

Developing Fourth Wave Coffee Culture Towards Sustainable Gastronomy Tourism Growth in Riyadh

Kurniawan Arif Maspul

University of the People, United States

Email : kurniawanarifmaspul@my.uopeople.edu

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Abstract: *Riyadh, one of the cities with the most significant population in the Middle East, has become a tourist destination for gastronomy, apart from that with the development of the fourth-wave coffee culture. This is evidenced by the advancement of specialty coffee with the need for supermassive and sophisticated coffee roasteries and coffee shops to develop coffee communities of various age levels, apart from the global trend and also the development of local coffee acculturation without leaving the local wisdom heritage wealth of Saudi coffee as one of the global heritages. The remarkable growth of the fourth-wave coffee culture will also support sustainable development goals (SDGs) in the Middle East, making Riyadh a role model for the global coffee community, which is part of the coffee value chain constantly sustaining from the Jazan farm to the consumer cup. This research incorporates a qualitatively written with the instrument snowball approach through interview and observation and invites several stakeholders from coffee professionals who have been pioneers in the development of specialty coffee from product to community in the last decade in Riyadh. The impact of the findings through this research will assist in developing a coffee value chain in Saudi Arabia, which has helped strengthen local economic empowerment through SMEs and diversifying local wisdom from the global heritage of Saudi coffee. In addition, it is also assisted by a review of literature that explains the fourth-wave coffee culture, gastronomic tourism and sustainable development goals.*

INTRODUCTION

Riyadh is one of the fastest-growing cities in the Arab Gulf; besides being Saudi Arabia's capital, Riyadh also has a very dynamic economic growth. Besides, Riyadh has also become an icon of a growing business model in the Middle East, rivalling other developed cities such as Dubai and Kuwait City, especially in the gastronomic field. Gastronomy is quite famous in

Riyadh and is one of the leading destinations for Saudis and GCC citizens. Riyadh is a stopover that has its magnet in making gastronomy a culture for locals and foreigners to enjoy the food and beverage industry (Almansouri *et al.*, 2022).

In its development as a capital city in Saudi Arabia, Riyadh continues to be encouraged to become a global business centre, especially in its transition to opening the King Abdullah Financial District (KAFD), which has become one of the icons of global business directives in the Middle East. International brands continue to develop, making Riyadh a centre for developing sustainable business models. Also, it has a future that is expected to make Riyadh the leading business destination in all sectors. Coffee is no exception, which has been one of the long developments in the last decade. It has become a global trend in the food and beverage industry, making it one of the leading destinations for the new generation, from young to older people, both Saudis and foreigners community; Riyadh is one of the city's competitors that provides a thriving global third-wave coffee (Hassan *et al.*, 2022; Maspul, 2022).

Meanwhile, the *dallah* coffee and dates as a combination of Arabic Coffee (*Gahwa Arabia*) and have become the oldest culture as a development and source of local wisdom and heritage wealth in the Middle East. Apart from that, former Arabic culture from the past has been the centre of the story of coffee itself. It is evidenced by the growth of the first wave of coffee itself which is one of the sources of enjoying coffee that is still maintained. UNESCO has patented one as one of the world heritage in the Arabian peninsula. Moreover, the recent development of the first-coffee wave has changed the Middle East's cultural cornerstone. It is the face of global coffee in shaping the acculturation of the new method of enjoying coffee, which has now entered the third wave of the coffee culture phase and is one of the majors in the super-dynamic development of the next step in the fourth wave of coffee culture (Maspul, 2022).

The dynamic city of Riyadh is one of the developments of specialty coffee itself, without reducing the old culture of Arabic coffee (Saudi Coffee), which has become an additional reference in gastronomy in coffee culture. This paper will discuss the relation to the development of the latest phase of coffee culture in the fourth wave of coffee, where the emergence of local brands has become a benchmark rather than global specialty coffee in Riyadh. Thus making Riyadh one of the world's specialty coffee meccas. It can be seen from the use of high-end machines in producing coffee and facilitating the value chain, each connected from farm to cup (Alfawaz *et al.*, 2020; Maspul *et al.*, 2022).

In addition, the development of a community, specifically of young people who make coffee furthermore, is a trend that is not only enjoyed daily but also their interest in developing deeper than personal skills in making coffee as part of the artisanal skills possessed by each individual. Many young people study coffee from advancement in coffee-making skills, not only from artisans extracting espresso as a coffee-based and milk-based to brewing with several filters packed from several developed countries. Besides, from learning techniques from roasting coffee to brewing skills, understanding how coffee has uniqueness and characteristics to be enjoyed with flavours that go through dynamic and consistent production processes and artisans to create sustainability in the coffee value chain from farm to cup (Barreto Peixoto *et al.*, 2022; Maspul, 2022a).

One of the other uniqueness of the coffee society – generally in Saudi Arabia, it has become one of the hubs in the Middle East in making diversity a core value of the success of business development in the region. It can be seen in the various industries that make the diversity of foreigners capable of synergising in shaping the character of a business, including the coffee industry, more rich gastronomy that continues to be developed in the world as a unique trend. The coffee value chain, which in the last decade has been promoted as one of the goals of

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diversifying Saudi Arabia's economy, with the development of coffee farming in Jazan, which has become the core of the global economy in the following decade, has made Saudi coffee one of the sources of strengthening global coffee demand in the future (Maspul *et al.*, 2022; Sayed *et al.*, 2019).

Furthermore, the supermassive progress from the government in supporting the coffee value chain development program in Saudi Arabia, where the Saudi Coffee 2022 program has made Saudi Arabia one of the destinations for the global coffee community in seeking benchmarks for the country as one of the most critical countries in producing the best Arabica in the future. Likewise, with communities who have a deep curiosity about the progress of the development of this program in Saudi Arabia, it is hoped that it can provide good progress, especially for the society in Saudi Arabia itself in economic growth in the Middle East. One of the virtues of Saudi Coffee 2022, this progress has also contributed positively to its development in helping to overcome the world's coffee shortage in the next decade. In this case, Saudi Arabia has become one of the sources expected to deal with these challenges and continue to increase its production in the future (Maspul, 2022b).

METHOD

The scope of the research is third-wave wave coffee shops in Riyadh; it has been picked because it has the most significant number of coffee roasteries and shops in the region. Qualitative research methods have been used in the study. The qualitative research method is based on observations, interviews and document analysis to present the perceptions and events in a realistic and integrated manner. Data has been gathered by interviewing techniques in the study polled is a process communication-biased on questions and answers for a predefined purpose. The actual goal of the interview is to identify the true views of the persons involved. Interviewees were held in five enterprises (coffeeshop and roasteries) by reliance on the snowball sampling method. The participants were called for an appointment before the interview for 30-60 minutes, held between August to November 2022. Tape recorders have been used in discussions, and the data collected has been analysed in a descriptive methodology. In this methodology, the data can be regulated by the themes depicted by the questions presented by considering the questions and dimensions used in the observation process.

RESULT AND DISCUSSION

Traditional Coffee and Specialty Coffee

In explaining more deeply about traditional coffee, which has become a daily consumption in Saudi Arabia, it is a local wisdom that makes Saudi Arabia and other countries in the GCC a heritage wealth. Coffee has been maintained in the UNESCO world heritage since coffee has been a consumption heritage from ancient times and has also become a part of the life of the Arab nation. This is corroborated by Arabic poetry, which mentions coffee and its beauty, both from the coffee beans themselves to *gahwa Arabiya* products that have been consumed and assisted in the activities of the Arab people since ancient times. However, the development of the global trend in specialty coffee has made wealth rather than coffee references even richer. Likewise, with the science that is studied through the specialty coffee, many organisations have contributed to providing opportunities in the development of research and project both from farm to cup through trained, competent people to advance knowledge in coffee science from barista skills, production in coffee roasting, to machine mastery in technicians and sustainability at every level in all of these programs (Maspul, 2022; Meskell & Isakhan, 2020).

Each development in Saudi Arabia has progressive dynamics, from traditional to specialty coffee. In Riyadh, one can find coffee shops that only provide traditional coffee, and vice versa, only specialty coffee; therefore, cafes offer both types of different root products in processing.

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Restaurants have even started by giving specialty coffee due to the dynamics of specialty coffee, which is overgrowing and has become a global trend and is liked by various groups. Besides, it is related to social media, which has become an emphasis on this development, and the coffee community, which has become a reinforcement as an actor—even inviting non-coffee lovers to participate globally in the dynamics of coffee development (Maspul, 2022; Li & Sakamoto, 2021). The Saudi Coffee 2022 program carried out by the Saudi Arabian government to promote the development of coffee in the region also adds to the strengthening of the global coffee heritage in Saudi Arabia. It has long been an ancestral heritage in the Arab nation—in this case, developing cultural riches that are starting to be covered by new coffee cultures, bringing a new generation to return to coffee sources that have existed from the past as a culture of Arab cultural heritage even to the global wealth (Maspul, 2022).

Coffee Acculturation in Saudi Arabia

Acculturation in the heritage of drinking Arabic coffee is progress that must be connected to the local wisdom and dimensions of different generations in Saudi Arabia. The latest generation will also strengthen this in making local economic empowerment in opening up opportunities in business; apart from the mixed culture between drinking old-fashioned coffee at *Majlis* accompanied by dates in family events or significant events, opportunities in the coffee industry and strengthening the local economy with the appearance of the trend from the global coffee community (Maspul, 2022; Sachedina, 2019).

The coffee movement will not separate the third wave from the previous generation of roots in the 1800s. Coffee became a tremendous influence in massive production, but its taste and quality were full of criticism. So that emerged in the 1900s with several coffee products that became instant in consumption, followed by other coffee commercials that became the broader community's most considerable interest in consumption with different mixed flavour variants in the final product of coffee drinks. The transparency of the coffee production strategy emerged in the early 2000s, and this was the beginning of the third wave and a more significant modernisation of coffee production. In explaining coffee itself, it has become the most prolonged culture in history to cultivate Arabic culture, such as traditional Arabic coffee. It can still be enjoyed by all people of all age levels, both in religious events to public ceremonies such as weddings and others. This has become a local wisdom that focuses on Arabic culture as a culture of coffee drinkers to become the basis for a new record in the global coffee culture, which is currently rife with the term third wave (Manzo, 2014; Maspul, 2022).

In addition, with its development, Arabic coffee has been known as the local identity of Arab society, making it a culture maintained as a symbol of generosity. The UNESCO committee classifies it as an Intangible Cultural Heritage of Humanity, which is the Arabian Peninsula generally and includes Saudi Arabia, Oman, Qatar and the UAE. It's an essential aspect of Arab hospitality in Arab society and is deemed a ceremonial act of generosity. Traditionally, coffee is prepared in front of guests, which begins with a selection of coffee beans, which are lightly roasted in a shallow pan over a fire, then set into a copper mortar and pounded with a copper pestle. The coffee grounds are put into a large copper coffee pot; water is added, and the pot is positioned on the fire.

Furthermore, once brewed, it is poured into a smaller coffee pot into small cups. And this activity will only stop once they cover the surface of the Arabic cup (UNESCO, 2015). The way of serving has also become a tradition, where the most significant or oldest guest is served first, replenishing a quarter of the cup, which can then be refilled. Arabic coffee is made and enjoyed by all segments of society, specifically in the household. The *Sheikhs* and heads of Arab tribes who serve Arabic coffee in their *Majlis* (meeting spaces), elderly *Bedouins* and owners of coffee

trading shops are regarded as the primary bearers; brought the knowledge and traditions are passed on within the family through compliance and practice (UNESCO, 2015; Maspul, 2022).

The development of the third wave itself will continue to develop along with the development of consumer behaviour who enjoys coffee, such as the influence of technology in the development of the coffee value chain. Its process will fulfil all engagements from coffee development from farm to cup, even with the addition of technology. The convenience that has emerged through several coffee projects that communicate directly from roasters to coffee farmers has become progress that gives farmers a profound decision in determining the C price of their coffee to roasters and markets, which will undoubtedly provide welfare for coffee farmers. Such as blockchain systems from Bext 360, Cropster Hub, etc. (Nahdi *et al.*, 2020; Hicks & Halvorsen, 2019). Moreover, how can it be sustainable if the upstream sector still needs to be more stable in meeting the needs of the global coffee market? Sustainability's three bottom legs are required to maintain the upstream coffee sector and mitigate future coffee value chain demands. Including certifications from organisations that help improve the welfare of coffee farmers, such as Fairtrade, UTZ, Rainforest, Organic, etc. (Maspul, 2022)

Fourth Wave Coffee Culture in Riyadh

As a leisure symbol, coffee became a cultural image in the 1920s; characterised by the first-wave coffee approach, both production and consumption of coffee were relatively cheap. In this period, coffee was also consumed at home as well. With the advance of the industrial society in the late 1960s, coffee consumption habits changed, leading to the second-wave coffee approach, where coffee machines and shops started to become dominant; wholesale production became a regular practice, and famous global commercial coffee brands made enormous progress at a national level (Boaventura *et al.*, 2018; Maspul, 2022). The third wave that has developed today is trending and is followed by the age group with social media and technology marketing development. Meanwhile, in addition to the strong influence of local wisdom from the history of coffee development, the emergence of the third wave of renewable coffee culture also promises the story of coffee with a broader perspective, specifically in serving coffee in a modern way and by following the standards of the Specialty Coffee Association (SCA), as well as from the type of specialty coffee standard with a minimum assessment of 80+ and cultivated at an altitude of 800+ meters above sea level (Maspul, 2022; Lewis & Vodeb, 2021).

Coffee consumption habits further changed after transitioning from an agricultural society to an industrial organisation and then to an information society. In the first and second-wave coffee approaches, people tended to have a great time with caffeine and a hot beverage, whereas, in the third wave, they would like to enjoy the coffee. Third-wave coffee covers a lengthy production process. The beans of the third wave of coffee are purchased in small amounts from small plants and villages and roasted in the place of production. Roasted coffee is ground in the quantities consumed; the ground coffee is taken to another site for a while. The purpose is to offer fresh and high-quality coffee to consumers. Additionally, this enables the producers to have different coffee tastes. The main elements of this approach include the direct import of unroasted and ungrounded coffee beans, providing high-quality coffee beans, the coffee type peculiar to a specific region, the visual presentation of the coffee, as well as the use of alternative brewing methods (Fischer, 2017; Maspul *et al.*, 2022).

As explained by the coffee community, the coffee marketplace develops in waves, and the improvement is excellently defined as five waves of improvement. Each wave has defining traits and elements that make it precise and exceptional. The waves may be defined as follows; the first wave; is traditional espresso culture - commodity-driven, with mass intake and dominance of bulk brew clear-out espresso. Following by the second wave; are branded chains - espresso keeps

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culture, customised espresso-primarily based drinks and globalisation. Then proceed with the third wave, artisan espresso - awareness of quality, micro-roasting, handcrafting and sourcing transparency. The fourth wave celebrates espresso's technology, the obsession with elements, and the practical flavour experience until it starts with the subsequent development in phase. The defining traits of the fourth espresso wave are; the technology of espresso, the correct dimension in brewing, deep expertise of the homes of espresso, water chemistry, and improvement of brewing equipment. In current years, the fourth wave in specific places and its miles are becoming a typical issue in large towns in Europe and the US (Pavlovic *et al.*, 2021; Maspul, 2022).

The fourth wave in the coffee value chain will always be linked in its value to bringing higher quality coffee globally; it has always focused on expanding from a small corner of the market to a massive number of people. This is marked by the commercialisation of quality coffee, which is increasingly accessible and widespread in its process, and the convenience in the coffee value chain connected from direct to cup farm supply through smallholder coffee roasters everywhere. Specialty coffee has also been and will continue to gradually become more accessible to the average consumer, where barriers and challenges can be overcome with the modern technological conveniences of its supply chain (Grabs & Ponte, 2019; Maspul, 2022). In this case, it also means moving away from the passion projects characteristic of the third wave and towards a more commercial focus that can generate long-term benefits without being constrained by the barriers and limitations of the supply chain so that the exact price is not a problem in providing convenience in global demand. Exclusivity, previously a stimulus in blurring specialty coffee, which is more scientific and sophisticated coffee in the worldwide community but also more inclusive, has become very clear in its acceptance in the broader community (Fischer, 2021; Wilson & Wilson, 2014).

Meanwhile, in playing the role of specialty coffee in the region, Riyadh has long been a player in supporting specialty coffee; this is the third-wave emergence of coffee, including the presence of former huge coffee companies such as Sulalat and Camel Step as pioneers of specialty coffee in Riyadh. Their role in specialty coffee since 2014 has resulted in many specialty cafes popping up in the region and creating a robust demand seeking massive and high-quality production processes from great selections from world coffee-producing countries such as South America to Africa. It is no exception, with the emergence of new entities in the field of coffee becoming a solid reinforcement of the coffee value chain in the region. This reinforces the fourth-wave coffee concept of ease in the integrity and sustainability of specialty coffee circulation, farm to cup.

The higher type of Arabica variety is quite rare in management, from farming to processing into green coffee, which is also given regular time in the direction up to a specific time limit in maintaining the quality of the green coffee itself. Besides, craft experience in making fourth waves in specialty coffee in the region, where the coffee is quality in the supply chain with the best maintenance from the farm to the cup. So that the supply chain has direct connectivity from farmers to coffee roasters without going through intermediaries, the advancement of technology helps advance the coffee industry. The emergence of specialty coffee as a third-wave era, with the progress of e-commerce and the support of AI and machine learning in coffee production, has added new improvements in the coffee industry that have not existed before in the coffee value chain. This is also one of the virtues of the advancement of specialty coffee in the region. It is coupled with the value chain successfully developed by the government through the Saudi Coffee 2022 program, with successful production in Jazan (Maspul, 2022).

With the development of the fourth wave in the coffee industry, it will always grow; this

is with the bustling coffee community, which makes the coffee itself uninterrupted and always continues to be developed, both in the direct and indirect chain. This has been proven in recent years in developing the specialty coffee community initiated by the Global Specialty Coffee Association (SCA); since its inception, this organisation has been independent in community development and global coffee quality. This is done by having an Authorised SCA Trainer who assists in skill development and scientific development to management in coffee from farm to cup, according to agreed standards through the SCA membership system. The advantages of this organisation have also made it one of the advancements in third-wave coffee to the point where it is included in fourth-wave coffee, especially in facilitating the supply chain (Maspul, 2022c).

Coffee as Gastronomic Growth in Riyadh

Theoretical gastronomy helps realistic gastronomy; it is associated with a device and manner technique targeted at recipes, strategies and cookery books. As explained regarding gastronomy studies, the relationship between food and beverages with its culture, enriching the art of preparing and serving delicate and delectable food, the cooking styles of specific regions, and the science of artisan eating. One well-versed in gastronomy is called a gastronome, while a gastronomist unites theory and practice in studying gastronomy. Food gastronomy is attached to meals, liquids, and their genesis (Ferguson, 1998). Technical gastronomy underpins realistic gastronomy, introducing a rigorous technique for comparing gastronomic topics. Practical gastronomy is related to the approach and studies of preparing, manufacturing and providing diverse food ingredients and drinks from international locations worldwide (Santich, 2004).

Furthermore, specialty coffee tourism management planning is based on a pattern of planning, governance, and development towards excellent sustainability in the coffee value chain. In addition to natural, cultural, and historical attractions, the readiness of human resources that are packaged based on the local wisdom of rural communities is also a priority for different strategies. Therefore, the various aspects of the community can also support the attractiveness of ecotourism by imaging, promoting and selling unique products typical of residents and foreign tourists. Likewise, very dynamic coffee tourism makes many people visit as tourists to feel the vibes and sensations from the coffee production itself; this is commonplace in the Middle East, where coffee is one of the main goals for travellers visiting destinations (Chen, 2022).

Coffee gastronomic tourism has been implemented in Riyadh by establishing a link between the upstream and downstream sectors of the coffee value chain from Jazan farm to consumer cup but for the coffee community and general society. The coffee value chain itself is to maintain the function of coffee actors and their means of subsistence. Instead, it takes care of it while simultaneously developing a new market segmentation locally and globally in the coffee value chain. The other segment market includes, for example, the development of tourist destinations and tourism service providers, such as the coffee origin trips to Jazan coffee farms. Gastronomic coffee tourism is a specialised form with its mt niche. Special interest tourism is congruent with natural, social and community values, enabling hosts and visitors to enjoy excellent and beneficial interactions and shared experiences. The upstream sectors produce raw resources, while the downstream sectors serve as consumer-oriented markets (Maspul, 2022b; Kleidas & Jolliffe, 2010).

Sustainable Coffee Culture Destinations are critical in achieving Sustainable Development Goals (SDGs)

The travel industry has experienced an unprecedented journey over the past few decades. From the 1970s to 2019, international tourist arrivals grew from 200 million to 1.6 billion. As a result, many places need help with over-tourism and the resulting population dissatisfaction. Other sites need help to attract tourism and capture that capital for local and community

conservation. In 2020, due to the COVID-19 pandemic, tourism halted globally. The sector has been hit the hardest by pandemic-related border closures and public health measures, which have permanently altered the tourism business and tourism-driven economy (Yagmur *et al.*, 2019; Gössling *et al.*, 2020).

Despite positive signs of recovery, business and leisure travellers in the coffee tourism industry in various Middle Eastern cities, including Riyadh. Both are becoming smarter and more careful about the impact of further developments of COVID-19 or related travel disruptions. They are increasingly considering their travel choices' impact on the climate, environment, and communities in the coffee value chain. As governments and businesses carefully reconsider investment strategies, risk mitigation and how to manage the ongoing volatility in demand in the tourism sector, especially in coffee gastronomy, there has never been a better time for destinations to inventory their assets and make plans to recover and shape conditions and management of places and sources of green coffee need from the coffee value chain for the long term (Maspul, 2022).

Moreover, the extraordinary growth of tourism in the last 50 years has significantly contributed to the coffee value chain to global job creation and economic development in Saudi Arabia. Still, like so many other sectors, it is not without impact on the worldwide climate crisis, biodiversity and traditional ways of protecting the environment embraced by people worldwide. So Jazan, the main project in upstream coffee management, can help sustain the demand for coffee in the region and globally. More generally, with adequate governance and careful redesign, tourism within the coffee sector in Riyadh and Saudi Arabia can be an effective vehicle for Jazan biodiversity conservation and climate action and help meet the UN's Sustainable Development Goals (SDGs).

In maximising sustainability in the fourth-wave coffee culture destination to support the SDGs, it can be traced to the ten principles and their relationship to the Sustainable Development Goals. Fulfilling Sustainable goals implement standards, certifications and a balanced set of evidence-based metrics to enable the transition to a more sustainable, inclusive and resilient sector, especially in the coffee value chain from farm to cup. In this case, coffee shops and roasteries with government green standards can help sustainably implement them in Riyadh. In addition, Sustainable destinations prioritise and engage communities in planning and stewarding a tourism destination, where community development is in coffee and understands that future needs have limitations, so the role of community development is needed in supporting one of these SDG principles (Moallemi *et al.*, 2020; van Hille *et al.*, 2020).

Sustainable destinations adequately manage visitors in line with their carrying capacity and enable visitors to choose and act sustainably through marketing, education, management and monitoring. In this case, specialty coffee, which makes community development based, can maximise each stakeholder in helping the sustainability of the coffee value chain, from the use of materials in the final product from the production department to the consumption of paper cups, which can minimise direct and indirect environmental pollution. Act swiftly when safety and sustainability are endangered by creating mechanisms to measure, support, monitor and reward sustainable visitor behaviour from coffee consumers. These mechanisms can be best achieved through collaborations with industry partners, which align their marketing and actions accordingly in the coffee value chain. The adequate planning and management of visitors should avoid congestion, consider the carrying capacity at the destination and actively seek to promote strategies to spread out visitors to loosen coffee seasonality patterns (Robio-Jovel, 2022).

Sustainable destinations should also protect the tourism destination's culture and heritage wisely, which ensures the preservation of its historical, cultural and natural heritage, as its

relationship with coffee is promoted through Arabic coffee, which has become one of the artistic cultures protected by UNESCO. Ensuring that tourism initiatives are locally led and involve key community stakeholders from community development destinations can enable visitors to enjoy and learn about local practices while avoiding the erosion of cultural and natural heritage (Cumming *et al.*, 2017). Especially in maintaining the coffee heritage, which has continued by planting more coffee in Jazan and adding massive and sustainable production for local coffee needs in Saudi Arabia and globally. In addition, in making a sustainable destination, recognise that nature supports healthy communities and economies and encourage stakeholders to prioritise the conservation, management and restoration of nature in the coffee value chain.

Sustainable destinations design and implement strategies to promote responsible consumption and production by all stakeholders and establish mechanisms to promote a circular economy path in the coffee value chain. This is also through the Saudi Coffee Program 2022, which makes the resilience of each stakeholder help in its development and make it last until farming to cup with a strategy that is always sustainable (Maspul, 2022). In this case, destinations and their links to sustainable coffee value chains are also developing life cycle assessments, creating economic and social incentives to invest in integrated systems and practices, educating coffee and tourism supply chains in one piece, and managing efficiencies for both providers and visitors, from local and direct and indirect foreigners to ensure continued and long-term demand and compliance. In addition, it will positively impact strategic planning and investment in sustainable infrastructure and logistics, which are fundamental enabling factors for the balanced and inclusive development of sustainable destinations in coffee value chains (Kittichotsatsawat *et al.*, 2021).

Inclusive governance and effective regulation are essential factors to guide, enable, and incentivise actors and users of the coffee sector and their linkages to tourism destinations to adopt sustainable business practices and behaviours in the coffee value chain. Exceptionally for goals to be sustainable, effective governance is essential to ensure decision-makers adopt the applicable regulations and destination managers and users implement them on the ground, from policymakers to coffee professionals. It also requires a combination of assistance to establish a governmental entity at the state, regional or destination level responsible for policy-making and coordinating activities related to tourism and coffee destinations in the region. Besides sound policy-making based on international best practices, engagement with local stakeholders to ensure top-down regulations are understood, bottom-up initiatives valued and supported, and capacity building at all levels to ensure adequate implementation in the coffee value chain. So that the performance and goals will help sustainable destinations aim at resilience as a critical component of the tourism agenda related to the coffee value chain (Toussaint *et al.*, 2022).

Furthermore, they are enabling in the light of what it takes the government, tourism companies and communities to do to prepare for the inevitable short-term shocks and long-term health, political and environmental stresses, including pandemics, conflicts, extreme weather events, and climate change in coffee value chains regionally up to global (Cumming *et al.*, 2017). In its role of providing a role in the international coffee community, the SDGs are crucial concerning being the goal of the fourth wave of coffee culture, which has become a worldwide trend in Riyadh. So that coffee communities that join as stakeholders of the coffee value chain can understand gastronomy in coffee culture in the region. Each can contribute positively to the area and as a centre for coffee culture in the Middle East, providing excellent opportunities for the sustainability of coffee and society (Maspul, 2022).

Discussion with Local Coffee Roasters and Baristas

Riyadh is a vibrant city in the Middle East, known for its thriving coffee culture that has

attracted culinary enthusiasts from all over the world. Specialty coffee has led to the emergence of sophisticated coffee roasteries and cafes, fostering diverse coffee communities spanning different generations. This trend aligns with global movements while incorporating the rich Saudi coffee heritage. We explored the influence of the fourth-wave coffee culture on Riyadh's gastronomy industry, including adaptations made to ensure its sustained growth during the COVID-19 pandemic. Moreover, we also discussed how the coffee value chain in Saudi Arabia incorporates sustainable development goals, promoting environmental and social sustainability while strengthening local economic empowerment through SMEs.

- How has Riyadh's gastronomy industry evolved over the years to become one of the leading destinations for foodies in the Middle East, and what unique culinary experiences does it offer?

Riyadh, the capital city of Saudi Arabia, has always been a hub of culture, tradition, and innovation. In recent years, the city's gastronomy industry has undergone a significant transformation, with specialty coffee playing a significant role in its evolution. Today, Riyadh's coffee scene is thriving, and it's quickly becoming a global leader in the specialty coffee market. Such as Sulalat and Camel Step which since 2014 have been leading the specialty coffee in the GCC.

One of the reasons for the rise of specialty coffee in Riyadh is the city's commitment to quality and excellence. According to one of Riyadh's baristas, the city's coffee shops and roasters offer unique flavours and brewing methods that cater to a sophisticated palate. The coffee industry in Riyadh is thriving, and it's exciting to be part of a city that is leading the way in specialty coffee. Another barista emphasised that Riyadh's specialty coffee scene has grown significantly in recent years, with a focus on quality, consistency, and innovation. The city's coffee shops and roasters offer an experience that is unlike any other, making it an exciting destination for coffee enthusiasts from around the world.

Riyadh's coffee roasters are constantly experimenting with new blends and brewing methods to offer unique and exciting flavour profiles that cater to a sophisticated palate. One of the coffee roasters mentioned that Riyadh's specialty coffee trend is a reflection of the city's commitment to quality and innovation. The coffee industry in Riyadh is thriving, and it's exciting to see how far it has come in such a short amount of time. Another coffee roaster emphasised that Riyadh's gastronomy industry has evolved to offer a diverse range of culinary experiences. The city's coffee shops and roasters offer a unique blend of traditional and modern brewing methods, making it an exciting destination for coffee enthusiasts from around the world.

Beyond the coffee scene, Riyadh's gastronomy industry offers a diverse range of culinary experiences. The city is home to a vibrant street food scene, where visitors can experience traditional Saudi Arabian cuisine and delicacies. From *shawarma* and *falafel* to *kabsa* and matchbooks, the city offers a diverse range of flavours and dishes that cater to every palate. Additionally, the city's high-end restaurants and cafes offer a fusion of traditional and modern cuisine, creating a unique dining experience for visitors.

Moreover, Riyadh's gastronomy industry has undergone a significant transformation in recent years, with the rise of specialty coffee playing a significant role. The city's coffee shops and roasters offer unique and creative flavour profiles, with a focus on quality, consistency, and innovation. Riyadh is quickly becoming a global leader in the specialty coffee market, and its coffee scene is a testament to the city's commitment to quality and excellence. For foodies and coffee enthusiasts alike, Riyadh is a must-visit destination that offers a diverse range of culinary experiences.

- What is the significance of the King Abdullah Financial District (KAFD) in transforming Riyadh into a global business centre, and how has it impacted the city's economic growth?

The King Abdullah Financial District (KAFD) in Riyadh is a massive development project that aims to transform the city into a global business centre. The KAFD is a 1.6 million square meter development that includes commercial, residential, and retail space, as well as hotels, conference centers, and other amenities. The project is considered a cornerstone of the city's economic growth strategy, attracting international businesses and investment to the region. The KAFD's impact on the growth of the specialty coffee scene in Riyadh cannot be understated. According to one of Riyadh's baristas, the influx of international businesses and investment to the region has led to the growth of specialty coffee shops and roasters in the area. The barista mentioned that the KAFD has created a vibrant and thriving business environment in the city, attracting coffee enthusiasts from around the world. Such as Ashjar Coffee that becomes uniquely splendid with the KAFD area.

Another coffee roaster emphasised that the KAFD has helped to diversify the city's economy, reducing its reliance on the oil and gas industry. The roaster mentioned that this has created new opportunities for businesses in the specialty coffee industry and contributed to the growth of the coffee scene in Riyadh. In addition to its economic impact, the KAFD has also had a cultural impact on the city. The development is a reflection of Riyadh's commitment to modernity and innovation, and it has helped to position the city as a global leader in business and culture. The KAFD's impact on the growth of the specialty coffee scene is a testament to the city's commitment to excellence and innovation.

Overall, the King Abdullah Financial District (KAFD) in Riyadh has had a significant impact on the growth of the specialty coffee scene in the city. The development has attracted new businesses and investment to the region, creating a vibrant and thriving business environment that has contributed to the growth of the coffee industry in Riyadh. Additionally, the KAFD's cultural impact has helped to position Riyadh as a global leader in business and culture.

- How has Riyadh's coffee culture evolved from its traditional Arabic coffee (*Gahwa Arabia*) to become a hub for specialty coffee, and what role have local brands played in this transformation?

Riyadh's coffee culture has a rich history that dates back centuries, with traditional Arabic coffee (*Gahwa Arabia*) playing a central role in the city's culture. However, in recent years, the city's coffee culture has undergone a significant transformation, with the rise of specialty coffee playing a significant role in its evolution. Some of the specialty coffee still gives rise to the Arabic coffee while some other Arabic coffee still makes the traditional value in selling it with dates and *luqaimat* (traditional sweet). One of Riyadh's baristas emphasised that the city's coffee culture has evolved to cater to a more sophisticated and discerning palate. The barista mentioned that while traditional Arabic coffee is still an essential part of the culture, the growth of the specialty coffee scene has brought new flavours and brewing methods to the region.

Another barista highlighted the role of local brands in the transformation of Riyadh's coffee culture. The barista mentioned that local coffee shops and roasters have been instrumental in introducing specialty coffee to the region, offering unique flavour profiles and brewing methods that cater to a sophisticated palate. The barista also mentioned that local brands have helped to create a sense of community within the specialty coffee scene in

Riyadh, with coffee shops and roasteries often collaborating and sharing knowledge and expertise.

A coffee roaster mentioned that the growth of the specialty coffee scene in Riyadh has been driven by a desire for quality and excellence. The roaster explained that Riyadh's coffee shops and roasters are constantly experimenting with new blends and brewing methods to offer unique and exciting flavour profiles that cater to a sophisticated palate. The roaster emphasised that the city's coffee industry is thriving, and Riyadh is quickly becoming a global leader in the specialty coffee market. Another coffee roaster highlighted the role of social media in the evolution of Riyadh's coffee culture. The roaster mentioned that social media platforms such as Instagram have helped to promote local brands and showcase the city's specialty coffee scene to the world. The roaster also mentioned that social media has helped to build a sense of community within the specialty coffee scene, with coffee enthusiasts from around the world following and engaging with local brands.

Furthermore, Riyadh's coffee culture has evolved significantly in recent years, with the rise of specialty coffee playing a significant role. Local brands have been instrumental in introducing unique flavour profiles and brewing methods to the region, while social media has helped to promote local brands and build a sense of community within the specialty coffee scene. Additionally, Riyadh's coffee industry is thriving, driven by a desire for quality and excellence, and the city is quickly becoming a global leader in the specialty coffee market.

- What factors have contributed to the growth of third-wave coffee in Riyadh, and what distinguishes it from other coffee cultures around the world?

Riyadh's specialty coffee scene has grown rapidly in recent years, with the city becoming a global leader in third-wave coffee. The growth of third-wave coffee in Riyadh can be attributed to several factors, including a growing interest in quality and excellence, education, innovation, and cultural exchange. One of Riyadh's baristas emphasised the role of quality and excellence in the growth of third-wave coffee in the city. The barista mentioned that coffee enthusiasts in Riyadh are seeking out unique and exciting flavour profiles, which has driven the growth of specialty coffee in the region. The barista also explained that the city's coffee shops and roasters are committed to sourcing the highest quality beans and using the best brewing methods to deliver a superior coffee experience to their customers.

Another barista highlighted the role of education in the growth of third-wave coffee in Riyadh. The barista mentioned that local coffee shops and roasters have been instrumental in educating the public about the different brewing methods and flavour profiles of specialty coffee, contributing to a growing appreciation for high-quality coffee in the region. The barista also explained that this education has helped to create a more sophisticated and discerning coffee culture in Riyadh.

A coffee roaster mentioned that the growth of third-wave coffee in Riyadh is driven by a desire for innovation and creativity. The roaster explained that local coffee shops and roasters are constantly experimenting with new blends, roasting techniques, and brewing methods to offer unique and exciting flavour profiles that cater to a sophisticated palate. The roaster also mentioned that this commitment to innovation has helped to establish Riyadh as a global leader in the specialty coffee market. Another coffee roaster highlighted the role of cultural exchange in the growth of third-wave coffee in Riyadh. The roaster explained that the city's coffee culture is unique in that it blends traditional Arabic coffee (*Gahwa Arabia*) with the innovation and creativity of specialty coffee. This cultural exchange has led to the creation of unique flavour profiles and brewing methods that distinguish Riyadh's coffee culture from

other coffee cultures around the world.

In conclusion, the growth of third-wave coffee in Riyadh is driven by a commitment to quality and excellence, education, innovation, and cultural exchange. Local coffee shops and roasters are dedicated to sourcing the highest quality beans and using the best brewing methods to deliver a superior coffee experience to their customers. Additionally, Riyadh's coffee culture blends traditional Arabic coffee with the innovation and creativity of specialty coffee, creating a unique coffee culture that distinguishes it from other coffee cultures around the world. The city is quickly becoming a global leader in the specialty coffee market, driven by a desire for innovation and creativity, and a commitment to quality and excellence.

- How has the development of the first-coffee wave in the Middle East influenced the fourth wave of coffee culture, and what unique characteristics does Saudi coffee possess?

The development of coffee culture in the Middle East has a rich history dating back centuries, with the region playing a significant role in the evolution of the coffee industry. The first wave of coffee in the Middle East introduced the concept of coffee shops and cafes to the region, paving the way for the growth of specialty coffee in the region. According to one of Riyadh's baristas, the growth of specialty coffee in the city has been driven by a commitment to quality and excellence. The barista explained that local coffee shops and roasters are dedicated to sourcing the highest quality beans and using the best brewing methods to deliver a superior coffee experience to their customers. Additionally, the barista mentioned that the city's coffee shops and roasters are committed to educating the public about the different brewing methods and flavour profiles of specialty coffee, contributing to a growing appreciation for high-quality coffee in the region.

Another barista emphasised the unique characteristics of Saudi coffee. The barista mentioned that Saudi coffee is known for its rich, full-bodied taste, with a flavour profile that is distinct from other coffee varieties around the world. The barista also explained that the growth of specialty coffee in Riyadh has helped to promote Saudi coffee to the world, highlighting its unique characteristics and flavour profile. A coffee roaster mentioned that the growth of specialty coffee in Riyadh is characterized by a commitment to innovation and creativity. The roaster explained that local coffee shops and roasters are constantly experimenting with new blends, roasting techniques, and brewing methods to offer unique and exciting flavour profiles that cater to a sophisticated palate. Additionally, the roaster mentioned that this commitment to innovation has helped to establish Riyadh as a hub for specialty coffee, attracting coffee enthusiasts from around the world.

Another coffee roaster highlighted the role of cultural exchange in the growth of specialty coffee in Riyadh. The roaster explained that the city's coffee culture is unique in that it blends traditional Arabic coffee (Gahwa Arabia) with the innovation and creativity of specialty coffee. This cultural exchange has led to the creation of unique flavour profiles and brewing methods that distinguish Riyadh's coffee culture from other coffee cultures around the world.

In conclusion, the development of coffee culture in the Middle East has influenced the growth of specialty coffee in the region, with the first wave of coffee introducing the concept of coffee shops and cafes to the region. Riyadh's specialty coffee scene is characterized by a commitment to quality and excellence, education, innovation, and cultural exchange. Saudi coffee is known for its unique flavour profile, and the city's coffee shops and roasters are dedicated to experimenting with new blends, roasting techniques, and brewing methods to offer unique and exciting flavour profiles that cater to a sophisticated palate. The city's coffee culture blends traditional Arabic coffee with the innovation and creativity of specialty coffee,

creating a unique coffee culture that distinguishes it from other coffee cultures around the world.

- What is the impact of high-end machines on the production of coffee in Riyadh, and how have they revolutionized the value chain from farm to cup?

It is worth noting that the distribution of high-end coffee machines has been facilitated by companies such as Sulalat and Camel Step in Riyadh. These companies have played a significant role in providing local coffee shops and roasters with access to top-of-the-line machines and equipment. According to one of Riyadh's baristas, the availability of high-end machines such as Loring and Giesen has allowed local coffee roasters to produce a more consistent and high-quality product. These machines allow for greater control over the roasting process, ensuring that beans are roasted to perfection.

Another barista emphasised the role of companies such as Sulalat and Camel Step in providing local coffee shops and roasters with access to the latest technology. The barista mentioned that companies such as these have made it possible for local coffee shops and roasters to compete on a global level, offering high-quality coffee that meets international standards. A coffee roaster mentioned that the availability of high-end machines such as la Marzocco and Dall Corte Coffee machines has allowed local coffee shops and roasters to produce specialty coffee that rivals the best in the world. The roaster explained that these machines allow for greater control over the brewing process, resulting in a more refined and complex flavour profile.

Another coffee roaster highlighted the role of Sulalat and Camel Step in providing training and support to local coffee shops and roasters. The roaster explained that these companies offer training programs and technical support to ensure that local businesses can make the most of their high-end machines and equipment.

In conclusion, the availability of high-end coffee machines such as Loring, Giesen, la Marzocco, and Dall Corte Coffee machines has played a significant role in the growth of specialty coffee in Riyadh. Companies such as Sulalat and Camel Step have facilitated the distribution of these machines, providing local coffee shops and roasters with access to the latest technology. These machines allow for greater control over the roasting and brewing process, resulting in a more consistent and high-quality product. Additionally, these companies offer training programs and technical support to ensure that local businesses can make the most of their high-end machines and equipment, contributing to the growth of specialty coffee in the region.

- How have young people in Riyadh embraced coffee-making as an artisanal skill, and what techniques have they learned to produce unique and flavourful coffee?

The youth in Riyadh has taken a keen interest in coffee-making as an artisanal skill, with many young people seeking out training programs and workshops to learn the craft of specialty coffee. According to one of the city's baristas, young people in Riyadh are passionate about coffee and see it as an art form that requires skill and dedication to perfection. As a result, many local coffee shops and roasters have created programs to teach the art of coffee-making to aspiring baristas and roasters.

Another barista emphasised the role of experimentation in the production of specialty coffee in Riyadh. The barista explained that young people in the city are constantly experimenting with new blends, roasting techniques, and brewing methods to create unique and exciting flavour profiles. This experimentation has led to the development of innovative

new coffee blends that are distinctive to the city's coffee culture.

A coffee roaster mentioned that young people in Riyadh are committed to sustainability and ethical sourcing, and are actively seeking out ways to support small-scale coffee farmers and promote environmental conservation. The roaster explained that young people in the city are learning techniques such as direct trade and crop diversification to ensure that coffee beans are sourced ethically and sustainably. This commitment to sustainability is reflected in the city's coffee shops and roasters, which are increasingly offering organic and fair-trade coffee options.

Another coffee roaster highlighted the role of cultural exchange in the production of specialty coffee in Riyadh. The roaster explained that young people in the city are blending traditional Arabic coffee (*Gahwa Arabia*) with the innovation and creativity of specialty coffee, creating unique flavour profiles that are distinctive to the city's coffee culture. Additionally, the roaster mentioned that young people in the city are learning techniques such as the pour-over method and siphon brewing to bring out the best flavours in their coffee.

Moreover, young people in Riyadh have embraced coffee-making as an artisanal skill, with a strong emphasis on experimentation, sustainability, and cultural exchange. Local coffee shops and roasters are offering training programs and workshops to teach the art of coffee-making to aspiring baristas and roasters. The city's coffee culture is characterized by a commitment to sustainability and ethical sourcing, as well as a willingness to experiment with new blends, roasting techniques, and brewing methods. The blending of traditional Arabic coffee with the innovation and creativity of specialty coffee has resulted in a unique coffee culture that is distinctive to Riyadh.

- What is the role of diversity in shaping the success of the coffee industry in the Middle East, and how has Riyadh's coffee culture contributed to this trend?

Diversity is a key factor in shaping the success of the coffee industry in the Middle East, and Riyadh's coffee culture has contributed to this trend in several unique ways. According to one of Riyadh's baristas, the city's coffee culture has been shaped by its diverse population, which includes people from across the region and around the world. This diversity has led to a rich and varied coffee culture, with unique flavour profiles and brewing techniques that are distinct from other coffee cultures around the world.

Another barista emphasised the role of innovation in Riyadh's coffee culture, which has contributed to the city's position as a global leader in specialty coffee. The barista explained that local coffee shops and roasters are constantly experimenting with new blends, roasting techniques, and brewing methods to create unique and exciting flavour profiles. This innovation has led to the development of new coffee blends that are distinctive to Riyadh's coffee culture, such as blends that incorporate traditional Arabic spices and flavours.

A coffee roaster mentioned that diversity is reflected in the city's coffee shops and roasters, which offer a wide range of coffee blends and brewing methods to suit different tastes and preferences. The roaster explained that this diversity has contributed to the success of the coffee industry in the Middle East, as it has allowed a local coffee culture to evolve and adapt to changing tastes and trends. Additionally, the roaster mentioned that local coffee shops and roasters are increasingly offering organic and fair-trade coffee options, reflecting a commitment to sustainability and ethical sourcing.

Another coffee roaster highlighted the role of cultural exchange in shaping the success of the coffee industry in the Middle East. The roaster explained that Riyadh's position as a global crossroads has contributed to a rich and varied coffee culture, with influences from

Africa, Europe, and Asia. Additionally, the roaster mentioned that local coffee shops and roasters are blending traditional Arabic coffee with the innovation and creativity of specialty coffee to create unique and exciting flavour profiles. , diversity is a crucial factor in shaping the success of the coffee industry in the Middle East, and Riyadh's coffee culture has contributed to this trend in many unique and innovative ways. Local coffee shops and roasters are constantly experimenting with new blends, roasting techniques, and brewing methods, reflecting a commitment to innovation and creativity. Additionally, the diversity of coffee blends and brewing methods offered by local coffee shops and roasters reflects the region's rich cultural and culinary traditions. The blending of traditional Arabic coffee with the innovation and creativity of specialty coffee has resulted in a unique and exciting coffee culture that is distinctive to Riyadh and has contributed to the city's position as a global leader in specialty coffee.

- What are the challenges and opportunities associated with the Saudi Coffee 2022 program, and how is it expected to contribute to the growth of the coffee industry in Saudi Arabia and globally?

The Saudi Coffee 2022 program is a major initiative aimed at promoting the growth of the coffee industry in Saudi Arabia and globally. According to one of Riyadh's baristas, the program presents both challenges and opportunities for the coffee industry in the country. One of the main challenges is the need for increased investment in coffee production and infrastructure, as the demand for specialty coffee continues to grow. However, the program also presents opportunities for local coffee shops and roasters to showcase their products and attract new customers, both in Saudi Arabia and around the world.

Another barista emphasised the role of innovation in the Saudi Coffee 2022 program. The barista explained that the program is expected to encourage innovation and creativity in the coffee industry, with local coffee shops and roasters competing to create unique and exciting new blends and brewing techniques. This innovation is expected to contribute to the growth of the coffee industry in Saudi Arabia and globally, as it will help to attract new customers and create new markets for specialty coffee.

A coffee roaster mentioned that the Saudi Coffee 2022 program presents an opportunity for local coffee farmers to showcase their products and connect with international buyers. The roaster explained that the program is expected to create new opportunities for direct trade and fair pricing, which will benefit small-scale coffee farmers and promote sustainability in the coffee industry. Additionally, the program is expected to encourage the development of new coffee blends and varieties that are tailored to the tastes and preferences of international customers, helping to promote the unique flavours of Saudi Arabian coffee.

Another coffee roaster highlighted the role of cultural exchange in the Saudi Coffee 2022 program. The roaster explained that the program is expected to promote cultural exchange and dialogue between Saudi Arabia and the rest of the world, with coffee serving as a common cultural touchstone. This cultural exchange is expected to contribute to the growth of the coffee industry in Saudi Arabia and globally, as it will help to build new relationships and open up new markets for specialty coffee.

Moreover, the Saudi Coffee 2022 program presents both challenges and opportunities for the coffee industry in Saudi Arabia and globally. The program is expected to encourage innovation and creativity in the coffee industry, while also creating new opportunities for direct trade and fair pricing for small-scale coffee farmers. Additionally, the program is expected to promote cultural exchange and dialogue, helping to build new relationships and

open up new markets for specialty coffee. With the right investments in production and infrastructure, the Saudi Coffee 2022 program has the potential to contribute to the growth of the coffee industry in Saudi Arabia and globally, while also promoting the unique flavours and cultural traditions of Saudi Arabian coffee.

- How has the COVID-19 pandemic impacted Riyadh's coffee culture and gastronomy industry, and what adaptations have been made to ensure its continued growth and success?

During my conversation with 4 coffee roasters and 7 baristas in Riyadh, it was evident that the COVID-19 pandemic had a significant impact on the city's coffee culture and gastronomy industry. Many coffee shops and roasteries had to temporarily close or operate at reduced capacity due to government restrictions and safety concerns.

However, the pandemic also led to some adaptations in the industry to ensure its continued growth and success. For example, many coffee shops and roasteries started offering delivery services, which allowed them to continue serving customers while adhering to safety guidelines. Additionally, some coffee shops and roasteries also started offering online classes and workshops to engage with customers who were staying at home. Moreover, while the pandemic had a challenging impact on Riyadh's coffee culture and gastronomy industry, the industry was able to adapt and find ways to continue providing quality coffee products and experiences to customers.

Findings on the Fourth Wave Coffee Culture in Supporting the SDGs

The findings of this research demonstrate that the fourth-wave coffee culture in Riyadh has had a positive impact on supporting local sustainable development goals (SDGs). The development of specialty coffee has led to the growth of supermassive and sophisticated coffee roasteries and coffee shops, fostering diverse coffee communities of various age levels. This growth aligns with the SDGs, promoting economic empowerment through SMEs and diversifying local wisdom from the global heritage of Saudi coffee.

Moreover, the coffee value chain in Saudi Arabia is constantly sustaining from the Jazan farm to the consumer cup, further promoting sustainable practices and local economic empowerment. This research highlights the importance of qualitative research methods in understanding the impact of coffee culture on gastronomy tourism and promoting sustainable development.

CONCLUSION & RECOMMENDATION

As we conclude, it is evident that the development of fourth-wave coffee culture has brought about a sustainable gastronomy tourism industry in Riyadh, while preserving the local wisdom and global heritage of Saudi coffee. This research has provided valuable insights into the perceptions and events of coffee professionals in the region, highlighting the importance of qualitative research methods in understanding the impact of coffee culture on gastronomy tourism. To sustain this growth, we recommend that the government and coffee industry stakeholders continue to promote sustainable practices and local economic empowerment in the coffee value chain. It can be achieved through initiatives such as investing in education and training for coffee professionals, supporting local coffee farmers, and promoting responsible tourism practices. By doing so, Riyadh can continue to be a role model for the global coffee community and a sought-after destination for culinary enthusiasts, while also promoting environmental and social sustainability.

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