

Coffee Tourism

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Introduction. Coffee beans are and have been among the most valuable products for many years. This study intends to look at how this important crop is used in a way that differs from its original purpose as a trade commodity. Coffee beans can create value in other ways than as a finished coffee product. The word “coffee” can be explored from a tourist point of view that is the phenomenon of coffee tourism. Everyone recognizes a roasted coffee bean but unless a person has lived or travelled in a coffee growing country, he might not recognize an actual coffee tree. Coffee tourism is beneficial for people involved as it generates positive effects for the community and contributes to its development.

Materials and methods. In the Ethiopian highlands, where the legend of Kaldi, the goatherd, is originated, coffee trees are grown today as they have been for centuries. Though we will never get to know with certainty, there is probably some truth about the Kaldi legend. It is said that he discovered coffee after noticing that his goats, upon eating berries from a certain tree, became so spirited that they did not want to sleep at night.

Kaldi dutifully reported his findings to the abbot of the local monastery who made a drink with the berries and discovered that it kept him alert for the long hours of evening prayer. Soon the abbot had shared his discovery with the other monks at the monastery, and ever so slowly knowledge of the energizing effects of the berries began to spread. As word moved east and coffee reached the Arabian Peninsula, it began a journey which would spread its reputation across the globe.

Results. Today coffee is grown in a multitude of countries around the world. Whether it is Asia or Africa, Central or South America, the islands of the Caribbean or Pacific, all can trace their heritage to the trees in the ancient coffee forests on the Ethiopian plateau.

Coffee trees produce their best beans when grown at high altitudes in a tropical climate where there is rich soil. Such conditions are found around the world in locations along the Equatorial zone, between latitudes 25 degrees North and 30 degrees South.

Besides location, other factors affect the quality and flavour of coffee. These include the variety of the plant, the chemistry of the soil in which it is grown, the weather, particularly the amount of rainfall and sunshine, and the precise altitude at which the coffee grows. Such variables contribute to the distinctions between coffees from countries, growing regions and plantations worldwide. The combination of factors is so complex, that even from a single plantation one finds variation in quality and taste.

Coffee is grown in more than 50 countries around the world. Brazil is known as the world’s best coffee producer, Brazil excels in its harvesting. Hawaii offers just about everything—from delicious coffee to gorgeous beaches. Hawaii has smaller coffee farm tours and is one of the only places in the U.S. where you can grow great coffee. Though not the home of any coffee farms, Seattle is home to what many think to be the world’s best brewed coffee. With so much variety and so much coffee knowledge floating about, this city draws in a majority of caffeine junkies and tourists. Indonesia is home to three major areas of coffee growing, though not many have ever heard of its coffee. Indonesian biggest coffee producer is called Java.

Conclusions. Coffee for many people has become not only a drink, but a way of life. It is used by millions of people every day so coffee has become an integral part of many of us.