact, in these contexts, active agritourism experiences and direct contact with agricultural activities have potential. This confers the opportunity to create experiences that articulate nature, rurality, and agriculture.

The results also show the need to increase the length of stay at the destination. This can be made possible through the existence of structured programs that translate into memorable experiences. This study supports the design of some more specific offers that go beyond a mere lodging experience in rural areas and are particularly focused on agricultural activities. This allows a territory to distinguish itself from other destinations.

In summary, this research reveals that agricultural landscapes have a determining role in the tourism dynamics in protected landscape contexts, enhancing their agritourism potential and multifunctional characteristics. Despite these findings, the research does not provide answers to questions such as the following: What impact does agritourism have on local development? What factors explain the absence of agritourism supply in the territory? What other agricultural landscapes may be of interest in terms of value in the territory? These questions have the potential to deepen the understanding of opportunities for the development of successful agritourism destinations and, therefore, could be addressed in future research. Furthermore, a comparative study with other protected areas is needed to transcend the contextual limitations that the study presents. The present research is also limited by its methodology. Particularly, it is limited to the destination, and therefore, it is an exploratory study. The reliability of the results obtained could be strengthened with the completion of more questionnaires. It is necessary to determine the opinions of farmers and local tourism operators and to include more agricultural landscape typologies representative of different types of agriculture (intensive vs. extensive) in order to determine their potential for agritourism activity.

6. Conclusions

The present study investigated the role of the agricultural landscape tourism dynamics in a protected landscape territorial context. Protected landscapes are those where the conservation and sustainable use of their resources is important. In this sense, this study demonstrated that tourism based on the principles of valorization of local resources, tra-

ditional products, and rural values is an important tool for local sustainability and the valorization of socioeconomic activities, where agricultural activity plays the main role.

The present research has some relevant contributions to the literature. Firstly, we highlighted the gap in the literature regarding the definition of agritourism activity potential and presented a definition based on landscape preference and demand motivation.

Secondly, we showed that agricultural landscapes can be protagonists in tourism dynamics, providing the opportunity to develop and structure a more qualified tourism services supply with a positive impact on the territory. Supporting this hypothesis, agritourism presented itself as a key instrument for the sustainable development of the destination under study, as it allows:

- The creation of local narratives and the reinforcement of brands and territorial identities based on specific gastronomic resources with widely recognized potential, such as products of cork, olive oil, and cheese. These narratives gain a new dimension by incorporating dimensions of historical and cultural heritage typical of a cross-border destination, particularly one with a world heritage classification.
- The promotion of agriculture innovation, marked by the abandonment and aging of its leaders. Agritourism can contribute to the creation of jobs for younger people and can attract further investment.
- Contribution to the recovery and maintenance of traditional heritage and know-how, while favoring landscape conservation and sustainable production models.
- The driving of circular economy initiatives capable of ensuring a balance between consumption, natural resources, and collective rural resources is achieved.

Thirdly, this study showed that the concept of agritourism presents some weaknesses. We assessed how it is perceived by the demand side and how it is operationalized by the supply side. However, the results demonstrated that agritourism not only has the potential to create value-added products but also provides unique products to complement the segments of nature tourism, cultural tourism, and rural tourism. In general terms, some considerations that will need to be given attention in order to fulfill this framework are highlighted:

- The fostering of competitive rural business networks that leverage new market niches;
- The creation of structured products promoted by farmers, restaurants, and tourism managers;
- More investment in the dissemination of the territory's agritourism products, thus consolidating opportunities for local empowerment and sustainability of the primary sector.

Fourth, this study demonstrated that the development of agritourism also depends on the perceived quality of the experience and that listening to the local population and tourists allows the design of strategies suited to their needs. In this case, this study made it possible to make important contributions to the design of agritourism proposals adapted to the vocation of the territory, i.e., to the landscapes with the greatest potential. It is worth noting that the main findings were as follows:

- The potential of the Dehesa/Montado area was recognized, both as a setting for recreational activities and for the opportunity to enhance its products.
- There is a deep lack of knowledge about the potential of the olive grove sector to promote oleotourism.
- The fragility of natural landscapes as a tourism resource was recognized, as they were found to be among the least valued. This devaluation may have been caused by the absence of recreation infrastructures, weak accessibility, or even the absence of a recreational activity supply, putting the potential of natural resources at risk.
- Experiences that involve contact with local agri-food products, enjoyment of the agricultural landscape, and the opportunity to learn about the value of rurality were valorized. Providing a mix of rural tourism and agritourism experiences stood out as the best strategy.

- Memorable experiences can be enhanced by social, emotional, and symbolic interactions with a place, which can be created by contact and learning experiences potentiated from farmers and the rural community. This points to agritourism as a positive solution for the territory.
- Considering that the concept of authentic agritourism implies a deeper involvement with farming activities, there is an opportunity to create products valued by the demand side—namely, learning experiences about either production processes or about the transformation of traditional products, such as olive oil, honey, cheese, or sausages.
- Gastronomy is a valued resource from the destination, thus pointing to the potential of local production involving the creation of brands and local identities and the promotion of short commercialization chains.

In general, this research helped to fill in some of the gaps identified in the literature by detecting the weaknesses associated with knowledge of the essence of agritourism. Therefore, this reinforced the need for a greater appreciation of this concept through the practical application of some measures, such as the appreciation of the multifunctional characteristics of landscapes in local public policies, the enhancement of rural innovation, and the valuation of ecosystem services associated with the preservation of natural and cultural heritage.

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Appendix A

Table A1. Variables Collected in the Survey to Describe the Landscape References.

| Type | Factor | Levels |
|----------------------------|--------------------|--|
| Section A | Profile | |
| | Gender | Male/Female |
| | Age | Numeric |
| Socio-demographic variable | Study level | Basic studies, Medium studies, Graduated |
| | Place of residence | Rural area/Urban area |
| | Job | Multiple responses |

Table A1. Cont.

| Section B | Relationship between landscape and territory | |
|--|--|--|
| Pairwise comparisons of six different pictures | Dehesa/Montado_Dehesa/Montado with pasture | 1 to 9 (1 absolute preference for the left side picture over the right-side picture; 9 absolute preference for the right-side picture over the left-side picture; 5 both pictures have the same preference level) |
| | Dehesa/Montado_Traditional olive grove | |
| | Dehesa/Montado_Mediterranean forest | |
| | Dehesa/Montado_Rural Settlements | |
| | Dehesa/Montado_Water bodies | |
| | Dehesa/Montado with pastures_Traditional olive grove | |
| | Dehesa/Montado with pastures_Mediterranean forest | |
| | Dehesa/Montado with pastures_Rural Settlements | |
| | Dehesa/Montado with pastures_Water bodies | |
| | Traditional olive grove_Mediterranean forest | |
| | Traditional olive grove_Rural Settlements | |
| | Traditional olive grove_Water bodies | |
| | Mediterranean forest_Rural Settlements | |
| Mediterranean forest_Water bodies | | |
| Rural Settlements_Water bodies | | |
| Landscape suitability to recreational activities | Dehesa/Montado | Likert: 1 (low)–5 (higher) |
| | Dehesa/Pastures with pasture | |
| | Traditional olive grove | |
| | Mediterranean forest | |
| | Water bodies | |
| Landscape elements preferences | Rural Settlements | Likert: 1 (low)–5 (higher) |
| | Traditional infrastructures for agriculture | |
| | Mediterranean cultures | |
| | Vernacular architecture | |
| | Diversity of agricultural crops | |
| | Water (rivers, reservoirs, river pools...) | |
| | Dry stone walls | |
| | Livestock | |
| | Forest areas with native species | |
| | Orchards | |
| | Traditional and rainfed farming | |
| | Fields and houses abandoned | |
| | Wildlife | |
| Mechanized agriculture | | |
| Intensive farming | | |
| Type | Factor | Levels |
| Section C | Perceptions about agritourism | |
| | Previous experience with agritourism | Yes/No |
| | Motivation to participate in agritourism in the future | 1–9 |
| | Main characteristics of their experiences during the visits | Multiple responses |
| | Knowledge about the agritourism concept | Multiple responses |
| | Characterization of offer of availability to create agritourism experiences by local inhabitants | Multiple responses |
| Agritourism | Characterization of demand side availability to participate in agritourism experiences | Multiple responses |

Table A2. Normality Test Showing the Adequacy of the Landscape for Tourism Activities.

| Type of Participant (Resident Pop./Tourists Visit) | | Kolmogorov–Smirnov ^a | | | Shapiro–Wilk | | |
|--|-------------|---------------------------------|-----|--------|--------------|-----|--------|
| | | Statistics | gl | Sig. | Statistics | gl | Sig. |
| Dehesa | Inhabitants | 0.482 | 203 | <0.001 | 0.488 | 203 | <0.001 |
| | Tourists | 0.278 | 236 | <0.001 | 0.763 | 236 | <0.001 |
| Dehesa with stockbreeding | Inhabitants | 0.455 | 203 | <0.001 | 0.516 | 203 | <0.001 |
| | Tourists | 0.323 | 236 | <0.001 | 0.741 | 236 | <0.001 |
| Traditional olive grove | Inhabitants | 0.391 | 203 | <0.001 | 0.671 | 203 | <0.001 |
| | Tourists | 0.362 | 236 | <0.001 | 0.745 | 236 | <0.001 |
| Forest | Inhabitants | 0.319 | 203 | <0.001 | 0.812 | 203 | <0.001 |
| | Tourists | 0.303 | 236 | <0.001 | 0.776 | 236 | <0.001 |
| Water | Inhabitants | 0.290 | 203 | <0.001 | 0.816 | 203 | <0.001 |
| | Tourists | 0.295 | 236 | <0.001 | 0.765 | 236 | <0.001 |
| Rural settlements | Inhabitants | 0.414 | 203 | <0.001 | 0.605 | 203 | <0.001 |
| | Tourists | 0.290 | 236 | <0.001 | 0.748 | 236 | <0.001 |

^a Lilliefors significance correlation.

Table A3. Chi-Square Test between Agritourism Experiences and Landscape Typologies.

| Agritourism Experiences | Dehesa/ Montado | Dehesa/ Montado w. Stockbreeding | Olive Grove | Forest | Water | Rural |
|---|--------------------|--|----------------|--------|--------|-------|
| Tasting experiences/contact with endogenous products | | | | | | |
| Cheese tasting | 0.811 | 0.761 | 0.328 | 0.566 | 0.033 | 0.714 |
| Tasting of traditional dishes | 0.914 | 0.736 | 0.805 | 0.171 | 0.010 | 0.333 |
| Olive oil tasting | 0.955 | 0.926 | 0.664 | 0.415 | 0.177 | 0.894 |
| Eno-tourism | 0.710 | 0.628 | 0.403 | 0.098 | 0.172 | 0.121 |
| Agriculture landscape fruition and entertainment on farm | | | | | | |
| Hiking or mountain biking on farms | 0.480 | 0.554 | 0.117 | 0.011 | <0.001 | 0.137 |
| Bed and breakfast on a farm | 0.993 | 0.962 | 0.507 | <0.001 | 0.001 | 0.116 |
| Visit a traditional olive oil grove | 0.227 | 0.287 | 0.057 | 0.381 | 0.545 | 0.701 |
| Visit orchard during the blossom season | 0.106 | 0.249 | 0.002 | 0.904 | 0.390 | 0.963 |
| Valuing local farming and rural livelihood | | | | | | |
| Fresh farm food directly from farmers | <0.001 | <0.001 | <0.001 | 0.306 | 0.307 | 0.428 |
| Contact with farmers and local inhabitants | <0.001 | <0.001 | <0.001 | 0.088 | 0.526 | 0.500 |
| Rural festivals | 0.853 | 0.853 | 0.264 | 0.012 | 0.004 | 0.162 |
| Learning about the farm lifestyle and activities or rural traditions | | | | | | |
| Learn traditional recipes | 0.92 | 0.706 | 0.611 | 0.055 | 0.162 | 0.649 |
| Visit an oil mill | 0.176 | 0.176 | <0.001 | 0.753 | 0.519 | 0.096 |
| Learn oral traditions and expressions | 0.015 | 0.019 | 0.027 | 0.849 | 0.590 | 0.659 |
| Learn to make/take care of a garden | 0.802 | 0.693 | 0.465 | 0.017 | 0.094 | 0.313 |
| Visit rural museums | 0.126 | 0.118 | 0.001 | 0.071 | 0.015 | 0.544 |
| Visit a winery | 0.165 | 0.272 | 0.105 | 0.156 | 0.015 | 0.731 |
| Learn to distill aromatic or medicinal plants | 0.28 | 0.206 | 0.199 | 0.367 | <0.001 | 0.196 |
| Learn about the life cycles of plants | 0.335 | 0.186 | 0.115 | 0.469 | 0.010 | 0.019 |

Table A3. Cont.

| Agritourism Experiences | Dehesa/ Montado | Dehesa/ Montado w. Stockbreeding | Olive Grove | Forest | Water | Rural |
|---|--------------------|--|----------------|--------|--------|-------|
| Hands in the dough or in the earth experiments | | | | | | |
| Make goat/sheep cheese | 0.455 | 0.203 | 0.827 | 0.013 | 0.003 | 0.696 |
| Cook typical products and dishes | 0.944 | 0.944 | 0.763 | 0.060 | 0.056 | 0.090 |
| Make bread in a traditional oven | 0.240 | 0.411 | 0.301 | 0.03 | 0.008 | 0.109 |
| Collect and learn about edible wild mushrooms | 0.935 | 0.865 | 0.274 | 0.004 | 0.009 | 0.127 |
| Make olive oil | 0.585 | 0.298 | 0.307 | 0.102 | 0.016 | 0.221 |
| Make wine | 0.812 | 0.671 | 0.153 | 0.013 | 0.002 | 0.025 |
| Pick fruit from an orchard | 0.153 | 0.11 | 0.064 | 0.346 | 0.065 | 0.039 |
| Make artisan sausages | 0.097 | 0.044 | 0.063 | 0.118 | <0.001 | 0.002 |
| Participate in the grape harvest | 0.655 | 0.444 | 0.124 | 0.028 | 0.020 | 0.469 |
| Make acorn flour | 0.889 | 0.828 | 0.311 | 0.262 | 0.271 | 0.758 |
| Participate in the olive harvest | 0.147 | 0.199 | 0.038 | 0.02 | 0.014 | 0.205 |
| Contact with animals | | | | | | |
| Horse rides | 0.777 | 0.818 | 0.542 | 0.042 | 0.250 | 0.428 |
| Feed animals | 0.426 | 0.413 | 0.036 | 0.069 | 0.019 | 0.507 |
| Be a shepherd for a day | 0.239 | 0.231 | 0.060 | 0.047 | 0.049 | 0.452 |
| Animal milking | 0.108 | 0.248 | 0.580 | 0.004 | <0.001 | 0.026 |
| Beekeeping | 0.352 | 0.364 | 0.505 | 0.110 | 0.160 | 0.193 |
| Sheep shearing | 0.294 | 0.193 | 0.139 | 0.024 | 0.004 | 0.034 |

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Article

Shedding Light on Agritourism in Iberian Cross-Border Regions from a Lodgings Perspective

Dora Isabel Rodrigues Ferreira ^{1,2,*}  and José-Manuel Sánchez-Martín ¹ ¹ Facultad de Empresa, Finanzas y Turismo, Universidad de Extremadura, 10071 Cáceres, Spain² Research Center for Endogenous Resource Valorization, Polytechnic Institute of Portalegre, 7300 Portalegre, Portugal

* Correspondence: drodrigucc@alumnos.unex.es

Abstract: Agritourism has been widely discussed in the literature. As the range of options for its interpretation increased, studies have come to focus their objectives on its systematization, evaluated with respect to the nature of the interactions between tourists and agriculture, the level of contact with agricultural activities, and the authenticity of the experience. Adding to this complexity is the association of agritourism with experiences related to the agri-food sector, as well as the typologies of accommodation. This research contributes to an improved understanding of agritourism based on evidence from a cross-border region between Portugal and Spain. We identify the links between agriculture and tourism by identifying different categories of agritourism activities via the application of geostatistical analysis. The main results highlight that landscapes, agricultural activities, and agri-food products have a positive influence in creating tourism products and services. Despite this result, passive agritourism activities prevail, such as tasting experiences, contact with endogenous products, enjoyment of the agricultural landscape, or on-farm entertainment. This reality highlights a gap related to authentic agritourism, pointing to the absence of or weak links to agricultural activities and weaknesses in the local “farm-to-table” channel. The grouping analysis results led to the creation of six homogeneous groups, three of which correspond to lodging establishments capable of creating agritourism. However, these groups represent only 39% of the supply. Given this reality, it is of utmost importance to implement policies that encourage tour operators to create agritourism products.

Keywords: agritourism; rural tourism; rural-based resources; accommodations; low-density territories; grouping analysis



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1. Introduction

The complexity associated with the concept of agritourism is due to various geopolitical and social factors that influence public policy [1]. Regulatory policies at the national/regional level, in the case of Portugal and Spain, have been guided by the European Union (EU), which, over the last few years, has evolved rural development strategies from the point of view of food production to the diversification of activities (income basis into non-agricultural activities) [2] that guarantee the quality of life of rural communities, responses to the needs of the host society, and, more recently, to the mitigation of climate change [3].

The present study presents results obtained in cross-border regions and intends to unravel the patterns and dynamics of agritourism. As the literature shows, tourism activities are pioneers in the process of transforming the frontiers and tourism landscape, which is an opportunity for the development of innovative tourism products [4]. Effectively since the 1990s, European institutions have been promoting cross-border cooperation, particularly with EU's regional policy and, in particular, with the help of the European Regional Development Fund (ERDF), Interreg programs [5], and LEADER initiative. This initiative undoubtedly encourages a more sustainable development with respect to rural areas where

agritourism is presented as an activity that can enhance the experiences of tourists on place-specific agricultural practices and linkages to the natural environment. The literature highlights their positive impacts on improving rural areas, boosting economic activity, and creating employment and public services [6].

Despite EU orientations, each country defines its own legal framework and regulates agritourism at the national/regional level, increasing the complexity related about the agritourism concept. For example, in Spain, agritourism is not regulated at the national level, but is regulated at the level of autonomous communities [7]. These differences between regions can be verified in two aspects: referring to a specific type of rural tourism accommodation or linked to activities that value the agri-food sector [8]. In the case of the region of Extremadura, agritourism is officially recognized by Decree n. ° 132/1992 of 15 December 1992, which creates and regulates the modality of lodging in rural areas, classifying “Country Houses” and “Hotels”. On the other hand, agritourism is defined here as “a service provided on farms” (Art. n. ° 4, line 2) and, therefore, is linked to the agri-food sector, promoting activities that stimulate contact with local products or encourage participation in agricultural activities. Therefore, with Law n. ° 2/1997, of 20 March 1997, on Tourism in Extremadura, “Agritourism” also becomes a specific type of accommodation; in this case, it is included in the category of extra-hotel accommodation. Its definition involves “all tourist services provided in agricultural explorations, provided that this activity is complementary to the usual and main agricultural activity” (Art. n. ° 33), thus becoming a complementary activity to agricultural production. For this reason, this Law was replaced by Law n. ° 2/2011 of January 31: development and modernization of tourism in Extremadura. However, this law does not provide any mention of agritourism. The same happened in the current version—Decree n. ° 65/2015, of April 14, “management and classification of tourist accommodation in rural areas”—which hides agritourism and presents only two categories of tourist accommodation establishments in rural areas: “Country Houses” and “Rural Hotel”. This evolution seems to contradict the main objective defined in the Law n. ° 45/2007 of 13 December 2007, “sustainable development of the rural environment”, which promotes rural tourism; in particular, “agritourism or tourism linked to agricultural activity” (Art. n. ° 20), giving importance to food production in the context of the dynamization of tourist activities and which is currently deprived of a legal and objective framework.

In the Portuguese example, agritourism is regulated at the national level and is presented as an accommodation modality of rural areas (Decree n. ° 39/2008, of March 7, rectified by declaration n. ° 25/2008, of 6 May) as part of “Local Accommodation”, “Housing Tourism”, and “Rural Tourism Accommodations”, the latter including “Country Houses”, “Agritourism”, and “Rural Hotels”. Here, agritourism is defined as “properties located on farms that allow guests to accompany and learn about the agricultural activity, or to participate in the work carried out there” (Art. n. ° 18, line 6). This typology is also separate from “Country Houses”, which are “properties located in small villages and rural areas that are integrated, by their layout, construction materials and other characteristics, into the typical local architecture” (Art. 18, line 4). This is a typology that seems well-defined and anchored in the principles of rural tourism for enhancing local capital [9]. However, the market dynamics of demand and supply of lodging may proliferate a set of new realities, leading to the cutting of the typology of “Local Accommodations” for a proper legal regime (Law n. ° 128/2014, of August 29) in order to safeguard the diversity and innovation associated with tourism while, at the same time, responding to the increase in demand [10]. The Local Accommodation typology consists of the provision of accommodation services in the modalities of “dwelling house”, “apartments”, and “lodging establishments” and includes the concept of “hostel”. The impact of the legislative amendment will be verified at the level of the increase in the local accommodation supply, which, in 2021, represented about 44.8% of the supply, with 5.3 million rooms [11]. Globally, tourist accommodation in rural areas accounts for 10.8% of the supply, with 1.8 million beds [11]. This increase led to a significant change in lodging supply patterns in rural areas, increasing the diversity of

new products and services that explore the segments associated with tourism in rural areas. Therefore, it is this dynamic of the increase in the supply of lodging to which the growth in demand for rural areas is due [12], which has enhanced the value of tourism dynamics based on natural [13], cultural [14], gastronomic [15,16], landscape [17,18], and sustainable experiences [19] or, in general, encounters with rurality [20].

The adjustments of the legal regime and the differences in accommodation typologies have led to an ambiguity in the concept of agritourism, presented either as a recreational activity or as a typology of accommodation, which is often confused and mixed with the concept of rural tourism [20]. In spite of this complexity, there seems to be a certain consensus in the literature that brings agritourism closer to agricultural activity [21]. From a theoretical point of view, agritourism refers to the relationships established between tourism and agriculture, giving rise to different manifestations of tourism and leisure [8] that take place in rural areas [22]. However, in practice, agritourism can represent experiences based on the value of authenticity, the role of aesthetics or sensory experiences that reveal ways of life and the appreciation of local products [23]. In this context, the same authors argue that the credibility of the agritourism sector depends on the ability to not neglect the non-economic functions and objectives of the activity.

Several studies analyzed the concept of agritourism, as well as the range of agritourism activities [21,24–28]. Some perspectives argue that it is a rural tourism activity “that combine rural living, passive or active involvement of guests in agritourism activities, local culture, and genuine food” [17], favoring small-scale production in particular [29]. Other perspectives present the concept as an activity that promotes environmental education and awareness, the opportunity to purchase products directly from farmers [30], or an opportunity to enjoy the landscape [31]. This diversity of activities labeled as agritourism gives rise to enormous complexities in its definition, which depends largely on how the supply side promotes agritourism and how the supply side values the tourism product [25].

Concretely, the ambiguity of the concept stems from three central issues: The environment in which the activity takes place, the authenticity of the experience, and the type of activities undertaken [24,25,27]. In fact, one of the problems associated with the concept is related to the (direct or indirect) involvement of the visitor in activities related to agricultural activities, which, according to some authors, may occur in the scene of active agricultural exploration or without any type of agricultural activity [24,25]. Therefore, the study of agritourism shows that the activities associated with agritourism are strongly correlated with the agricultural function (i.e., it is required that the agricultural exploration be active and in production, thus defining it as “authentic agritourism”) [22]. In other words, it is “authentic agritourism” when the economic income is obtained through agriculture and tourist offers do not represent commoditization dissociated from the agricultural heritage of the exploration. In this way, it can be distinguished from other types of rural tourism and from the other types of agritourism in agricultural explorations (e.g., “commercial agritourism” and “open agritourism”). This approach highlights the dangers related to the staging of agritourism activities, and the safeguard of these activities should be encouraged by the farmer in order to avoid “the progressive separation of agricultural activities and the approach to commercial tourism initiatives” [32]. In this case, agritourism activity emerges as an opportunity to bring the tourist closer to the rural way of life—in particular, to a lifestyle linked with agricultural activity—by promoting new forms of welcome services, hospitality [22], and the transmission of knowledge. This modality has been labeled as “open tourism”, which involves “experiencing authentic agricultural activities: knowledge of rural values and lifestyle, learning agricultural activities and crafts” [29].

These multiple visions contribute to broadening the concept of agritourism, which can include experiences of indirect (or passive) contact with agricultural activity (e.g., tasting of local products or demonstrations), as well as experiences of direct (or active) contact with agricultural activity (e.g., harvesting or animal feeding).

Adding to this complexity is the fact that some authors consider related hospitality services (accommodation establishments) as agritourism. This occurs as different legal sys-

tems in some countries consider lodging as agritourism (e.g., Portugal, Italy, or Israel) [28] and, in some cases, may include all hospitality services (e.g., lodging, accommodation services, food services, and recreational activities). In this latter example, there are strong synergies with the agricultural sector as, in addition to accommodation in the agricultural exploitation, food services are provided, which enhances the opportunity to interact with local production and the opportunity to participate in farm activities.

The literature has also associated agriculture-based educational activities with agritourism [33], which are manifested in activities such as flora and fauna observations [34] and experiences involving social interactions between farmers and tourists [35]. According to other authors, the lodging service is the most important service offered in agricultural exploitations, followed by sensorial experiences with local products [36], which reinforces the role of local products in creating authentic touristic experiences. On the other hand, there are also authors who have argued that direct participation in agricultural activities (e.g., olive oil harvesting or animal breeding) are those that best translate into authentic experiences [37]. Facing this diversity, Srikatanyoo and Campiranon [38] proposed three distinct agritourism products according to the motivations of the agritourist: relaxation within a rural setting; enjoying agricultural experiences; and enjoyment of the quality of life, relationships with local people and farmers and adventure. They suggest that agritourism is not a “standardized recreational activity”, but is adaptable to different contexts, motivations, and farmers [39].

Faced with the diversity of experiences, the present study considers agritourism activities as those that “incentives for active and participatory interaction of the guest with the agricultural practices and farm life” [23:45], involving education/awareness regarding agriculture, local traditions, and the values of rurality [39], as well as contact with gastronomy, local products, and animals [40]. Therefore, in this study, a distinction is made between “active” and “passive” agritourism activities in order to better understand the patterns of agritourism supply.

From this point of view, it is important to note that agritourism plays an important role in promoting sustainable tourism and contributes to sustainable development. The linkages between agritourism and sustainable development have been widely discussed in the literature [41], based on the general idea that “small-scale and specialized forms of tourism have often been considered ideal development tools to sustain the fragile natural, economic and sociocultural environments of many rural areas” [42]. The promotion of sustainable agritourism is important to ensure the self-resilience of rural inhabitants, to preserve the natural environment, and to promote stable and profitable production activities [39]. The literature has demonstrated that agritourism contributes positively to the three dimensions of sustainability: From an economic perspective, agritourism can contribute to income diversification [34,43] and create new jobs [44]; within the social-cultural dimension, agritourism can contribute to recovering and preserving tangible and intangible agricultural heritage [45,46], as well as increasing the social status of rural inhabitants and farmers [44]; finally, in environmental terms, agritourism can help improve public infrastructure, protect natural habitats and ecosystems [44], and promote environmental awareness and sustainable consumption habits [30]. Another important contribution of agritourism is the recovery of agricultural activities and new territorial dynamics to support new organizational networks, where farmers, tourism operators, and public authorities jointly propose solutions for rural development [47]. Currently, the global food system is gaining weight in market dynamics [48], which has contributed to the loss of biodiversity, pollution, and climate change [49]. Thus, preserving small-scale food production provides a means to combat the abandonment of territories and preserve the landscape, which is, in fact, an important tourist resource that supports a great diversity of businesses, of which tourism has been taking advantage [31,50]. In general, agritourism is widely recognized as strategy to capitalize natural, cultural, agricultural, and social capital with a positive impact on rural livelihood in low-density territories [39].

Considering the above, this paper seeks to add to the literature relating to agritourism by detecting and characterizing relationships between agriculture and tourism. This subject has been devalued in the literature [51]; however, linking agriculture and tourism provides a way to make the tourism industry more economically inclusive [52,53], and can generate a multiplier effect that benefits the local economy [51] and nurture sustainable development [23], especially if one considers the authenticity of the “experience” [23].

Based on this premise, the aim of this study was to identify and characterize the linkages with agricultural activity from the perspective of accommodation establishments, which are often localized at or close to farms [54]. The main relations were observed with the goal of identifying the main agri-food supply chains and recreational activities promoted by accommodation establishments. The starting point for this research includes the studies of Fisher (2019) [48] and Anderson (2018) [53], which clearly state the need for identifying the characteristics of agricultural tourism supply chains in order to promote products and services that valorize authenticity. This authenticity has been clearly noted in the literature as a tool for sustaining regional identity and sustainability, enhancing the roles of the landscapes [55] or local products [56,57] provided through agriculture, which are oftentimes devalued by the demand as a tourist resource [58]. However, linking local production and tourism can allow tourism to become more economically and socially integrated [53]. For these reasons, we highlight the ties and the opportunities to develop a territory that has been particularly weakened due to low population density. With the present investigation, we expect to contribute useful information for tourism managers and local authorities, in addition to contributing information regarding the establishment of the agritourism concept and demonstrating its roles in sustainable development.

To enrich these aims, the following research questions were set:

- RQ1. Which accommodation typologies exist, and what type of services do they promote in the study area?

Tourism in rural areas increased since the 1970s, both in terms of demand and supply [59]. Currently, the accommodation supply in rural areas has diversified in terms of size, typology, location, food services, and recreational activities offered [60]. Therefore, in the planning of economic and social development, it is important to understand the characteristics of the supply in each tourist destination.

- RQ2. Are agritourism activities an option provided by accommodation establishments in the study area?

The increased tourism supply in rural areas coincides with the global crisis, which is affecting rural areas and has triggered strategies for the economic diversification of agricultural explorations, providing an opportunity to enhance the value of rural heritage [59]. An example of niche rural tourism is agritourism. This typology ranges from lodging in agricultural exploration to visits to agricultural explorations [59]. Given the diversity of existing recreational activities, as well as the typology of the lodging supply, we attempt to identify the existing recreational activities in the study’s territory in order to perceive how agricultural activity is integrated into recreational activities.

- RQ3. Which are the main resources that serve as the basis for dynamizing the recreational activities that promote the differentiation of the lodging offer?

The competitive advantages of tourism destinations depend on several resources, from physical to human, historical, and cultural resources [61]. This leads to respect for territorial capital. The articulation of the singularities of this capital and the differentiation of the tourist offer are fundamental elements in the generation of quality tourism. This approach emphasizes the importance of endogenous resources and intersectoral relationships as determining factors in driving innovation and sustainability in the tourism sector.

- RQ4. Are there visible links between agriculture and tourism in the study area?

The literature highlighted that the visibility of the relationship between the tourism sector and local agriculture is very tenuous [52]. On the other hand, it has been argued that

the competitiveness of tourism depends on its ability to strengthen relationships with local suppliers—in particular, food supply companies [62]—thus contributing to local economic development [53] and reinforcing the image of the destination [51]. The linkages between tourism and agriculture are not limited to economic flows between sectors, but they are also visible in relationships established between human and nature. In this regard, the literature demonstrates that, particularly in remote areas, the linkages between tourism and agriculture have been central to sustainable development trajectories [2].

These networks have particular relevance in rural areas, where farmers may take advantage of opportunities to transfer their agri-food products to new markets (e.g., theme fairs, traditional trade stores, restaurants, accommodation, and directly to tourists). Thus, the present study aims to identify the local patterns and dynamics that translate the linkages between tourism and agriculture. This analysis intends to clarify how lodgings relate to the sector either by also relying on food production or animal husbandry or as they maintain linkages with local production in the supply chains or promote recreational activities with agriculture and the agri-food sector as centers of tourist dynamics.

2. Materials and Methods

2.1. The Case Study

In cross-border regions, as a result of political constructions, the respective territorial identities tend to become devoid of one purpose or another. For this reason, these regions have a special interest in destination marketing [63]. The boundary between Portugal and Spain is a geographical area with particular interest in this context, especially considering the following factors: It is supposed to be one of the most fixed and stable borders in the world [64], the trans-boundary landscapes are the product of a set of processes and interactions that occur in this space and influence the local culture [65], and there is a long tradition of co-operation across the borders of Iberian municipalities, which work alongside many initiatives in terms of regional issues [66].

Border areas offer countless opportunities for tourism, inviting the tourist to come into contact with different cultures, gastronomies and local products, and ways of life, as well as providing access to valuable historical and cultural heritage. However, these territories are often devalued by national public policies and regional tourist strategies due to the difficulties of operationalizing common actions with the capacity to treat it as a “single destination” that covers the territories of two countries [67].

However, the Iberian cross-border local preserves natural areas with high environmental value, remarkable (and still under-valued) monumental heritage, and assets of cultural interest that must be preserved and revalued in favor of tourist demand for low-intensity destinations [68]. This area is ideal for guests seeking calm locations, remoteness, silence, and to learn more about rural traditions in a destination that crosses different cultures.

In recent decades, several cross-border cooperation initiatives have been developed to promote actions to enhance the quality of life of local inhabitants. These include investments into infrastructure, trans-boundary research, and dissemination through cultural and scientific events for the enhancement of tourist products based on both natural and cultural heritage. The networks between trans-boundary municipalities are visible in several projects supported by EU Structural Funds co-financing the development of cross-border regions in the form of Interreg. There are several examples from Tagus International Natural Park and the Historical Villages Network to local initiatives such as the “Periferias Festival”.

In the study area, two relatively consolidated tourist axes can be identified (Alcántara (Spain)–Idanha-a-Nova (Portugal) and Valência de Alcántara (Spain)–Marvão (Portugal)–Castelo de Vide (Portugal)). However, in the absence of a touristic strategy to structure the offering based on local resources, this study intends to contribute to the potential of agritourism evaluation via the valorization of linkages between agriculture and tourism. As this is a territory where agriculture still preserves production models in an extensive

model and dominates small-scale agriculture, we believe that agritourism could be the key to promoting sustainable local development and create innovative touristic products.

Administratively, the study area corresponds to the border municipalities of NUT III Cáceres (12 municipalities) and all contiguous municipalities in Portugal (which includes four municipalities of NUT III Beira Baixa and four municipalities of NUT III of Alto Alentejo), known as “raia” in Portugal or “raya” in Spain (Figure 1).

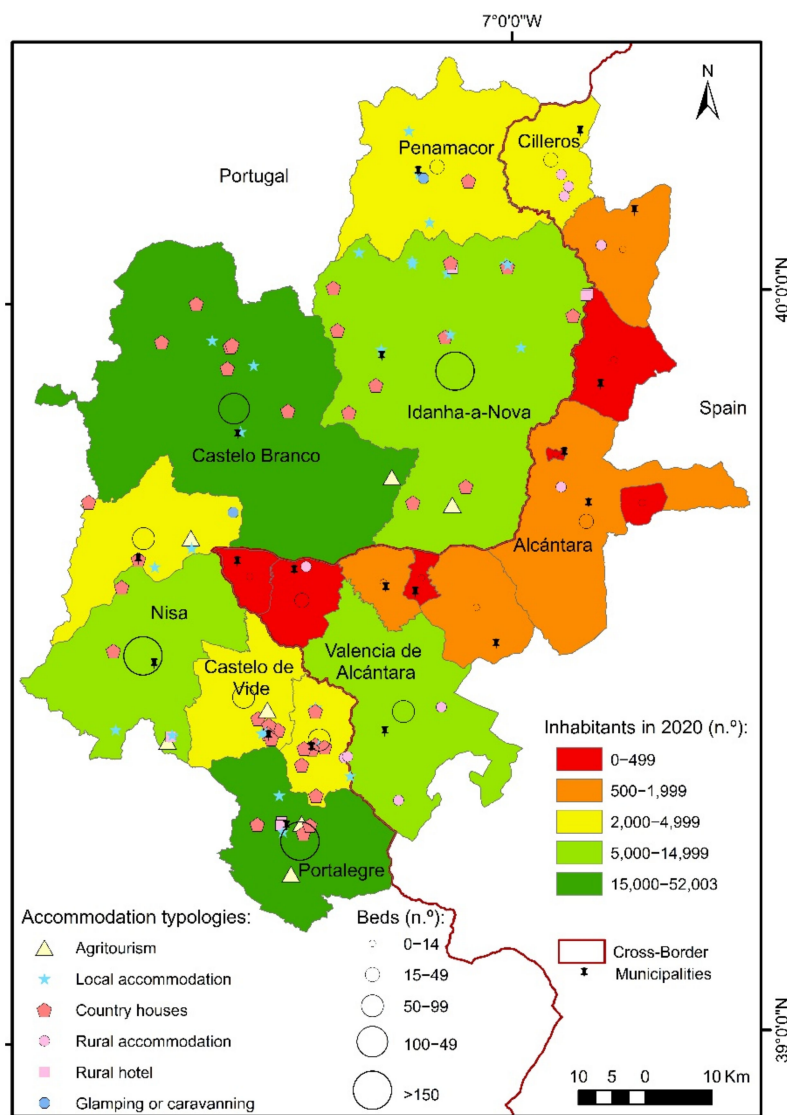


Figure 1. Inhabitants in study area (2020) and accommodation distribution by typology and number of beds.

The human geography of this territory is marked by a low rate of occupation, population aging, and progressive de-population as a consequence of migration in recent decades [69]. Isolation and weak accessibility contribute to low economic dynamism and low investment in public policies. In total, 115,806 inhabitants are registered in the area, of which 64% are concentrated in the urban municipalities of Castelo Branco and Portalegre in Portugal border (Figure 1) over a total area about 8000 km², corresponding to a population density of 14 inhabitants/km² (Figure 1).

2.1.1. Border Landscapes and Territory Identity

The regional identity of this territory is strongly marked by human characteristics but, above all, by the physical geography of the territory. The weak accessibility and distance

from urban regions helped preserve the unique natural values of this territory, which today justify the existence of nature protection areas.

The study area integrates natural heritage areas with natural protection status. Likewise, the study area includes border municipalities that are part of the Tagus/Tajo International Transboundary Biosphere Reserve, classified by UNESCO, with some overlapping areas of the Natura 2000 reserve and protected landscape areas, such as the Malcata, São Mamede, Gardunha, and São Pedro. These areas are dominated by typical Mediterranean forest species, including *Quercus suber* L., *Quercus rotundifolia* Lam., *Arbutus unedo* L. 1753, *Quercus coccifera* L., *Cistus ladanifer* L., *Genisteae* (Bronn) Dumort 1827, *Lavandula*, *Pistacia terebinthus* L. and so on.

Agroforestry predominated in a large part of the territory, with emphasis on the agro-silvo-pastoral system designated by “Dehesa” in Spanish territories and “Montado” in Portugal. It is a unique landscape occupying around 3.5–4 million ha in Spain and Portugal collectively [70] and, in total, occupies an area of about 339,899 ha in the study area. In this generally extensive production system, there are utilizations related to cork stopper, acorns, the raising of grazing animals (e.g., cattle, sheep, and Iberian pigs), and an enormous quantity of endogenous products, such as wild mushrooms, wild esparto, aromatic, and medicinal plants. These landscapes have abundant diversity as well as ecological benefits at the level of landscape patterns that offer diverse values to society, appreciated for both production and non-production functions, thus making it positively evaluated for its touristic potential [71].

In the study area, olive groves occupy around 9% (50,977 ha). These olive groves are characterized by a low density of trees, rainfed regimes, and scattered patterns of occupation. The traditional olive groves occupy the slopes of the main rivers (Tagus, Erges/Eljas, Ponsul, and Ocreza), in terracing marked by drystone walls that preserve native cultivars (e.g., *Galega* and *Manzanilla-Cacereña*), and at borders of settlements. Due to these characteristics, the olive groves create a paradigmatic cultural landscape [72]. Olives and olive oil represent a product category with characteristics that project a particular image in the minds of potential tourists and allow for a diversity of activities related to gastronomic or educational activities [73].

Unique landscapes and quality products can be found in this territory. The diversity of products is highlighted by a quality seal with local branding, particularly Products with Denomination of Origin (PDO) and Protected Geographical Indication (PGI), such as the “PDO Products of Dehesa Extremadura”, “PDO Lamb of Extremadura” in Spain, and “PDO Beira Baixa Cheese” (Castelo Branco, Vila Velha de Ródão, Penamacor, and Idanha-a-Nova) in Portugal. The traditional olive tree, although with less expression, provides numerous high-quality products, including olive oil with “PDO Olive Oil Beira Baixa” (Portugal) and “PDO Olive Oil Gata-Hurdes” (Spain). In the municipalities of Nisa, Marvão, Castelo de Vide, and Portalegre—the southern area of the study territory in portuguese border—quality products include chestnuts (“PDO Marvão-Portalegre”), cherries (“PDO Cereza de São Julião”), beef (“PDO Carnalentejana”), and wine (“PDO Alentejo-Portalegre”). Effectively, food products and gastronomic specialties become the vehicle for a closer understanding of local cultures, and in this area, it is possible find a huge diversity of quality agri-food products. This context can contribute positively to develop a “culture of a place”. According the literature, a culture of a place is more attractive, emotional, and seeks the sustainable development of this destiny via the maintenance of productive functions, contributing to the multi-functionality of rural areas [74].

2.1.2. Tourism Resources

The cross-border territory possesses unique landscape qualities [75], where the combination of natural aspects and heritage and architectural configurations supports the development of various rural, natural, and cultural tourism activities [68]. The following tourism resources are highlighted:

- Small towns have high heritage value, including castles, murals, and stone architecture as well as vestiges of the Jewish culture (Marvão, Castelo de Vide, Valencia de Alcántara, Monsanto, Penha Garcia, Penamacor; Figure 2a), of the Roman culture (Alcántara, Ammaia—Marvão, Nisa; Figure 2b), or of the megalithic culture (Valencia de Alcántara, Nisa, Marvão, Castelo de Vide), supporting countless cultural tourism activities. This heritage materializes touristic products such as the “Historic villages network”, Iberian film festivals “Periferias”, or Easter ceremonies in Monsanto (Idanha-a-Nova).
- The craftsmanship and the popular culture are manifested in expressions of music (“Adufe” of Idanha-a-Nova), pottery (“Olaria pedrada of Nisa”), weaving (“Portalegre tapestry”, “traditional embroidery of Castelo Branco”, “traditional embroidery of Nisa”), and cork extraction, with associated traditional techniques and knowledge. There are several museums and art interpretation centers that preserve these local techniques and knowledge.
- Protected natural areas (Tagus International Natural Park, Zona de Interés Regional Sierra de San Pedro, Natural network of Malcata, Gardunha and São Mamede Natural Park), natural monuments (Porta de Ródão; Figure 2c), and special bird protection area with characteristic habitats that promote various ecotourism activities, such as bird watching, hiking and nature walks, or photographic safaris.
- Rivers, reservoirs, and thermal waters that invite moments of enjoyment, water sports (Albufeira da Apartadura in Marvão, Albufeira da Meimosa in Penamacor), boat trips on the Tagus River (cais fluviais in Vila Velha de Ródão, Malpica do Tejo and Lentiscais, Santiago de Alcántara, Alcántara), and thermal spas (Monfortinho, Idanha-a-Nova).
- Rural architecture characterized by the use of stone (e.g., “Choça of Marvão”).

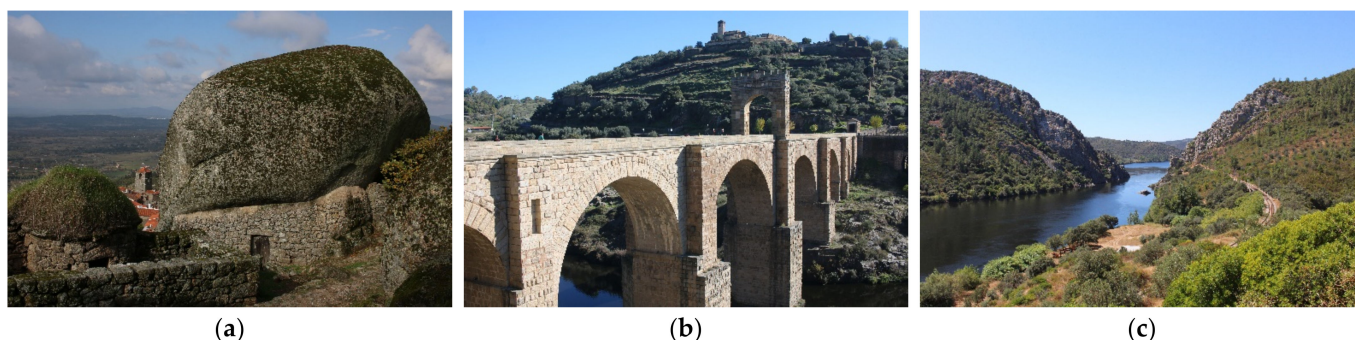


Figure 2. (a): Monsanto historic village. (b): Roman bridge at Alcántara. (c): Natural Monument of “Portas de Ródão”.

To enjoy natural and cultural resources, there are several tour operators on each side of the border that offer birdwatching, astrotourism, horse rides, cycling and walking tours, and/or other active sports tours.

2.1.3. Accommodation Supply and Touristic Demand

Accommodation infrastructure is an important element of tourism products. Figure 1 shows the accommodation supply, according to their categories (rural hotels, local accommodation, country houses, and agritourism in Portugal and rural accommodation in Spain) in each municipality of the study area. The available statistics point to the existence of 168 rural tourism accommodation facilities with 1113 beds [76–78], mostly distributed across the municipalities of Idanha-a-Nova, Portalegre, and Nisa (Figure 1). In relation to the total, only 11% of the available beds correspond to the category of agritourism.

In order to identify the main patterns of tourism activity in this cross-border territory, we gathered national statistics regarding the demand. Reference data from 2019 indicated that there were 296,661 overnight stays/year [78,79]. In 2020, due to the pandemic crisis, there was a drop in touristic demands of about 78%. However, it should be noted that

Idanha-a-Nova managed to increase the number of stays during the pandemic year against the general trend [80], probably positively influenced by the municipality strategy promoting this destination through the campaign “Idanha in family,” offering an agri-food box¹. This is a great example of promoting tourism while, at the same time, supporting local production.

2.1.4. Agritourism Resources

The agritourism potential was observed according to the main landscape characteristics, where the traditional and extensive agri-food production modes are preserved. Another important agritourism resource is local food and local gastronomy, which valorizes fresh products. Field observations revealed some important activities that valorize agriculture activities. Briefly, the agritourism potential in the study area was identified with regard to the presence of the following agritourism resources:

- Local products are celebrated in numerous gastronomic festivals (e.g., the Cheese Festival in Valencia de Alcántara and Castelo Branco; the Chestnut Festival in Marvão, “Mormentera” Festival in Alcántara; and the Olive oil Festival in Malpica do Tejo) and are recognized in specific pedestrian routes, such as PR12 “Olive Tree” in Castelo Branco or the “Ham Route” in Extremadura.
- The cultural landscape is related with agricultural uses, particularly the agro-silvo-pastoral system (dehesa/montado) and traditional olive groves.
- Agritourism programs encourage tourists to participate, for example, in olive picking, grape harvesting, or learning about endogenous species and products.
- Agritourism lodging and other lodging typologies located at active farms enhance agritourism experiences.

Due the characteristics of cultural and historic aspects, landscapes, human geography, and the quality and richness of local food, this area has great potential to develop a unique touristic strategy, particularly based on agricultural landscapes and local food as the main basis for tourism.

2.2. Research Design

A methodology with four stages was designed (Figure 3). In the first step, a literature review was performed to identify the main gaps and support the questionnaire design according to the objectives of this study. We carried out observation field trips and the collection of photographs to characterize the study area, as well as the compilation of statistical and cartographic data that allowed for the characterization of the territory. In the second step, the questionnaire was sent to accommodation managers in order to collect data and information that allow for the identification of the main characteristics and to detect linkages with agricultural activity. Therefore, a database was created using the Excel and SPSS version 27 software in order to support the statistical analysis. Both databases enabled the authors to design and develop a Geographical Information System application using ArcGis v.10.8., which brings together geographical and touristic patterns with dynamic information as presented in Section 2.6.

The third stage consisted of data analysis and treatment. Descriptive analysis techniques, as well as parametric and non-parametric statistical tests, were applied. Furthermore, we conducted grouping analysis to determine the linkages between agriculture and tourism with respect to the characteristics of the territory. All tests were conducted as previously performed in the literature, as detailed in Section 2.6.

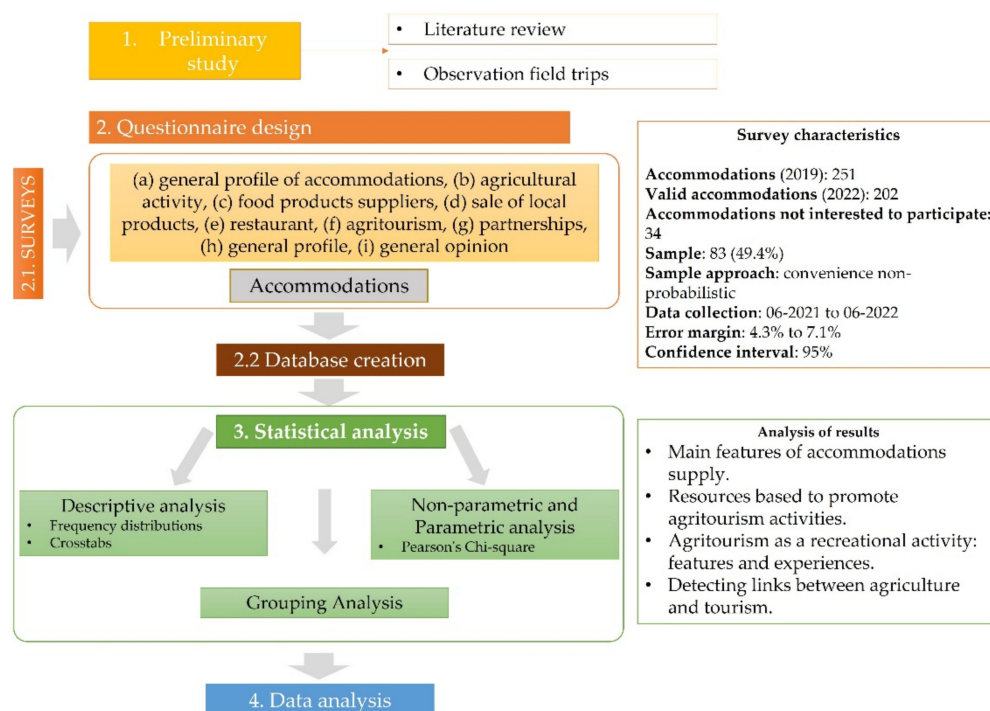


Figure 3. Methodological scheme.

2.3. Questionnaire Design

A questionnaire addressed to the accommodation households was designed and implemented. Based on the aims of the study, the survey was developed to collect information that would allow for characterization of the accommodation in study area, the identification of their relationships with agriculture sector, and the determination of the existing agritourism activities. This was organized into the following sections (Appendix A): (a) general profile of accommodations, (b) agricultural activity, (c) food products suppliers, (d) sale of local products, (e) restaurant, (f) agritourism, (g) partnerships, (h) general profile, and (i) general opinion (Table A1). The survey was tested, and its completion took an average of 30–60 min (personal interviews) or about 10 min (online questionnaire). To test the reliability of the questionnaire, the Cronbach's alpha value was calculated. The Cronbach's alpha for the treated questions was 0.938, indicating very satisfactory levels of internal consistency and reliability for the questionnaire and its dimensions [81].

2.4. Data Collection

The research was conducted on cross-border regions (Centro region of Portugal and Extremadura, autonomous community of Spain) comprising a total of 20 municipalities. The information on demand was obtained from surveys and personal interviews. Data collection began in February 2020. However, limitations imposed by the COVID-19 pandemic situation conditioned the face-to-face data collection. To overcome this difficulty, online questionnaires were designed and distributed to all accommodations in the database. However, the response rate was very low (5%). Personal interviews resumed from January 2021 to June 2022 and were subject to the regulations in force. The target group for this research was the holders of accommodations. Accommodation households were randomly chosen regardless of their category and according to their denomination:

- In Portugal, we covered rural accommodation types, specifically "countryside houses", "agritourism", "rural hotels" (Decree-law n. ° 80/2017 of 30 June, that constituting the common diploma to all tourist enterprises), and "local accommodation" (Decree-law n. ° 62/2018 of 22 August, which indicates the rules for tourist accommodation in residential buildings). Around 40% of the sample comprised "local accommodation", while "country houses" represented 42%.

- In Spain, we covered rural accommodations, specifically “rural hotels” and “rural accommodations” (Decree-law n. ° 65/2015 of 14 April), that establish and classify rural tourism accommodation in the Autonomous Community of Extremadura. The sample comprised about 18% of accommodations.

The data used were obtained from the Statistical Office Tourism of Portugal (last updated on 31 December 2021) [79] and Extremadura Tourism official website, which is run by the regional government (last updated on 31 December 2021) [78]. The initial database included 251 accommodation establishments. The basic information was retrieved from these sites, and later georeferenced each existing business that was officially open. The selected accommodations were first contacted by phone and email in order to introduce the type of research and to obtain consent for their anonymous participation in it. At the same time, this step allowed us to validate whether the accommodation was active. We verified that only 202 accommodations were active, representing 80% of the supply announced in the official data. This situation probably resulted from the negative impact of the COVID-19 pandemic. About 17% of the total did not wish to participate in the data collection process. Due to the COVID-19 pandemic situation, it is important to highlight some aspects observed that possibly influenced the availability of accommodation managers to collaborate in data collection, namely the following:

- Unstable phase for the sector;
- Business model changed or adapted;
- New services provided;
- New investments;
- Suspension or cessation of activity decisions.

It is important to note that despite not being the objective of this work, the literature argues that agrotourism is an opportunity for rural territories to captivate tourist demand in the post-COVID-19 era [82]. Therefore, the present study will be an important contribution to reveal what exists and what resources can be relied upon to enhance this destination.

In general, the sample comprised 168 accommodations. After this validation, the online questionnaire was sent to the validated accommodations. Due to difficulties in collecting the questionnaires, a large part of the questionnaires required a personal visit to the accommodations to fill them. In this case, much of the data were collected via personal interviews.

2.5. Sampling

For research purposes, 168 survey questionnaires were distributed, of which 89 surveys were collected and processed from the field, covering 53% of the total cases. The number of surveys proved to be sufficient to determine the goodness of the proposed methodology, considering that the margin of error with 95% confidence in the most unfavorable case was 7.1%, while that in the most favorable case was 4.3%.

Profile of Respondents

Table 1 shows the sociodemographic characteristics of the sample. The sample comprised accommodation managers (N = 89), and the variables gender, age, level of education, study level, and time spent in business were recorded. About 41% of the managers were female and 59% were male. The average age of the participants was 52 years old (Sta. Dev., 10.5). Effectively, the ages were mostly between 50 and 59 years old (37%), with a considerable number of managers over 60 years old (22%). Most participants studied to a high-school education level (74%); however, only 7% had qualifications related to tourism and 21% had qualifications related to agriculture.

Table 1. Profile of respondents.

| Managers | | N° | % |
|--|----------------------|----|----|
| Gender | Male | 53 | 59 |
| | Female | 36 | 41 |
| Age | 25–29 | 2 | 2 |
| | 30–34 | 4 | 4 |
| | 35–39 | 10 | 11 |
| | 40–44 | 7 | 8 |
| | 45–49 | 14 | 16 |
| | 50–54 | 16 | 18 |
| | 55–59 | 17 | 19 |
| | 60–64 | 13 | 15 |
| | ≥65 | 6 | 7 |
| Study level | Elementary school | 7 | 8 |
| | Middle school | 16 | 18 |
| | High school or above | 66 | 74 |
| Tourism/hospitality related qualifications | | 7 | 8 |
| Agriculture related qualifications | | 19 | 21 |
| Time spent in business (total) | | 12 | 13 |
| Time spent in business (partial) | | 77 | 86 |
| Agricultural activity | | 50 | 56 |

It is important to note that most managers had another occupation, and they were only working part-time in their accommodation business. About 56% of managers participated in agricultural activities, of which only 30% had businesses in this area, while 70% conducted agriculture activities for self-consumption purposes. Only 13% stated agricultural investments to diversify the funding sources, while 20% had agricultural activity to recover and valorize the family heritage or to create their own job.

2.6. Data Analysis

The most appropriate method to fulfil the research objectives was considered as quantitative and geographical analysis. We followed the steps below to answer the research questions guiding this investigation:

- For descriptive statistics, we present arithmetic means and standard deviations, and frequencies and percentages are used to describe qualitative variables. This procedure was used to answer the first and second research questions—which accommodation typologies exist and what type of services they promote—thus describing the promoted agritourism activities (Sections 3.1 and 3.2).
- To address the third research question, which allowed us to identify the main resources used by the accommodations to promote recreational activities, the quantitative and qualitative results were analyzed via cross-tabulations by Pearson Chi-square testing (significance level $\alpha = 0.05$). The value of the Chi-Square statistic indicates whether or not there exists a statistical relationship between variables in the cross-classification table. This technique has been widely applied in the literature [21,83].
- To answer the fourth research question (Section 3.4), related to linkages between tourism, agriculture, and their spatial patterns, we applied a geostatistical technique (i.e., Grouping analysis). This method allowed us to identify homogenous groups with the same characteristics of variables, conveying relevant information contributing to regional development [84]. With this method, the R^2 value is calculated, which represents the efficiency of the grouping analysis. Both the R^2 value and number of groups vary as functions of spatial constraints [85].

This approach allowed us to delimit the spatial patterns and dynamics observed in the territory. To apply the clustering analysis technique, the territorial analysis unit was the

locations of the lodgings. Then, the Delaunay Triangulation method was used, with the Euclidean distance as a reference. This method generates Thiessen polygons, in which the vertices are the existing centers; that is, the common axes between points. According to the literature, the clustering analysis methodology constructs a connectivity graph representing the neighborhood relationships between entities, generating a minimal expansion tree. This reflects the spatial structure of the lodgings and the common varieties linked in the analysis. Subsequently, the number of clusters containing the best possible solution, as recommended by the F statistic index, can be determined. Initially, the first minimal expansion tree was created with two groups. However, these groups do not provide the opportunity to distinguish the similarities and differences between them. Analyzing the obtained results, an F Statistic of 9.8 was the best value, indicating that the creation of six groups can best document the specific relationships between tourism and agriculture in the territory. For the application of this technique, 15 variables were used (Table 2). The selection of variables was made after numerous analyses, discarding the variables with the least explanatory relevance regarding the relationship between agriculture and tourism. For the final selection, variables with an R^2 value greater than 0.12 were considered when the defined groups were obtained.

Table 2. Variables applied in the clustering analysis model.

| Acronym | Variable | Measure |
|-----------|---|---------|
| AgriProd | Agricultural activities | No/Yes |
| AccFarm | Lodging on a farm | No/Yes |
| AccFarmA | Lodging on a working farm | No/Yes |
| AgriAgri | Activities that enhance the value of agriculture | n° |
| AgriGast | Activities that enhance the value of local products and gastronomy | n° |
| AgriAnim | Activities that value contact with animals | n° |
| AgriEdu | Educational and awareness-raising activities | n° |
| AgriA | Active agritourism Activities | n° |
| BedBread | Contact with own/local production (breakfast, store, access to the orchard) | n° |
| Crops | Agricultural crop diversity | n° |
| AgriFood | Diversity of processed and fresh products | n° |
| Animals | Animal husbandry | No/Yes |
| PSelfCons | Production for self-consumption | No/Yes |
| PSell | Production to sell | No/Yes |
| Networks | Networking with local farmers, restaurants, and others | No/Yes |

The variables patents in the Table 2, included in the model had, as a unit of measurement, 0 (no) or 1 (yes) for the following cases: If the accommodation also has an agricultural activity (AgriProd), if the accommodation is located on a farm (AccFarm), if the accommodation is located on an active farm (AccFarmA), if they have animal husbandry (Animals), if they have agri-food production only for self-consumption (PSelfCons), if they have agri-food production for sale (PSell), and if the accommodation has local networks with farmers, restaurants, or other agri-food tourism/sector agents. The variables expressed as quantities were as follows: Recreational activities that value agriculture (AgriAgri), contact with animals (AgriAnim), contact with local products and gastronomy (AGroGast), agritourism activities that enhance education/awareness for rurality and sustainability (AgriEdu), and finally, active agritourism activities (that is, those that enhance the involvement and direct the participation of the guest in the daily management activities of the farm (e.g., feed animals, olive oil harvesting, and so on)). Variables expressing the diversity of agricultural cultures and fresh/processed products by the lodging owners were also considered, as well as variables that allowed for determining whether guests have access to self-produced products or local products, either by direct consumption during their stay

or via the possibility of acquiring them directly at the lodging for consumption after their stay. The relationships between agriculture and tourism are detailed in Figure 4.

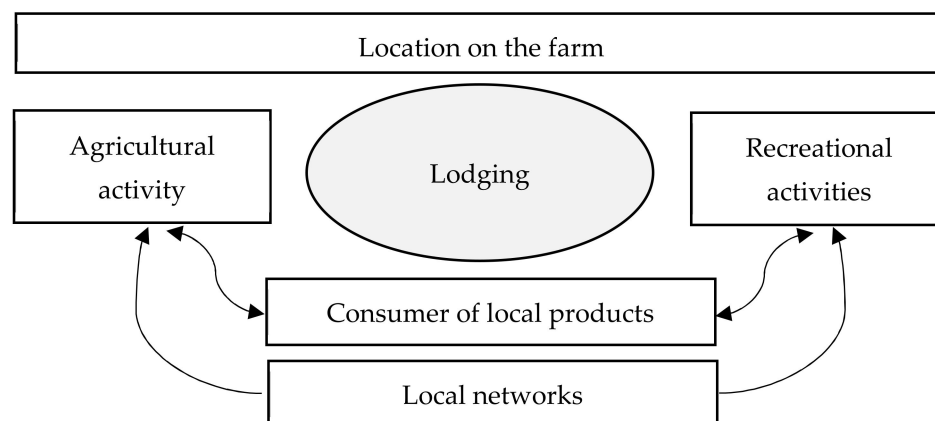


Figure 4. Linkages between agriculture and tourism.

3. Results

3.1. Main Characteristics of Lodging Supply

About of 41.5% of accommodations were founded during the period 2015–2019 and about 23.5% were created during the pandemic crisis that were previously planned. This reveals the opportunity to increase the accommodation supply in low-density territories, in response to demand trends [6]. Effectively, mostly accommodations were integrated into natural reserves (74%) and 45% were close to the border, with areas characterized by low populational and business density (Table 3). Notably, 50 cases were localized on a farm, of which 80% were active.

Table 3. Location and main lodging services.

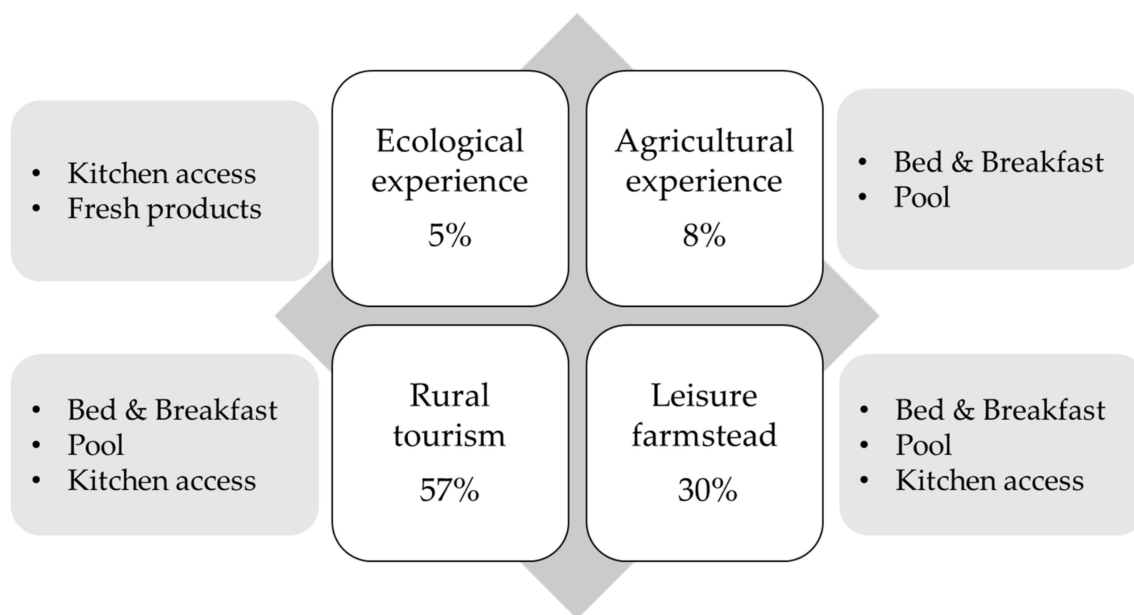
| Localization | N° | % |
|----------------------------------|----|----|
| Natural reserve | 66 | 74 |
| Active agricultural exploitation | 50 | 55 |
| Cross-border | 40 | 45 |
| Historic village | 18 | 20 |

The offer of lodging in rural areas, designated by “Country Houses”, was the most representative in the lodging offer, with 34% of the available beds (Table 4). The rural tourism typology is more oriented towards the valorization of the local way of life, promoting recreational outdoor activities that allow contact with nature, culture, and proximity to local populations and rural traditions. Previous studies confirmed that there is increasing interest in rural areas as leisure spaces, promoting a return to the origins and the “authentic”, which is often associated with nostalgia for the “good old days” [20]. This was followed by “Local accommodation”, a typology that proliferated in recent years and diversified tourism offerings in the Portuguese territory. On the other hand, the “Rural Hotel” typology took second place in terms of the number of beds available in the territory (27%).

Table 4. Main tourism parameters (2021).

| Type of Establishment | Establishments | | Beds | |
|----------------------------------|----------------|----|------|----|
| | N° | % | N° | % |
| Agritourism | 7 | 8 | 121 | 11 |
| Country houses (Casa de Campo) | 37 | 42 | 379 | 34 |
| Glamping or caravanning | 2 | 2 | 15 | 1 |
| Local accommodation | 27 | 30 | 174 | 16 |
| Rural accommodation (Casa Rural) | 9 | 10 | 121 | 11 |
| Rural hotel | 7 | 8 | 303 | 27 |
| Total | 89 | | 1113 | |

To understand which accommodation typology predominates, according to the activities they promote, we followed the classification used in previous studies [86]. The results showed that most of the lodgings fell into the category “Rural tourism” (57%); that is, in general, they promote contact with local traditions, history, and culture while the Bed and Breakfast (B&B) is the center of the experience. This is followed by the “Leisure tourism” category (30%), which promotes contact with the way of life of the farmer and the rural community. Only 5% of the lodgings promoted “ecological experience”. However, this typology offers access of fresh products. Finally, only 9% of the lodgings fell into the “agricultural experience” category (Figure 5). In this case, only seven lodgings were included in the Agritourism typology in which B&B and pool are the main facilities and it only had 11% of the beds in the study territory (Table 4).

**Figure 5.** Types of farms and main services/facilities. Source: Own elaboration, based on the authors [86].

In fact, a considerable part of the existing lodgings was centered on “Bed and Breakfast” services (68%), while 44% offered only lodging services with access to all house divisions, which means that this typology is not linked to any program of activities or access to local products promoted by accommodation managers (Table 5). Only 23% of the lodgings in the territory had tourist packages (i.e., providing other recreational activities or access to tourist infrastructure). Birdwatching, walking or cycling tours, photographic tours, or boat trips on the Tagus River were highlighted. In addition to the dynamization of personalized activities that qualify the offers, only 23% offered tour guide service and 12% provided a meal service.

Table 5. Main lodging services.

| Services and Facilities | N° | % |
|-------------------------|----|----|
| Bed and Breakfast | 58 | 65 |
| Swimming-pool | 54 | 61 |
| Room only | 47 | 53 |
| Self-Catering | 39 | 44 |
| Garden | 24 | 27 |
| Touristic package | 20 | 23 |
| Tourist guide | 20 | 23 |
| Bicycles rent | 19 | 21 |
| Meals as required | 11 | 12 |
| Sports facilities | 8 | 9 |

The present study indicates that the typology of accommodation can influence tourism activities and services provided in the region. For example, observing the typology of lodging activities and services, it is important to highlight that 65% of the lodgings had a breakfast service. However, the “Local accommodation” typology was the one that registered a tendency centered only on the “bed” and was, in general, devoid of a large part of tourist services. Among the accommodations offering a breakfast service, 45% had their own production to serve during the stays, while 73% had local networks to provide local products. Among their own production, fresh seasonal products (fruits and vegetables), jam (use of seasonal fruits and vegetables), and olive oil were highlighted. The local products most consumed in the lodgings were bread, cheese, and traditional cakes. According to previous studies, this pattern contributes to the development of a territory, making it possible to strengthen local agri-food chains and to reinforce the role of high-quality products [87]. At the same time, it allows for the creation of a destination identity based on the culture and history of the place where the agri-food is produced [51]. As gastronomy is an integral part of the tourist experience, food and access to local products should be a central concern in the structure of the touristic supply. This will make it possible to add value to tourism products and promote the sustainability of tourism [88].

According to the data in Table 5, tourism services provided by the lodgings were, in general, reduced. It can be seen that most of them were committed to an offer that allows the guest to enjoy the facilities of the premises by providing access to the swimming pool (61%), bicycles (31%), and access to and enjoyment of landscaped spaces and green areas (27%).

It is important to note that some patterns identified during the data collection period may have been strongly influenced by the pandemic crisis, which resulted in new services and/or changes in accommodation management routines, namely the following:

- Offers based on the accommodation product and limited offer of recreational activities involving personal contact;
- New ways of supplying breakfast: breakfast baskets and breakfast served in the room;
- Enhancement of local gastronomy: the sale of local products at the accommodation, and access to the vegetable garden;
- Local networks between accommodation and catering: meal delivery service at the accommodation, and meals prepared with guests.

3.2. Recreational Activities: Is Agritourism an Option?

The collected data revealed that 63% of the sample (56 lodging establishments) provided activities related to agritourism. However, it is important to note that only 9% of cases carried out the dissemination of agritourism products and services with an active and regular communication strategy—that is, communicating activities, products, and encouraging contact with agricultural activity and/or their own production. This means that most activities referred to by the participants are carried out informally and, in general, are requested by guests. This reality means that the value associated with the service

provided and the opportunity to create a positive impact on the territory is lost. In fact, when asked about the value of the activities promoted, most stated that they are included in the value of the accommodation or depend on the allocated resources.

It is also important to note that most lodging managers who accumulate functions with agricultural activity declare that they are committed to extensive agri-food production (35%), traditional methods (17%), and rainfed agriculture (26%). These data are extremely interesting insofar as they can form the basis for the offer of agri-ecotourism products that value not only local products but also traditional methods that favor quality products and environmental protection. This information is relevant and can contribute to the promotion of sustainable products and the enhancement of the local potential.

Despite the informal nature of most promoted activities, there were patterns and dynamics in the linkages between agriculture and tourism that are interesting to explore. In particular, if one considers that agritourism takes, as its main impact, the valorization of the fresh agri-food products, it can also be thought of as a vehicle for education and awareness regarding the emerging challenges faced by rural areas and traditional products, with respect to climate change.

A number of agritourism activities have been referenced in the literature [86]. To facilitate the collection of information, several activities were listed in the questionnaire and subsequently grouped into categories according to a previous study [89]: (a) enjoyment of the agricultural landscape and entertainment on the farm (24%); (b) tasting experiences/contact with endogenous products (21%); (c) contact with animals (19%); (d) valuing local agriculture and rural livelihoods (14%); (e) learning about the farm lifestyle and activities or rural traditions (12%); and (f) doing something, especially with the traditional process (11%). These results confirm that there exists a great diversity of patterns in agritourism activity offerings, with emphasis on activities related to enjoying the agricultural landscape and contact with local products.

As shown in Table 6, there was a predominance of activities that value agricultural activities (37%), including experiences such as olive picking, harvesting, agriculture, or visits to wineries and vineyards. Agritourism activities that promote education/awareness were the second most popular (24%). These include experiences involving learning about the processes of cork extraction and valorization of the forest, beekeeping, contact with farmers and the local population, and debates or lectures related to sustainability. These experiences offer opportunities to enhance the value of local and sustainable products [19,30] while, at the same time, triggering more sustainable lifestyles [90]. In third position were experiences valuing gastronomy and local products (22%). Finally, activities that promote contact with animals (17%) were the least offered. Even though the existing offers contemplate the approach to agricultural activities and local products, it was found that the majority fell into the category of passive agritourism (68%), as most of the activities place the participant in the role of a mere observer. This result reveals that active tourism—which promotes direct contact with agricultural activity—is still little explored and under-valued as a recreational offer.

It would, therefore, be advisable to reinforce that these activities are conducted informally and, in general, without any return for the farmer/host manager. This is a reality that must urgently be improved.

It is important to note that these activities are mostly (54%) organized by the accommodation manager, while 46% of the activities are organized through local partnerships. The main business partners include tour operators, public authorities, and local farmers (representing 13% of the cases). However, as mentioned above, most lodgings do not offer these structured products, and the activities are conducted informally or as requested by the guests. Only 35% of the lodgings charged for agritourism activities, with an average value of around EUR 27.60/person.

Table 6. Agritourism activities (n = 301).

| Value | Active | Passive | Total of Activities |
|--------------------|--|---|---------------------|
| Agriculture | <ul style="list-style-type: none"> • Olive picking • Grape Harvest • Picking fresh fruit/vegetable • Farming/tillage • Mushroom picking | <ul style="list-style-type: none"> • Buy fresh products • Visit oil mills • Visit wineries • Visit olive groves • Visit active farms • Lodging in active farm | 37% |
| Education | <ul style="list-style-type: none"> • Testing traditional process • Extract and valorize cork • Beekeeping conservation • Social agriculture | <ul style="list-style-type: none"> • Sustainable farming debates • Learning about local species • Proximity to farmers • Rural festivals • Rural museums | 24% |
| Gastronomy | <ul style="list-style-type: none"> • Making bread/other • Gastronomic showcooking | <ul style="list-style-type: none"> • Olive oil tasting • Cheese tasting • Wine tasting • Honey tasting • Tasting of other local products • Picnic | 22% |
| Animals | <ul style="list-style-type: none"> • Hunting/fishing • Breed animals | <ul style="list-style-type: none"> • Horseback riding • Asinotherapy | 17% |
| Total | 32% | 68% | |

3.3. Resources Based on the Promotion of Agritourism Activities

To determine the resources used to promote agritourism activities, a survey including the item's characteristics of the lodging, infrastructures, location, and agricultural activity promoted by the lodging managers was carried out. This information made it possible to identify seven categories of resources based on the characteristics of the landscape, agriculture, agri-food, local culture, rural and intangible heritage, rural settlements, and non-specific rural activities. To verify whether there exists an association between agritourism activities and the basic resources for the organization/dynamization of recreational activities, Pearson's Chi-Square was calculated via cross-tabulations (Table 7).

The results indicated a significant association with the resources associated to the landscape (Pearson Chi-Square $p = 0.010$), agriculture (Pearson Chi-Square $p = 0.003$), and agri-food (Pearson Chi-Square $p = 0.003$). In more detail, there was a positive association with the valorization of the following resources (Table S1):

- Local genetic resources, valuing the "Autochthonous crops varieties and livestock breeds" (Pearson Chi-Square $p = 0.002$);
- "Nature reserve" localization (Pearson Chi-Square $p = 0.005$);
- "Water bodies" valorization (Pearson Chi-Square $p = 0.004$);
- Agriculture crops, particularly the "Olive Grove" (Pearson Chi-Square $p < 0.001$);
- Agriculture livestock breeds, particularly the "sheep" (Pearson Chi-Square $p = 0.003$);
- Agri-food products, particularly "Olive oil" (Pearson Chi-Square $p < 0.001$), jam (Pearson Chi-Square $p = 0.048$) and "local breeds" (Pearson Chi-Square $p = 0.05$);
- In cultural resources, "autochthonous crops" (Pearson Chi-Square $p = 0.002$) and the importance of "meadows and pastures" (Pearson Chi-Square $p = 0.039$) were highlighted;

- As local human capital, “local knowledge” is more relevant in the design of agritourism activities (Pearson Chi-Square $p = 0.010$);
- As expected, localization in “agricultural exploitation” is important to promote agritourism activities (Pearson Chi-Square $p < 0.001$);
- For non-rural resource typologies, “online sales of agri-food products” (Pearson Chi-Square $p = 0.031$), “digital content related with agritourism” (Pearson Chi-Square $p < 0.001$), and facilities, such as “swimming pools” (Pearson Chi-Square $p < 0.001$), were highlighted.

Table 7. Main resources based on agritourism promotion.

| Categories | % | Average | St. Dev. | Pearson Chi-Square | Main Impact |
|----------------------------------|----|---------|----------|--------------------|--|
| 1. Landscape | 6 | 0.82 | 0.924 | 0.010 ** | Conserving local varieties/ animal breeds |
| 2. Agriculture | 14 | 2.13 | 2.478 | 0.003 *** | Agrarian landscape preservation |
| 3. Agri-food | 12 | 1.79 | 2.211 | 0.003 *** | Obtaining quality food products |
| 4. Cultural | 14 | 2.07 | 1.737 | 0.110 | Maintain rural and cultural traditions |
| 5. Rural and immaterial heritage | 12 | 1.76 | 1.574 | 0.070 | Traditional knowledge exchange |
| 6. Rural settlements | 12 | 1.76 | 1.574 | 0.070 | Sense of belonging within a community |
| 7. Not specifically rural | 30 | 4.40 | 2.378 | 0.087 | Digital tourism destination |

(**) $0.01 > p > 0.001$; (***) $p < 0.001$.

3.4. Linkages between Agriculture and Tourism: Which Territorial Patterns and Dynamics Exist?

The agricultural landscape has interesting characteristics, providing potential for the development of agritourism activities. These landscapes are a source of wildlife, food production, and biodiversity preservation—resources that can give rise to a wide diversity of recreational activities while, at the same time, generating income for farmers. In the study area, about 50% of the lodgings were located on farms, thus being able to benefit from a diversity of resources. This result indicates that agritourism activities are not exclusive of lodging designated as “agritourism”, which suggests that other accommodation management models can take advantage of their location, the landscape resources, and agricultural activities. This scenario provokes interest in perceiving which agritourism patterns and dynamics exist in the territory. To determine the links between agriculture and tourism, spatial clustering obtained via Delaunay Triangulation was applied, considering the Euclidean distances between the georeferenced lodgings.

Initially, the model generated two groups (Figure 6a), making it unstructured. Based on the Pseudo F-Statistic value of 9.10, we proceeded to apply the same technique, instead generating six groups that reflect the different patterns and dynamics of the relationship between tourism and agriculture (Figure 6b). This analysis provided the spatial relationship of agritourism patterns and dynamics for each group, and these are distinguished by the characteristics of the lodgings, services, and agrotourism activities.

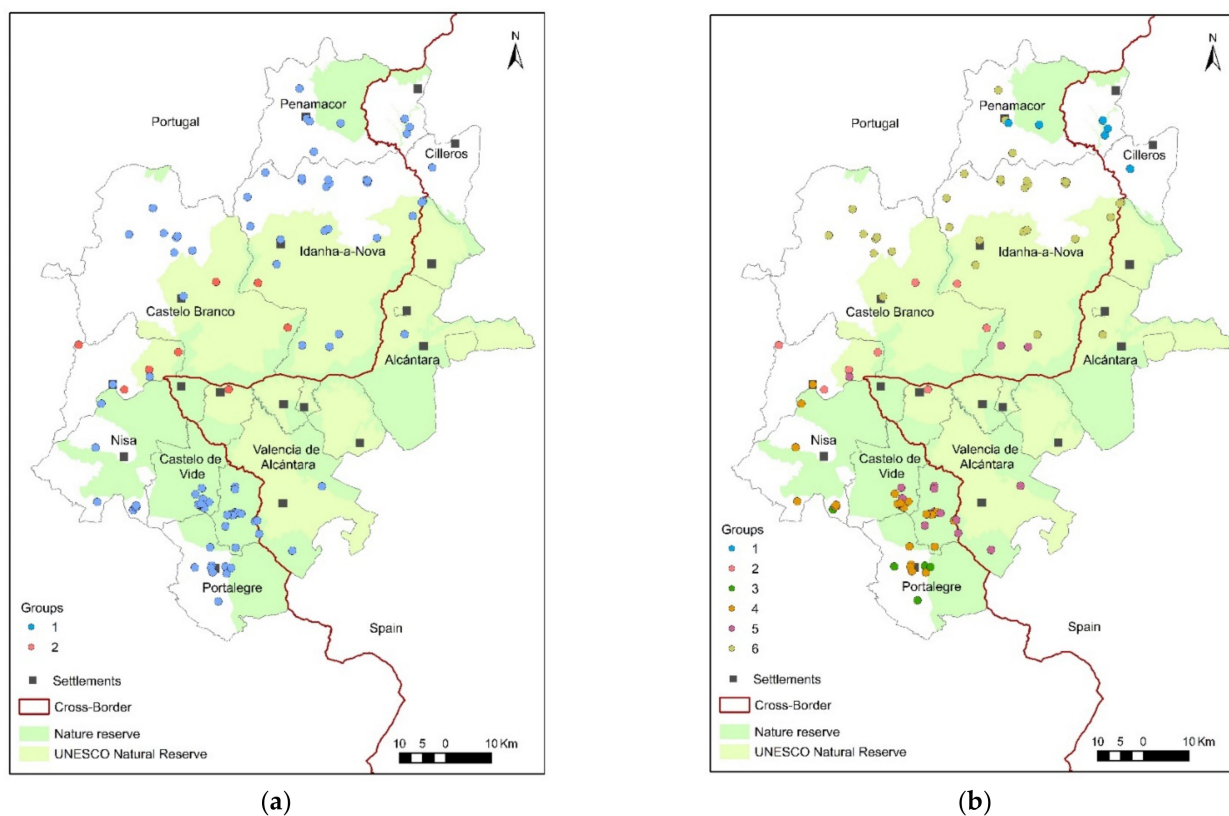


Figure 6. Territorial representation of the minimum spanning tree: (a) two groups; and (b) six groups.

The application of the clustering analysis to the 15 variables analyzed resulted in a satisfactory model as, according to the coefficient of determination (R^2), only one variable was below 20% (agritourism activities based on local gastronomy). The variables that contributed most to the definition of the delimited groups made it possible to determine links between tourism and agricultural practices. These links were particularly visible for accommodations with the following characteristics (Table 8):

- (a) Accumulated functions associated with agriculture, including animal husbandry, food production, and the existence of agricultural crops;
- (b) Offering recreational activities that promote contact with agriculture and local traditions, favored by the location in the agricultural exploration.

Table 8. Variable contribution (mean value) by groups obtained via Delaunay Triangulation.

| Variable | Gr. 1 | Gr. 2 | Gr. 3 | Gr. 4 | Gr. 5 | Gr. 6 | R^2 |
|--|-------|-------|-------|-------|-------|-------|-------|
| Animal husbandry | 1.00 | 1.00 | 1.00 | 0.04 | 0.60 | 0.52 | 0.511 |
| Agri-Food Products | 5.50 | 4.12 | 2.60 | 0.21 | 3.20 | 0.84 | 0.488 |
| Crops | 2.16 | 2.25 | 3.20 | 0.21 | 2.53 | 0.78 | 0.467 |
| Agritourism activities (agriculture) | 2.50 | 2.37 | 3.40 | 0.30 | 1.80 | 0.78 | 0.439 |
| Is agricultural producer | 1.00 | 1.00 | 1.00 | 0.13 | 0.86 | 0.46 | 0.438 |
| Accommodation in an active farm | 0.83 | 0.87 | 1.00 | 0.08 | 0.73 | 0.28 | 0.409 |
| Products to sell | 1.00 | 0.62 | 0.80 | 0.04 | 0.33 | 0.18 | 0.370 |
| Accommodation in a farm | 1.00 | 1.00 | 1.00 | 0.30 | 0.80 | 0.37 | 0.325 |
| Agritourism active | 2.50 | 2.25 | 3.20 | 0.17 | 1.13 | 0.81 | 0.314 |
| Agritourism activities (animals) | 1.66 | 1.62 | 1.40 | 0.17 | 0.66 | 0.25 | 0.310 |
| Bed & Breakfast (own/local agri-food) | 1.83 | 1.62 | 1.80 | 0.47 | 1.13 | 0.53 | 0.292 |
| Local networks | 1.50 | 2.12 | 2.60 | 0.86 | 1.40 | 1.03 | 0.290 |
| Products to self-consumption | 0.66 | 0.62 | 0.40 | 0.04 | 0.66 | 0.21 | 0.275 |
| Agritourism activities (education and awareness) | 1.66 | 2.37 | 1.40 | 0.17 | 1.13 | 0.46 | 0.255 |
| Agritourism activities (gastronomy) | 1.33 | 0.87 | 2.00 | 0.47 | 0.53 | 0.71 | 0.121 |

Source: Own elaboration.

In greater detail, the variable “agri-food products” contributed most to the characterization of groups 1, 2, and 5. In this case, the products of the olive tree and of Dehesa/Montado

stand out, particularly olive oil, honey, jam, meat, and aromatic plants. In the case of the variable “Agritourism activities (agriculture)”, it is more representative in groups 2 and 3, while the variable “Active agritourism” stands out in groups 1 and 3. However, when the data were analyzed in an integrated manner, it was observed that the agritourism is still little explored in the accommodations represented in groups 4 and 6—which represent 62% of the cases—for which weak links with agriculture were detected.

This technique allowed us to generate box plots of grouped variables (Appendix B—Figure A1), documenting the characteristics of each group. In addition to the characteristics of each lodging, activity, and service, it was possible to describe the different patterns and dynamics of agritourism. According to the main characteristics of the accommodations, it was possible to observe the heterogeneity of the dimension of the groups, distinguished by the following characteristics:

- Group 1 “Lodging with production/processing agri-food activity”: This group represents 7% of the lodgings, which presented more robust linkages with agriculture, particularly in variables “products” and “crops”, which had higher representativeness (5.50 and 2.50, respectively). Among the main crops, the olive tree stood out, and olive oil and honey were among the main products. The main resources supporting the agritourism activities detailed in this group were autochthonous varieties and breeds. The most outstanding agritourism activities in this group were related to gastronomy and contact with animals. This group has enormous potential for boosting agritourism activities, thus enhancing the value of agriculture, especially by promoting sustainable practices and the preservation of local varieties that are being abandoned or replaced.
- Group 2 “educational agritourism that values olive groves”: This group includes 9% of the lodgings, in which a greater contribution of the variable “products” was verified, and in which the olive grove had an important weight. This group includes lodgings with a significant role in the dynamization of agritourism activities that promote education and environmental awareness. Activities such as guided visits to olive groves, thematic lodging dedicated to olive oil, and visits to olive mills have been developed. This group presents enormous potential for the development of the olive tourism, once both the landscape elements (olive groves) and the derived products (olive oil) are integrated into the accommodation supply. Among the main basic resources for the dynamization of agritourism activities are the cultural resources of the landscape and the autochthonous varieties.
- Group 3 “active agritourism that values enotourism”: This group represents 6% of the lodgings, with greater weight of variables “AgroAgri”, “AgroA”, and “Crops”, particularly regarding vineyards and other Mediterranean crops. Active agritourism—that is, promoting direct contact with agricultural activity—is particularly important in activities related to enotourism. It is also interesting to note that the variable animal husbandry was highly valued in this group, contributing to the dynamization of agritourism, especially with respect to promoting contact with animals. This activity is closely related to the valorization of the agro-silvo-pastoral landscape (Dehesa/Montado) characterizing the territory.
- Group 4 “rural tourism”: When analyzing the contribution of each variable in each group, it was observed that group 4 presented insignificant weights in all variables. This group represents 25% of the analyzed lodgings, among which Local Accommodation typology lodgings stand out. This group is characterized by a weak relationship between tourism and agriculture and, therefore, by a weak contribution to the development of qualified agritourism offers.
- Group 5 “agritourism that values Dehesa/Montado”: This group represents 17% of the lodgings, which are characterized by the valorization of Dehesa/Montado products, including meat, honey, and other wild products. Extensive animal husbandry is also a characteristic of some of the cases represented in this group. These characteristics are interesting to the extent that they enhance outdoor activities in a unique, biodiverse ecosystem with multiple traditions.

- Group 6 “passive or non-existent agritourism”: When analyzing the contribution of each variable in each group, it was observed that group 6 had insignificant weights in all variables. This group represented most of the accommodations (36%), and was characterized by weak or non-existent relationships between tourism and agriculture and, therefore, scarce contributions to the development of qualified agritourism offers. One of the detailed potentialities that can contribute to the development of new agritourism products is the establishment of collaborative networks with local farmers, strengthening the supply of structured and qualified products. This typology seems particularly suitable for the demand that is only looking for accommodation and not looking for any activities.

Despite the diversity of characteristics between groups, the territorial analysis of the groups presented an interesting configuration, associating the groups to the following territorial references: Malcata and Gata mountains (Group 1); the valorization of the proximity to the border and to the Tagus river, where the olive tree plays an important role in the definition of cultural landscapes (Group 2); and São Mamede mountain (Groups 4 and 5).

However, in the case of group 6, about 34% of the accommodations were included in the UNESCO Reserve. This fact may be an indicator of the fragile relationship between tourism and agriculture, as rural and nature tourism modalities are more established. Therefore, taking into account that this is an area with agro-silvo-pastoral Dehesa/Montado land use over 48% [89], it would be interesting to explore the segments of agri-ecotourism, thus promoting sustainable production and the valorization of local and seasonal products [19,91].

In general, the results obtained in the Grouping Analysis showed that it is possible to explore the relationship between agriculture and tourism to derive a new configuration, which promotes the agritourism supply. For the structuring of qualified products, it is important to value local knowledge, which also stands out as a basic resource in the definition of agritourism products, as well as to encourage networking between accommodation establishments and other farmers.

4. Discussion

The tourism system of the cross-border territory is complex, in which areas where the tourism is apparently consolidated prevail (e.g., the Castelo de Vide–Marvão–Valência de Alcântara and Alcântara–Idanha-a-Nova axes), based on cultural tourist dynamics which coexist with other realities, often disconnected from recreational activities and local attractions. This reality makes it difficult to define specific tourist typologies, especially in a territory integrated into a protected natural area, where the natural and cultural heritage require reinvention as a touristic resource. In this regard, the literature demonstrated that agritourism might play an important role in heritage preservation [46], and for this reason, it should be considered as a strategy for sustainable local development.

The obtained results indicated that the agritourism supply in the study area values agriculture (37%), educational/awareness activities related to agriculture (27%), local food and gastronomy (22%), and contact with animals (17%). However, these activities are mostly (68%) based on passive contact with agriculture [21], which can be justified in terms of several factors: Limitations imposed by the pandemic crisis, small business scale, devaluation of the touristic product by supply or demand, or limited access to base resources. Regarding this issue, it is important to make some considerations about the concept of agritourism. Despite the discussion around the concept of agritourism [22,24,25], “authentic agritourism” has been indicated as an authentic experience “that promotes understanding of agricultural practices of small-scale farms and increases the understanding of its social relevance” [23]; that is, there should be a clear understanding that agricultural activities are part of the tourist experience, which allow the tourist to revive memories and satisfy their nostalgia [92]. This approach is closely related to the aesthetics and sensorial experiences of the guests as attractive touristic resources [23]. In response to this trend, this investigation

highlighted the need to improve the agritourism supply, facilitating the development of a strong and articulated strategy to redefine agricultural tourism based on the following ideas: Linking farming activity (own production/transformation) to recreational activity at the accommodation; adapting the production model to tourism activities, taking advantage of crop cycles and seasons; protecting and valuing the local knowledge and endogenous breeds of plants and animals; and promoting sustainable and traditional agriculture practices. From this point of view, the above can serve as unique ingredients promoting “authentic agritourism” anchored on the agritourist characteristic of “atmosphere”, which does not call into question whether an agritourism activity comprises an active or passive experience. In detail, the literature suggested that the concept of experiencing atmosphere is influenced by a farm’s structure, farm life, the involvement of the guest in the activities of the farm, and the access to and enjoyment of farm products [23]. Thus, the present research indicates that, even more important than the existence of an offer of recreational activities based on “active” agriculture, a positive impact on the education and provoke changes to sustainable habits in the daily life of guests should be promoted. Likewise, the creation of new agritourism experiences should be encouraged for accommodations that have no link to agriculture. Moreover, it may be more beneficial to create an interconnected network between farmers and tourism service providers. This would greatly increase the impact of agritourism on the territory.

Another important contribution of this study was identified and characterized in terms of the relationship between agriculture and tourism in order to perceive the potential of agritourism in the cross-border regions between Portugal and Spain which have been affected by population decline for many years. Effectively, small–medium-sized businesses predominate, which face difficulties caused by the pandemic crisis, as well as those related to overcoming the challenging characteristics of non-massive destinations. Against expectations, this study provided evidence of the resilience and adaptability of the sector facing the challenges in terms of creating or adapting new products and services to overcome the pandemic crisis and to develop new opportunities. Once located in rural areas, the valorization of agriculture resources is evident. Within the context in which sustainability has become important, agritourism activities can serve as a key strategy promoting this area’s sustainability, particularly for the following reasons: Tourism activities must be developed in a manner complementary to agriculture; furthermore, all endogenous resources should be combined with natural and cultural resources, in order to strengthen the cross-border identity, with multiple effects on various economic sectors. The literature has demonstrated that these ingredients have direct impacts on job creation and economic performance [2].

The results obtained highlighted the role of the landscape in promoting agritourism activities. The literature has highlighted the interest in traditional agricultural landscapes for their historical and cultural value, while emphasizing the importance of more sustainable practices for their contribution to biodiversity conservation [93]. Another crucial resource highlighted is related to agricultural activities. A positive association between the “olive grove” (agricultural crops resources-based) and agritourism activities was identified, as well as with “olive oil” (agri-food resource-based). This result can be confirmed as the olive grove is identified as a scenery associated with recreational activities, especially pedestrian routes in the olive grove and observation/participation in olive picking. Furthermore, the valorization of the olive oil was particularly related to activities ranging from visits to olive mills to tasting the olive oil (product with PDO classification). This type of tourism segment, recognized in the literature as “olive-oil tourism [94] or “oleotourism” [95], has registered an increase in demand [96]. Thus, the opportunity for the agents in the territory to define qualified products articulated with other experiences in this destination may be reinforced. As the literature demonstrated, the combination of “oleotourism” with other rural activities related to nature, local heritage, and culture [87] can have a synergistic effect on demand and increased tourist satisfaction [50]. In particular, the case of enotourism also stands out. Our study revealed that this tourism segment provides an interesting

contribution to the promotion of agritourism activities, enhancing the supply of tourism products that value local gastronomy and traditions, as evidenced by the literature [97].

Another contribution of the present study was the production of territorial information that makes it possible to visualize unified tourist spaces that are similar to one another [85]. This information is important for helping tourism planners, especially in creating homogeneous and differentiated products based on their endogenous potential [40]. The generated model was based on six distinct groups. Despite their small size, groups 1, 2, 3, and 5 (39%) provided offers that match the potential of agriculture, agricultural products, and local relations. These groups present interesting characteristics and dynamic activities that make the landscape enjoyable for outdoor activities from spring through to winter (e.g., harvesting, olive picking, sheep shearing, mushroom picking, sowing, and so on). On the other hand, groups 4 and 6, which comprised 61% of the cases, revealed that the potential of agritourism remains underutilized in a large part of the territory. This reveals the need for a concerted territorial strategy between Portugal and Spain to enhance border tourism based on agriculture and its products. This strategy could include the following actions: (a) the enhancement of the multi-functionality of agricultural holdings; (b) the creation of annual programs with tourist offers that take advantage of the natural cycle of the main local crops; (c) the enhancement of gastronomic and autochthonous products; and (d) the creation of educational programs based on the natural and cultural values of the agricultural landscape.

On the other hand, among the main gaps of this investigation, we highlight the following: the fact that the data collection period was during the pandemic crisis and the fact that the consequent possible influence on the activities or services provided may have influenced the results; the reduced number of participants; and the reduced number of variables to explain the patterns and dynamics of agritourism applied in the grouping analysis, as well as the territorial arrangements that excluded similar cases due to their territorial distance. This situation was verified, for example, in some cases of agritourism or countryside house accommodation typologies with links between agriculture, which were thus excluded from groups with active agritourism or with a greater relationship with agricultural activity. According to the literature [85], groups were formed according to the Euclidean distance, and it was not possible to evaluate the real distance between lodgings according to communication routes. According to this limitation, one proposal for future research is to apply a network analysis technique as a criterion to establish the concept of real distance. Despite these limitations, the analysis obtained indicated that the relationships between agriculture and tourism detected were, in general, tenuous due to invisibility in search engine results that demonstrated a non-structured agritourism supply. In addition to this result, the dynamics observed suggest that there is enormous potential to structure the accommodation supply based on the potential of the landscape, agriculture, and agri-food products.

5. Conclusions

In this paper, the agritourism phenomenon was investigated with the aim of providing an original contribution to the debate on relationships between agriculture and tourism, demonstrating that agritourism is not exclusive to any specific lodging typology and is not a standardized recreational activity; in contrast, it is adaptable to different contexts or specific atmospheres, as well as the motivations of both the visitors and farmers.

The main results revealed that the agritourism in the study area remains invisible in the strategies of tourism dynamization (cross-border regions between Portugal and Spain), and most agritourism activities are not publicized via an integrated communication strategy focused on agritourism products or services. This reality leads to a loss of the opportunity to create authentic and differentiated products and, consequently, to the loss of the value of the services provided. Despite this evidence, the obtained results were surprising.

First, agritourism activities are not exclusive to the agritourism accommodation typology; namely, there were other accommodation typologies that also had links to agricultural activities, using them as a resource to create different experiences that involve guests in agriculture and rural daily life. These were mostly activities where the guests are mere spectators, thus being able to enjoy spaces of silence and harmony with nature.

Second, the supply of agritourism activities rely on the agricultural landscape, traditional crops, and traditional products to create distinctive programs that combine a wide diversity of activities. Therefore, relevant new products can act as a driving force to valorize this territory, which transcends cultures, crosses borders, crosses natural areas, and where local products have a relevant territorial vocation.

Third, visible linkages between agriculture and tourism revealed themselves with different scales of guest involvement in farm activities. We observed supply profiles based only on accommodation, bed and breakfast services, and participation in recreational activities. These patterns reveal opportunities to choose a remote destination in order to enjoy the quiet environment or to have experiences to learn more about agricultural and rural environments.

Fourth, the methodology adopted revealed that there are patterns of lodgings that take advantage of their locative advantages, particularly agri-food resources. It should be noted that the case of olive groves and dehesa/montado have agritourism potential that is still underused in some areas.

Finally, a notable part of the tourism managers (50%) developed activities related to agriculture. This is an important contribution to local development, as a consequence of new investments to recover familiar heritage, endogenous resource protection, and promoting agriculture activity as complementary activity in the face of inconstant tourist flows. In particular, the production of olive oil and the valorization of extensive animal husbandry and the products of the agro-silvo-pastoral system of Dehesa/Montado (cork, honey, meat) were highlighted. This pattern provides an opportunity to valorize the working farm as a central and characteristic feature of a distinct form of tourism in particularly in these cross-border region.

In conclusion, this investigation suggested some directions for the promotion of sustainable development in the considered cross-border region, which will ultimately depend on the joint actions of trans-border public entities and local businesses in terms of drawing up and implementing a tourism strategy that focuses on agritourism products as a complement to rural, natural, and cultural tourism products. This strategy should take, as its starting point, the characteristics of the territory and its natural vocation. In this case, the opportunity for each tourism operator to develop robust strategies that complement lodging and recreational activities, in which agriculture should be a strategic resource, can be made more democratic. This reality makes agritourism as a recreational activity possible regardless of the type of accommodation available. This will make it possible to create tourism products that include different services, from lodging and catering to recreational activities. This will require a clear and robust commitment to a local development policy that supports small-scale production, the multi-functionality of rural areas, the enhancement of endogenous species, and sustainable models at the expense of intensive agriculture.

Supplementary Materials: The following supporting information can be downloaded at: <https://www.mdpi.com/article/10.3390/land11101857/s1>. Table S1: Main resources based on agritourism promotion—Pearson's chi-square.

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Appendix A

Table A1. Variables collected in the survey to describe the supply of rural lodging and to identify the relationships with the agricultural sector.

| Type | Factor | Levels |
|----------------------|---------------------------------------|---|
| Section A | General profile of the accommodations | |
| Main characteristics | Types of accommodations | Only one option: <i>Rural hotel; Local Accommodation; Agritourism; Rural accommodation; Country Houses.</i> |
| | Year | Numeric |
| | Location | Single Choice: <i>Rural/urban area; small towns; natural areas; agricultural operation</i> |
| | Elements of the landscape | Multiple answers: <i>Olive grove; Orchard; Vineyard; Pasture/Montado (agro-silvo-pastoral system).</i> |
| | Main infrastructures | Multiple answers: <i>Stone wall; Local varieties; Pastures; Rural roads and single trails; Beehives; Traditional oven; Mills; Gardens; Vernacular architecture; Others.</i> |
| | No. of beds | Numeric |
| | Main services/activities | Multiple responses: <i>Swimming pool; Bicycle; Garden; Kitchen access; Meals on request; Breakfast included in price; Tour guide; Advantages of access to local/regional cultural infrastructures; Experience and tour packages</i> |

Table A1. Cont.

| Type | Factor | Levels |
|-------------------------|---|---|
| Section B | Agricultural activity | |
| | Crops and agricultural products | Descriptive |
| | Processed products | Descriptive |
| | Animal husbandry | Descriptive |
| | Agri-food production system | Multiple answers: <i>Rainfed; Irrigated; Intensive; Extensive; Traditional; Precision</i> |
| | Natural hazard mitigation and risk reduction measures | Multiple answers: <i>Fire prevention; Wastewater treatment; Soil erosion prevention, Other</i> |
| | Biodiversity promotion measures | Multiple responses: <i>Control of invasive species; Reforestation of native species; Environmental education plan.</i> |
| Main agri-food products | Measures to promote the circular economy | Multiple responses: <i>Organic waste for animal feed; Water/electricity reuse system; Others</i> |
| | Trademark | Likert: from 1 (low) to 5 (high) |
| | Main motivations for investing in agriculture | Multiple responses: <i>Invest and recover equity; Diversify sources of business financing; Add value to the lodging business; Reduce the environmental impact associated with the production and transportation of food and raw materials; Develop the farm-to-table circuit.</i> |
| | Income from activities | Numeric |
| | Quality certification | Multiple answers: <i>PDO, PGI, Organic farming, Other</i> |
| Section C | Supply of food products | |
| | Own production for self-consumption | Descriptive |
| | Local supply chains | Descriptive |
| Section D | Sale of local products | |
| | Own store | Dummy = 1 if yes; dummy = 0 if no |
| | Can sell products after the experience | Dummy = 1 if yes; dummy = 0 if no |
| Section E | Restaurant | |
| | Own restaurant | Dummy = 1 if yes; dummy = 0 if no |
| | Main courses | Descriptive |
| | Own products for self-consumption | Descriptive |
| | Local supply chains | Descriptive |
| Section F | Agritourism | |
| | Activities available | Dummy = 1 if yes; dummy = 0 if no |
| | The activities are intended to offer | Dummy = 1 if yes; dummy = 0 if no |
| | Channels used to promote agritourism | Descriptive |
| | Price | Numeric |

Table A1. Cont.

| Type | Factor | Levels |
|------|--|--|
| | Associations for the organization of agritourism activities | Descriptive |
| | Main objective | Multiple responses: <i>General public; Local residents; Guests; Students; Other; Other</i> |
| | General opinion: | |
| | <ul style="list-style-type: none"> • Do agritourism programs value the experience of tourists visiting this territory? • Tourists/guests are not interested in agritourism activities. • Tourists/guests are only looking for accommodation • Tourists/guests are not interested in the rural lifestyle. • Tourists/guests are increasingly interested in learning about agriculture and rural traditions. • Tourists/guests are not interested in participating in animal activities. • Tourists/guests prefer to contemplate the landscape rather than participate in agricultural activities • Tourists/guests are not interested in traditional products • Tourists/guests who visit rural areas show interest in living here. • Tourists/guests express interest in gastronomic experiences that value local produce • Tourists/guests complain about lack of cultural activities in rural areas • Tourism in rural areas influences tourists to adopt more sustainable habits • The tourism sector is not interested in agricultural activity. • Farmers are not interested in tourism on their land • It is not possible to reconcile agricultural activity with tourism management activity. • I buy directly from other farmers because they keep the landscape more attractive. • I do not buy local products because the quality-price ratio does not justify • Tourists/guests prefer active tourism or activities in nature to contact with the countryside | Likert: 1 Strongly Disagree— 9 Strongly Agree |
| | Main tourist attraction | One Choice: <i>Nature/Landscape; Quiet/Peace; Local People; Heritage/Cultural Offering; Food/Wine; Local Traditions; Welcoming/Hospitality</i> |

Table A1. Cont.

| Type | Factor | Levels |
|-------------------------|--|--|
| | <p>Advantages of linking agriculture and tourism:</p> <ul style="list-style-type: none"> • Promotes local supply chains (“from farm to fork”) • Reinforces local gastronomic identity • Promotes sustainable production models • Guarantees the best quality/price ratio of the products • Create more employment opportunities • Attracts tourists who are more environmentally responsible and respectful of rural traditions • Creating more skilled jobs • Promotes access to fresh and seasonal produce • Contributes to the self-esteem of the local population • Values local crops/varieties/breeds • Promotes quality and certification of local origin (PDO/PGI) • Promotes activities and events to raise awareness of the territory. • Promotes the recovery and valorization of traditional know-how • Promotes the recovery of housing and facilities with sustainable materials and traditional architecture. • Contributes to the maintenance of landscapes of cultural interest. | Multiple answers (3 most important, ordered by relevance) |
| Section G | Associations | |
| Partners and objectives | Who are the partners | Multiple answers: <i>Farmers; Artisans; Municipalities; Public entities; Tour operators; Other</i> |
| | Main objectives | Multiple answers: <i>Housing promotion. Promoting own agri-food products; Organizing tourism activities; Organizing experiential programs promoted by the network; Organizing educational/environmental awareness programs; Selling products to specific markets; Participating in competitive trade networks; Not applicable to my situation.</i> |
| | Partnerships with local restaurants | Dummy = 1 if yes; dummy = 0 if no |
| | Main objectives | Multiple answers: <i>Sell products; Recommend a reliable service; Support local gastronomy; Strengthen the local economy; Create customized experience packages. Meal delivery at lodging; Does not apply to my situation.</i> |

Table A1. Cont.

| Type | Factor | Levels |
|--------------------------------|--|--|
| Section H | General Profile | |
| Company and respondent profile | Quality certification | Multiple Responses: <i>Biosphere; Green Key; Travel & Hospitality Award; Other</i> |
| | Renewable energy sources | Dummy = 1 if yes; dummy = 0 if no |
| | Business dimension | Numeric |
| | No. of jobs | Numeric |
| | Education | 1- Basic studies, 2-Medium studies, 3-Graduates |
| | Genre | Dummy = 1 if male; dummy = 0 if female |
| | Job | Descriptive |
| | Age | Numeric |
| Section I | General opinion | |
| Strategies for the territory | Strategic to develop the cross-border territory as a tourist destination | Descriptive |
| | Benefits of proximity to another country/culture | Descriptive |

Appendix B

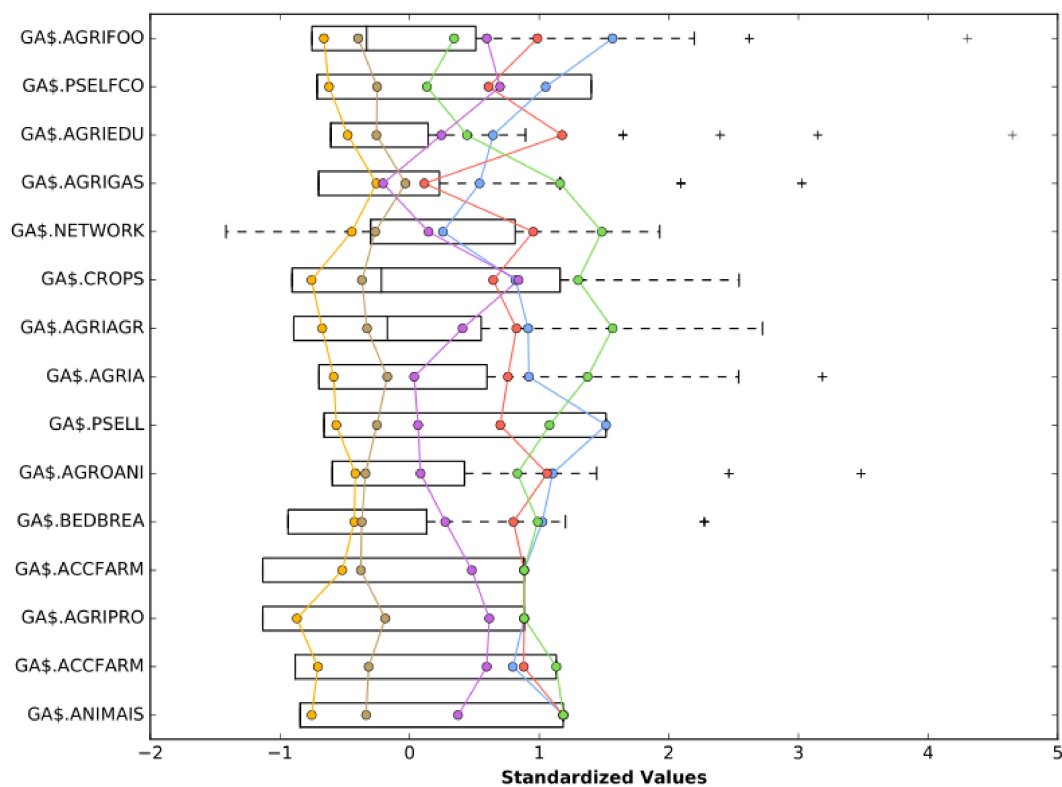


Figure A1. Parallel box plot obtained in Grouping Analysis using the ArcGIS software.

Notes

- ¹ More information available on <https://www.idanha.pt/idanhaemfamilia/a-campanha/>, accessed on 29 June 2022.

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Article

Spatial Analysis of Sustainability Measures from Agritourism in Iberian Cross-Border Regions

Dora Isabel Rodrigues Ferreira ^{1,2}, Luís Carlos Loures ¹ and José-Manuel Sánchez-Martín ^{2,*}

¹ Research Center for Endogenous Resource Valorization, Polytechnic Institute of Portalegre, 7300 Portalegre, Portugal

² Facultad de Empresa, Finanzas y Turismo, Universidad de Extremadura, 10071 Cáceres, Spain

* Correspondence: jmsanche@unex.es

Abstract: This research aims to evaluate whether agritourism is a sustainable activity, comparing the profiles of accommodation, farmers, and accommodation with agricultural activities. Four specific objectives drive this study: (a) examining the cultural/landscape, economic, environmental, and social indicators of sustainability; (b) comparing indicators of sustainability between groups; (c) revealing whether there is a significant cross-correlation between spatial distribution and its impact on sustainability metrics; (d) discussing the significance of these factors for tourism development policies. The present study uses various techniques to study the degree of equilibrium in the distribution of the accommodation and farms in relation to their sustainable impact. To verify this, we use the global Moran's I and G (d) tests proposed by Getis and Ord. As well as analyzing local contrasts, LISA (Local Indicators of Spatial Association) and Hot Spot analysis are used for mapping. The main results reveal different profiles of sustainability, highlighting the accommodation profile with the lowest contribution to sustainable development, while profiles where the relationship between agriculture and tourism is most visible seem to perform better. In general, the main results obtained suggest that there is no direct relationship between spatial distribution and sustainability inputs, excluding the potential of endogenous resources, and suggesting the existence of imbalances in the creation of agritourism products.

Keywords: agritourism; sustainable tourism; sustainable indicators; sustainable development; spatial statistics; spatial clusters; Moran's I; Getis–Ord G; LISA; cross-border regions



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1. Introduction

Farm-based tourism has recently attained more prominence in consumer vacation decisions, generating a new area for tourism product development [1]. Enhancing links between the tourism sector and agriculture constitutes an opportunity for inclusive economic and social growth, with a particularly strong impact in low-density regions. These links can help to create economic opportunities for local people, build resilience in rural areas and in small businesses, and enhance sustainable development in both sectors [2–4]. Despite these factors, some empirical evidence shows different views regarding the links between agriculture and tourism: on the one hand, difficulties arise due to the seasonal nature of tourism and the absence of a direct connection between agriculture and tourism [5]. On the other hand, a different scenario is detectable in Mexico [2], for example, where local agricultural production is an important aspect of the tourist industry.

Another important perspective is related to the role of agriculture in providing numerous attractions in rural areas, especially due to its capacity to contribute to preserving human and natural heritage and cultural landscapes, making positive contributions to human well-being [6]. The literature points out that the aesthetic value of agricultural landscapes is a requirement for the promotion of rural development, especially considering

that small-scale and traditional farms are perceived as rural idylls [7]; this extends to biological and ecological criteria [8] and increases the marginal value of agriculture's positive externalities [9].

Several studies have researched the connections between agriculture and tourism. Some seek to identify the practices, challenges, and opportunities for coexistence between the two sectors [1,10], while others aim to understand the economic significance of agritourism in relation to the full range of commercial links between the agriculture and tourism sectors [11,12]. Other studies analyze the food supply chains of tourism accommodation providers [13,14], or interrogate how strong links between tourism and food production systems may lead to more sustainable development [15]. The main results obtained indicate different scenarios: on the one hand, they demonstrate that there is no practical link between tourism and agriculture [1], while, on the other, some authors draw attention to the fact that "farmers and tourists can benefit from each other in various ways" [11]:552. Faced with this dual reality, the present study investigates the links between agriculture and tourism through the application of a range of indicators that measure the sustainability of these relationships.

Measurements of the sustainability of tourism activities have been implemented and expanded since the 1960s to assess related social and biophysical changes [16], as well the broad technical indicators (i.e., indirect/direct, descriptive/analytical, and subjective/objective) and discipline-based indicators (e.g., economic indicators, social indicators, tourism indicators, or psychological indicators) [17]. Summarizing the literature, Sardanou et al. [18] note that sustainable tourism must be focused on the economic, environmental, social, and cultural dimensions. However, more recently, other researchers have included supplementary dimensions to measure the political, management/institutional, and technological impacts in terms of the sustainability of touristic activities [19]. These dimensions are conducive to the principles of sustainable tourism, facilitating an approach that can be used to make all types of tourism more environmentally, socially, and economically beneficial; however, such an approach is only possible if tourism promotes the optimal use of resources [20].

Thus, to promote efficient management in tourism businesses, preventive measures are required to develop a sustainable tourism model. The most common indicator used is related to the environmental dimension [21], measuring quality protection and the quality of natural resources [22] or including dimensions to evaluate negative impacts [20], such as the loss of renewable/non-renewable resources, the rate of ecosystem destruction, and reuse/recycling rates [17]. Effective and appropriate management directions for promoting best performance in the environmental touristic dimension are frequently related to ecotourism practices [23,24]. Regarding the socio-cultural effects of tourism, the literature includes indicators such as the analysis of tourism development in local communities, the capacity to avoid rejection by the local population, or an evaluation of the indirect effects of tourism on the level of inhabitants' well-being [20]; other factors include social cohesion, cultural education and cultural (site) management, and the distribution of resources [17]. From an economic point of view, the literature includes indicators such as the impact of tourism on employment, income distribution/capital leakage, economic well-being, working conditions, and local government income [17].

Several studies have examined local inhabitants' and visitors' perceptions of the impacts of outdoor recreation and tourism in terms of its benefits and detrimental effects [25–28], the provider's perspective [29], or opinions on agritourism and other farm-based entrepreneurial ventures [30], suggesting that agritourism produces various economic, environmental, and social benefits. The main indicators applied allow for the evaluation of different dimensions of agritourism, as summarized in Table 1.

Table 1. Sustainability indicators.

| Dimension | Description |
|----------------|---|
| Economic | <ul style="list-style-type: none"> • Farm household income • Farm gross sales • Diversification effect on farm profits • Employment of family members (in numbers) • Number of farm employees • Number of full-time employees • Diversification effect on employees • Revitalization of local economies • Enhancing the quality of life of local people • Enhancing the tourism appeal of rural areas |
| Socio-cultural | <ul style="list-style-type: none"> • Attachment to agriculture • Off-farm employment • Historic and cultural preservation • Preserving rural heritage and traditions • Sharing cultural heritage with visitors • Providing recreational activities for visitors • Attracting and retaining a population |
| Environmental | <ul style="list-style-type: none"> • Environmentally friendly farming • Stewardship practices • Preserving natural resources and ecosystems • Providing scenic beauty and landscapes • Educating visitors about agriculture or nature |

Source: authors' own elaboration based on [26,30,31].

When analyzing the main results obtained in the studies identified in Table 1, we highlighted agritourism as a model for promoting sustainability from an economic standpoint (e.g., higher household incomes, job creation); it has more sociocultural benefits than other entrepreneurial models, with a particular impact on the preservation of rural heritage, increasing community pride, empowering female farmers, and improving farmers' social status. The agritourism model also produces positive environmental impacts through the conservation of biodiversity and natural resources, minimizing environmental damage [30]. On the other hand, the literature highlighted the need to communicate the economic and socio-cultural benefits that arise from agriculture activity (preserving cultural heritage), while "enhancing the tourism appeal of rural destinations" [26]:14. Effectively, agritourism has been suggested as a sustainable entrepreneurial model [30], and is sometimes also presented as a touristic model that is more able to support climate change strategies in the following five dimensions [32]: enhancing natural, agricultural, cultural, and social capital, developing a new source of household income, protecting landscapes and environments by adopting, maintaining, or strengthening ancestral agricultural practices, and preserving crop diversity and native plants.

The long-term impact of agritourism has been studied in previous research. For example, studies have considered the impact of agritourism in purchase behavior [33] or intentions to purchase farm experiences [28].

Given the research objectives, our sustainability pattern analysis accounts for economic, environmental, social, and cultural/landscape dimensions; it also includes a global indicator that integrates all dimensions of sustainability. The analysis was intended to identify the existence of a global pattern of the distributions of the variables in the study area. On the other hand, we sought to verify whether there are local distribution patterns. Lastly, we analyzed the perceptions of 101 local stakeholders (accommodation managers and farmers) regarding the advantages of agricultural and tourism links. The novelty of the approach used in this article can be observed in the combination of the methodology applied and the specificity of the analyzed locations; due to their natural and cultural

characteristics, these places emerge as interior destinations that require sustainable tourism management strategies.

This study intends to identify whether there are links between agriculture and tourism, starting from the principle of the symbiotic relationship between agriculture and tourism that can be found in agritourism, and which is presented in the literature as a key element of environmentally and socially responsible tourism in rural areas [24]. In general, the patterns and dynamics of agritourism are unknown, as is their potential to develop cross-border territories marked by the abandonment of agricultural activity, the aging of the local population, and low business density, all of which must be urgently addressed. In order to achieve its objectives, this study is structured as follows: after this introduction, the next section serves as a guide to some characteristics of the study area. Subsequently, we describe the methodology used in this research. The third section describes the results obtained; finally, we present a synthesis of the main conclusions in the fourth section.

2. Materials and Methods

2.1. Research Design

A methodology with four stages was designed (Figure 1). In the first step, a literature review was performed to identify the main gaps and support the questionnaire design to anchor the creation of sustainable indicators. We carried out observation field trips to collect information photographs and to compile statistical and cartographic data that allowed for the characterization of the territory. In the second step, the questionnaire was given to farmers and accommodation managers in order to collect data and information that allow for the identification of the main characteristics and to detect links with agricultural activity. Therefore, a database was created using Excel and SPSS version 27 software to support the statistical analysis and structure the creation of indicators. Both databases enabled the authors to design and develop a Geographical Information System application using ArcGISs v.10.8., which brings together geographical data and patterns regarding the sustainability of agritourism with dynamic information. The last stage consisted of data analysis and treatment, as detailed in Section 2.5.

2.2. Questionnaire Design

A questionnaire addressed to the accommodation households and to farmers was designed and implemented. Based on the aims of the study, the survey was developed to collect information that would allow for the characterization of the accommodation in the study area, the identification of the respondents' relationships with the agricultural sector or the tourism sector, and the determination of existing agritourism activities. The questionnaire was organized into the following sections (Appendix A): (a) general profile of accommodation or farmers' operations, (b) agricultural activity, (c) food products suppliers, (d) sale of local products, (e) restaurants, (f) agritourism, (g) partnerships, (h) general profiles, and (i) general opinions (Table A1). The survey was tested, and its completion took an average of 30–60 min (personal interviews) or about 10–20 min (online questionnaire). To test the reliability of the questionnaire, the Cronbach's alpha value was calculated. The Cronbach's alpha for the treated questions was 0.938, indicating very satisfactory levels of internal consistency and reliability for the questionnaire and its dimensions.

2.3. Data Collection

The present research was conducted on 20 municipalities that comprise cross-border regions (the Centro and Alentejo regions of Portugal and Extremadura, an autonomous community of Spain). The required data and information were obtained from surveys and personal interviews. Data collection began in February 2020. However, limitations imposed by the COVID-19 pandemic limited the face-to-face data collection. Personal interviews were retaken from January 2021 to June 2022. The target group for this research comprised the owners of accommodation and local farmers. Accommodation households were randomly chosen regardless of their category and according to their type: rural

accommodation types, specifically “countryside houses”, “agritourism”, “rural hotels”, according to the Decree-law n. ° 80/2017 of 30 June; “local accommodation”, according to the Decree-law n. ° 62/2018 of 22 August, which is in force in Portugal; and “rural hotels” and “rural accommodations”, according to the Decree n. ° 65/2015 of 14 April, in force in Extremadura.

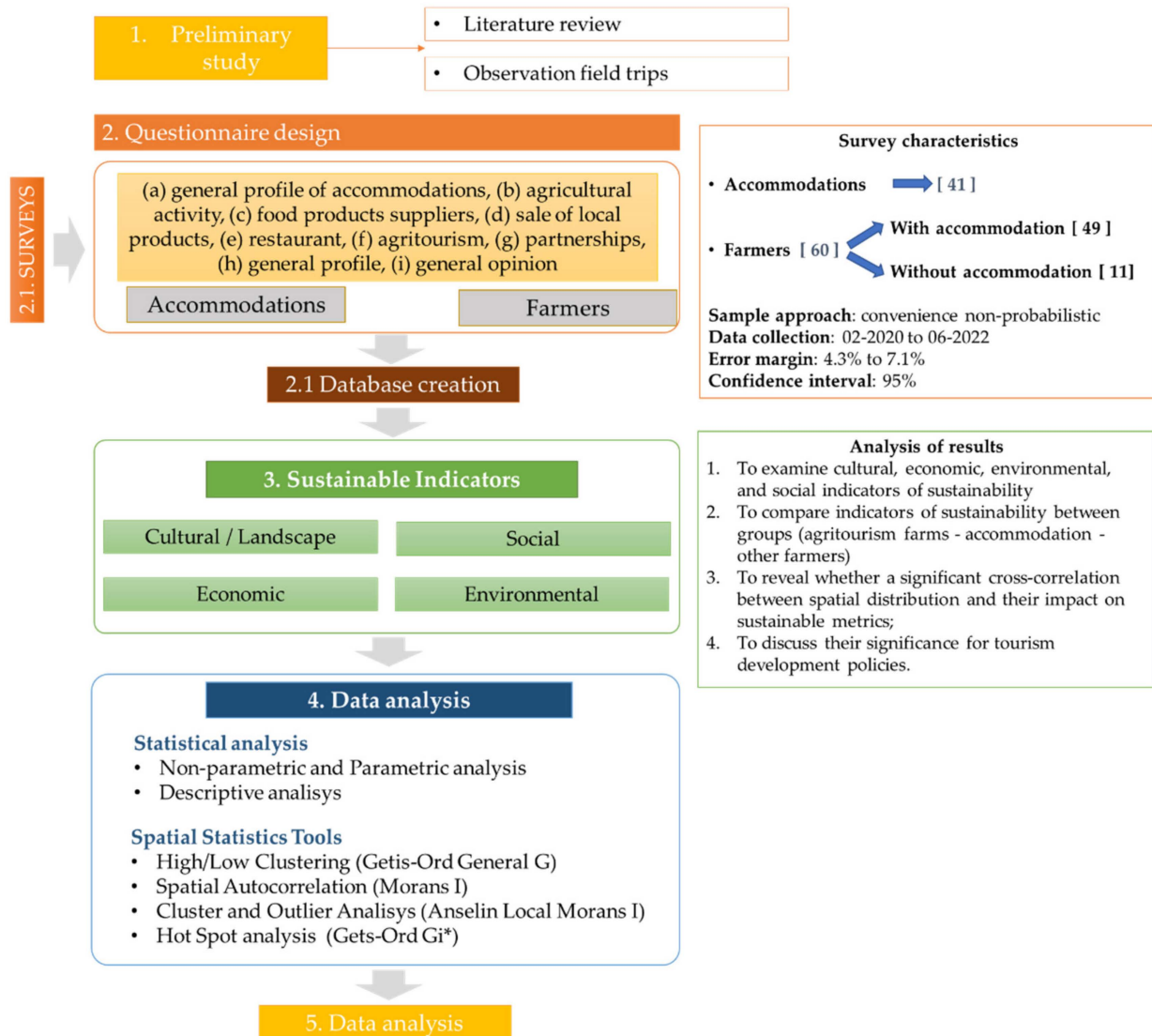


Figure 1. Methodological process.

To identify the accommodation in the study area, the data used were obtained from the Statistical Tourism Office of Portugal (last updated on 31 December 2021) [34], and the Extremadura Tourism official website, which is run by the regional government (last updated on 31 December 2021) [35].

These databases comprise 251 cases. However, after verifying their existence and their availability to collaborate in this investigation, the sample comprised 168 accommodations, of which 82% are in Portugal.

There is no official database that identifies and characterizes farmers. Given this limitation, we used a snowball survey method. The farmers who were part of the study sample were identified by the accommodation managers. Thus, the research includes farmers with whom the tourism sector maintains ties, whether for the supply of products, or to carry out agritourism activities in partnership. The process was repeated until

the sample was saturated and no new contacts were mentioned by the accommodation managers. In this case, this research excludes farmers without ties to the tourism sector.

2.4. Sampling

For research purposes, about 90 personal interviews and surveys with accommodation managers were collected and processed from the field, covering 54% of the total amount of accommodation in the study area. The data collection process allowed for the identification of about 49 cases that also engaged in agricultural activities, which are designated as “accommodations with agriculture activity” (or farming).

The number of surveys proved to be sufficient to determine the effectiveness of the proposed methodology, considering that the margin of error with 95% confidence in the most unfavorable case was 7.1%, while that in the most favorable case was 4.3%.

Due to the limitations of identifying other farmers in the study area, about 11 farmers were interviewed according to the method described above. These are inspiring cases, as they represent examples of links between agriculture and tourism.

Profile of Respondents

For a better delimitation of the database, the cases were organized as follow: accommodation (N = 41), accommodation with agricultural activity (N = 49), and farmers (with links to the tourism sector) (N = 11). Table 2 shows the sociodemographic characteristics of the sample with the main variables: gender, age, level of education, study level, duration of previous experience, and the time spent in business were recorded. About 61% of the participants were male and 39% were female. The average age of the participants was 50 years old (Sta. Dev. 10). Most participants studied to a high-school education level (74%); however, only 12% had qualifications related to tourism and 11% had qualifications related to agriculture. We focused only on those farmers who worked full-time managing their business, while the other profiles were only partially dedicated to this work.

Table 2. Profile of respondents.

| Sociodemographic Variables | | Accommodations <i>n</i> = 41 | Accommodations with Agricultural Activity <i>n</i> = 49 | Farmers <i>n</i> = 11 | Total | % |
|--------------------------------------|----------------------|---------------------------------|---|--------------------------|-------|----|
| Gender | Male | 27 (66%) | 26 (53%) | 9 (82%) | 62 | 62 |
| | Female | 14 (34%) | 23 (47%) | 2 (18%) | 39 | 39 |
| Age | 25–29 | 2 (5%) | 0 (0%) | 0 (0%) | 2 | 2 |
| | 30–34 | 2 (5%) | 2 (4%) | 0 (0%) | 4 | 4 |
| | 35–39 | 7 (17%) | 3 (6%) | 1 (9%) | 11 | 11 |
| | 40–44 | 5 (12%) | 2 (4%) | 3 (27%) | 10 | 10 |
| | 45–49 | 4 (10%) | 10 (20%) | 3 (27%) | 17 | 17 |
| | 50–54 | 8 (20%) | 8 (16%) | 0 (0%) | 16 | 16 |
| | 55–59 | 3 (7%) | 14 (29%) | 3 (27%) | 20 | 20 |
| | 60–64 | 7 (17%) | 6 (12%) | 0 (0%) | 13 | 13 |
| ≥65 | 3 (7%) | 4 (8%) | 1 (9%) | 8 | 8 | |
| Study level | Elementary school | 3 (7%) | 4 (8%) | 0 (0%) | 7 | 7 |
| | Middle school | 7 (17%) | 10 (20%) | 3 (27%) | 20 | 20 |
| | High school or above | 31 (76%) | 35 (71%) | 8 (73%) | 74 | 74 |
| Tourism-related qualifications | | 7 (17%) | 4 (8%) | 1 (9%) | 12 | 12 |
| Agriculture-related qualifications | | 0 (0%) | 7 (14%) | 4 (36%) | 11 | 11 |
| Time spent in business | Total | 3 (7%) | 9 (18%) | 8 (73%) | 20 | 20 |
| | Partial | 38 (93%) | 40 (82%) | 3 (27%) | 81 | 80 |
| Experience in business (n° of years) | 0–3 | 14 (34%) | 14 (29%) | 5 (45%) | 33 | 33 |
| | 4–9 | 15 (37%) | 22 (45%) | 3 (27%) | 40 | 40 |
| | 10–20 | 10 (24%) | 10 (20%) | 2 (18%) | 22 | 22 |
| | >20 | 2 (5%) | 3 (6%) | 1 (9%) | 6 | 6 |

2.5. Data Analysis

To fulfil the objective of comparing indicators of sustainability between groups (lodgings, farmers, and accommodations with farming), we applied different methods:

- Cross-tabulations by Pearson Chi-square testing (significance level $\alpha = 0.05$) to dummy variables. The value of the Chi-square statistic indicates whether or not there exists a statistical relationship between variables in the cross-classification table [36–38].

U-Mann–Whitney testing (significance level $\alpha = 0.05$), which does not require the assumption of the normal distribution of the data [39].

In second phase, to reveal whether there was a significant cross-correlation between spatial distribution and its impact on sustainability metrics, Hot Spot Analysis (Getis–Ord general G^*) and Cluster and Outlier Analysis (Anselin Local Morans I) were applied, according to the procedure detailed in Appendix B [40]. To achieve this, we used ArcGIS software (version 10.8).

The Geographic Information System (GIS) can support touristic activity management, enabling the mapping and analysis of territorial phenomena, such as patterns of accommodation distribution [41]. Understanding the impacts of tourist activity is a fundamental premise of the principles of sustainable development; therefore, the present investigation uses GIS to understand which sustainability patterns emerge in the cross-border landscape. These methods were tested in the literature, highlighting studies with the following aims:

- to examine the drivers of agritourism clusters to try to understand what place-based features are associated with their creation [42];
- to determine hotspots of agritourism and direct sales to consumers in the United States [43];
- to create an indicator of the localization intensity of agritourism farms and explore their spatial distribution at the municipality level [44]; and
- to determine the online reputations of rural accommodation establishments located in the Autonomous Region of Extremadura by means of an analysis of the opinions recorded by rural tourists on various web portals [45].

All studies suggest that the application of geostatistical techniques has numerous advantages due to the spatial distribution of the variables analyzed.

To fulfil our research objectives, it was crucial to determine the spatial distribution and location patterns of the sustainability of agritourism activities [46]. According to the literature, it is possible to use techniques that describe spatial distribution, particularly atypical locations (Outliers), and clusters (Clusters) or hot spots (hotspots), and other forms of spatial heterogeneity [47]. According to the literature, the main spatial effects highlighted include [46,48] autocorrelation (random pattern of distribution) and spatial dependence, which can be positive (when the presence of a given phenomenon in a region extends to other nearby regions, suggesting the “contagion” effect) or negative (when nearby destinations present different values of a variable. In this case, it occurs when a region prevents or hinders the appearance of the same phenomenon in another region, suggesting the “absorption” effect). The autocorrelation can be approached in two ways:

- Global perspective: by identifying trends or spatial structures in each geographic area, following the algorithms of Moran [49] and Getis and Ord [50].

Local perspective: calculating an indicator for each of the observation units, allowing us to identify which of them have higher (or lower) values than expected in a homogeneous distribution. The most commonly used indicators are those proposed by Anselin [51] and G_i^* by Getis and Ord [50] and Ord and Getis [52]. Both tests can be considered complementary, as they allow for the detection of territorial patterns of a variable distribution and, simultaneously, help to detect anomalies [41]. However, this approach can be differentiated: while the Hot Spot analysis (Getis–Ord G_i^* test) locates clusters of high or low values, the case of the LISA test expands these results to locate not only these two types of clusters, but also other entities with anomalous values compared to the values of neighboring points. In this specific case, the first test aims to locate cases that have the

application of sustainability indicators in common, as shown by the analysis of economic, environmental, social, and cultural/landscape indicators. In the case of the LISA test, it enables a complementary analysis that indicates places where sustainability patterns that are different from the surrounding area stand out. This test can produce five different results [46]: clusters of high or low values with neighboring locations assuming similar values (HH or LL), clusters of high values surrounded by low values (HL), low-value grouping surrounded by neighbors with high values (LH), and, finally, entities for which no significant relationship can be identified.

Our main hypothesis is that there are weak links between agriculture and tourism, which, in turn, translate into weakened sustainability standards. If this hypothesis is confirmed, the main contribution of the present investigation involves the creation of knowledge that aims to support more sustainable tourism management policies and lead to the creation of tourist resources that value local assets and promote the protection of the agriculture landscapes. This principle is based on the objective of delimiting areas where sustainability standards are confirmed and others where, on the contrary, the need persists to develop new measures that are conducive to the development of sustainable tourism. For this purpose, two geostatistical techniques are applied: Hot Spot analysis (Getis–Ord G_i^*), which aims to establish similarity patterns (high or low values), and cluster and outlier analysis (Anselin Local Moran/ s_i), which intends to establish patterns of similarity and anomalous values in neighborhood relations.

For this purpose, we used the Mapping Clusters tool, which is available in the Spatial Statistics Tools package in ArcGIS. It should be noted that, according to the literature, a Hot Spot that reaches a high value becomes relevant from the point of view of sustainability analysis, but it cannot be assumed that it is a statistically significant case, particularly if it appears in isolation [43]. For it to be considered statistically significant, it must have a high value and be surrounded by other points that also have high values. In the case of cluster and outlier analysis, it identifies patches that have high or low values in line with their surroundings, as well as anomalous areas where a patch has a different value from its neighbors, either much higher or lower. There are also cases where it is not possible to identify associations. The statistics generated in this analysis predict that a high positive significance value (z-score), between 1.96 and 5%, indicates the presence of clusters of high or low values of the variable. In turn, a significant negative value (less than -1.96 at 5% significance) indicates the existence of spatial outliers [46].

These techniques produce different results. However, this will allow us to determine which is the technique that best represents clusters with sustainability standards. Therefore, the same distance criteria were used to determine the spatial relationships. The three most common spatial relationships in the literature [41] are: (a) the inverse distance (which is based on the premise that the further away an element is, the smaller the impact it causes); (b) the inverse squared distance (which only differs from the previous relationship because the slope is more accentuated; in this case, the neighboring influences decrease more quickly); and (c) the fixed-distance range (where neighboring features within a defined influence distance are weighted equally (1, in this case), while features outside the specified distance do not influence the calculations because their weights are equal to zero). This last criterion is the most commonly used in the literature [41,46]. Regarding the possibility of applying these techniques to the case of the tourism sector, the distance factor between neighbors is highly relevant due to the intended contagion effect. The high levels of diversity of the distance criteria led to multiple previous analyses that implied the application of different tests for all spatial relationships. The fixed-distance criterion (Fixed-Distance Band) using the Euclidean method was selected due to the fact that it is the most commonly used criterion in the literature [41,46]. For this purpose, the criterion of 10 km was applied (Figure 1), which allowed us to consider 96% of the analyzed cases; that is, only 4% of the analyzed cases lack neighbors. It should therefore be emphasized that only four cases are omitted in the analysis performed.

2.6. Sustainable Indicators

To measure the economic, environmental, social, and cultural impact resulting from these links, several variables were tested.

Based on the literature review, tourism sustainability may be assessed in terms of human activities and their environmental impact [53]. To make this assessment, Choi and Sirakaya (2006) [17] used six dimensions: economic, social, cultural, ecological, political, and technological. Meanwhile, Roberts and Tribe (2015) [54] used the economic, environmental, and social-cultural dimensions to measure the sustainable development of tourism activity. This research thus identified four dimensions of sustainable tourism indicators: economic, environmental, social, and cultural and landscape. All of these dimensions include variables with quantitative (discrete) or qualitative information (dummy) (Table 2).

The “cultural and landscape dimension” includes six variables that characterize the local way of life and emphasize the importance of the landscape as a cultural and natural resource; according to the literature, this resource is important for promoting recreational experiences [53]. In this case, it enables us to evaluate whether the tourism sector capitalizes on agricultural heritage and local products, and whether tourism operators take advantage of local identities and the agricultural landscape [26]. To measure this variable, we evaluated the presence of several resources that are calculated with different weights according to their importance in defining the cultural landscape [55–57]. When developing this perspective, it was specified that “cultural landscape often reflect specific techniques of sustainable land-use, considering the characteristics and limits of the natural environment they are established in, and a specific spiritual relation to nature. (. . .) the continued existence of traditional forms of land-use supports biological diversity in many regions of the world. The protection of traditional cultural landscapes is therefore helpful in maintaining biological diversity” [58]:14. According to this definition, which is the most comprehensive description of cultural heritage and the recent incorporation of the landscape, the environment, the territory as a whole, and the active role of the society that inhabits it, it is crucial to preserve cultural and natural values [59,60]. For this reason, we incorporated the landscape dimension while considering the various elements that tell the story of rural life and agricultural traditions, assigning different weights depending on their ancestry and territorial characteristics (Equation (1)).

Visual quality of the landscape

$$\begin{aligned}
 &= \{(\text{oil mills} + \text{wine house} + \text{distillery} + \text{cheese factory} + \text{shale architecture} \\
 &+ \text{granite architecture} + \text{stone walls} + \text{terraces} + \text{river warf or rivers o} + \text{wood oven} \\
 &+ \text{greenhouses} + \text{trakings} + \text{water or wind mills} + \text{close to historic village} / 1) \\
 &+ ((\text{mediterranean forest} + \text{vinyard} + \text{centenary olive trees} + \text{apiary} + \text{orchard} \\
 &+ \text{vegetable garden} + \text{animals on pastures} + \text{pastures} + \text{traditional olive grove} \\
 &+ \text{“dehesa/montado”} + \text{chestnut tree} / 0.75) + (\text{endogenous plants or animal races} + \text{wildlife} \\
 &+ \text{forest} + \text{water reservoirs} / 0.5)\}
 \end{aligned}
 \tag{1}$$

Equation (1). Formula for calculating the variable visual quality of the landscape.

The economic dimension includes eight variables that aim to evaluate the performance of the accommodation and farmers’ management practices according to criteria related to their capacity to establish partnerships [61,62] and whether they take advantage of quality products or services [63], as well their impact on job creation or activities diversification [17]. This perspective contributes to our understanding of whether there is an equitable distribution of economic benefits between tourism and the agriculture sector, and whether the same benefits are conferred to local communities [61].

The environmental dimension includes nine variables; the relevance of most of these variables is supported by the literature. This dimension characterizes the ecological profile and the benefits of links between agriculture and tourism. This information is important for verifying whether all businesses show adherence to sustainable tourism policies [54]. This dimension includes variables such as sustainable certification [64–66], whether business take advantage of autochthonous resources [67], natural resources, and renewable energy

sources [54,68], and whether they put into practice measures to prevent natural hazards [17] and contribute to biodiversity conservation [55].

Finally, the social dimension includes seven variables. This dimension explains whether agritourism is considered a solution to developing new and innovative touristic products [9,27,30,69], mainly in relation to local knowledge and activities with impacts on local inhabitants [17] and social farming [70].

In total, 30 sustainable tourism variables were tested to verify whether the relationships between agriculture and tourism are fruitful, as illustrated in Table 3.

Table 3. Sustainable dimension and variables.

| Indicator | Objective | Variable | Typology |
|--------------------------------|---|--|--------------|
| Cultural/ Landscape | Valuing the aesthetic qualities of cultural heritage | Visual quality of the landscape | Quantitative |
| | | Localization in historic villages | Dummy |
| | | Monuments and historic heritage | Dummy |
| | | Valuing of traditional architecture | Dummy |
| | | Valuing of natural heritage | Dummy |
| Economy | Valuing invisible economic impacts | Valuing of cultural heritage | Dummy |
| | | Direct sales / personal sales | Dummy |
| | | Online sales | Dummy |
| | | Employment growth | Quantitative |
| | | Economic activity diversification | Quantitative |
| | | Partnerships with tourism sector | Quantitative |
| | | Partnerships with farmers | Quantitative |
| Origin certification (PDO/PGI) | Dummy | | |
| Quality certification | Quantitative | | |
| Environmental | Valuing the preservation of nature and biodiversity | Renewable energy sources | Dummy |
| | | Organic certification | Dummy |
| | | Localization in natural or protected areas | Dummy |
| | | Autochthonous plant and animal species | Dummy |
| | | Ecosystem services | Dummy |
| | | Prevention of natural hazards | Quantitative |
| | | Education in sustainability culture | Dummy |
| | | Biodiversity conservation | Quantitative |
| Circular economy measures | Quantitative | | |
| Society | Valuing activities and immaterial heritage | Tourism services (accommodation) | Dummy |
| | | Tourism services (entertainment) | Dummy |
| | | Valuing traditional knowledge | Dummy |
| | | Rural festival organization/participation | Dummy |
| | | Agritourism activities | Quantitative |
| | | Communication of agritourism activities | Dummy |
| Social agriculture | Dummy | | |

2.7. The Context of the Case Study

The present study comprises about 20 municipalities in NUT II of Extremadura (Spain), NUT II of Centro (Portugal), and NUT II of Alentejo (Portugal) (Figure 2). The local tourist management in this area is an authentic “patchwork”, comprising projects and initiatives led by municipalities or different judicial districts, such as “Mancomunidad de Sierra de San Pedro”, “Mancomunidad Tajo-Salor”, “Mancomunidad Rivera de Fresnedosa”, and “Mancomunidad de Sierra de Gata” in the Spanish area, and “Turismo da Região Centro” and “Turismo da Região Alentejo” in Portugal. This creates a complex reality, as is reflected by the existence of numerous local initiatives and projects, sometimes without common objectives and lacking clear aims to take advantage of the local resources and local culture of the border territories. Added to this reality the total absence of a strategy to promote agritourism in the territory’s tourism agendas, which ignore the landscape heritage, the value of local products, and traditional knowledge as means of promoting a sector based on

the principle of sustainability [71,72]. Only the tourism strategy of the Centro region shows some signs of promoting agritourism, when suggesting the “wool route” and “cheese route” [73], thus recognizing the quality and specificity of agricultural products.

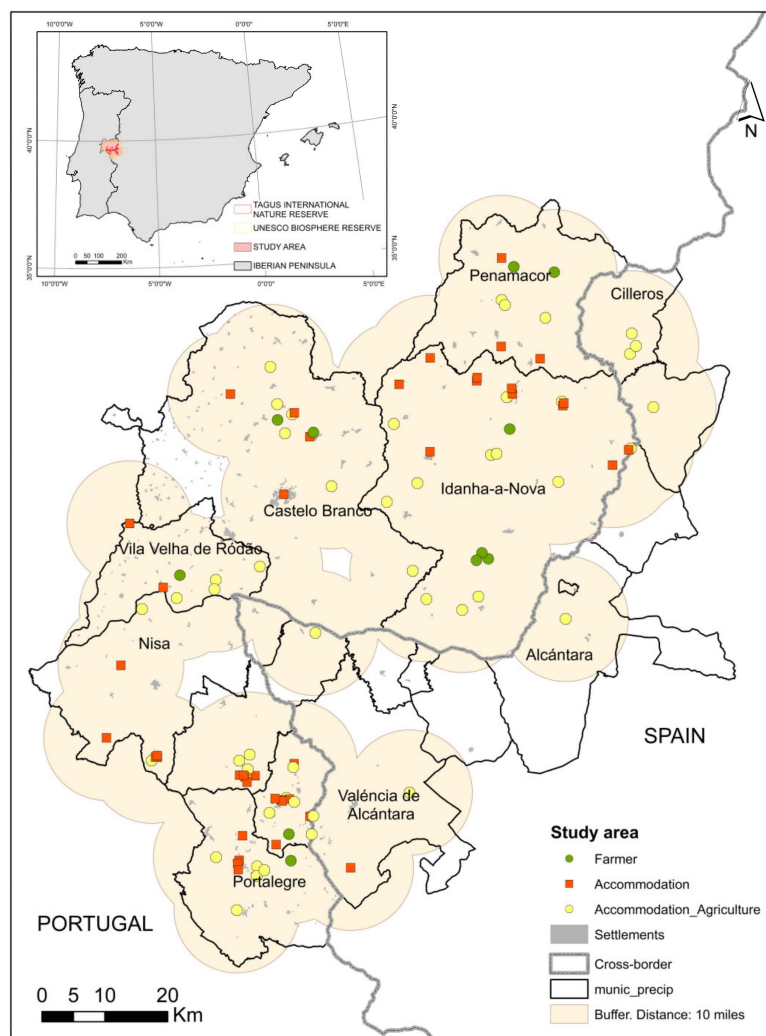


Figure 2. Study area and cases study localization.

In the study area, according to the national statistics of Tourism of Portugal [34] and the Tourism Observatory of Extremadura [35], there are 202 accommodation structures with 1010 accommodation places in 2021, centered in the areas of Castelo Branco city, Portalegre, and close to the historic villages in Idanha-a-Nova, Marvão, and Castelo de Vide. Only 11% of accommodation located in Portuguese territory is classified as agrotourism, according to the decree law n. ° 80/2017 of 30 June (which constitutes the common diploma of all tourist enterprises).

Isolation and weak accessibility contribute to low economic dynamism and low investment in public policies. The human geography of this territory is marked by a low rate of occupation, an aging population, and progressive de-population [38]. However, the study area includes border municipalities that are part of the Tagus/Tajo International Transboundary Biosphere Reserve, classified by UNESCO, with some overlapping areas of the Natura 2000 reserve and protected landscape areas, such as the Malcata, São Mamede, Gardunha, and São Pedro. Unique landscapes and quality products can be found in this territory, which is characterized by the predominance of the agro–silvo–pastoral system (designated as “Dehesa” in Spanish territories and “Montado” in Portugal), traditional olive groves that preserve native cultivars (e.g., *Olea europaea* L. “Galega” in Portugal and

“Manzanilla-Cacereña” in Spain), and animal species such as sheep (*Ovis aries*, var. “Merino da Beira Baixa”) and goats (*Capra aegagrus hircus*, var. “Serpentina”). These resources give rise to a great diversity of quality products, such as cheese, pig meat, olive oil, and fresh fruits (chestnut, cherries, and apples) with Products with Denomination of Origin (PDO) or Protected Geographical Indication (IGP) or other thematic branding seals.

For example, in the study area, it is possible to find a variety of new and innovative products that make use of quality brands, such as the seal of “organic farming”, “Beira Baixa—lands of excellence” or “International Tagus—gastronomic destiny”. These brands are important communication elements, reinforcing the products’ origins.

Although there is no structured tourism offer, there are indications of the offer of agritourism activities and services, such as: accommodation on farms, olive picking, oil mill visits, olive oil tasting, bird watching, and educational activities in the “dehesa/montado” (Table 4).

Table 4. Examples of agritourism activities found in the study area.

| Activities | Descriptions of Some Examples |
|---|--|
| Experiences | “Olive oil route with 3 days of experiences”, “Picnic in olive grove”, “Photo tours in dehesa/montado”, “Rural day” |
| Accommodation on farms | “Herdade da Urgueira”; “Herdade da Sarvinda”; “Herdade da Tapada da Tojeira”; “Almojanda 3 olive tree”; “Olivoturismo Casa Mestre do Lagar”, “Casa da Urra”, “Finca la Ramallosa”, |
| Learning about agriculture and animal husbandry | “Quinta dos Ribeiros”, “Monte do Pego”, “Quinta de São Pedro de Vir a Corça” |
| Olive oil tasting | “Herdade da Tapada da Tojeira”; “Azeite Castelo de Marvão”; “Real Idanha” |
| Visiting oil mills | “Herdade da Tapada da Tojeira”, “Olive oil mills museum in Vila Velha de Rodão”, “Olive oil mills museum in Idanha-a-Nova”, |
| Olive picking | Beir’Aja; “Real Idanha” |
| Feeding animals, sheep milking, artisan cheese | “Herdade da Bezágueda”, “Beir’Aja”, “Alojamento Casa 25”, |
| Bird watching (dehesa) | “El millaron”, “Herdade da Sarvinda” |
| Stargazing (dehesa) | “Casa Rural Montanío Blanco”, |
| Educational activities | “Beira’Aja”, “Herdade da Bezágueda” |

Source: authors’ own data collection instruments.

3. Results

3.1. Agritourism Sustainability Patterns and Dynamics

The main results reveal the importance of social, cultural, and landscape resources in promoting tourism in the study area; additionally, farms’ entrepreneurial diversification is suggested because of its numerous benefits (Figure 3). The cultural/landscape dimension is most visible in the cases studied (40%), followed by the social dimension (26%), the economic dimension (20%), and the environmental dimension (14%).

In general, accommodation with agricultural activities has a more sustainable performance, with 61% of total sustainable actions detected, while the accommodations have 21% and farmers implement about 18% of the total.

When analyzing our results in more detail, we noticed that the accommodation with agriculture stands out in terms of the environmental indicators (67%), followed by the social dimension (63%), the cultural/landscape dimension (60%), and the economic dimensions (57%). In the case of accommodation, the cultural/landscape dimension stands out as being the most representative (28%), followed by the economic (19%), social (18%), and environmental (just 10%) dimensions. The opposite scenario can be seen in farmers, who have greater visibility in the environmental dimension (24%), followed by the social (24%), economic (23%) and cultural dimensions (12%).

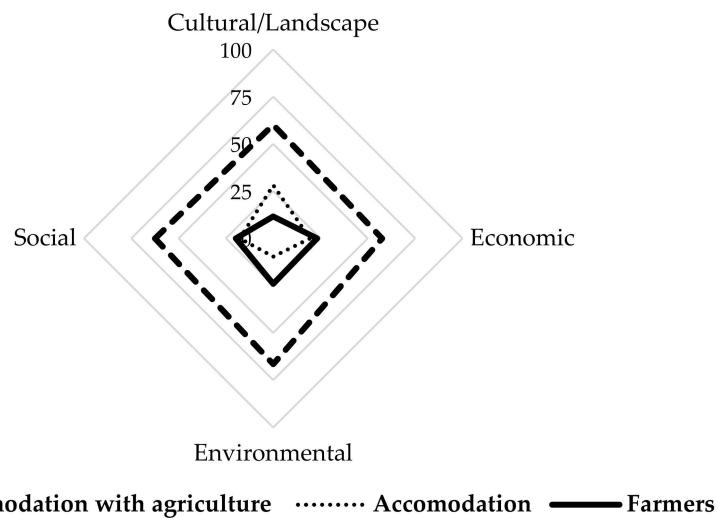


Figure 3. A comparison of sustainable indicators between accommodation, accommodation with agricultural activity, and farmers (% of total implemented actions).

When comparing the accommodation, the worst performance was identified for the economic dimension (Figure 4). This reveals the potential of agritourism to preserve social and cultural values as well important aspects of environmental heritage. This result confirms the urgency of obtaining benefits from sustainable tourism.

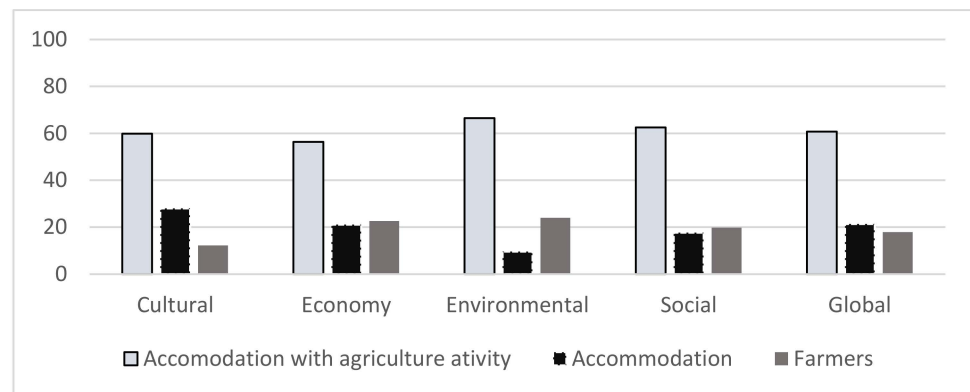


Figure 4. Main impacts of tourism and farming activities (%).

Despite the reduced number of farmers surveyed, we noted that there is a perception that, when there is a connection to tourism, there is a greater contribution to sustainability. On the contrary, accommodation management has lower levels of sustainability performance when it is disconnected from a strategy that incorporates the dimensions of agritourism, local products, or traditions (Figure 4).

The geographic distribution of the results obtained by each typology of sustainability indicator can be seen in Figure S1 in the Supplementary Material. The sustainability indicators, which include the cultural perspective and landscape valorization, generate important benefits, especially to business models that combine agriculture and tourism (i.e., accommodation with agricultural activities, as well farmers with links to agriculture). Overall, accommodation or other tourism services with links to farming seem to be attached to agriculture and, consequently, the landscape is particularly strategically well placed to develop new agriproducts and services for the tourism sector. The distribution of the visual landscape quality variable differed significantly for farmers and accommodation related to farmers: farmers (Mann–Whitney $U = 1917, p = 0.000$), accommodation (Mann–Whitney $U = 548.50, p \leq 0.001$), and accommodation with agricultural activities (Mann–Whitney

$U = 650.40$, $p = 0.112$). According to this analysis, the null hypothesis is accepted when p -value are >0.05 .

The locations that are close to sites of cultural and historic heritage seem to be particularly important to accommodation (58%; $p = 0.026$ **); meanwhile, for the accommodation with agricultural aspects, historic villages are strategically beneficial (63%; $p = 0.007$ **), as is natural heritage (63%; $p = 0.001$ **). This specificity is particularly important because the study area is an authentic reservoir of natural and cultural heritage related to these natural areas, as well as a site of olive oil, wine, and cork production. These products are symbols that characterize the authenticity of the study area (Table 5).

Table 5. A comparison of cultural and landscape variables between accommodation and other entrepreneurial agritourism models (Chi-square analysis of dummy variables).

| Variables | Farmers $n = 11$ | | Accommodation with Agricultural Activity $n = 49$ | | Accommodation $n = 41$ | |
|---|---------------------|-----------------------|---|-----------------------|---------------------------|-----------------------|
| | % | Statistical Values | % | Statistical Values | % | Statistical Values |
| Location in historic villages | 4 | 0.001 ** | 63 | 0.007 ** | 33 | 0.200 |
| Location close to cultural heritage sites | 6 | 0.080 | 36 | 0.250 | 58 | 0.026 ** |
| Valuing traditional architecture | 5 | 0.225 | 52 | 0.298 | 42 | 0.225 |
| Valuing natural heritage | 4 | <0.001 ** | 63 | 0.001 ** | 33 | 0.133 |
| Valuing cultural heritage | 6 | 0.475 | 36 | 0.278 | 57 | 0.261 |

** Statistically significant (critical value $p < 0.01$).

This study found that farmers with accommodation management or other activities related to the tourism sector were, overall, more successful than those employing other models according to the economic indicators, particularly when analyzing their impact on the quality of products and services (63%; $p \leq 0.001$ ** and 27%; $p = 0.019$ **) (Table 6), as well as diversification activities ($U = 378$; $p = 0.157$ **) (Table 7).

Table 6. A comparison of economic variables between accommodation and other entrepreneurial agritourism models (Chi-square analysis of dummy variables).

| Variables | Farmers $N = 11$ | | Accommodation with Agricultural Activity $N = 49$ | | Accommodation $N = 41$ | |
|-------------------------------|---------------------|-----------------------|---|-----------------------|---------------------------|-----------------------|
| | % | Statistical Values | % | Statistical Values | % | Statistical Values |
| Direct sales | 28 | 0.008 ** | 68 | 0.005 ** | 4 | <0.001 ** |
| Online sales | 16 | 0.437 | 33 | 0.220 | 50 | 0.031 ** |
| Quality origin seal (PDO/PGI) | 40 | 0.405 | 60 | 0.002 ** | 0 | <0.006 ** |
| Quality certification | 27 | 0.019 ** | 63 | <0.001 ** | 0 | <0.001 ** |

** Statistically significant (critical value $p < 0.01$).

Farm diversification is suggested to be undertaken primarily because of its economic benefits and impact on quality ($U = 378$; $p = 0.157$ **) (Table 7). In this regard, this investigation found that agritourism, i.e., farming linked with accommodation offerings, appears to be more successful than models offering accommodation alone ($U = 497$; $p = 0.977$ **).

Collaborative promotion efforts are crucial to the sustainability of rural tourism. To achieve this, tourism operators, farmers, and accommodation providers should be informed that links between agriculture and tourism add value to tourism offerings.

Globally, all businesses appear to be sensitive to environmental issues associated with agricultural and tourism-related activity. According to Table 8, a relatively large proportion of farmers are engaged in several environmentally friendly farming practices; we highlight

sustainable certification (28%; $p = 0.048$ ** and 71%; $p = 0.003$ **) and the valorization of autonomous species and animal species (20%; $p \leq 0.001$ ** and 80%; $p = 0.005$ **). Sustainable education and renewable energy are most effectively implemented by farmers who provide accommodation (44%; $p \leq 0.001$ **).

Table 7. A comparison of economic variables between accommodation and other entrepreneurial agritourism models (U-Mann–Whitney test of quantitative variables).

| Variables | Farmers N = 11 | | Accommodation with Agriculture Activity N = 49 | | Accommodation N = 41 | |
|---------------------------------|-------------------|----------------------------|--|---------------------------|-------------------------|----------------------------|
| | % | Statistical Values | % | Statistical Values | % | Statistical Values |
| Job creation | 8 | U = 1490 $p = 0.124$ ** | 54 | U = 497 $p = 0.977$ ** | 38 | U = 1045 $p = 0.185$ ** |
| Entrepreneurial diversification | 9 | U = 2231 $p \leq 0.001$ | 65 | U = 378 $p = 0.157$ ** | 26 | U = 438 $p \leq 0.001$ |
| Partnerships with tourism | 19 | U = 1266 $p = 0.968$ ** | 48 | U = 712 $p = 0.012$ | 33 | U = 1049 $p = 0.184$ ** |
| Partnerships with farmers | 12 | U = 1145 $p = 0.289$ ** | 43 | U = 717 $p = 0.003$ | 28 | U = 1150 $p = 0.495$ ** |

** Statistically significant (critical value $p < 0.01$).

Table 8. A comparison of environmental variables between accommodation and other entrepreneurial agritourism models (Chi-square analysis of dummy variables).

| Variables | Farmers N = 11 | | Accommodation with Agriculture Activity N = 49 | | Accommodation N = 41 | |
|-----------------------------|-------------------|-----------------------|--|-----------------------|-------------------------|-----------------------|
| | % | Statistical Values | % | Statistical Values | % | Statistical Values |
| Sustainable certification | 28 | 0.048 ** | 71 | 0.003 ** | 0 | <0.001 ** |
| Autonomous species or races | 20 | <0.001 ** | 80 | 0.005 ** | 0 | <0.001 ** |
| Renewable energy | 22 | 0.584 | 55 | 0.012 ** | 22 | 0.044 * |
| Sustainable education | 44 | 0.846 | 44 | <0.001 ** | 2 | 0.059 * |
| Location in natural areas | 7 | 0.001 ** | 22 | 0.007 ** | 70 | 0.200 |

** Statistically significant (critical value $p < 0.01$); * Statistically significant (critical value $p < 0.05$).

The Chi-square test showed that being located in natural areas does not seem to be a problem for farmers; on the contrary, they seem to benefit from the income advantages that support investments in agrifood products and new services in the tourism sector (Table 8). However, relative to other environmental measures, such as the promotion of biodiversity, the implementation of a circular economy, or the prevention of natural hazards, there are no significant differences between groups (Table 9).

These results suggest the importance of recognizing sustainable farming practices and the stewardship effort to improve natural habitats, which is important to valuing natural and agricultural landscapes. Similar results were found by another study, which concluded that these characteristics make a difference to visitors; it also emphasized the need to invest in a communication strategy that foregrounds environmental and social sustainability [30].

Entrepreneurial farming with activities related with tourism also produces several social benefits in the study area (Table 10). Overall, farmers are especially engaged with agritourism and engage in several related activities (69%; $p = 0.012$ **). In addition, the links between agriculture and tourism seems to contribute significantly to the preservation of traditional knowledge, protecting historic buildings, artifacts, and techniques on these farms (66%; $p \leq 0.001$ **). For all these reasons, territorial and tourism stakeholders

should also recognize the additional value that links between agriculture and tourism provide to society.

Table 9. A comparison of environmental variables between accommodation and other entrepreneurial agritourism models (U-Mann–Whitney test).

| Variables | Farmers N = 11 | | Accommodation with Agricultural Activity N = 49 | | Accommodation N = 41 | |
|-------------------------------|-------------------|-----------------------|---|-----------------------|-------------------------|-----------------------|
| | % | Statistical Values | % | Statistical Values | % | Statistical Values |
| Prevention of natural hazards | 35 | U = 1697 P ≤ 0.001 | 65 | U = 821 P ≤ 0.001 | 0 | U = 499 P ≤ 0.001 |
| Biodiversity measures | 25 | U = 1637 P = 0.002 | 75 | U = 661 P = 0.021 | 0 | U = 712 P ≤ 0.001 |
| Circular economy measures | 38 | U = 1538 P = 0.029 | 62 | U = 743 P = 0.001 | 5 | U = 731 P ≤ 0.001 |

Table 10. A comparison of social variables between accommodation and other entrepreneurial agritourism models (Chi-square analysis of dummy variables).

| Variables | Farmers N = 11 | | Accommodation with Agriculture Activity N = 49 | | Accommodation N = 41 | |
|--|-------------------|-----------------------|--|-----------------------|-------------------------|-----------------------|
| | % | Statistical Values | % | Statistical Values | % | Statistical Values |
| Accommodation services | 0 | <0.001 * | 55 | <0.001 ** | 45 | 0.002 ** |
| Tourism services | 43 | 0.597 | 57 | 0.005 ** | 0 | 0.023 * |
| Agritourism services/activities (marketing) | 26 | 0.377 | 69 | 0.012 ** | 5 | 0.015 ** |
| Participating in/organizing rural fairs or festivals | 66 | 0.294 | 33 | <0.001 ** | 0 | 0.002 * |
| Valuing traditional knowledge | 25 | 0.008 ** | 66 | <0.001 ** | 9 | <0.001 ** |
| Social agriculture | 38 | 0.002 ** | 62 | 0.003 ** | 0 | <0.001 ** |

** Statistically significant (critical value $p < 0.01$); * Statistically significant (critical value $p < 0.05$).

3.2. Spatial Analysis

The results of the global Moran’s I statistic can be interpreted according to Appendix C. As shown in Figure 5, with reference only to the social pillar (d), with a global Moran’s statistic I of 0.101491 and a z-score value 2.566699, it can be confirmed at a significance level of 5% that there is a pattern of concentration of variable values in the study area. For the remaining indicators, including the global sustainability indicator, the pattern of the distribution of cases is random. This suggests that the sustainability practices resulting from the relationship between accommodation and agriculture do not follow a pattern of concentration in the territory.






| Cultural/Landscape | Economic | Global |
|---|---|---|
| Moran’s Index: -0.059128 z-score: -1.122882  p-value: 0.261487 | Moran’s Index: -0.004219 z-score: 0.132600  p-value: 0.894510 | Moran’s Index: 0.031293 z-score: 0.946924  p-value: 0.343678 |
| Environmental | Social | |
| Moran’s Index: 0.024859 z-score: 0.805254  p-value: 0.420673 | Moran’s Index: 0.101491 z-score: 2.566699  p-value: 0.010267 | |

Figure 5. Moran’s global I results for the sustainability pillars. Source: authors’ own material from calculations carried out using ArcGIS 10.8.

In turn, regarding the Getis–Ord General G (d) test (Figure 6), at a confidence level of 95%, the null hypothesis of the random distribution of sustainability indicators in the study area is rejected. In other words, the results obtained reveal that the patterns of sustainable tourism are randomly distributed in the territory, not following any pattern of concentration or effect of contagion between the evaluated cases. At the same time, it is shown that the relationships between tourism and agriculture have not been established in a fruitful way, since the indicators take into account the presence of the links established between the two sectors.





| Cultural/Landscape | Economic | Global |
|--|--|--------|
| Moran's Index:0.077216 z-score:-0.839890  p-value:0.400970 | Moran's Index: 0.081465 z-score: -0.226806  p-value: 0.820574 | |
| Environmental | Social | |
| Moran's Index: 0.077024 z-score: -0.480368  p-value: 0.630966 | Moran's Index: 0.080027 z-score: -0.302090  p-value: 0.762584 | |

Figure 6. Getis–Ord General G (d) results for the sustainability pillars. Source: authors' own material from calculations carried out using ArcGIS 10.8.

The results indicate a weak relationship between most of the analyzed variables, suggesting that the level of sustainability of the tourism sector is compromised. This result may indicate that local tourism operators, particularly those involved in accommodation management, do not invest in linking tourism with agricultural activity. This scenario indicates that the potential of local products as tourist resources is not properly exploited. This especially relevant as traditional models of agriculture with countless quality products still prevail, but are undervalued.

On the other hand, this analysis only considers the global perspective of each of the evaluated indicators; that is, it considers the whole territory. In fact, as global distribution pattern is not identified, it does not imply the inexistence of accommodation groupings at the local level with different values from the average values of their neighbors. For this reason, the Getis–Ord G_i^* test (Hot Spot analysis) was performed. This test reveals the clusters of high values and low values.

As previously mentioned, after several tests, we chose the Fixed-Distance Band criterion, using the Euclidean method; for this purpose, an area of 10 km was applied, which allowed us to consider 96% of the sample.

The results obtained from the hot spot analysis for all evaluated sustainability indicators show some groupings in the study area. It should also be noted that the non-significant cases cover a vast area due to the heterogeneous nature of the sustainability indicators. The lack of statistical significance occurs due to the absence of neighbors, a fact that may hinder the implementation of collaborative networks between tourism and agriculture. However, it should be noted that one of the main difficulties encountered by the tour operators and farmers who participated in this study concerns the intrinsic characteristics of their businesses, particularly the small size and lack of qualified human resources.

According to the Hot Spot analysis, the global sustainability indicator manifested in specific areas that constitute hot spots, as is the case in the northern area. In turn, in the southern zone, cold spots can be identified (Figure 7).

More specifically, the hot spot analysis detected three areas in which cases with different levels of connection between the agricultural sector and tourism (i.e., the accommodation service) are concentrated. Most of the hot spots generated by the analysis correspond to accommodation with agricultural activity or correspond to cases of farmers. This result may indicate that the nearest accommodations do not take advantage of the existence of local production sites to create new products or services that complement the accommodation offer. The same happens with cases corresponding to cold spots. These

constitute, for the most part, accommodation sites with low levels of global sustainability. That is, these are cases in which the variables that measure the links between agriculture and tourism have low scores and, therefore, do not contribute to the sustainability of the tourism sector. Bearing in mind that a considerable part of the accommodation offer is concentrated in the southern zone (Alto Alentejo), this result reveals that these cases are surrounded by neighbors who take advantage of tourism–agriculture links; this is particularly visible in the cases that supply accommodation and agricultural activities, as well as in cases that maintain partnerships with local farmers (Table 11).

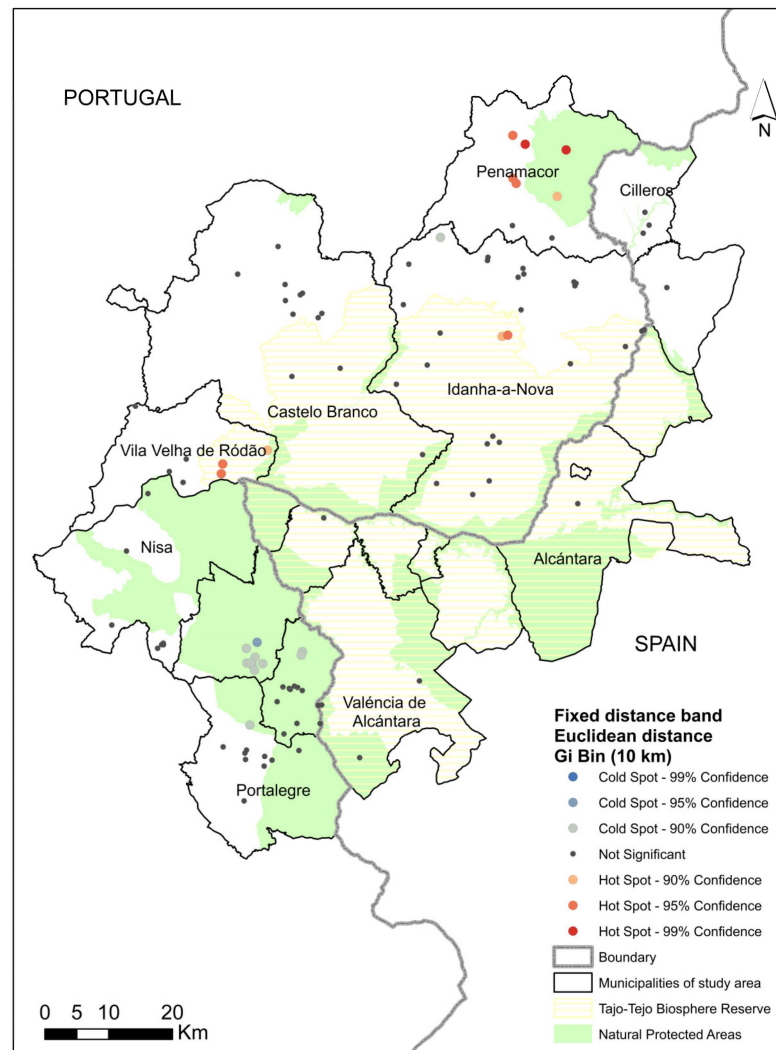


Figure 7. Hot Spot analysis results for global sustainability indicators. Source: authors’ own material from calculations carried out using ArcGIS 10.8.

Table 11. Results of the hot spot analysis for global sustainability indicators.

| Results | N° | Area |
|--------------------------|----|---------------|
| Hot spot 99% confidence | 2 | Beira Baixa |
| Hot spot 95% confidence | 6 | Beira Baixa |
| Hot spot 90% confidence | 3 | Beira Baixa |
| Not significant | 79 | Scattered |
| Cold spot 90% confidence | 10 | Alto Alentejo |
| Cold spot 95% confidence | 1 | Alto Alentejo |
| Cold spot 99% confidence | 0 | |

Source: authors’ own material from calculations carried out using ArcGIS 10.8.

For each sustainability indicator, it is possible to observe the overlapping of the same trend for the occurrence of hot spots and cold spots (Figure S2a). However, it is noted that the cultural/landscape indicator stands out in four points, of which three correspond to hot spots with 90% significance, including farmers and accommodation with farmers. The study area is characterized by the presence of traditional olive groves and the *dehesa/montado* agro-silvo-pastoral system. However, the results offer evidence that this area does not benefit from the specificities of the local culture and landscape by creating tourist products that are specifically aimed at enhancing the agricultural landscape.

The economic indicator (Figure S2b), which includes variables such as sales systems (products/services, either online or physical), jobs generated, economic diversification, partnerships, and quality certification, reveals the existence of three clusters that coincide with the distribution of the global analysis. It should be noted that the hot spots mostly represent farmers and accommodation establishments with agricultural activities, while the cold spots are mostly establishments. In this case, they contrast with cases where links between agriculture and tourism are valued.

In the case of the environmental indicator (Figure S2c), there is a new cluster in the municipality of Idanha-a-Nova, where five new cases appear, most of which are farmers. This result indicates that concerns about environmental sustainability are embraced by farmers, both in their production practices and in valuing native crops and animal species, which are important tourist resources that can aid a local sustainable tourism strategy supported by agricultural activity. This result seems to be in line with the municipality strategy, which integrates the International Network of Eco-Regions, the aim of which is to value organic and quality products. Despite this positive factor, it is noteworthy that most of the cases analyzed in this neighborhood remain disconnected from a strategy focused on the principles of environmental sustainability.

Finally, there is the social indicator (Figure S2d), which includes variables such as the type of existing services, the appreciation of traditional knowledge, social agricultural practices, and the existence and dissemination of agritourism products. The results indicate that, as was found in the previous analyses, the hot spots are mostly represented by farmers or accommodation establishments with agriculture and are surrounded by cases with low levels of social sustainability. In turn, the cold spots, in south of the study area, are mostly represented by accommodations with low sustainability indexes. However, they contrast with their neighbors, which present medium-high values for this indicator. This circumstance contrasts with its potential, as it is an area with numerous natural and cultural resources to attract tourists. This scenario is similar in areas with hot spots where there is a shortage of tourism products supported by a sustainable tourism strategy.

In general, the results suggest that most accommodation establishments overlook the agricultural sector's potential to create more authentic and sustainable tourism products. There are some exceptions in some specific areas; some cases emerge where these links seem more solid, manifesting as indicators that point to a pathway towards sustainable local development. It should also be emphasized that the results indicate that accommodation is concentrated in highly specific areas, and, regardless of whether this is a hot or cold spot, the accommodation is surrounded by numerous tourist resources and is integrated in natural areas with protected status and with high heritage value. However, this factor remains absent from any strategy for the promotion of cross-border tourism that combines natural and cultural factors and which takes advantage of local products.

As a result of this situation, it is fundamental that the local stakeholders develop strategies that promote links between the sectors to facilitate the consumption of local products among tourists/visitors, as well as supporting agritourism projects. This strategy, which is centered on valuing the multi-functionality of rural areas and their landscapes, could be a way to reinforce the development of the territory.

Cluster and outlier analysis (Anselin Local Moran's I) was also used to detect clusters and anomalous areas. In other words, this analysis was intended to highlight some aspects

that the Hot Spot analysis may not have covered. For comparative purposes, in this analysis, the same criteria were applied: a fixed-distance band and Euclidian distance of 10 km.

From the global indicator, which measure patterns of sustainability, it immediately becomes clear that there are several areas that overlap with the areas identified in the previous analysis (Figure 8). There are also new areas between which relevant relationships are established; additionally, it is verified that around 84% of the cases do not integrate any cluster. The presence of HH or LL clusters (including eight cases) or HL or LH outliers (including eight cases) is evident in areas where protected natural areas exert some influence, as well as in areas where cultural heritage is rich and diverse, such as in the municipalities of Idanha-a-Nova, Marvão, and Castelo de Vide.

The HH cluster includes 4 cases with 146 points in the global sustainability indicator, which contrasts with the LL cluster, which has only 15 points. This implies that, for the first case, the area corresponds to cases with an offer of tourist products where the links between agriculture and tourism are more visible; meanwhile, the second situation refers to tourism offers supplied exclusively by the accommodation services, without taking advantage of the links with the agri-food sector. In the case of the HL cluster, it indicates that the two business models coexist (tourism and agriculture), in this case with an average score of the global indicator of 11. However, they are surrounded by cases with a low sustainability index, in this case represented by the category of accommodation. In turn, the LH cluster indicates the coexistence of accommodation establishments cases with a low sustainability index (around 45 points) mixed with other cases that are precisely the opposite; in this situation, they are represented mostly by farmers.

In general, this analysis corroborates previous analyses, which suggest the weak capacity of the territorial administration to generate tourism products based on the potential of endogenous resources, enabling the private sector to create its own dynamics, sometimes without a global vision. Regarding the potential of this frontier territory, identifying key sectors such as agri-food production boosts the creation of agritourism products.

When we analyze the indicator corresponding to the cultural and landscape variables, the cluster and outlier analysis suggests that only three LH points indicate the coexistence of cases that benefit from cultural and landscape aspects as a tourist resource, whether in the creation of agrotourism products or in the promotion of the businesses linked to the territory. There are also three HL points that indicate the presence of cases that value local cultural and landscape aspects but are surrounded by cases that ignore them in their development strategies. It should be noted that accommodation with agriculture stands out as having the highest scores for the cultural/landscape sustainability indicator (Figure S3a).

For the economic sustainability indicator, an LL cluster stands out in the southern region of the study area, which indicates the presence of cases with low economic sustainability indicator values. In this case, it reflects the prevalence of business models focused only on accommodation management, without strategic partnerships and without quality certification. The LH cases, on the other hand, reflect situations with low values that are surrounded by cases of high economic performance. In this case, the presence of farmers and accommodation with agricultural activity stands out within the surrounding area, suggesting the existence of partnerships with the agri-food sector and its important role in the sustainability of the business. Finally, the HH case is surrounded by cases with high values; that is, accommodation with diversified activities, strategic partnerships (primarily with farmers), and an innovative sales system and appreciation for quality products, whether these are of the place's own production, as is the case for olive oil and cheese, or derived from the connections established with local production sites. These indicate the potential for the creation of more authentic tourist products (Figure S3b).

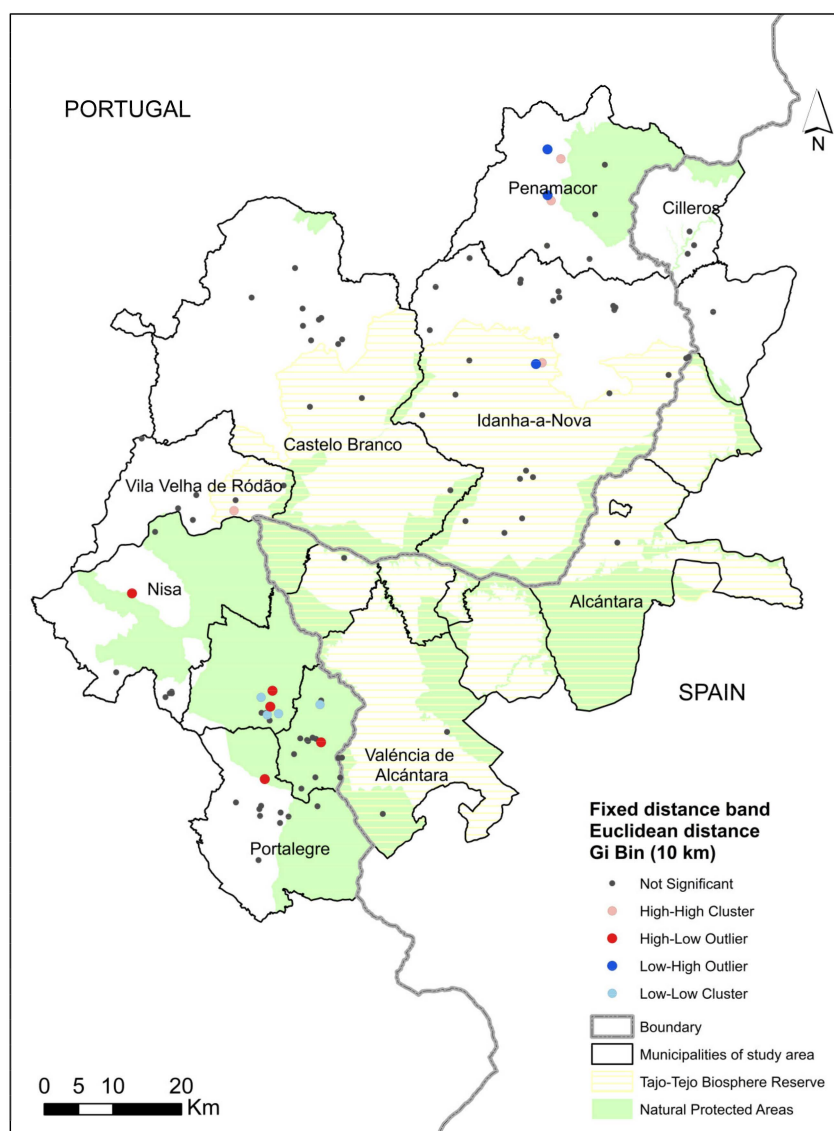


Figure 8. The results of the cluster and outlier analysis of global sustainability indicators. Source: authors' own material from calculations carried out with ArcGis 10.8.

In the case of the environmental sustainability indicator, it is important to highlight the role of agricultural activity as a vehicle for promoting sustainability. That is, it appears that farmers are the ones who represent the highest values, maintaining the trend around them. This indicator highlights the weight of the following variables: the “prevention of natural risks” and the implementation of “circular economy measures”. This result gives us clues about the role of the farmer in preserving the landscape and protecting biodiversity. It should also be noted that most of the cases studied are in the vicinity of important natural protection areas. Considering this area’s tourist potential, special tourist policies are needed to allow for the sustainable exploitation of resources. In this context, it is important to value food production practices that rely on extensive and traditional models, as well as the promotion of traditional products and the protection of endogenous cultures and breeds (Figure S3c).

Finally, the analysis of the social sustainability indicator shows us a cluster of low values (LL), revealing the existence of cases that do not value the links between agriculture and tourism, as well as showing contempt for traditional knowledge as a basic resource for creating diverse tourism products that are anchored to local traditions. In turn, the HH

points are the ones with the highest scores in this indicator, which means that they value agriculture and agri-food products in their business strategies (Figure S3d).

4. Discussion

This study confirms that only 16% of tourism operators are capable of adjusting their business practices to meet current challenges; those that diversify their business with agricultural activities have the most sustainable performance, as highlighted by their positive impact on environmental indicators. Despite the low participation of farmers (11 cases), similar results were obtained in this part of the study, which highlighted their important contribution to preserving the landscape and cultural heritage as well their positive relationships with the tourism sector. Similar conclusions were obtained by other authors, who confirm that the capacity to incorporate a broad variety of enterprises can enable farmers and touristic operators to respond to new market opportunities and to adapt their business to emerging contexts [74]. However, this study found evidence for the prevalence of tourism management models that ignore the role of agriculture, the importance of local products, and the role of rural traditions in promoting high-quality tourist programs. It is important to note that the prevailing links between tourism and agriculture are informal and do not form part of local development strategies. This implies a total lack of the promotion and diffusion of the agritourism products and services that exist in the study area. Similar results are discussed in the literature, which highlights the need to create tourism products based on the local products and traditional resources of the agricultural landscape [75].

With respect to sustainability indicators, this research confirms the importance of environmental contributions resulting from links between tourism and agriculture, especially in relation to the positive impact of adopting measures to protect nature or other actions that preserve biodiversity, as well preserving and restoring historic buildings and other resources that contribute to the cultural landscape's value. This result concurs with similar cases described in the literature, especially when environmental benefits are found due to agritourism activities that have a positive impact on the protection of natural resources, habitat conservation, and other factors [56,76].

Understanding and managing cultural landscapes involves studying the patterns and dynamics of land-use changes [77]. This study found that showcasing the scenic beauty of the landscapes and placing value on cultural heritage had a positive impact; in this regard, traditional and sustainable agricultural activities are relevant. For this reason, any agricultural model that compromises these principles also compromises the sustainable tourism strategy. In effect, the study area is an authentic reservoir of nature and cultural heritage, where it is possible to find rare natural species as well as monumental works created by humans. Given this situation, the sustainability indicators offer evidence of the role of farmers in preserving natural resources, as well as providing an opportunity to promote innovative products and services; this builds bridges with tourism, as is practiced by accommodation managers who also offer agricultural activities.

For agriculture-based territories, it is easier to develop agritourism initiatives [14]. As such, it is important to adopt a strategy to improve dialogue and partnerships; this strategy should be built on mutual trust and respect between accommodation managers and farmers across the territory. This strategy is important for promoting tourism in cross-border destinations, particularly those situated beyond tourists' preferred areas. Recent studies indicate that demand for rural areas is increasing [78], but this pattern presents different behaviors, seeming to reaffirm the demand for destinations with structured offers [41,46]. Faced with this evidence, territorial and touristic stakeholders must become aware of the need to invest in a cross-border and multisectoral cooperative strategy. On this basis, this study can provide a range of sustainability indicators that will provide a basis for local stakeholders' decisions and enable the development of new situated policies and bottom-up site-specific actions [79].

Another novelty of this study relates to the use of a geostatistical approach, which enriches the obtained results by applying exploratory spatial data analysis, emphasizing the need to visualize spatial distributions and local patterns of spatial autocorrelation. These techniques allow us to identify the spatial distribution patterns of the sustainable variables under consideration, as well enabling us to identify groupings of variables with similar or different behaviors. According to the literature, the main advantages of this methodology derive from the identification of cluster mapping, which allows for the planning and implementation of sustainable development strategies in more extensive territories [46]. This methodology is adopted by several studies [41,45,46], a primary limitation of which concerns the fact that the results obtained should be related to the conceptualization of the neighborhood criterion, which must be adapted for each study area.

In methodological terms, this study is based on the importance of understanding the impact of the links between agriculture and tourism. We focus on elucidating which patterns and dynamics can explain the presence or absence of agritourism offers. As a result, this research provides, on the one hand, exhaustive knowledge of sustainable patterns. On the other hand, this study also confirms the need to identify the most suitable neighborhood criterion, adopting a fixed-distance band with a Euclidean distance, in line with the literature [80,81]; this approach is also applied in different studies [41,46]. In this study, a distance of 10 Km was applied, which ensured the existence of at least one neighbor. This factor is particularly relevant due the methodological procedures that guarantee more robust results [46]. Additionally, in this regard, the study conducted by Van Sandt et al. [42] notes that agritourism is an attractive activity that enhances entrepreneurship and rural innovation; it is significantly boosted by the contagion effect between entrepreneurs in the agricultural and tourism sectors, who influence each other. This observation gains special emphasis given that the applied methodology allowed for the analysis of each case with regard to their neighboring relationships. Based on the analyses carried out here, it was noted that the links between tourism and agriculture are very tenuous.

Regarding the main results obtained from this study, it should be emphasized that this methodology is fully innovative in that it applies sustainability indicator results by analyzing their distribution behaviors in the territory. Globally, we observed a weak tendency towards the concentration of values in the study area. This result indicates that tourism sustainability patterns are randomly distributed, not following any pattern of concentration or contagion effects. However, given that this relationship is not significant according to the Getis–Ord general G (d) and Moran’s global I tests, we cannot confirm whether this tendency is the result of the concentration of high or low values of the variable, as is corroborated in the literature [46].

Thus, from a local perspective, we detected the presence of three clusters in the main tourist areas, which were characterized by the concentration of a high number of accommodation establishments. Most of these cases seem to benefit from links with the agricultural sector (especially because they are cases of farmers who provide accommodation services or accommodation managers offering farming activities). However, most of the accommodation establishments do not take advantage of these connections and lose the opportunity to create authentic touristic services and products. Our analysis also highlighted the cases where environmental performance is relevant. This reality was observed by the farmers included in this study, especially due their desire to preserve sustainable and traditional farming practices.

Regarding the Anselin Local Moran’s tests, the main results corroborate previous findings. However, we note that 84% of the cases do not include any cluster. Nevertheless, it seems evident that the cases that include clusters take advantage of their locations, particularly in natural areas or in areas close to centers of cultural interest.

To conclude this analysis of the results, the main findings suggest that there is a weak capacity for territorial administration to create tourism products supported by the potential of the endogenous resources; presently overlooked fundamental sectors, such as agricultural activity, can enhance the creation of more authentic agritourism products,

as can cross-border territories with numerous resources and local high-quality products. A territorial representation of the sustainability indicators made it possible to visualize the distribution of sustainability standards and realize that links with the traditional agricultural sector are currently going to waste.

Limitations and Recommendations of the Study

One of the main limitations of this research is related to the sample size, particularly the limited number of farmers. Future research would include more farmers, as well farmers without ties to the tourism sector, in order to explore their motivations, as well their impact on sustainability and their contributions to territorial development. Despite this limitation, this investigation has uncovered links between agriculture and tourism that remain largely invisible. The traces of agritourism discovered remain unstructured and lacking a global strategy for the dissemination of the huge number of agrifood products with quality seals and extensive and sustainable agriculture practices that are found in this territory. Given this limitation, it would be beneficial to conduct an analysis of the sustainability performance of other farmers with and without links with tourism. This perspective would allow us to evaluate whether sustainability patterns would change. This knowledge is important considering that entrepreneurial diversification in rural areas, especially through agritourism, has the potential to compensate for reduced agricultural incomes and to revitalize local communities. Future studies should consider the sustainability of agritourism in relation to nonentrepreneurial farms. Finally, it should be noted that this study placed all of the studied enterprises into a single group to analyze spatial relationships; thus, some forms of entrepreneurial developments may see increases or decreases in some indicators of sustainability. Thus, in future research, it is important to evaluate and compare different business patterns with a more robust sample size.

Despite the identified limitations, this investigation demonstrated that the links between agriculture and tourism make a positive contribution. Our findings support the following political and territorial recommendations:

- Strengthen business models that value local products and rural traditions in tourist programs, particularly in depressed territories.
- Support local initiatives to link tourism and agriculture, communicating existing initiatives in a structured way.
- Value the ecosystem services that result from the links between tourism and agriculture, which are particularly visible in actions that contribute to the preservation of the landscape's cultural value.
- A sustainable development strategy must have consistent intentions and practices. In this regard, support for extensive and sustainable agriculture is recommended, as well as halting intensive production, as observed in the last two years.
- The role of agriculture in the dynamics of tourism should be valued, in terms of its links with agri-food production, traditional knowledge, or the diversification of differentiated tourist services.
- Strengthening supply chain proximity is critical if tourism and agriculture are to mutually benefit from demand from low-density destinations.
- Promoting and supporting local networks between farmers and accommodation managers are crucial to guaranteeing local consumption and encouraging initiatives that promote direct contact with farmers, local products, and local knowledge.
- Building on the last point, the methodology used here revealed the urgent need for collaborative networks between tourism and agriculture, as these would provide the opportunity to develop this destination.

5. Conclusions

This study aimed to examine several indicators to evaluate the economic, social, environmental, and cultural and landscape performance of sustainability among farms and accommodation providers in cross-border regions. The main results showed that

links between agriculture and tourism produce several positive impacts. Although there is highly reduced expression in the territory, these impacts are especially visible in terms of the diversification of activities, job creation, the preservation of high-quality and sustainable agrifood products, as well as other factors that effect communities, such as the valorization of traditional knowledge and natural heritage conservation. These results support the need to recognize the role of the farmers in promoting new and renovated products and services that make important contributions to developing low density territories and building a path towards their sustainability. According to these findings, this study reinforces the need to foster robust links between agriculture and tourism as a means of valorizing the small-scale and sustainable methods of production that agritourism offers. By comparing different business models, this analysis found that tourism offers based only on accommodation performed poorly in sustainability indicators. This suggests that agritourism produces a significant number of economic, social, cultural, and environmental benefits, given that it has been verified that accommodation with agricultural activity has a positive sustainability performance. Meanwhile, it is important to reinforce that, in the study area, the offer of “authentic agritourism” is reduced, but it is possible to conclude that the links between agriculture and tourism have positive impacts for business structures and for society.

Finally, this research highlighted the potential of agritourism activities to develop the studied area, which is marked by the cultural and natural richness found in the cross-border regions between Portugal and Spain; however, gastronomy and local products remain absent from any territorial strategy.

The application of the cluster mapping techniques was efficient in detecting accommodations clusters with similar sustainability performance, which reflect more robust links between agriculture and tourism. This is particularly relevant because reveals a territory without borders that should be promoted in partnerships between Portuguese and Spanish stakeholders.

Overall, the main contribution of this study was detecting the patterns and dynamics of agritourism, as well their potential to develop cross-border territories marked by fragile social and economic dynamics, which urgently need to be addressed. We propose collaborative agritourism programs as a solution to fix these issues and attract young people, new investments, and more conscientious demand trends, especially in relation to traditional and sustainable agriculture (innovative values) and distinctive landscapes (the attractiveness of resources). This analysis may deepen the relationships between agricultural landscapes and enhance their potential to be part of sustainable tourism strategies, in keeping with emerging rurality trends that are marked by the pursuit of the initiatives of rural valorization, sustainable agriculture, and collaborative initiatives.

Supplementary Materials: The following supporting information can be downloaded at: <https://www.mdpi.com/article/10.3390/land12040826/s1>, Figure S1: Spatial distribution of sustainable pillars of agritourism; Figure S2: Hot spot analysis; Figure S3: LISA analysis.

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Appendix A

Table A1. Variables collected in the survey to describe the supply of rural lodgings and to identify relationships with the agricultural sector.

| Type | Factor | Levels |
|-------------------------|---|---|
| Section A | General profile of the accommodation | |
| Main characteristics | Type of accommodation | Only one option: rural hotel; local accommodation; agritourism; rural accommodation; country houses |
| | Year | Numeric |
| | Location | Single choice: rural/urban area; small towns; natural areas; agricultural operation |
| | Elements of the landscape | Multiple answers: olive grove; orchard; vineyard; pasture/montado (agro-silvo-pastoral system) |
| | Main infrastructure | Multiple answers: stone wall; local varieties; pastures; rural roads and single trails; beehives; traditional oven; mills; gardens; vernacular architecture; other |
| | No. of beds | Numeric |
| | Main services/activities | Multiple responses: swimming pool; bicycle; garden; kitchen access; meals on request; breakfast included in price; tour guide; advantages of access to local/regional cultural infrastructures; experience and tour packages |
| Section B | Agricultural activity | |
| Main agri-food products | Crops and agricultural products | Descriptive |
| | Processed products | Descriptive |
| | Animal husbandry | Descriptive |
| | Agri-food production system | Multiple answers: rainfed; irrigated; intensive; extensive; traditional; precision |
| | Natural hazard mitigation and risk reduction measures | Multiple answers: fire prevention; wastewater treatment; soil erosion prevention, other |
| | Biodiversity promotion measures | Multiple responses: control of invasive species; reforestation of native species; environmental education plan |
| | Measures to promote the circular economy | Multiple responses: organic waste for animal feed; water/electricity reuse system; other |
| | Trademarks | Likert: from 1 (low) to 5 (high) |
| | Main motivations for investing in agriculture | Multiple responses: invest and recover equity; diversify sources of business financing; add value to the lodging business; reduce the environmental impact associated with the production and transportation of food and raw materials; develop the farm-to-table circuit |
| | | Income from activities |
| | Quality certification | Multiple answers: PDO, PGI, organic farming, other |
| Section C | Supply of food products | |
| | Own production for self-consumption | Descriptive |
| | Local supply chains | Descriptive |
| Section D | Sale of local products | |
| | Own store | Dummy = 1 if yes; dummy = 0 if no |
| | Can sell products after the experience | Dummy = 1 if yes; dummy = 0 if no |

Table A1. Cont.

| Type | Factor | Levels |
|-----------|--|---|
| Section E | Restaurant | |
| | Own restaurant | Dummy = 1 if yes; dummy = 0 if no |
| | Main courses | Descriptive |
| | Own products for self-consumption | Descriptive |
| Section F | Local supply chains | Descriptive |
| | Agritourism | |
| | Activities available | Dummy = 1 if yes; dummy = 0 if no |
| | Intention to offer activities | Dummy = 1 if yes; dummy = 0 if no |
| | Channels used to promote agritourism | Descriptive |
| | Price | Numeric |
| | Associations for the organization of agritourism activities | Descriptive |
| | Main objective | Multiple responses: general public; local residents; guests; students; other; other |
| | General opinion: | |
| | <ul style="list-style-type: none"> • Do agritourism programs value the experience of tourists visiting this territory? • Tourists/guests are not interested in agritourism activities • Tourists/guests are only looking for accommodation • Tourists/guests are not interested in the rural lifestyle • Tourists/guests are increasingly interested in learning about agriculture and rural traditions • Tourists/guests are not interested in participating in animal activities • Tourists/guests prefer to observe the landscape rather than participate in agricultural activities • Tourists/guests are not interested in traditional products • Tourists/guests who visit rural areas show interest in living here. • Tourists/guests express interest in gastronomic experiences that value local produce • Tourists/guests complain about the lack of cultural activities in rural areas • Tourism in rural areas influences tourists to adopt more sustainable habits • The tourism sector is not interested in agricultural activity. • Farmers are not interested in tourism on their land • It is not possible to reconcile agricultural activities with tourism management activities • I buy directly from other farmers because they maintain the beauty of the landscape • I do not buy local products because the quality–price ratio does not justify this choice • Tourists/guests prefer active tourism or activities in nature to contact with the countryside | Likert: 1—Strongly Disagree, 9—Strongly Agree |

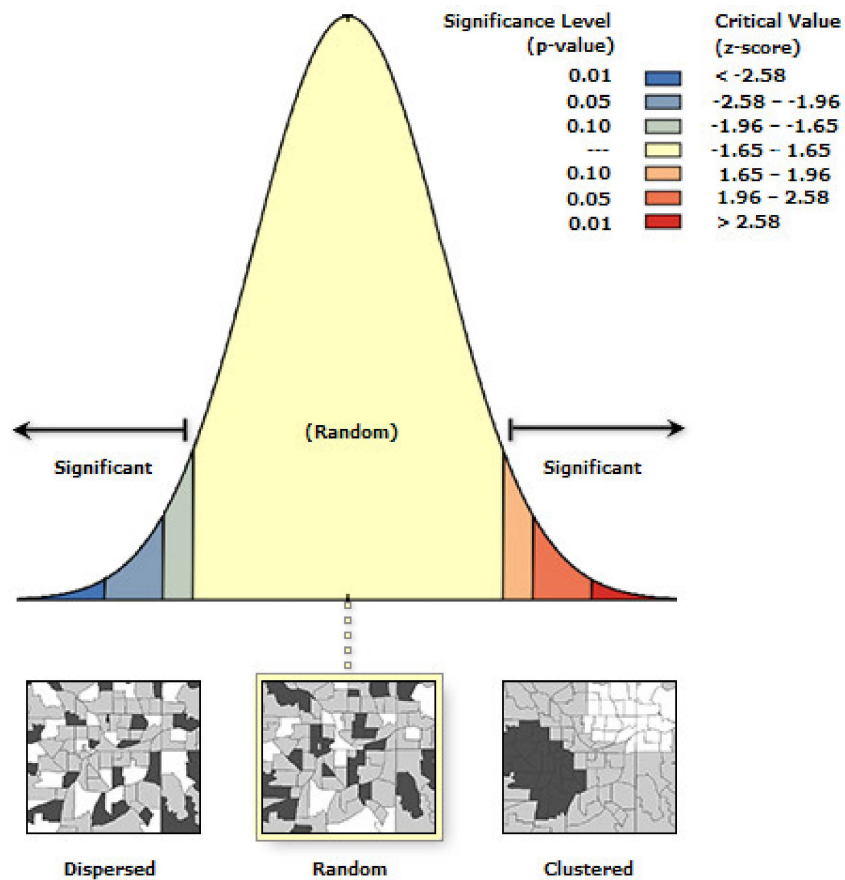
Table A1. Cont.

| Type | Factor | Levels |
|--------------------------------|--|---|
| | Main tourist attraction | One choice: nature/landscape; quiet/peace; local people; heritage/cultural offering; food/wine; local traditions; welcoming/hospitality |
| | Advantages of linking agriculture and tourism: <ul style="list-style-type: none"> • Promotes local supply chains (“from farm to fork”) • Reinforces local gastronomic identity • Promotes sustainable production models • Guarantees the best quality–price ratio of the products • Creates more employment opportunities • Attracts tourists who are more environmentally responsible and respectful of rural traditions • Creates more skilled jobs • Promotes access to fresh and seasonal produce • Contributes to the self-esteem of the local population • Values local crops/varieties/breeds • Promotes quality and certification of local origin (PDO/PGI) • Promotes activities and events to raise awareness of the territory • Promotes the recovery and valorization of traditional knowledge • Promotes the recovery of housing and facilities made with sustainable materials and traditional architecture • Contributes to the maintenance of landscapes of cultural interest | Multiple answers (three most important, ordered by relevance) |
| Section G | | Associations |
| | Who are the partners | Multiple answers: farmers; artisans; municipalities; public entities; tour operators; other |
| Partners and objectives | Main objectives | Multiple answers: housing promotion. promoting own agri-food products; organizing tourism activities; organizing experiential programs promoted by the network; organizing educational/environmental awareness programs; selling products to specific markets; participating in competitive trade networks; not applicable to my situation. |
| | Partnerships with local restaurants | Dummy = 1 if yes; dummy = 0 if no |
| | Main objectives | Multiple answers: sell products; recommend a reliable service; support local gastronomy; strengthen the local economy; create customized experience packages. Meal delivery at lodging; does not apply to my situation. |
| Section H | | General Profile |
| | Quality certification | Multiple responses: biosphere; green key; travel and hospitality award; other |
| | Renewable energy sources | Dummy = 1 if yes; dummy = 0 if no |
| Company and respondent profile | Business dimension | Numeric |
| | No. of jobs | Numeric |
| | Education | 1—Basic studies, 2—Mid-level studies, 3—Graduates |
| | Gender | Dummy = 1 if male; dummy = 0 if female |
| | Job | Descriptive |
| | Age | Numeric |
| Section I | | General opinions |
| Strategies for the territory | Strategy to develop the cross-border territory as a tourist destination | Descriptive |
| | Benefits of proximity to another country/culture | Descriptive |

Appendix B. Spatial Statistics Tools

| | | |
|------------------|---|---|
| 1st phase | Data acquisition: alphanumeric lodgings and farms database; geocoding for cartography; cartography: http://centrodedescargas.cnig.es (accessed on 1 February 2022) https://sigtur.turismodeportugal.pt (accessed on 1 February 2022) | |
| 2nd phase | <ul style="list-style-type: none"> • GIS implementation—ARCGIS Version 10.8 | |
| 3rd phase | Spatial Statistics Tools | |
| | Analyzing Patterns | Mapping Clusters |
| | <ul style="list-style-type: none"> • High/low clustering (Getis–Ord General G) • Spatial autocorrelation (Moran’s I) | <ul style="list-style-type: none"> • Cluster and outlier analysis (Anselin Local Moran’s I) • Hot Spot analysis (Getis–Ord’s Gi*) |
| | Spatial Relationships | |
| | <p>➤ FIXED_DISTANCE_BAND: Each feature is analyzed within the context of neighboring features. Neighboring features inside the specified critical distance (distance band or threshold distance) receive a weight of one and exert influence on computations for the target feature. Neighboring features outside the critical distance receive a weight of zero and have no influence on a target feature’s computations.</p> | |
| | Distance Method | |
| | <p>➤ EUCLIDEAN DISTANCE: The straight-line distance between two points (as the crow flies).</p> | |
| 4th phase | <ul style="list-style-type: none"> • Report and discussion of results | |

Appendix C. Interpretation of Moran’s Global I Test and the Getis–Ord General G(d) Test



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