

Olive Tourism. Holistic Experience

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Olive tourism "The next big thing", as the Financial Times and Olive Oil Times recently wrote with bold headlines. Having attracted the interest of academics and researchers, it has been approached from many different perspectives. At International Conferences on the olive tree around the world, in addition to the central role of olive oil as a staple food in our daily lives, speakers also focus on its positive contribution to climate change, the circular economy, sustainability in agriculture and biodiversity in olive groves. Olive Tourism is the spearhead of Gastronomic Tourism in Greece, since it contributes to the promotion of olive-producing regions, giving environmental and cultural added value to the eternal symbol of our homeland, the olive tree.

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