

Supplementary Material

Table S1. Main resources based to promote agritourism - Pearson Qui-Square

Categories	Description	Pearson Qui-Square
1.1 Local genetic resources [0.002]	Autochthonous crops varieties and livestock breeds	0.002***
1.2 Wildlife and nature [0.112]	Wild animals	0.112
	Nature reserve	0.005***
1.3 Water bodies [0.004]	Rivers, reservoirs, natural pools	0.004***
1.4 Geomonuments [0.208]	Distinctive granite morphologies	0.208
Pearson Chi-Square	Landscape Based	0.010**
2.1 Agriculture crops [$<.001$]	Olive grove	$<.001$ ***
	Vineyard	0.103
	Chestnut tree	0.358
	Fruit tree	0.006***
	Medicinal/aromatic plants	0.023***
	Fresh vegetables	0.105
	Pastures (corn/cereals)	0.077
2.2 Agriculture livestock breeds [0.002]	Sheep	0.003***
	Goats	0.358
	Cattle	0.156
	Iberian Pig	0.156
	Horses	0.117
	Donkey	0.189
	Chicken and Duck	0.117
2.3 Mediterranean forest [0.005]	Bee	0.189
	Cork oak (<i>Quercus suber</i>)	0.006***
	Holm oak (<i>Quercus ilex</i>)	0.006***
	Oak (<i>Quercus pyrenaica</i>)	0.006***
	Mediterranean forest	0.139
2.4 Forestry products [0.189]	Strawberry tree (<i>Arbutus unedo</i>)	0.518
	Timber and cork extraction	0.189
Pearson Chi-Square	Agriculture Based	0.003***
3.1 Agri-Food products [$<.001$]	Olive Oil	$<.001$ **
	Cheese	0.103
	Wine	0.139
	Meat	0.189
3.2 Other processed agri-food products [0.104]	Olive-Derived	0.189
	Jam	0.048**
	Sauces	0.258
	Bread	0.258
	Cakes and Snacks	--
	Chestnut Flour	--
	Sausages	0.873
3.3 Wild resources [0.114]	Granola	0.515
	Honey	0.139
	Mushrooms	0.518
	Herbal Tea Plants	0.103

	Acorn	0.139
3.4 Local products PDO and PGI [0.103]	PDO cheese, PDO olive oil, Cherry PGI	0.103
3.5 Local breed [0.003]	Local animal breed (caw, pig, sheep, donkey)	0.057**
3.6 Other products [0.335]	Artisans' candles	0.358
	sheep wool	0.518
	soaps	0.518
	oils	0.358
Pearson Chi-Square	Agri-food Based	0.003***
4.1 Cultural Landscape resources 0.011[]	Stone walls	0.384
	Vineyard	0.103
	Terraces	0.850
	Autochthonous crops	0.002***
	Meadows and pastures	0.039**
	Traditional olive grove	0.147
	Beehouse	0.641
4.2. Cultural and historical heritage [0.270]	Castles, fortifications, walls	0.270
4.3 Thermal waters [0.641]	Thermal pools	0.641
4.4 Entertainment and cultural facilities [0.421]	Museums, cultural centre	0.540
Pearson Chi-Square	Cultural Based	0.110
5.1 Distinctive local customs [0.961]	Paschal traditions, Folklore,	0.954
5.2 Foods [0.254]	Local dishes based on local products (olive oil, cheese, meat, wine)	0.763
5.3 Festivals and fairs [0.077]	Ethnographic heritage, rural/traditional fairs (organization/participation)	0.139
5.4 Local Human Capital [0.003]	Local knowledge	0.010**
5.5 Vernacular architecture [0.460]	Predominantly stone and wood buildings – Schist	0.031
	Predominantly stone and wood buildings – Granite	0.907
	Mills	0.258
5.6 Historical agricultural features [0.156]	Oil Presses	0.077
	Wine Cellar	0.189
	Fountain	0.358
	Distillery	0.518
	Cheese factory	0.358
Pearson Chi-Square	Rural and immaterial heritage Based	0.070
6.1 Small and peripheral areas [0.187]	Historic villages	0.881
	Border villages	0.748
	Natural area	0.005
	Agricultural exploitation	<.001***
6.2 Thematic and scenic routs [0.471]	Tracks, trails, bike path	0.471
Pearson Chi-Square	Rural settlements Based	0.070
7.1 Non-rural technologies [0.065]	Design	0.006
	Renewable energy	0.604
7.2 Organization resources [0.614]	Specialized training	0.754
	Quality certification	0.396

7.3 Communicational and promotional resources [0.116]	Webpage	0.105
	Online sales (agri-food products)	0.031**
	Online sales (accommodations)	0.860
	Packaging (accommodation + activities)	0.320
7.4 Social networks platforms and contents [<.001]	Digital content related with agritourism	<.001***
7.5 Touristic Facilities [0.020]	Swimming Pool	<.001***
	Gardens	0.291
	Bicycles	0.277
	Sports Infrastructures	0.057
	Spa and Beauty	0.784
Pearson Chi-Square	Not specifically rural Based	0.087

0.05 > p > 0.01; (**) 0.01 > p > 0.001; (***) p < 0.001