

# SUSTAINABLE OUTCOMES FOR COFFEE TOURISM IN TAIWAN

Sebrina Wang

NATIONAL KAOHSIUNG UNIVERSITY OF HOSPITALITY AND TOURISM

May 27 , 2021



# COVID-19 & COFFEE TOURISM



- nations have been facing **economic recession, lockdowns, travel restrictions, and unemployment** across the world (Nicola et al., 2020)
- the tourism industry is challenged with the **urgency to respond with health and safety standards** in order to ameliorate the of COVID-19 (Farnazegan et al., 2020)



## IMPACTS OF COVID-19 ON COFFEE

- sluggish **value and supply chains** of agricultural countries because of **restrictions on imports and mobility** (Morton, 2020)
- **low demand in world markets** because of government **restrictions on public mass gatherings** in East Africa (RBN, 2020)
- prices of coffee **fluctuated** and became **volatile** (Hernandez, et al., 2020)
- **labor shortage** (ICO, 2020)



# Coffee tourism in Taiwan (1)



## The classification of Coffee estates in Taiwan

- analyze the tourism experiences offered by coffee estates to engage visitors in Taiwan.
- A mixed-methods approach was applied  
(1) interview the estate owners ( 6 owners )

traditional, educational, and comprehensive coffee estates

## Memorable tourism experiences

(2) using the memorable tourism experiences scale (295 Taiwanese visitors )

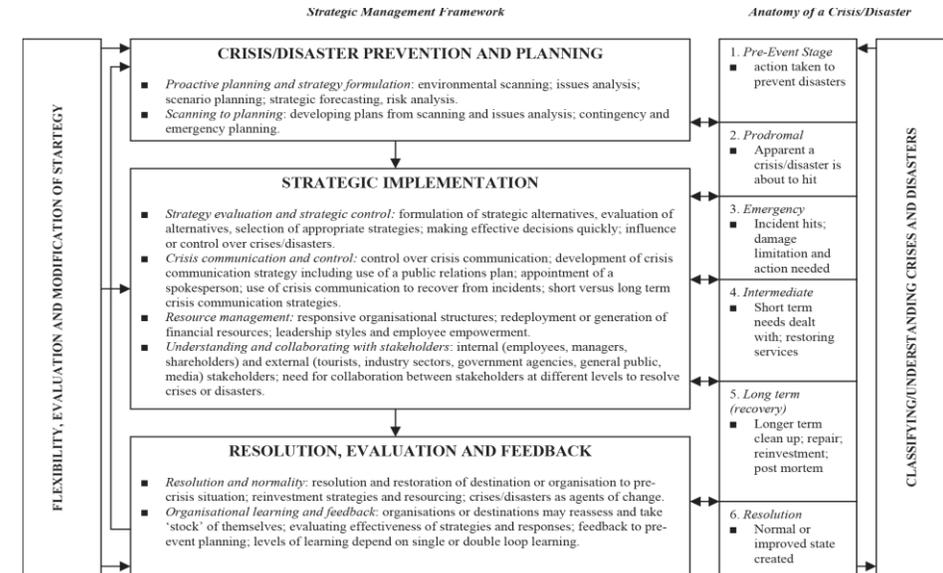
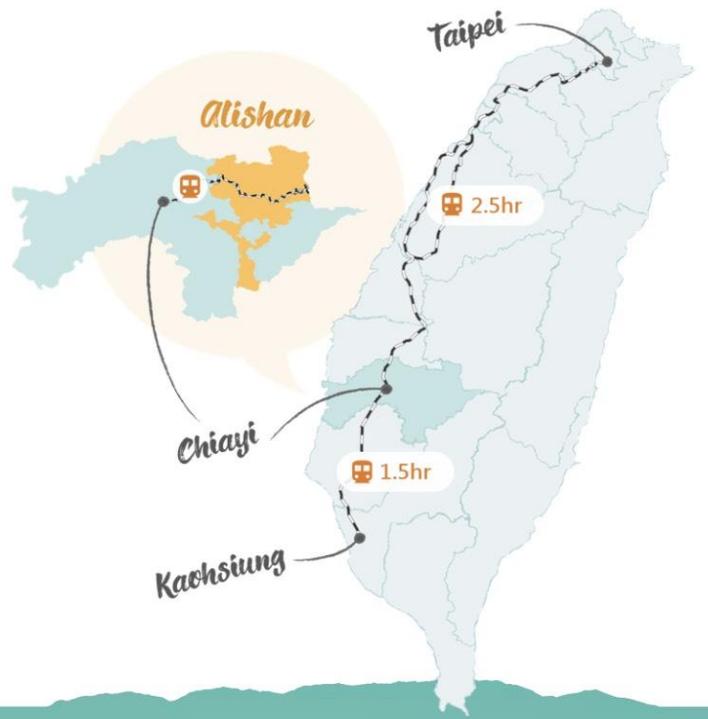
Overwhelming positive results.

Significant mean differences between educational and non-educational coffee estate visitors

*Establishing education as the key selling point of coffee estates*

Wang, M. J., Chen, L. H., Su, P. A. & Morrison, A. M. (2019). The right brew? An analysis of the tourism experiences in rural Taiwan's coffee estates. *Tourism Management Perspectives*, 30, 147-158.

# THE CASE OF COU GARDEN (2)



- impacts observed in coffee estates in Ali Mountain, Taiwan
- development and implementation of a **post-pandemic crisis management strategy** in order to cope with the COVID-19 pandemic.

In-Depth Interview with  
**Mr. Fang Zhenlung,**  
owner of Cou Garden  
樂野鄒築園

Opoku, E. M., Wang, M. J. & Munoz, K. E. (2021). A Better Brew: COVID-19 and Sustainable Outcomes for Coffee Tourism in Ali Mountain, Taiwan. *Journal of Responsible Tourism Management*, DOI:[10.47263/JRTM.01-01-06](https://doi.org/10.47263/JRTM.01-01-06)

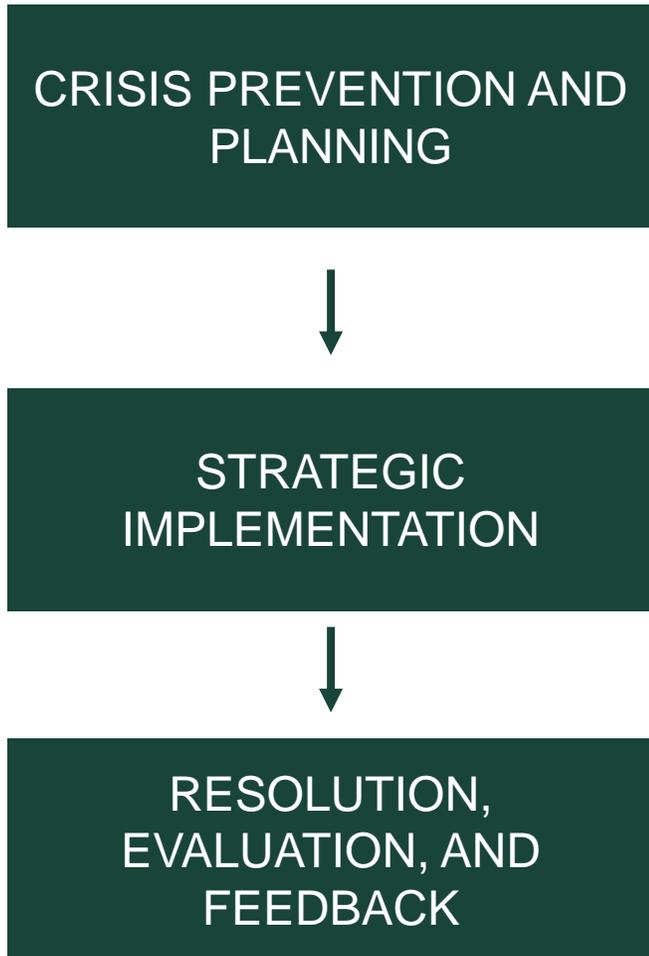
# FINDINGS (2)



## IMPACTS OF COVID-19 ON COU GARDEN

- fear of infection and transmitting the virus has **affected consumer behavior** and thereby restricted the inflow of customers in their shops
- **sluggish performance** from similar industries have trickled down to their coffee estate
- **logistical and operational failure** in sourcing raw materials and delivery of finished products
- **paralyzed supply chain** network

# CRISIS RESPONSE (2)



- *Pre-event to Prodromal Stage*: the coffee estate had **no formalized crises plans and standard procedures** toward disaster prevention; utilized **previous knowledge and experience on past disasters to quickly adapt** to the current pandemic
- *Emergency and Intermediate Stage*: responded to the situation by **learning from different stakeholders**, such as the government and the media. They currently follow precautionary directives communicated by these two stakeholders.
- *Long-term Recovery Stage*: **mixing previously known experiences and current practices** from institutional bodies while **collaborating with various stakeholders** – unity and close cooperation is crucial for long-term recovery

# Conclusions



Sustainable:  
*Managerial and public-  
sector recommendations*

- 
1. improving marketing and branding by government-run destination management organizations;
  2. developing an integrated tourism supply system and value chain in areas containing coffee estates;
  3. creating new coffee tour products with travel agencies and tour operators;
  4. establishing education as the key selling point of coffee estates.

Sustainable:  
Crisis management

- decisively **enforced health protocols** and minimize risk perception of patrons coming to physical stores.
  - promotional activities were conducted to **entice customers to purchase online** to generate and maintain revenue
- 
- strengthened coffee tours by **shifting to domestic/local tourists**



NATIONAL KAOHSIUNG UNIVERSITY  
OF HOSPITALITY AND TOURISM  
國立高雄餐旅大學

# Thanks

EMMANUEL KWAME OPOKU, SEBRINA MEI-JUNG WANG, & KYRIE ELEISON MUÑOZ

INTERNATIONAL MASTER'S PROGRAM IN TOURISM AND HOSPITALITY 國際觀光餐旅全英文碩士學位學程

NATIONAL KAOHSIUNG UNIVERSITY OF HOSPITALITY AND TOURISM 國立高雄餐旅大學