

SUSTAINABLE OUTCOMES FOR COFFEE TOURISM IN TAIWAN

Sebrina Wang

NATIONAL KAOHSIUNG UNIVERSITY OF HOSPITALITY AND TOURISM

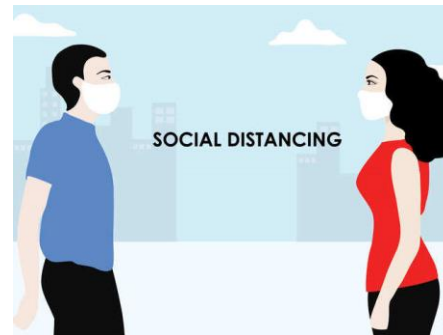
May 27 , 2021



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)

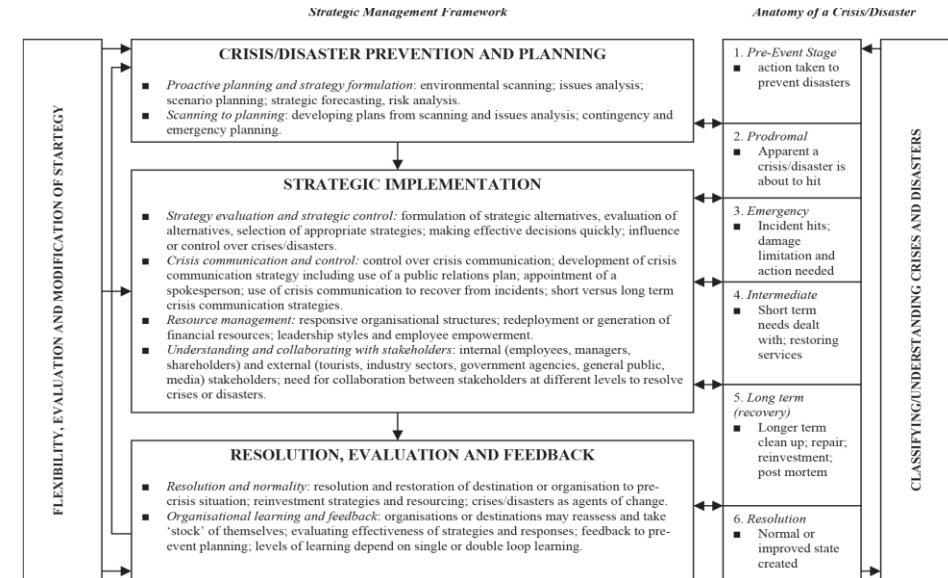
Overwhelming positive results.

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)

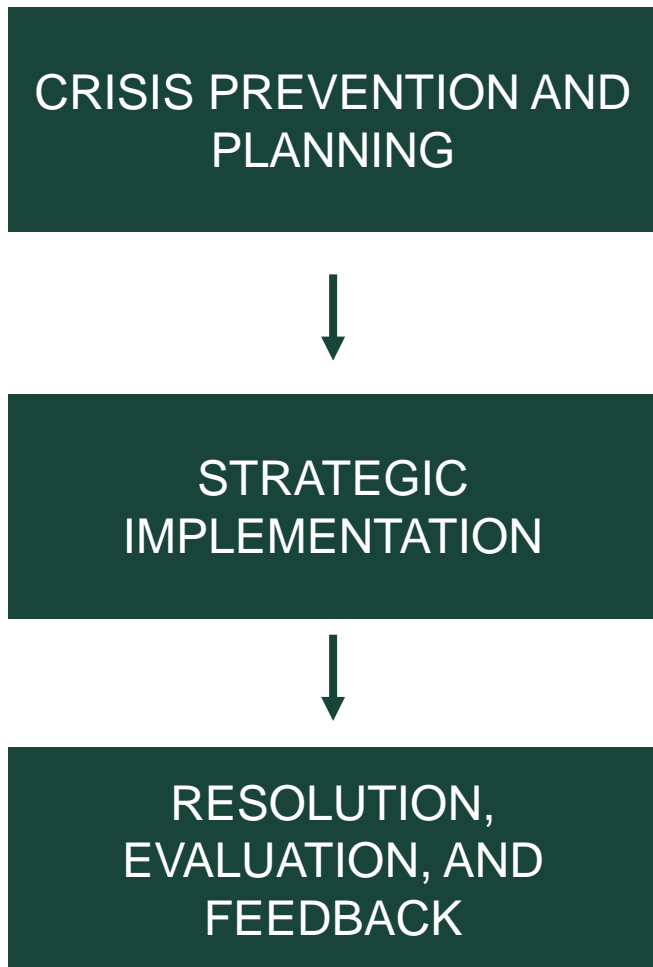
FINDINGS (2)



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

Ritchie (2004),

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