



Chilero Coffee: The feasibility of opening a Guatemalan specialty coffee shop with a sustainable focus in Lisbon

Genesis Garcia

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Dedication

This master's project is dedicated to my family, without whom I would've never come to wear our *cultura* so proudly, without whom I'd never dream of paying honor and homage through Chilero. To Guatemala, the small, humble country that has so much to give, that has already given me so much. And lastly to the *agricultores*, the farmers, all the women and indigenous people whose labor we forget between sips of coffee. May this dedication be your stage, a space where you shine.

Abstract

This project examines the feasibility of opening Chilero Coffee, a Guatemalan specialty coffee shop with a sustainable focus in Lisbon, Portugal. The investigation includes a literature review, interviews with specialty coffee stakeholders in Lisbon, as well as a SWOT analysis. The purpose of the study is to identify the potential of the specialty coffee shop concept as well as the challenges it may face.

The literature review introduces the world of specialty coffee, explores culture and tourism trends in Lisbon as they relate to specialty coffee, presents relevant sustainability issues, and offers a case study on Guatemalan coffee production. Methodologically, and with the aim of better understanding local market trends and consumer preferences, an interview was conducted with a panel of 10 people, experts in specialty coffee shops and representatives of Lisbon's Tourism and Hospitality industry. Lastly, a SWOT analysis was applied to assess how Chilero Coffee as a business concept compares to its competition, as well as to present strategies it can use to give it a competitive edge.

The study's findings reveal numerous strengths Chilero Coffee already holds as a one-of-a-kind coffee shop concept that will attract a loyal customer base. These include showcasing high-quality Guatemalan coffee, engaging in sustainable coffee production and consumption practices, offering engaging intercultural programming, and making creative use of the café's space as an educational and cultural hub to distribute comprehensive knowledge about specialty coffee and Guatemalan culture.

From the research, a few weaknesses emerged. These include high operational costs, a narrow product offer, and potential price barriers for some customers. However, the analysis also introduced compelling opportunities for Chilero, such as expanding upon Portugal's existing coffee knowledge and Lisbon's developing specialty coffee scene, cultivating cultural exchange, fostering community between foreigners and locals, and inspiring slow tourism practices. Lastly, some of the potential threats to Chilero Coffee's success include high competition in the market, a lack of awareness of Guatemalan culture in Portugal, and unpredictable environmental conditions that could affect specialty coffee production.

While Chilero Coffee may face some challenges, the café has commensurable strengths and opportunities to responsibly promote Guatemalan culture, nurture

intercultural exchange, and encourage sustainable production and consumption practices in consumers and other similar business types. The findings presented in the study provide valuable insights and support for starting a Guatemalan specialty coffee shop with a sustainable focus in Lisbon, Portugal.

Keywords: specialty coffee, Guatemalan coffee, sustainable coffee, coffee tourism, Lisbon café business feasibility

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Chapter 1: Introduction

Despite becoming popular in the United States, the Third Wave/Specialty Coffee movement has taken shape across the globe, becoming equally prominent in countries such as Germany, France, Japan and beyond (Boston Magazine, 2012; *Specialty Coffee Association*, n.d.). Similar to how regional gastronomy or wine connoisseurs attract their own set of travelers, within the last 40 years, coffee, and more specifically, specialty coffee, has exponentially shaped its own fan club as tourists add coffee to their bucket list of desired cultural experiences (Brenes et al., 1997, *Driven Coffee*, 2019; Jolliffe, 2010; Smith et al., 2019b). This interest has manifested in more overt forms of tourism, such as coffee tourism (Boaventura et al., 2018, Jolliffe, 2010; Smith et al., 2019b) to more indirect tourist patterns, such as inter and intra-city coffee shop hunting and using coffee shops as a conduit through which to engage in leisure travel, “slowing down,” and feeling like a “local” (Hannonen, 2020; Jolliffe, 2010; Schreiber & Childers, 2014). Coffee shops have even become integral to daily work life (Woldoff et al., 2013) as is the case with a category of a longer-term tourist, the Digital Nomad (Putra & Agirachman, 2016; Rosenwald, 2009).

As coffee shops become increasingly popular places for travelers, coffee becomes a tourist product of consumption and coffee shops a tourist attraction. Consequently, coffee shops and the various components that make up their existence, function, and production should undergo the same scrutiny of other tourism activities, namely in regard to sustainability. Therefore, this project aims to shed light on the relationship between tourism, specialty coffee, and sustainability. Additionally, it provides an analysis of the feasibility for developing a specialty coffee shop that incorporates economic and cultural sustainability frameworks through its supply chain, its introduction of a counter narrative around underrepresented identities, and by building a conscious coffee community.

The field of work as outlined in the book *Coffee Culture, Destinations and Tourism* (2010) by Drake University Professor Lee Jolliffe is of undeniable importance to this project, as it clearly underlines the significant relationship between coffee and tourism. Edited by Jolliffe (2010), *Coffee Culture, Destinations and Tourism* offers an interdisciplinary investigation of how coffee, coffee culture, and coffee destinations relate to the hospitality and tourism industry. While the project builds upon this niche field of work, it also expands it as it elaborates on the importance of sustainability within

the coffee-tourism relationship, and sheds light on the impact this trifecta—sustainability, coffee, and tourism—can have on a major coffee exporting country, Guatemala. This work also aims to address some of the very valuable questions that Sarah Lyon poses in her research exploring the economic and social benefits (or lack thereof) that fair trade certification schemes and specialty coffee cooperatives claim to offer the Guatemalan coffee market and its farmers (Lyon 2011, 2013). While Jolliffe’s book “outlines coffee tourism projects in producing countries as forms of pro-poor or community tourism with poverty alleviation objectives, demonstrating how coffee tourism can be an agent of cultural change,” (2010, 35) this project argues that coffee shops—and specialty coffee shops in particular—are both a component and extension of coffee tourism even while not in the producing country, and that specialty coffee shops themselves can contribute to social change, non-exploitative fair trade initiatives, and the fight against global stereotypes of producing countries.

1.1. Structure of Study

This project is made of 2 major sections. The first section is titled *Theoretical Approach* and is further divided into 2 chapters, “The Specialty Coffee Shop” and “Sustainability.” As a whole, “The Specialty Coffee Shop” chapter provides the reader adequate context to understand the basics of specialty coffee and the Third Wave Coffee movement. It allows them to differentiate between levels of coffee quality and get a sense of the importance and uniqueness of the Third Wave. Later, it draws clear connections between specialty coffee shops and Cultural & Gastronomic tourism, and further drives home the relationship to and intersection of coffee and tourism through the lens of various markets and new demand trends within Cultural & Gastronomic tourism. This section further confirms the validity and importance of exploring specialty coffee under this tourism umbrella.

The foundation of Chapter 2 then sets the reader up for Chapter 3 of *Theoretical Approach*, “Sustainability,” which outlines specialty coffee shops’ contribution to sustainability and offers a specific case-study-like focus on Guatemala as a coffee producing country. It explores how all of these components—coffee, tourism, and sustainability—can interact and potentially impact the country economically, environmentally, culturally, and socially.

The second half of the project, *Feasibility of a Sustainable Coffee Shop in Lisbon*, analyzes the entrepreneurial potential and possible challenges for establishing a sustainable specialty coffee shop in Lisbon, Portugal. Chapter 4, “Cultural & Gastronomic Tourism Characterization of Lisbon,” the first chapter of this section, zooms in on the city of Lisbon, Portugal. It offers a general overview of Cultural & Gastronomic tourism in the city, as well as what sustainable practices and strategies have been used in this regard. It also argues for the relevance of specialty coffee shops in Lisbon, a burgeoning specialty coffee culture cityscape. The 5th chapter, “Methodological Approach,” outlines the methodology used to gather qualitative data from interviews with members of the specialty coffee and tourism sectors in Lisbon as well as the design of the interview script, along with the methodological procedures for the application of these interviews. The “Results and Discussion” section of this chapter uses the previous theoretical grounding and methodology described as well as findings from the interviews to finally delve into the feasibility of a sustainable specialty coffee shop as a business concept in Lisbon.

In chapter 6, “SWOT Analysis and Strategies for the Establishment of a Specialty Coffee Shop” a SWOT analysis is provided, offering market research of the specialty coffee sector in Lisbon and other insights garnered from the interviews with responses from specialty coffee shop and tourism sectors. It also highlights strategic options, challenges, and the viability of a specialty coffee shop in Lisbon through a sustainability perspective.

The project concludes with tying both theoretical and analysis sections together, proposing how the specialty coffee sector and sustainability efforts can and should work in tandem and potentially manifest themselves successfully into a sustainable specialty coffee shop. The “Conclusion” also reviews the limitations of this study and recommends questions that should continue to be explored in the future.

Section I: Theoretical Approach

Chapter 2: The Specialty Coffee Shop

2.1: Specialty/Third Wave Coffee

“Third Wave Coffee” refers to the evolution of coffee consumption to a more careful consideration of the beverage’s complexity and a desire to achieve and experience the drink at higher levels of quality. Grown at altitudes up to 2000 meters above sea level and undergoing arduous and unique harvesting processes, Third Wave coffee distinguishes itself from previous forms of coffee consumption via the First and Second Waves, a process of differentiation that “goes beyond a superior quality coffee bean, and includes limited availability (“microlotes”), specialty varieties, coffee origin and growers’ historical methods of harvest and preparation, and environmental and social concerns,” (Boaventura et al., 2018, 255). Therefore, coffee shops within this market niche are businesses dedicated to serving a Third Wave version of coffee, or “specialty,” high quality coffee (Boaventura et al., 2018; Fischer et al., 2021, 4; Hartmann, 2011), that scores higher than 80 points on the Specialty Coffee Associations’ 100-point scale (Stanley, 2022). Similar to those who deem artisanal food or wine rich, complex products that exist beyond the plate or glass, the Third Wave Coffee movement aims to highlight the sensory experiences behind this caffeinated beverage, from when the coffee plant is first cultivated to the last step in the value chain—in the cup of the consumer.

Similar to many products, coffee was highly commercialized at one point in its history. In the 1960s, it became widely accessible mostly in the form of instant coffee, and in the U.S., major brands such as Folgers or Maxwell, were commonly found on family dining tables (Fischer et al., 2021; Pittman, 2020). This period is considered coffee’s “First Wave” (Boaventura et al., 2018; Pittman, 2020).

Coffee’s second wave emerged with an increase in coffee quality, a focus on the origins of the coffee product, and making coffee of this quality accessible to the average consumer. Companies such as Starbucks began selling these higher quality products and, as a result, the drink “started to become a luxury product rather than a necessity,” (Guevara, 2017).

What differentiates, then, the Third Wave coffee movement from the first two waves is the level of attention to quality and the approximation of the producer to the end consumer (Boaventura et al., 2018; Pittman, 2020). While the first two may have focused on accessibility and scaling, the third wave's appreciation of quality—from how the coffee is cultivated to how it's ultimately brewed—intentionally acknowledges the different actors in the supply chain.

2.2: Specialty Coffee as Part of Cultural & Gastronomic Tourism

Coffee is an international product. While grown in Africa, Central America, South America, and Asia, it is exported all over the world. Similar to the way that France might be known for its pastries or Italy for its pasta, large coffee growing countries like Colombia, Vietnam, and Ethiopia are known for their coffee. Accordingly, the rising popularity of specialty coffee and attention to quality has allowed coffee to start making a name for itself within the realm of Cultural and Gastronomic Tourism.

Although scholars still debate on an official definition, Cultural Tourism is generally known as the process of traveling “to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination,” (UNWTO, 2022, Paragraph 4). Through interactions with different cultural factors such as architecture, entertainment, and food, visitors become familiar with the way of life and history of a particular place (Mousavi et al., 2016). Accordingly, Gastronomic Tourism forms part of Cultural Tourism, as a location's food products can not only be representative of that country or city (Gheorghe et al., 2014) but also serve as conduits through which to understand a culture's traditions, people, history, and lifestyle.

Certainly, in more recent years, gastronomy has increasingly become one of the major reasons people travel; according to the 2013 Eurobarometer study, a series of public opinion surveys regularly conducted by the European Commission, culture, including arts and gastronomy, made up 25% of tourists' travel motivations (Gheorghe et al., 2014). Growth in gastronomic tourism can also be attributed to the fact that over a third of a tourist's budget is spent on food consumption (*Global Report on Food Tourism*, 2012). Consequently, there are many opportunities for a tourist to interact with a country's culture and for the country to reveal its identity through food. As Gheorghe et al. states “Tourists are looking after the origin of the gastronomic food, legends and

stories about the food, history, making it an expression of cultural tourism,” (2014, 12). Therefore, as tourists continuously seek out new, unique and creative experiences, gastronomy is one of the ways that travelers set out to meet this objective.

Gastronomy has come to be understood as an inseparable and integral part of getting to know a place’s culture. Exploring a location’s gastronomy mirrors various components that make up tourism, such as respect for culture and tradition and authenticity (Gheorghe et al. 2014). This has caused the sector to grow and breed distinct branches within food tourism, focusing on different high quality local products (Gheorghe et al. 2014). Gastronomic Tourism can be divided into subsections like dishes or beverages, and within those categories, by cheese and meats or beer and wine (Gheorghe et al. 2014). Coffee, and more specifically, specialty coffee, also falls within a subcategory of gastronomic tourism (Novelli, 2005). According to Boaventura et al., “In the third wave, coffee is considered an artisanal product as complex as wine,” (Boaventura et al., 2018, 255). As such, coffee tourism’s elements and objectives resemble those of enotourism, or wine tourism, where tourists interact intricately with the gastronomic product, and throughout the process, get to know a country’s history, identity and culture.

According to Jolliffe (2010), coffee tourism encompasses that which is related to the consumption of coffee, its history, and related traditions, products, and culture. A touristic coffee experience often includes a visit to farms where coffee crops are cultivated or to the headquarters of coffee cooperatives—an organized group of coffee producers—that highlight the coffee’s regional history. These experiences may also include the opportunity to meet with farmers to discuss harvesting and production, as well as learn about the region’s market value (Jolliffe 2010). Jolliffe summarizes the coffee-tourism relationship best in *Coffee Culture, Destinations and Tourism* (2010, 16):

“Coffee as part of food and beverage tourism is a cultural experience (Boniface, 2003, as cited in Jolliffe, 2010). Different coffee traditions lend themselves to culinary tourism, and locations with unique forms of coffee production and heritage may use this in destination branding. Coffee is experienced through travel and besides collecting coffee experiences, travelers may collect objects related to coffee as souvenirs (Timothy, 2005, as cited in Jolliffe, 2010) or may purchase coffee beans as a souvenir (Berger, 2005, as cited in Jolliffe, 2010).”

These components of a coffee experience mirror those of a wine tour, where tourists visit

a wine producing region, understand how grapes are harvested and turned into wine, learn about the grapes' regional uniqueness and the winery's special production practices, participate in a wine tasting, and purchase a wine bottle from the vineyard's gift shop. In fact, in the world of specialty coffee there is coffee "cupping," which involves smelling a coffee's aroma, tasting and analyzing its flavor and body through slurping (Smith et al., 2019b), closely resembling the wine tasting process.

Where the wine vineyard is to enotourism what a coffee plantation is to coffee tourism, coffee tourism can be further divided into three more categories: "human-made tourists attractions built deliberately to attract coffee tourists...such as coffee museums that were founded to educate tourists on coffee in specific regions...[like] the Burg Coffee Museum in Hamburg, Germany and the Chiccod'oro Coffee Museum in Balerna, Switzerland"; coffee-related festivals and special events; and lastly, attractions like cafés that offer and prepare coffee as well as present its history and traditions (Smith et al., 2019b, 722).

In its nicheness, coffee tourism can also fall under alternative or special interest tourism, which steers away from mass or mainstream tourism by catering to the specific and individualized needs of travelers (Douglas et al., 2001). In Smith et al.'s (2019a) "The Circumstances Pertaining to the Behaviors, Demands and Gratification in Tourist Engagement in Coffee Tourism," researchers support the concept of special interest tourism by stating that "Special interest tourists, filled not only with curiosity but also eager for knowledge and hands-on experience, aim for opportunities to express aesthetic appreciation, to build up a collection of mementos, to express individuality, to gain social acceptance, as well as to be among the pioneers who can share their unique travel experiences with others," (Smith et al., 2019a, 223). Smith et al., who also conducted research on coffee tourism interest and satisfaction in their paper "Creating a coffee tourism network in the north of Thailand," argue that special interest tourists can achieve this aim through coffee tourism.

2.3: Specialty Coffee Shops as a Tourist Attraction

In the aforementioned study by Smith et al. (2019a), travelers' interest in coffee tourism was motivated by visiting the country of origin, the plantation where the coffee is grown, and finally, participating in a coffee tasting at the end of the tour. As argued in the

previous section of this project, places where coffee is produced, brewed, and/or served are an essential component of coffee tourism. Therefore, coffee shops, the main place where customers can purchase and consume coffee, can be considered tourist attractions.

Coffee shops can be further identified as tourist attractions by the number of tourists that visit cafés on their travels. From mainstream and chain cafes like Starbucks, which tend to be in touristic areas like city centers and airports, to more “off-the-beaten-path” cafés like specialty coffee shops, coffee shops undoubtedly make up part of the tourist experience. As Jolliffe (2010, 69) argues, cafés “may be a vital component of a distinctive urban ambiance...They have a growing presence in a number of cities around the world and may be seen as amenities that support the development of culture and the arts as a means to attract tourists.” In countries like Portugal, for example, there is a long history of coffee culture as Portugal played a key role in bringing coffee to Europe (Christie, 2016). With the Portuguese consuming roughly 9.5 lbs/4.3kg per person per year (Bernard, 2020), coffee forms an integral part of Portuguese identity and culture.

Aside from visiting coffee shops to consume the beverage, some unique and historical coffee shops are considered cultural “must-dos” when visiting a tourist destination. For example, A Brasileira Café in Lisbon is a top tourist attraction in the downtown area of the city, famous for being frequented by renowned Portuguese poet, Fernando Pessoa (A Brasileira, 2022). Likewise, the Majestic Café in Porto has received many municipal and tourism awards and is visited for being the 6th most beautiful cafe in the world (Café Majestic, 2022).

The overall popularity of coffee shops has also been prevalent in more recent years among people who work remotely. This is especially true considering the Covid-19 pandemic where many companies transitioned to working virtually. To follow isolation measures without jeopardizing work, many jobs turned remote and later stayed that way, opening up the possibility for flexible job locations for employees (Woldoff et al., 2021). No longer needing to work from a fixed office, some of these remote workers have flocked to other laptop friendly workspaces such as coffee shops. Moreover, for those companies that not only started working from home but granted employees the flexibility to work from anywhere, traveling while working remotely also became popular, giving rise to a different type of tourist, the Digital Nomad (Rosenwald, 2009; Putra & Agirachman, 2016; Hannonen, 2020). Consequently, coffee shops have become

equivalent to comfortable workspaces for these remote employees (Lee et al., 2019, 11; Jha et al., 2020; Woldoff, 2013) as, while they travel, they may not have a stable or official “home” office to work from.

In “Retail change in a context of an overtourism city. The case of Lisbon,” (Guimarães, 2021) the evolution of Portugal’s retail industry is explored. According to this study, retail, or companies that sell goods and services to customers, is moving towards “a consumption environment based on leisure, involving the adaptation of the public space into terraces, and on the *thematization* of stores, using elements seen as ‘*authentically*’ Portuguese, which bestows on these spaces a sort of certification of quality and authenticity [emphasis added],” (Guimarães, 2021, 562). If this shift allows retail experiences, such as visiting shopping centers and restaurants, to acquaint tourists with the host culture (Smith & Olsen, 2001), then coffee shops, too, can be tourist sites where travelers interact and engage with the country's gastronomy, history, and traditions. Through its food offering, cultural thematisation, location within the tourist destination, and other variables, cafés can facilitate this connection through the level of cultural authenticity it offers.

The relationship between coffee shops, culture, and tourism, can be best summarized in the following quote by Frost *et al.* (2010) in Chapter 7 “Coffee Culture, Heritage and Destination Image: Melbourne and the Italian Model” from the book *Coffee Culture, Destinations and Tourism*.

“For a tourist, their accommodation may be analogous to ‘home’ and visiting attractions their ‘work.’ In both spaces, they may be trapped in a ‘tourist bubble’ with very limited human interactions, mainly with service workers and other tourists. However, cafés offer the third place experience. Here they can relax and interact with other people and feel a sense of connection with the destination they are visiting. Instead of being outsiders, they can imagine themselves as insiders,” (Frost et al., 2010, 164-165).

Evidently, there is much importance in exploring the relevant ambit that cafés occupy within the world of tourism. Whether it be for the purpose of experiencing a country’s gastronomy, art, culture, or imaginatively forming part of the cityscape, travelers engage in a synergetic relationship with culture and cafés—sometimes even encountering them in the same space (Jolliffe, 2010). The following section explores the new markets and demand trends within tourism that help cultivate this symbiosis.

2.4: New Markets, New Demand Trends

The previous section argued for the consideration of cafés as tourist attractions. The next section underlines the potential interest in and success of specialty coffee shops as a business venture within the tourism sector by exploring the following trends and market demands that specialty coffee shops lend themselves to: Niche Tourism, Gastronomic Tourism, Slow Tourism, Remote Work.

2.4.1: Niche Tourism - Seeking Novel Experiences

As our world becomes more globalized and travel becomes more accessible, travelers are no longer looking for a standard tourist itinerary. Increasingly, visitors not only want to discover new places or see new sights, but also experience, participate, and take direct part in day-to-day life at a tourist destination, seeking unique and authentic travel experiences “worthy of being shared,” (Novelli, 2005; Jolliffe, 2010, 81). The consumer demand for experiences in general reflects the transition into our current experience economy, where we have shifted from purchasing goods, to services, to experiences (Pine II & Gilmore, 1998). As Pine II & Gilmore (1998, Paragraph 2) write, “From now on, leading-edge companies—whether they sell to consumers or businesses—will find that the next competitive battleground lies in staging experiences.” Following this logic, tourists, or clients consuming travel, desire more than travel goods and services, but immersive travel experiences.

As argued in the previous section, cafés are tourist sites where visitors can become acquainted with the host culture, its gastronomy, history, and traditions (Frost et al., 2010; Jolliffe, 2010; Smith et al., 2019b). In search of unique travel experiences, it is no wonder why tourists have sought out to find these distinct travel activities, goods, and products within the realm of niche tourism. Niche tourism refers to specific tourism products or services that are tailored to the needs of a particular audience or market segment (Ali-Knight, 2011). According to Robinson & Novelli (2005), niche tourism includes cultural and specialized segmentation that exhibit authentic experiences.

Cafés are such spaces where travelers can have these distinct, immersive experiences that they are searching for. Especially for the tourist who is most accustomed

to commercial coffee, being introduced to specialty coffee via a third wave coffee shop can be thoroughly transformative as the focus and attention to coffee quality can change the way a consumer drinks, and thus, experiences the beverage. As Boaventura (2018) mentions, “Products are no longer appreciated only because of their intrinsic properties but also because of the experiences they promote...Uniqueness and sensorial and emotional experiences that involve customers as active value co-creators are necessary,” (256, 264). In comparison to their chain-store counterparts (ex. Starbucks), specialty coffee shops, often individually owned, offer their own niche environment where “there is no conformity of consistency of style, which is part of the charm,” (Jolliffe, 2010, 163). Therefore, through factors like its unique theme or quality coffee offer, specialty coffee shops have the essential characteristics to provide emotional and sensorial experiences to tourists that leave a lasting impression.

2.4.2: Gastronomic Tourism – Seeking Identity

Gastronomic tourism is a type of tourism where visitors plan their travelers either entirely or partially around tasting local products and cuisine or participate in activities related to the destination's gastronomy (Gheorghe et al., 2014). It is an increasingly popular market trend, and understandably so, considering that over one third of a traveler's spending is allocated to food (UNWTO, 2012). According to a Eurostat in 2014, 22% of Europeans chose “cultural experience” as their main purpose for travel, which includes gastronomy (Gheorghe et al., 2014). Likewise, American tourists placed gastronomy as their top priority when visiting other countries (Gheorghe et al., 2014).

However, beyond the act of consuming gastronomical products, in our current experience economy, tourists look for ways they can be transformed. According to Jolliffe (2010), “...food acts as a transportable system of place and identity,” (25). Therefore, the act of eating or drinking itself can also be a conduit for exploring a destination's cultural identity as traditional eating habits and customs can be recreated through gastronomic experiences. As a result, gastronomic tourism can further facilitate a tourist's connection to the identity of a place, especially if the gastronomic experience includes local products and resources. With coffee being part of gastronomy and a central part of many countries' cuisine, this logic also applies to coffee shops:

“Since coffee experiences are a familiar part of everyday life, as with culinary experiences described by Long (1994, as cited in Jolliffe, 2010), these encounters are not usually perceived as being exotic or out of the ordinary. However, when we travel, out of habit seeking out a local café may be an introduction to the local culture and its coffee traditions. We thus come into contact with a beverage that is familiar, yet through its different cultural and hospitality context provides a distinctive experience. In these encounters, we are participants in culinary tourism, described by Molz (2007, as cited in Jolliffe, 2010) as the intersection between food and travel.” (Jolliffe, 2010, 23).

With its focus on high quality and production processes, the Third Wave Coffee movement also highlights the unique characteristics of different coffee regions that contribute to its coffee’s individual flavor profile. This runs parallel to enotourism, where influences on wine are explored by their diverse attributes such as region and grape caste (Bibicioiu & Cretu, 2013). In this fashion, specialty coffee shops can facilitate the tourist’s process of feeling closer to the “origin” of a coffee producing region, and thus, a version of its true or authentic identity.

As the modern-day tourist becomes more industrialized—many of whom live in cities—a tourist’s diet is also affected. Eating habits in cities tend to include fewer structured meals, random snacking, an under-developed culinary history, and a larger distance between farmer and consumer, lacking tradition and identity (Bessière, 1998). Therefore, products that represent regional or “traditional” food and thus, proximity to a products’ origin can feed a tourists’ desire for gastronomic authenticity and food that is less industrial and more natural than they are used to.

2.4.3: Slow Tourism – Seeking Alternatives

The spirit of Slow Tourism is grounded in the actual slowing down of tourism’s pace, allowing for deeper, more immersive, and meaningful engagement between the tourist and the tourist destination (Fullagar et al., 2012). Scholars have argued in favor of a slow approach to tourism as it emphasizes regionality and authenticity, a process of self-discovery, a commitment to local culture, longer-term stays, a regard for tourists as short-term residents, and de-commoditization (Valls et al., 2019). As travelers seek out unique experiences where they can be transformed via an authentic connection to a place, participating in slow tourism can more easily facilitate this process.

Within slow tourism, we also find the concept of Slow Food, which promotes “locally sourced ingredients, traditional recipes and taking time to source, prepare and enjoy food” (Dickinson & Lumsdon, 2010, 80). In a progressively modernized world, more travelers become engaged in creative and skillful consumption patterns (Boaventura et al., 2018) and want to know where their food comes from (Bessière, 1998). Slow foods’ focus on local products and cultural culinary heritage allows tourists to meet this travel objective. Consequently, third wave coffee, with its emphasis on high quality beans, diverse coffee origins, and distinct production methods, can be considered a slow food product (Fischer et al., 2021, 14), especially in comparison to the quick, immediate, and even instant nature of mass-made, commercial coffee that was made available in the first and second waves.

There is also an element of slow tourism as in the act of visiting a cafe in and of itself while at a tourist destination. As Jolliffe states (2010, 76), “In many cafés, a cup of coffee comes with the right to sit for an undefined stretch of time.” Thus, after spending a day participating in more common tourist activities, a tourist may stop by a cafe, slowing down to take a break from commercial forms of tourism. In this act of slowing down, there is also a higher probability for authentic connection with the host culture. As opposed to frequenting sites popular mainly and often solely to tourists, visiting a local cafe can introduce the traveler to local customs and traditions (Jolliffe, 2010). In this way, although consuming coffee is something travelers can do almost anywhere, experiencing the beverage through the destination’s culture and hospitality can make the overall drinking experience unique (Jolliffe, 2010, 23). Through this process, cafés, which are considered “third spaces”—spaces neither dedicated to the duties of home nor responsibilities of work (Oldenberg, 1989)—are places where even tourists can feel a sense of belonging to a community (Lee et al., 2019), even if temporarily.

2.4.4: Rise in Technology, Globalization, and Post-Pandemic Trends

The rise of technology and globalization has led to the physical or virtual exchange of both tangible and intangible products, such as people physically engaging in travel or virtually exchanging ideas (Dwyer, 2015). With the Covid-19 pandemic, the virtual exchange of ideas was exacerbated as various forms of important human interaction moved from physical to remote, including work (Woldoff et al., 2021).

With remote employees having the liberty to work from “anywhere,” many of them have adopted the label of “Digital Nomad,” or remote employees that work nomadically, traveling from country to country (Chevtaeva & Denizci-Guillet, 2021; Hannonen, 2020; Woldoff et al., 2021). In this nomadic status, many of these remote employees have transitioned from traditional fixed workspaces to other workspaces, such as co-working spaces and coffee shops both at the local and international level (Putra & Agirachman, 2016; Woldoff et al., 2013). As more people are traveling with their work, more spaces have become conducive to remote employees, such as Airbnb accommodations with suitable working desks, and coffee shops with free WIFI (Putra & Agirachman, 2016; Woldoff et al., 2013). However, if coffee shops are indeed third spaces where people can find community, then Digital Nomads may prefer coffee shops as their works spaces in search of belonging in the various destinations they make their “home.” As Putra & Agirachman argue (2016, 174), “For nomads, social networking is indeed important. They are looking forward to a [*sic*] new environment, in which they are [*sic*] curious about the local cultures and customs [*sic*].” In the process of learning about local cultures and customs through spaces such as cafes where they can interact with both foreigners and locals alike, it can help these nomads feel more integrated into and inspired by their local environment (Chevtaeva & Denizci-Guillet, 2021).

Chapter 3: Sustainability - A Socio-Cultural Approach

3.1: Conceptualizing Sustainability

When we think of sustainability, images of environmental or “green” initiatives are what often come to mind. However, the overarching umbrella of sustainability extends beyond strictly ecological concerns. According to the UN, sustainability is defined as “meeting the needs of the present without compromising the ability of future generations to meet their own needs,” (United Nations, 2022b, Paragraph 9). This definition acknowledges the need for sustainability in all areas of society.

In efforts to move sustainability forward, the UN has established 17 Sustainable Development Goals (SDGs) with the purpose of eliminating poverty, preserving the earth, all while improving the lives of all beings (United Nations, 2023). Ranging from Gender Equality to Responsible Consumption & Production, the 17 SDGs cover environmental, social, and economic implications for making livelihoods and societies sustainable (United Nations, 2023). For this project, sustainability will be analyzed primarily through a socio-cultural lens, observing the impact that sustainability can have on the lives of local community members at simultaneous coffee “destinations”; the destination where specialty coffee is *produced*, or the “origin” country, *and* the café where the origin country’s specialty coffee is *consumed*.

3.2: Specialty Coffee Shops’ Contribution to Sustainability

Considering these trends that make specialty coffee shops conducive to tourism, the following section explores how specialty coffee shops contribute to making the lives of local communities in the coffee producing country more economically and socially sustainable. Later in the section, the ways that specialty coffee can also have a socially sustainable impact on the communities where specialty coffee is consumed is discussed.

3.2.1: Consumer Consideration for the Specialty Coffee Producer

As outlined in the aforementioned market demands, we see that tourists increasingly look to make more informed decisions when traveling (Boaventura et al., 2018; Gheorghe et al., 2014), which is why they seek out special forms of travel formats such as niche or slow tourism. Tourists look for these specific tourism experiences in order to meet their

individual tastes and immerse themselves (Wen & Wu, 2020). However, tourists in this category also seek such unique tourism as they want to minimize their impact “without shedding any negative effects on the community,” (Smith et al., 2019a, 223).

This focus on locality, connection, and transformation is key to what actually makes these forms of tourism move beyond “greenwashing”—exaggerations of or false eco-friendly commitments (Groves, 2022)—and into true sustainability. Because niche and slow tourism can offer transformational experiences for visitors, they can broaden travelers’ overall contentment, which in turn, can foster more balanced and amicable relationships with locals of host destinations (Craig & Parkins, 2006). In contrast to mainstream forms of tourism, where visitors are not made aware of their impact and tourist destinations become “more about the tourists than the residents”, as stressed in the film *Crowded Out: The Story of Overtourism* (Walker, 2018, 06:37), these alternative forms of tourism are intentional in considering the needs of all stakeholders. In this way, slower, specialized forms of tourism lead to a larger appreciation and respect for people, places, culture, gastronomy, heritage, and the environment (Honoré, 2005).

In its specificity, coffee tourism can then also be considered “alternative tourism,” or tourism that aims to counter mainstream tourism by catering to the specific and individualized needs of travelers (Douglas et al., 2001). By catering to a specific market segment, niche, slow, gastronomic, and even cultural tourism types counter the one-size-fits-all approach of commercial tourism, and instead, are “forms of tourism that are consistent with natural, social, and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences,” (Smith and Eadington 1992, as cited in Lyon, 2013). Even the World Tourism Organization (WTO) and the World Travel and Tourism Council (WTTC) consider more specific types of tourism such as niche tourism and the like to benefit host communities more than traditional forms of mass tourism (Hall and Weiler 1992 and Hall and Lew, 1998 as cited in Novelli, 2005, 6). Consequently, for this growing group of tourists who aim to be mindful about their consumption choices and conscious about their impact, tourism locations and products can actually increase their value if they are aligned with sustainable practices.

For tourists that are in search of travel experiences that lie outside mass tourism trends, these same tourists are ones that may gravitate towards specialty, or slow food

options while on their travels. With this same logic, when in search of coffee, they may also avoid first-wave, commercial coffee which “serves as a poster child for economic dependency in world systems models [as] For most of the twentieth century, there was little or no Northern consumer regard for the lives and livelihood of coffee workers.” (Fischer et al., 2021, 3). Even if a tourist is unaware of such a history of coffee, one of the hallmarks of the third wave coffee movement is to highlight and raise awareness around coffee production practices such as pesticide usage or lack thereof, farmer work conditions, and other environmental and human factors that influence the final coffee product (Boaventura et al., 2018). Moreover, specialty coffee shops and the coffee producers with whom they work intentionally aim to develop closer, mutual relationships to underscore the unique components that make up the coffee supply chain and promote this value differentiation to the end consumer (Boaventura et al., 2018). As Thompson (2015) states in his book *Jesus, Bread, & Chocolate: Crafting a Handmade Faith in a Mass-Market World*, “The age-old values of industrial commerce are being upended as these artists and their customers intentionally choose to pay more for coffee that not only tastes better but also feels better. Moral issues are woven into both the cost and the appreciation of the final cup,” (Thompson, 126). Accordingly, specialty coffee shops neatly align with the expectations and demands of conscious consumers.

3.2.2: Industry Consideration for Specialty Coffee Producers’ Earnings: Types of Trade

Virtually every country where coffee is produced and exported makes up part of the Global South (Lewin et al., 2007, World Population Review, 2022b). This includes the top 10 coffee producing countries in the world, such as Brazil, which produced 58-60 million kilograms of coffee produced in just one year alone (Walton, 2021). Yet, despite the vast quantities of coffee produced in these regions of the world, the 10 countries that *consume* the most coffee in the world are all located in the Global North (World Population Review, 2022a).

This brings attention to historical global inequities, originating from relationships between previous colonizing countries and their ex-colonies, and the generational impacts that still ring true today (Robinson & Acemoğlu, 2017; Robinson et al., 2002). Consequently, the Global South continues to be economically dependent on the Global

North, despite being rich in various natural resources (Robinson et al., 2002). Coffee is not exempt from this relational matrix of power (Stanley, 2022).

The majority of coffee beans are grown and harvested in countries such as Brazil, Vietnam, and Colombia and later exported in their raw “green” form to consuming countries in the Global North. Without having to pay for the labor and production costs included in making the final, drinkable coffee beverage, consuming countries save money by purchasing the raw coffee bean from producing countries. The imported beans are later roasted in the consuming country, where local markets supply the roasted beans to local businesses. There, the roasted bean can be converted into its consumable form and marketed at higher prices than its raw form, thus greatly benefiting the consuming country. According to the Coffee Barometer, a collaborative report from leading sustainability companies analyzing global economic, social, and environmental issues of coffee production, coffee is a \$200 billion industry but “only 10% of the aggregate wealth of coffee stays within the producing countries,” (Coffee Barometer, 2018, 11). Awareness of such global inequalities has consequently given rise to “a growing number of fair trade and pro-poor and community tourism initiatives aimed at improving the lives and livelihoods of coffee farmers in producing countries,” (Jolliffe, 2010, 29), including fairer wages, and thus, slightly improved livelihoods for these farmers. This intention has given rise to different approaches to trade that put the producer at the forefront of supply chain negotiations and contribute to sustainable initiatives such as to “promot[ing] inclusive and sustainable economic growth, employment and decent work for all,” (United Nations, 2022a, Paragraph 1). These include (but are not limited to) Fairtrade, Direct Trade, and buying from Small Producers.

3.2.2.1: Fairtrade

Fairtrade is a social and economic movement centering the trade of goods between “developed” and “developing” nations with special concern over environmental consequences and general sustainable development principles (Jolliffe, 2010, 242). Originally a European social justice approach for fairer and more equitable Western imports (Jolliffe, 2010, 242), fairtrade has since evolved into a certification system that guarantees a set of ethical standards around a product’s supply and production, while ensuring the well-being of workers (*What Is Fairtrade*, 2023). For coffee, this means that

certified coffee producers are guaranteed payment of the Fairtrade Minimum Price for their coffee to cover production costs and help provide a safety net for the ebbs and flows of the coffee market (*Coffee Farmers*, 2023; Fischer et al., 2021).

Aside from providing a base financial security in a shifting market, fairtrade is also lauded for establishing new connections among the supply chain process, and, most importantly, humanizing the chain's different players by shortening the gap between the producer and final consumer (Lyon, 2011). By bringing these two crucial players together, "commodities such as coffee are arguably defetishized as the hidden layers of information are peeled away to reveal the social and environmental conditions of the commodity's production," (Lyon, 2011, 320). The first commodity ever traded under a fair-trade model was coffee in 1989 by the [International Federation for Alternative] IFAT and has since then remained the symbolic food product of the movement (Jolliffe, 2010). With a growth of skilled customers that concern themselves over the environmental and social ethicality of their purchases (Gheorghe et al., 2014, 18), specialty coffee shops' use of fairtrade coffee allow these consumers to be mindful and critical of coffee's journey, from farm to cup.

Despite its principles grounded in supporting farmers and guaranteeing quality products for the consumer, it is worth noting that the benefits of fairtrade, especially within the coffee production world, have been questioned and critiqued (Fischer et al., 2021; Haight, 2011, Lyon, 2011 & 2013). Most notably, accessibility in attaining fairtrade labels can already prove to be an obstacle as farmers must pay a fee to apply for a certification license, many of which do not have the funds to do so (Haight, 2011; *Specialty Coffee Vs Fair Trade Coffee*, 2019). Similar questions have been raised about how much of the profit from fairtrade premiums actually go to farmers and about whether covering costs of production alone (without guaranteeing any profit) is truly enough (Haight, 2011; *Specialty Coffee Vs Fair Trade Coffee*, 2019).

These valid critiques have led conscious businesses in the specialty coffee world to look beyond fairtrade to other exchange models such as Direct Trade or purchasing from organizations such as the Small Producers Symbol (SPP).

3.2.2.2: Direct Trade

Whereas fairtrade will guarantee that farmers are paid fairly for their work, with direct trade, the specialty coffee roasters engage in transparent transaction channels by buying *directly* from farmers, providing opportunities for farmers to directly negotiate in the trade process, increasing the probability for fair wages for the farmer, and directly ensuring that high quality and sustainable production methods are maintained (Hindsley et al., 2020). In general, the core intention of direct trade is to address and reduce unequal power dynamics that exist along the coffee supply chain by reducing the number of players (Mataconia, 2013). Roasters who supply cafés via this “seed-to-cup” approach further allow specialty coffee consumers a piece of mind in knowing exactly where their coffee is coming from and trust that it was obtained fairly. Many third wave coffee roasters and the specialty coffee shops who work with direct-trade beans may even have photos or information about the farmers they work with to highlight the proximity of the relationship (Fischer et al., 2021; Schreiber & Childers, 2014), humanizing farmers in the eyes of the end consumer.

Like fairtrade however, direct trade is still far from perfect. Direct trade relationships are built on trust between the roaster buying and individual farmers, trust that takes time to build (Mataconia, 2013). Similarly, as there is no certification process to label something as direct trade, there is no standardized way to guarantee a trade as direct, therefore raising questions about the transparency of a roaster in the process (*Specialty Coffee Vs Fair Trade Coffee*, 2019).

3.2.2.3: Small Producers Symbol (SPP)

A similar yet alternative approach that potentially marries these Fairtrade and Direct Trade is the *Símbolo de Pequeños Productores* (Small Producers Symbol, SPP). According to its website, SPP “is a label that represents an alliance among organized small producers to build a local and global market that values the identity and the economic, social, cultural and ecological contributions of products from Small Producers’ Organizations,” (*Símbolo De Pequeños Productores*, 2021). Like fairtrade, SPP is a certification system, ensuring sustainable and ethical products for consumers through its label. Similarly, like direct trade, there is the intention of addressing unequal

power dynamics in the supply chain as the SPP certification system itself is entirely owned and managed by small producers in the Global South. What makes SPP unique is primarily this latter characteristic, that small farm producers are not just beneficiaries of the label, but owners of it; through ownership, these small producers determine a realistic certification criterion and are not at the whims of an external third-party influence. Moreover, the SPP label guarantees that products are organic and that prices charged cover beyond production costs, taking into account the real costs of sustainable production and what it means for farmers and their communities to live a dignified life (*Símbolo De Pequeños Productores*, 2021).

Whether it be fairtrade, direct trade, or purchasing from organizations like SPP, what is consistent among specialty coffee players is the intention to adopt measures that ensure fair payment to and a decent livelihood for workers, all of which align with the 2030 United Nations Sustainable Development Goal's (SDGs) Goal 8, Decent Work & Economic Growth (United Nations, 2023). In this way, buying from specialty coffee shops can help promote a “critical consumer culture,” emphasizing “cooperation and solidarity, through attempts to build collaborative networks across national, economic, and cultural borders by nurturing relationships between southern producers and northern consumers,” (Lyon, 2011, 38). Consequently, as farmers are paid a bit more for their work, their livelihoods can be improved as more funds become available to be allocated to other areas of their lives besides coffee production costs, such as paying for better living conditions or furthering the education of their children (Lyon, 2011).

It is very important to make clear that even with wage increases that come from fair trade or other similar trade forms, the daily reality of poverty faced by many of these farmers may not be dramatically transformed (Fischer et al., 2021; Lyon, 2011). What these wage increases certainly do contribute to, however, is “providing new life opportunities for the next generation,” (Lyon, 2011, 347) and reducing future inequality, which is yet another UN SDG, Goal 10 - Reduced Inequalities (United Nations, 2023).

3.2.3: Strengthening Identity

Aside from contributing to livable wages, specialty coffee shops' recognition of the crucial role of the farmer contribute to sustainable benefits for the producer that expand beyond financial means. In producing countries in Central America such as Guatemala,

for example, coffee producing regions are mainly located on the land of the Maya, the largest indigenous population in Central America (Fischer et al., 2021; Steinberg et al., 2014). Consequently, as specialty coffee shops work with different ethical trade forms, highlighting the unique characteristics of a coffee origin can provide “an affirmation of their indigenous identity,” (Lyon, 2011, 346). Especially for farmers who may produce and sell their coffee as part of a coffee cooperative, being part of the cooperative can provide “community and a sense of belonging, and builds on longstanding Maya community,” (Fischer et al., 2021, 8).

Similarly, to fortifying farmer identity, specialty coffee can also contribute to strengthening a country’s identity overall. For example, Café Britt, a specialty coffee roaster in Costa Rica, created a coffee tour that was influential in advancing and advertising their roaster and the country’s image on the national and international level (Boaventura et al., 2018, 256). Therefore, introducing tourists to the origin of their coffee in turn can “create a unique brand identity of [the country’s] tourism products, to promote its cultures and traits, as well as to strive towards international recognition,” (Smith et al., 2019a, 222). Although not all tourists may have the opportunity to travel to the actual origin site of production, specialty coffee shops’ focus on the origin have a way of bringing the country to the tourist (Jolliffe, 2010). By drawing attention to the uniqueness of a particular coffee region or coffee as a high-quality export of a particular country, specialty coffee shops assist in the improvement in the overall image of the country, increasing its recognition. This can be especially impactful as coffee is the second most consumed beverage in the world and the second most traded product after petroleum. Contributing to a country’s profile through its coffee then can not only influence consumers to purchase more coffee from that country, but it can in turn bring other forms of tourism to that country in the future, further contributing to employment opportunities and economic growth.

3.2.4: Other Sustainable Measures

The nexus between specialty coffee and sustainability measures intersects in various other ways. Along with providing better financial opportunities for farmers overall, the coffee industry contributes specifically to gender equality by supporting women in the labor force. According to an insight report from the International Coffee Organization

(ICO, 2018, 1), about 20-30% of coffee farms are female-run and up to 70% of coffee production labor is carried out by women. Moreover, while the coffee industry has expanded women's access to employment in general, "the incorporation of coffee production has [also] provided an opportunity for women to be trained to use new agricultural practices and to manage their small plots," (Fischer et al., 2021, 8), providing a form of empowerment that aligns with UN's SDG Goal 5, Gender Equality, (ICO, 2018; United Nations, 2023).

Whereas there are certainly sustainable measures at the start of the specialty coffee supply chain, there are also sustainable ones being taken at the end of it. Considering the previously mentioned discrepancy in financial gain between producing and consuming countries (*Coffee Barometer*, 2018), there are increasingly more businesses in the coffee world trying to intentionally keep resources, and thus profit, within the producing country. One example of this is Gento Coffee Roasters, a specialty coffee producer and roaster in Guatemala City, Guatemala. One of the ways Gento tries to increase the profit that stays in Guatemala is by roasting and exporting their own beans (Gento Coffee Roasters - *Our Story*, 2023). Beans that are already roasted can be marketed at a higher value and, thus, sold at a higher market price. Selling roasted beans directly to the consumer or specialty coffee shops, allowing them to avoid sharing profits with middlemen in the supply chain. Furthermore, buying directly from a roaster in a producing country such as Gento increases opportunities for raising awareness about Guatemalan roasters and Guatemala as a country overall. Moving beyond the quality of the country's bean in its raw form, Guatemala and its budding roasting businesses can also begin gaining recognition for the quality of their roasting technique and the unique flavor profile each roaster is able to create.

In addition to financial resources, coffee businesses are also looking to keep other resources within the producing country such as skilled employees and educated consumers. Similarly, to Gento, El Injerto, another producer, roaster, and specialty coffee shop in Guatemala City, their vision as a coffee company is "to continue leaving more coffee here in Guatemala, and export less," (Brigida, 2017). Aside from roasting beans in Guatemala, through their coffee shop, owners and workers at El Injerto work to keep more coffee in country by cultivating a coffee consumer culture at the local level:

“When we were little, I remember there was always a jar of instant coffee in the house, and we never worried about whether it was good quality. We just liked it,’ [El Injerto Barista, Martínez] says. That is no longer the case in Guatemala, where baristas and coffee-shop owners like Martínez are spreading their knowledge. Guatemalans have always been proud of their coffee, but now they are finally able to understand why,” (Brigada, 2017).

Fostering coffee knowledge among employees and consumers not only better the quality of specialty coffee but can also increase the demand of it within coffee producing countries like Guatemala, and further leaving profits in the country. With enough demand, it can also allow for the opening of more coffee and barista training schools, further institutionalizing coffee as a legitimate career and leading to coffee-related job opportunities beyond the farm. These approaches not only contribute to SDG Goals of decent work and economic growth, but also sign with SDG 4 - Quality Education.

Aside from sustainable contributions within the producing country, there are also many specialty coffee shops around the world who are dedicated to a culturally, socially, and environmentally sustainable mission and embrace a genuine spirit of giving back. First, many specialty coffee shops will support smaller businesses by working with local roasters, avoiding selling commercial beans such as those sold at larger chains or grocery stores. Additionally, some specialty coffee shops have the direct sustainable intention of applying both SDG 8, Decent Work & Economic Growth and SDG 10 - Reduced Inequalities. One extraordinary example of this is Redemption Roasters in London, which is the world’s first prison-based coffee company (Redemption Roasters - *Our Story*, 2023). By training prison residents or people at risk of crime, they reduce crime in the community by equipping them with necessary skills to gain secure and meaningful employment (Redemption Roasters - *Our Mission*, 2023). In addition to housing their roastery in an actual prison, Redemption Roasters also has two in-house academies offering expert roasting and barista training, and they offer social and professional support services even after employees graduate or move beyond Redemption (Redemption Roasters - *Our Mission*, 2023).

Other notable socially sustainably oriented examples are Café Calle in Los Angeles, California, a specialty coffee shop that started as a street vendor during the pandemic and whose mission is “provide affordable quality coffee, while also highlighting producers, recognizing farm workers, and focusing on organizations and

individuals that value sustainability,” (Café Calle - *About*, 2020, Paragraph 2). There are also more complex coffee businesses that serve as an example of what coffee players could become at a collaborative level. Pachamama Coffee, for example, is a coffee company that is entirely owned and governed by smallholder farmers in Africa and Latin America. In addition to creating a supply chain model to better benefit farmers, Pachamama is also dedicated to environmental protection, working with highly quality organic coffee, contributes to social equity by producing sustained profits that farmers can reinvest in their communities, and guarantees that farmers receive 100% of the profits generated since the owners are the farmers themselves (*For People and Planet*, 2023).

With even just these few examples we see that specialty coffee has an influence throughout the coffee supply chain, from farmer to consumer. Both at origin and at the end, the overall focus on quality—whether it be the coffee bean or the final consumable beverage—the world of specialty coffee centers around the intention to humanize the real people who make up the links in the chain, allowing all players to become more aware about their role in the process. Unlike commercial coffee, these smaller, slower, and arguably, smarter ways of producing and consuming coffee make the third wave not just a movement toward quality, but a movement towards sustainability as well.

3.3: The Case of Guatemala and the Role of Coffee

After exploring the overall impact that specialty coffee can have on various communities both in the producing country and the consuming country, the next section zooms in specifically on Guatemala—an important player in the world of specialty coffee—and how specialty coffee is economically, socially, and culturally implicated within the country. It also argues for how sustainable coffee measures positively influence Guatemalan coffee communities and the country as a whole.

3.3.1: Recognition of Quality

One of the primary ways the specialty coffee impacts Guatemala is the demand for its quality specialty coffee. Guatemala ranks 10th in the list of the top producing coffee countries globally, producing roughly 450,000,000 lbs (204,116.57 kg) a year (*Coffee Producing Countries 2023*, 2023). Despite its small size, Guatemala has 8 different

coffee regions, producing some of the most unique flavored and popular coffees in the world (Lyon, 2011; Steinberg et al., 2014).

In the world of specialty coffee, the altitude at which coffee is grown is considered an important indicator of the overall quality. Naturally a mountainous region, Guatemala can grow coffee at up to 1400 masl (meters above sea level), which classifies these beans as Strictly Hard Bean (SHB)--the highest level of quality for Arabica coffee beans (Fischer et al., 2021, 4). Whereas major producers such as Brazil or Vietnam also produce Robusta--considered by some a bean of lesser quality (CBI : Ministry of Foreign Affairs, 2020)--“Because of its geographic diversity, volcanic soils, and quality tradition, Guatemala has emerged as ground zero for Third Wave production,” (Fischer et al., 2021, 4), producing virtually only Arabica.

Home to 37 volcanoes, Guatemala’s soil is also rich in minerals from regular volcanic activity. These unique social characteristics combined with the country’s many microclimates allow for larger diversity in growing conditions in Guatemala, producing a variety of impressive flavor notes from chocolatey to fruity depending on the coffee region (Stokes, 2020). As we can see in Figure below, this diversity is also reflected in the different coffee-producing regions in Guatemala.

Figure 1

The coffee growing regions of Guatemala



Note. Figure from: Fischer, E. R., & Victor, B. I. (2014, December). High-End Coffee and Smallholding Growers in Guatemala. *Latin American Research Review*, 49(1), 157. Research Gate. doi: 10.1353/lar.2014.0001

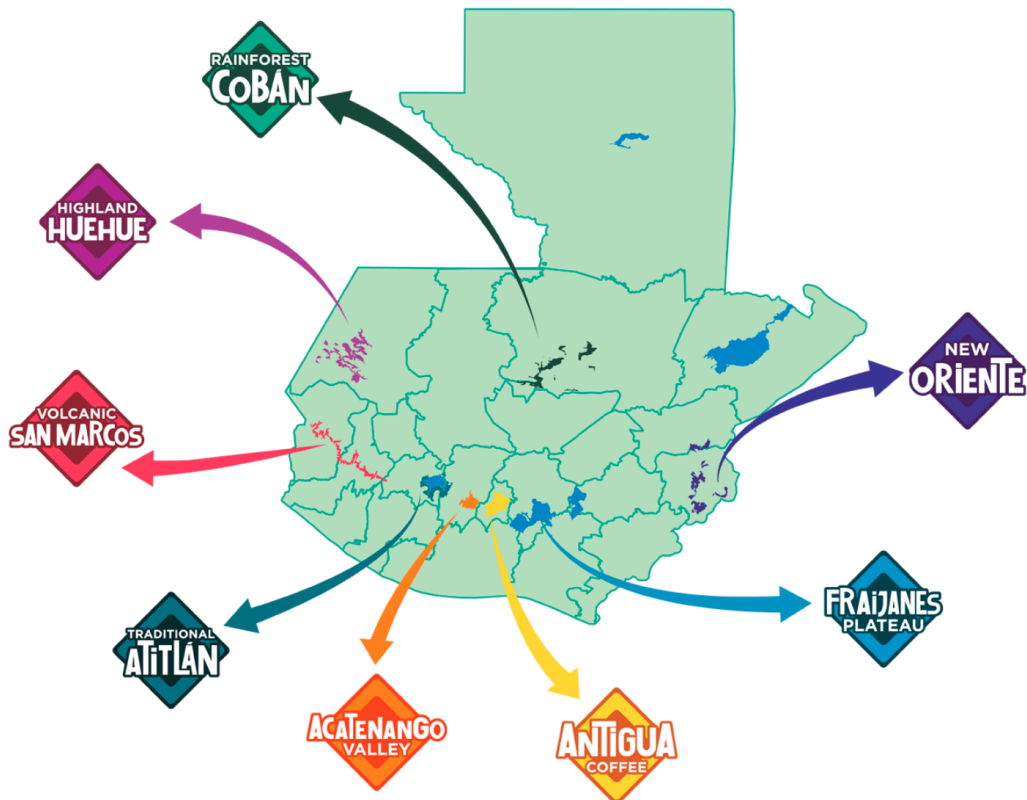
The quality of Guatemala’s coffee is not only seen in the plant itself, however. Despite being one of the smaller producing countries, Guatemala is one of the top competitors in cupping—coffee tasting—awarded by the Specialty Coffee Association (Steinberg et al., 2014). Moreover, Anacafé, the Guatemalan producer’s association, began categorizing Guatemala’s unique flavor profiles by its different coffee regions

since the 1990s (Fischer et al., 2021), as shown in Figure 2 below. Consequently, each coffee region now has “strong recognition among wholesale buyers, capitalizing on the country’s unique geographies and micro-climates,” (Fischer et al., 2021, 10).

Figure 2

Anacafé’s regional profiling

Regions and profiles



We pride on being the first origin country to come up with the idea of profiling coffee regions, showing to consumers that varieties, microclimates, and growing conditions have a huge impact on coffee taste.

Note. Figure from: Guatemalan Coffees. (2019c). *Regions and profiles*. Guatemalan Coffees. Retrieved January 24, 2023, from <https://www.guatemalancoffees.com/main/regions-and-profiles/>

3.3.2: Economic and Social Impact

Aside from the recognition of the quality of Guatemalan coffee, coffee imprints a large impact on the country economically. Coffee is still one of Guatemala's main agricultural exports, creating over half a million jobs a year and providing employment for more than 125,000 families (Guatemalan Coffees, 2019b). In 2009, Guatemala exported nearly 7 million pounds of certified fair-trade raw beans to the United States alone, which made it the coffee market's seventh largest supplier (Lyon, 2011, 20). With 10% of all U.S. coffees being ethically certified (whether through Fairtrade or otherwise), the coffee market has directly contributed to the rise of smaller farms in Guatemala (Fischer et al., 2021). With this level of involvement, Guatemala represents 3% of world coffee exports (Guatemalan Coffees, 2019b). It is no wonder then that coffee was deemed a National Intangible Heritage in Guatemala in 2018 (Guatemalan Coffees, 2019a).

Although specialty coffee is still small within the scope of the entire coffee market (Stanley, 2022), before specialty coffee, the majority of coffee exports in Guatemala were controlled by large foreign-owned plantations, reducing the amount of agency among small farmers to control prices (Fairtrade International, 2019). However, now the incorporation of fair trade and other ethical trade forms have socially economically empowered many small farmers in Guatemala, especially women (Fairtrade International, 2019). With the growing market interest in coffee, positions of power have become more accessible to women, allowing them to become directors of coffee cooperatives and being directly involved in the decision-making process to make moves towards gender equality and community development (Fairtrade International, 2019). Some of the associations harnessing this power and pushing these opportunities forward are *Mujeres en Café* ("Women in Coffee"), a program dedicated to strengthening the entrepreneurial and productive skills of women in the Guatemalan Women Coffee Association "to promote competitive and profitable coffee industries," (Mujeres en Café, 2023) and *Volcafé*, a raw coffee supplier that created *Volcafé Way*, a program that enhances the role and involvement of farmers in the trading process (Volcafé, 2023b). One of the producers involved in the *Volcafé* program is *La Morena*, a coffee from Huehuetenango, that is exclusively produced by female farmers, which has benefited the quality of their coffee and increased their income (Volcafé, 2023a). Lastly, there is also *Chica Bean Coffee*, a social enterprise which aims to support women by selling coffee

both produced and roasted by female farmers in the country (Chica Bean Guatemala, 2020; Yoong, 2021). By playing a role in the betterment and advancement of women, these associations contribute to the social sustainability of Guatemala through SDG 5 - Gender Equality.

Aside from women, one of the communities most impacted by coffee is Guatemala's indigenous population. Bordering Mexico, Belize, El Salvador, and Honduras, Guatemala is overwhelmingly Amerindian; 39% of its entire population is indigenous, which is more than any other nation in the Western Hemisphere. Of the indigenous population, the Mayans are the largest indigenous culture in Guatemala and in all of Central America. These various Mayan communities, K'iche' (11%), Q'eqchi (8%), Kaqchikel (8%), Mam (5%), and other Mayan (7.5%) (*Guatemalan Population 2023*, 2023), that make up this large proportion of the country's population are mainly located in the Western highlands of Guatemala (*Maya*, 2018), which—due to altitude—is one of the dominant coffee regions of the country (Fischer et al., 2021; Steinberg et al., 2014). As a result, approximately 31% of all Guatemalan rural laborers work in the coffee industry, the majority of which are Mayan, an already marginalized population (Lyon, 2011, 20). Consequently, all the aforementioned impacts—from supporting small farmers to empowering women—are predominantly among the indigenous communities that work in coffee. As the benefits from growing coffee becomes more evident, indigenous farmers work to continue selling not only their coffee, but also “[their] stories that add the distinctive symbolic and affective elements sought after by importers and roasters,” (Fischer et al., 2021, 2), a process that further affirms and shapes their indigenous identity at an international level (Lyon, 2011, 346).

However, coffee's impact on Guatemala can also be appreciated symbolically. As Guatemala becomes successively acknowledged for producing high quality coffee (Carlos & Morales, 2021), more coffee can be bought and exported—whether green or roasted—raising awareness about the country and increasing its recognition (Ahmed et al., 2004). Moreover, Guatemala's recognition can be increased not only by appreciating its quality coffee, but also by highlighting the positive impacts specialty coffee has on the country and its coffee community, therefore improving its reputation as a country at an international level (Dimitrova et al., 2017; Torres & Gutiérrez, 2007). As the world of specialty coffee attempts to humanize farmers throughout the supply chain, sharing the

valid stories of farmers that affirm their identities—or even allowing them to share these stories themselves—they can also challenge stereotypes about indigenous people and their homes (Lyon, 2013). Through specialty coffee shops both in the producing country, like El Injerto in Guatemala, or in a consuming country, like Café Calle in Los Angeles, critical awareness about Guatemala and other producing countries can be raised, bringing the consumer closer to a coffee’s origin. Consequently, this newfound education can help consumers become more interested in other Guatemalan products (traditional food, crafts, etc.), also contributing to Guatemala’s economy. In alignment with Smith et al.’s (2019) findings on the potential of developing coffee tourism in Thailand and the positive impact of a coffee tour at Café Britt in Costa Rica (Boaventura et al., 2018), ample recognition and an increasing popularity of Guatemalan coffee can also hypothetically bring coffee tourism to Guatemala. If consumers were to visit Guatemala to explore the origin of their favorite coffee, “coffee tours [can] enable an increase in coffee cultivation which can help reduce risks in the local economy.” (Smith et al., 2019a, 224). With the level of economic, social, and cultural implications, specialty coffee’s contribution to sustainability can make a significant difference in Guatemalan society.

Section II: Feasibility of a Sustainable Coffee Shop in Lisbon

Chapter 4: Cultural & Gastronomic Tourism Characterization of Lisbon

Lisbon is a place where cultural and gastronomic tourism exists and is thriving. If we define gastronomic tourism as a trip planned entirely or partially to try local products or participate in gastronomic activities (Gheorghe et al., 2014) and cultural tourism as traveling “to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination,” (UNWTO, 2022) then it can be seen in Lisbon through the following offers touristic offers, as shown in Table 1:

Table 1

Sample assortment of the gastronomic and cultural tour offer in Lisbon

Name	Tourism Type	Description
Culinary Backstreets: Hidden Flavors of the Hillside - Mouraria & Graça	Gastronomic Tourism	“Quick Bite: On this afternoon food tour in Lisbon, we’ll explore the old and the new in the kitchens of Graça and Mouraria, which are home to historic and scenic backstreets,” (Culinary Backstreets, 2019).
Culinary Backstreets: Lisbon Awakens - A Culinary Crossroads, Reborn	Gastronomic Tourism/Cultural Tourism	“Quick Bite: On this food tour in Lisbon, we’ll experience a cultural feast, tasting some of the most diverse bites of the city’s gastronomy and meeting the people behind them,” (Culinary Backstreets, 2023a).
Portuguese Cuisine: 17 Tastings Lisbon Food Tour	Gastronomic Tourism/Cultural Tourism	“Discover the rich tapestry that is Portuguese cuisine during this food tour of Lisbon’s most historic neighborhoods. Visit Alfama, Baixa, and Mouraria for several tastings over the course of a few hours and learn about the history of each dish from your guide,” (Viator, 2022).
Lisbon: Street Art Walk	Cultural Tourism	“Discover the city of Lisbon through its street art on a 3-hour guided walking tour. Explore the most alternative places and the oldest neighborhoods with a local guide and uncover both old and new street art hidden in the most improbable places,” (Get Your Guide, 2022b).
With Locals: Highlights & Hidden Gems of Lisbon	Cultural Tourism	“Want to see the best of Lisbon? We got you covered. But as you can expect from a Withlocals experience, the real excitement is its hidden gems. Join your favorite local and get a feeling of the city's real vibe on a tour that has it all, so you can say: ‘I experienced the real Lisbon,’” (Withlocals, 2022).
Lisbon: Food and Wine Walking Tour	Gastronomic Tourism	“Savor the flavors of Portuguese food on a 3-hour tour of Lisbon's traditional eateries. In the company of a culinary guide, get tips on wine, <i>petiscos</i> , food, and fado on a shared

		or private tour,” (Get Your Guide, 2022a).
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Note. Own elaboration

Aside from these official tours, just by looking on Airbnb Experiences, an online platform to book in-person or online activities organized by locals in the host destination (Airbnb, 2023), you can see the following titles of cultural and gastronomic tours and activities:

- Sailing in Lisbon, a different way to know the city
- Learning to cook traditional dishes
- Tiles workshop in the heart of Lisbon
- Foodie Lovers Walk
- A wine experience in the south bank of Lisbon
- Gastronomy, Traditions, & the Real Poetic Fado

From these activity titles, we see a prominent cultural and gastronomic focus; from tasting traditional food, exploring wine, engaging in a cooking class, or getting to know the city through a new point of view, tourists are able to both taste and fully *experience* Lisbon. Between the official tours offered by tour companies to the ones led by locals, there is a vibrant and thriving offer of cultural and gastronomic tourism in the city. Yet, in addition to providing a cultural and gastronomic offer, these tourism activities also intersect with sustainability initiatives.

Sustainability is important to Lisbon and Portugal overall. In 2021, Portugal was the fourth country in the European Union to eliminate coal-powered energy (Demony et al., 2021). In 2020, Lisbon also won the European Green Capital Award for its notable sustainable land use, sustainable transport, commitment to green infrastructure and innovation and reducing water and energy consumption, counteracting climate change effects (Bach, 2020). In Lisbon in particular, different cultural and gastronomic tourism companies are applying sustainability measures in different ways. Culinary Backstreets, for example, is a company offering food tours in many different cities including Lisbon that supports local, alternative, non-commercial forms of gastronomic tourism. According to their website, the company started because they

“wanted to focus on a more traditional side of urban culinary life – the workings of simple family-run restaurants...Our purpose is twofold. Yes, we want to get travelers to some good places to eat. But we also want to make sure that some of these spots and the artisans making food there find a new audience and get the recognition and support they deserve,” (Culinary Backstreets, 2023b, Paragraph 1).

Culinary Backstreets’ mission aligns with SDG 8 - Decent Work & Economic Growth by socially and economically supporting local businesses and thus the local culture and community. Similarly, another cultural tour that applies a similar approach is Migrantour Lisboa. Part of a larger European city tour network, Migrantour is a “zero-mile responsible tourism experience” offering intercultural walking tours in urban neighborhoods led by migrant residents with the purpose of learning about the connection between migration and the transformation of European societies (Migrantour, 2023). The process not only provides potential job opportunities for migrants looking for employment in Lisbon, but also helps promote mutual understanding across cultural differences that might not be facilitated otherwise (Migrantour, 2023). Consequently, Migrantour also contributes to SDG 8, as well as SDG 10 - Reduced Inequalities.

These examples display how sustainability is something that is not only trending in Lisbon, but also important to the locals of the city and its diverse communities. We see sustainability in these various examples by the way they aim to bring diverse people closer together, share stories, prioritize themes surrounding migration, movement, and origins, and a spirit of responsible consumption and tourism and giving back to the community. These characteristics mirror those behind the third wave movement; connecting to the origin country, bringing the producer and consumer closer together, learning about the stories behind producers, and ultimately, consciously contributing socially and economically to the community both locally and abroad.

Specialty coffee is undoubtedly a growing market, with Europe currently having around 46.2% share of the specialty coffee market—the largest one globally—and an expected 9% market growth increase by 2026 (Stanley, 2022). Consequently, the specialty coffee market is also certainly making its mark in Lisbon. Even over the last 3 years, we have seen massive growth of specialty coffee shops around the city. Just from the beginning of writing this project in September of 2021 to September of 2022, 6 new specialty coffee shops opened in Lisbon. With the earliest specialty coffee shops, such

as Fábrika Coffee Roasters and Copenhagen Coffee Lab, opening in Lisbon around 2015, 8 years later, there are now a total of 87 that categorize themselves as shops that sell specialty coffee (Roasters Technology Srl, 2023). The interest in specialty coffee in Lisbon is not only evident in the new shops that are popping up, but also in apps such as *Roasters*, "the World's 1st Specialty Coffee Community," which serves as a database and interactive map exclusively of specialty coffee shops in various cities, including Lisbon (Roasters Technology Srl, 2023). Aside from informing users of the overall specialty coffee shop offer in each city, the app also creates lists of cafés of interest such as "Best coffee shops to work in Lisbon" geared for consumers such as Digital Nomads or other remote workers. *Roasters* also has a "Jobs" section, where those interested in working in specialty coffee may find potential employment.

Most of these specialty coffee shops sell either locally roasted coffee or highlight popular or better-known roasters from other places in Europe. Although these coffee shops may attract Portuguese locals who live in the neighborhood, most clients that frequent these spaces are foreigners, such as Digital Nomads—increasingly coming to Portugal especially now with the release of a special Digital Nomad Visa—or tourists stopping by for a coffee break during their tourist activities or specifically in search of specialty coffee. According to interviews conducted with specialty coffee shop owners and baristas, the majority of the clients fall into three categories:

- a) curious Portuguese locals;
- b) clients who already know a lot about coffee;
- c) tourists who may either know or not know about specialty coffee.

Many of these customers are also in search of the host destination's local traditions and culture or wanting to be "part" of the local scene. Taking this into consideration, Lisbon is a fertile market for a trending third wave coffee scene, while simultaneously meeting tourist demand for finding a place to work or an alternative route for engaging with the local culture.

Considering the current sustainably oriented cultural and gastronomic tourism offer in Lisbon, there is certainly a market for specialty coffee shops in the city both from a business standpoint and a sustainable one. If tourists are increasingly eager for cultural knowledge and opportunities to create memories with a local culture (Novelli, 2005: Smith et al., 2019b) and concerned with making more ethically and environmentally

responsible consumption decisions (Gheorghe et al., 2014) specialty coffee shops provide a space for this to happen. Since tourists often seek out unique and authentic experiences, specialty coffee shops then can provide a glimpse into the local coffee culture and offer a taste of Portuguese coffee.

Moreover, as travelers continue to search for off-the-beaten track opportunities to become more authentically involved locally, they may stop for a good cup of specialty coffee and a place to rest (tourist) (Hannonen, 2020; Jolliffe, 2010; Schreiber & Childers, 2014) or to work (Digital Nomads) (Putra & Agirachman, 2016; Rosenwald, 2009). In Lisbon in particular, there is an increase in both categories of tourists with an almost full recovery of tourism, approaching pre-Covid levels in 2019 (Instituto Nacional de Estatística, 2022) and the introduction of a new Digital Nomad visa in October 2022, causing around 200 Digital Nomad visas to be issued in just two and a half months (Donn, 2023). The growth of tourists to Lisbon in combination with the estimated growth of the specialty coffee market in Europe alone makes opening a specialty coffee shop in the city an attractive and feasible business decision. Opening a sustainable coffee shop in Lisbon, one that engages in fair trade practices and brings the consumer closer to the origin country is also feasible as it would align with the city and the country's overall movement in the direction and leadership in the area of sustainability.

In support of this argument, market research in the form of interviews was conducted with specialty coffee shop stakeholders in the city, exploring the feasibility of opening a coffee shop with a sustainable concept in Lisbon. A description of the sustainable coffee shop concept follows.

4.1: Executive Summary: Coffee Shop Concept and Purpose

Chilero Coffee—*chilero* meaning “cool” or “rad” in Guatemalan slang—will focus on Guatemalan coffee, Guatemalan coffee traditions, while incorporating cultural themes from the owner's lived personal experience as someone with strong Guatemalan heritage. In its creation, structure, and management, the coffee shop will incorporate sustainability practices.

The purpose of Chilero Coffee is to offer a holistic introduction to Guatemalan culture through its specialty coffee to coffee consumers. Although consumers may find Guatemalan coffee beans on the shelves of virtually any specialty coffee shop,

knowledge of Guatemala, its culture, traditions, and cuisine—including coffee—is not as well known. By offering accurate information of Guatemalan culture and Guatemalan coffee using engaging educational strategies and cultural programming, coffee consumers will have a better understanding of where Guatemala is located, Guatemalan customs, and how this small coffee producing country plays an important role in their daily lives through their routine cup of coffee.

By raising awareness about Guatemala, Chilero also aims to challenge the often unconscious, preconceived notions about Guatemala, its culture, and its people by offering a more holistic image of the country through the stories and realities of coffee farmers and the coffee production process. In addition to this target, central to the Chilero Coffee mission is creating and managing the coffee shop by directly incorporating sustainable approaches and strategies. This is with the purpose of both supporting the economic and social growth and sustainability of Guatemalan coffee farmers, their communities, work, and livelihoods where possible and sharing responsible consumption strategies with the consumer.

Chapter 5: Methodological Approach

In this section, *Methodological Approach*, a qualitative research method was used to gather primary data to this project empirical component. In particular, a qualitative semi-structured interview was used. This section includes an explanation of the overall objective of the interviews, the criteria used to select and recruit interview participants, how the interviews were conducted and transcribed and finally, what approaches were used to analyze the interview data. In sub-section 4.4: *Results and Discussion*, emergent themes and important findings are presented along with conclusions drawn from the interview analysis applied.

5.1: Qualitative Methodology - Relevance for this Study

For this study, in-person, semi-structured interviews were conducted. Given that the initial motivation behind the research was to investigate the feasibility of the researcher (myself) to open her own coffee shop in Lisbon, it was important to obtain firsthand information regarding the day-to-day experiences, routines, and responsibilities of specialty coffee shop owners and employees in the city of Lisbon in particular. Therefore, interviews were used as a research tool to allow for more detailed conclusions that would not be fully capturable otherwise if relying solely on more general quantitative data such as observations or questionnaires about Lisbon's specialty coffee shops. Moreover, semi-structured interviews were used to allow for additional flexibility in comparison to that of structured interviews to allow participants to elaborate on answers that may not have initially been thought of as related to the central research objectives (Gill et al., 2008).

The sample size for this project was ten interviews, all of which were conducted and audio-recorded in Lisbon, Portugal. Although there are many opinions and approaches for adopting different sample sizes in qualitative research, for this project, the researcher followed the Guest et al. (2006) study which references 12 interviews as an appropriately adjusted number to reach data saturation.

The profiles of the interviewees fell into one of three categories: A) specialty coffee shop employee; 2) specialty coffee shop owner; C) professional in the field of tourism/hospitality. A deeper and more proximate understanding of the burgeoning specialty coffee shop scene in Lisbon was hoped to be gained from the interviews. From the perspectives of specialty coffee shop owners and employees—stakeholders directly

“on the ground”—the researcher hoped to learn what specialty coffee consumers in Lisbon were looking for and what my proposed specialty coffee shop concept could contribute or improve in the city’s current offering. The study also included tourism/hospitality professionals in the interviewee categories to explore the correlation between the booming growth of tourism to Lisbon and its potential influence on the city’s specialty coffee demand and offer. Across all three profiles, the feasibility of opening a specialty coffee shop with a sustainable concept in Lisbon from the participants’ various perspectives was intended to be investigated.

As will appear in the analysis of the data, considering how unique and ultimately personal specialty coffee shops are in comparison to larger, commercial shops and chains, qualitative instead of quantitative research tools were appropriate to use as the success of many of these shops have depended—yes, on the popularity of the growing specialty coffee market in general—but also heavily on the individual personalities of each shop’s owner, its baristas, and even the shop’s “brand” identity. This specific data was more easily observed and collected from the narratives gathered during these in-person interviews conducted one-on-one.

5.2: Design of the interview script

Each interview had 18 questions and lasted between 30 minutes to 1 hour. Interview questions were slightly adjusted depending on the profile of the respondent. The interviews were made up of three parts: 1) respondent’s personal information; 2) their experience in their field (either specialty coffee or tourism); and 3) their overall impression and opinion of the feasibility of opening a sustainable coffee shop concept in Lisbon. As introduced in the previous section, the concept proposed was Chilero Coffee, a specialty coffee shop with the dual mission of introducing consumers to Guatemalan culture through specialty coffee and contributing to social-cultural sustainability by paying Guatemalan coffee farmers fair wages while combating preconceived cultural notions through transparent and intentional conscience raising about Guatemalan producers and the specialty coffee supply chain.

5.3: Methodological procedures for the application of interviews

The purpose of conducting these interviews was to reach the following main objectives:

- Understand Lisbon's current specialty coffee shop offer and how it could be improved
- Explore the correlation between tourism and specialty coffee shops in Lisbon
- Investigate the feasibility of opening a Guatemalan specialty coffee shop with a sustainable concept in Lisbon

The interview script was designed to gather information regarding 1) the level of experience in either the specialty coffee or tourism area 2) their personal relationship and experience to specialty coffee 3) their opinions on Chilero Coffee as a concept from either a specialty coffee shop owner, barista, or tourism perspective. Specialty coffee shop owners were chosen as they have first-hand experience on the entirety of the process, from business plan to brick and mortar shop. Baristas were chosen (as opposed to other specialty coffee shop employees) as baristas are one of the most crucial players in the entire specialty coffee shop experience, a concept that will be explored in the interview analysis. Professionals in the tourism/hospitality industry were interviewed to shed light on what tourists to Lisbon are looking for, and where those interests may intersect with the specialty coffee offer in the city.

One of the challenges in using qualitative research tools is the lengthy process it requires, such as conducting and transcribing interviews. Consequently, although the original plan was to include 12 respondents, only 10 participants were ultimately interviewed. However, in accordance with the study by Hagaman & Wutich (2016), 16 or fewer semi-structured interviews are sufficient for identifying the top three themes from an interview data set.

The respondents included 4 specialty coffee shop owners (who will be identified as: SCO A, SCO B, SCO C, and SCO D), 4 specialty coffee shop baristas (who will be identified as: Barista A, Barista B, Barista C, and Barista D), and 2 professionals from the tourism/hospitality industry (who will be identified as: Turismo Portugal Senior Technician and Hotel General Manager). After the interviews were conducted, they were individually transcribed. An accessible and flexible approach to analyzing qualitative data, (Braun & Clarke, 2006), thematic analysis was applied to identify patterns, themes, and commonalities across the interviews and to interpret data in light of the aforementioned interview objectives. The analysis of the interviews follows.

5.4: Results and Discussion

After transcribing all 10 interviews, using thematic analysis, the following common themes emerged when exploring the feasibility of opening Chilero Coffee, a specialty coffee shop with a sustainable focus in Lisbon:

- Growing interest in specialty coffee in Lisbon
- Tourists and foreigners as the most common client profile
- Specialty coffee shops as educational spaces
- Specialty coffee shops' commitment to sustainability
- The strength of Chilero Coffee as a coffee shop concept
- Specialty coffee shop challenges: attracting Portuguese clients

From these interview themes, what emerges is a solid throughline proving the feasibility of opening Chilero Coffee in Lisbon. In the following section, each of the themes and how they appeared in the interviews is investigated further.

5.4.1: Growing interest in specialty coffee in Lisbon

One of the most obvious cases for the feasibility of opening a specialty coffee shop in Lisbon is the evident growing interest in specialty coffee in the city. Although Portugal has its own long history of coffee culture, each respondent from all three participant profiles—specialty coffee shop owner, barista, and tourism professional—commented specifically on the notable growth in the specialty coffee market in Lisbon over the last few years. 33-year-old Barista A, originally from Nepal, is a head barista at Copenhagen Coffee Lab, one of the three main specialty coffee shop chains in Lisbon. With over 5 years of specialty coffee shop experience under his belt, he touched on the recent specialty coffee “boom” he’s witnessed in Lisbon when asked about his opinion of the current offer of specialty coffee in the city:

“So, it is booming, you know? The coffee market is booming here also in Lisbon. In Lisbon, there are lots of coffee shops now. When I came one year before, there were less. But now so many are opening and opening, but all are specialty. But in the future, maybe 90 percent of it will be specialty coffee shops because people are changing their minds, going into specialty coffee instead of commercial,” (Barista A, personal communication, October 31, 2022).

Specialty Coffee Shop Owner A is the owner of How About Coffee, a specialty coffee shop now located in the Lisbon neighborhood of Alameda, but previously located near Areeiro when this interview was conducted. Originally from Brazil, SCO A, has spent 5 out of his 6 years working in specialty coffee in Lisbon. In his interview, SCO A also shared a similar observation about the growth of Lisbon's specialty coffee scene, stating that specialty coffee shops jumped from a mere 10 to a whopping 50 specialty coffee shops from when he first opened How About Coffee in 2019 (SCO A, personal communication, October 7, 2022).

The one-on-one interviews with participants not only highlighted the number of specialty coffee shops opening to meet consumer demand, but also the type of products and services that consumers are demanding. When asked about the importance of specialty coffee and specialty coffee shops, 8 out of the 10 respondents described their personal taste and that of their specialty coffee clients that keep calling them back to specialty coffee shops specifically. As argued in the *Theoretical Component* of this project, consumers are increasingly looking for quality products. However, besides searching for quality in their coffee, interview respondents also admitted going to specialty coffee shops for the quality they found in their overall atmosphere and customer service. Barista B, originally from Portugal, is a part-time Public Relations consultant, part-time barista at How About Coffee. In his interview, he talked about what he thinks has drawn people to his workplace over the last two years:

“People come in not just because of the atmosphere, not just because of anything, but because the owner [Tiago] is so friendly. And because he really cares about giving you the best experience—not the best profits—the best experience in understanding what you're ordering exactly,” (Barista B, personal communication, September 28, 2022).

Even baristas who work for certain coffee shops still have their own unique preferences when they consume coffee as clients. When asked about her favorite specialty coffee shop, Barista B, a 25-year-old Brazilian barista and manager at one of Lisbon's other specialty coffee shop chains, Fábrica Coffee Roasters, immediately named Dramático, a charming, small, 14m² space in Príncipe Real, that is singlehandedly run by the owner himself, Ricardo Galezio.

“Dramatico, it's my favorite one right now. I love the place, it's so nice. The owner—he's fantastic. He's amazing. When I grow up, I want to be just like him, you know? I think that he just got the spot of what a coffee shop needs to be. It's not big. And it's organized. The coffee is one of the best that I've ever had. And I think that he treats everything with respect. Everything that he does there, even if it's just him, but he does all of it with love, you know? He really loves what he's doing,” (Barista C, personal communication, October 9, 2022).

In both Barista B and Barista C's comments, we see once again how specialty coffee shops powerfully distinguish themselves from existing coffee competition. Through attention to detail, a focus on providing the best experience for clients, a preference of quality over quantity, these “not big” specialty coffee shops position themselves as friendly, customer-centered places in comparison to their commercial, profit-centered counterparts.

This burgeoning curiosity for quality coffee experiences can also be attributed to an expanding understanding of the beverage's unique characteristics in general. One of the specialty coffee shop owner's interviews was with SCO B, the founder and head roaster at Senzu Coffee Roasters and co-owner of ABCoffee. ABCoffee is Porto's first coffee school offering Specialty Coffee Association (SCA) certified coffee workshops and training. In his interview, SCO B underscored the significant contribution of specialty coffee to Portugal's evolving coffee knowledge:

“Specialty coffee is important for me, because it kind of shows that coffee is not just coffee. Again, millions of flavors inside the product that normal people say that that coffee is just coffee. This has been changing. Because yeah, now people are more open to discover. And like here in Portugal, we have the wine industry, which is really big. So, for the past 10-20 years, people started seeing that wine is not just wine in just one region. It can have a lot of types of wines and flavors. It's starting to be the same now with coffee,” (SCO B, personal communication, October 2, 2022).

From the number of specialty coffee shops opening on the busy streets of Lisbon to the developing demand of various specialty coffee consumers, the interviews revealed a maturing curiosity in the characteristic offering that specialty coffee shops can provide. In the following section, I examine how part of this growing interest, especially in Lisbon, is in large part being pioneered by specialty cafés biggest client: tourists.

5.4.2: Tourists and foreigners as the most common client profile

With Portugal's historic roots in coffee, Portuguese coffee shops play a significant role in the country's touristic cultural and gastronomic offering. During my interview with Turismo Portugal's Senior Technician who works in the Department of Communication and Digital Marketing, she spoke directly to the cultural relevance of coffee in Portugal's tourism offer:

“While I was reading [about specialty coffee], I'm thinking wow, this is actually much more importantly significant of a tourist interest than I was imagining. Because coffee is something that's natural—everybody has coffee...Historically, cafés have great significance because they are places where many writers would meet to debate social things that were happening at the moment. Nowadays, in Portugal and also in Europe, coffee shops are also places where friends meet where people talk. It's just something that is so part of our culture, we can't imagine there not existing coffee shops,” (Turismo Portugal Senior Technician, personal communication, November 15, 2022).

As this comment conveys, aside from being a place to consume part of Portugal's historical gastronomy, coffee shops are also spaces where tourists can witness and engage directly with the host destination's history and culture (Jolliffe, 2010). Yet, even with Portugal's emblematic coffee culture and the commonplace of coffee in the daily lives of locals, all 10 respondents spoke about the undeniable link specifically between specialty coffee and tourism in Lisbon. Of the 8 respondents with profiles in the specialty coffee world, all of them said that the vast majority of their clients are foreigners. For example, in his interview, How About Coffee owner, SCO A, said “95% of my people is from outside totally. It's someone who is traveling, a tourist. It's people who is living next to the shop from outside of Portugal. So just 5% it's a Portuguese now,” (SCO A, personal communication, October 7, 2022).

Some interviewees suggested that a specialty coffee shop's location is also a crucial factor in attracting tourists. For example, one of Fábrika Coffee Roasters' stores is situated in the touristy and foot-traffic heavy area of Praça do Comércio in central Lisbon. In her interview, Barista C mentioned that she “could spend the whole day without speaking any Portuguese,” when she used to work at the Fábrika - Praça do Comércio store (Barista C, personal communication, October 9, 2022). Still, even when specialty coffee shops are situated “off the beaten path” like Milkee's, whose first location was on a residential street in the Lisbon neighborhood of Santo António, the

main clients specialty cafés attract are “the digital nomads, the foreign residents, the expats, and the tourists,” as co-owner, Specialty Coffee Shop Owner C expressed in his interview (SCO C, personal communication, September 15, 2022).

In her interview, Turismo Portugal’s Senior Technician also discussed the large number of Digital Nomads, or temporary residents living in Portugal but working for international companies, finding a new home in Lisbon. As Digital Nomads work in a digital space, namely, their laptops, many of them flock to specialty coffee shops to work. Specialty Coffee Shop Owner D, Brazilian owner of the specialty coffee shop Coffee in Brew, mentioned in her interview that while some clients come looking specifically for quality coffee, “some of them don't look at us as a spot to have a coffee experience. It's about okay, ‘that's a very good café there with a very good vibe. I will work there on my laptop’,” (SCO D, personal communication, November 1, 2022).

However, specialty coffee shops in Portugal don’t only attract tourists and foreigners because of their quality products or cultural offering. According to ABCoffee’s, SCO B, one of the main reasons for this is cost:

“Coffee shops live from the tourism because the prices need to be high and Portuguese consumers are not mentally prepared to pay more than one euro or something for espresso. You can put higher prices in milk beverages. Somehow, the final consumer is more okay to pay higher for milk beverages. But for espresso, what Portuguese normally drink, not really. You go to other countries like Nordic countries, where one...cappuccino, flat white are more or less the same price because they can just add 20-30 cents just for the milk. But here it's a bit the opposite,” (SCO B, personal communication, October 2, 2022).

For the average Portuguese consumer with a minimum salary around 700 euros per month, even an espresso at a specialty coffee shop marked between 1,20 cents to 2 euros is considered pricey, as SCO B refers to. Meanwhile, tourists and other foreigners like Digital Nomads have more expendable international incomes to spend on specialty coffee beverages than locals do. This obstacle is expanded upon in a later section which discusses the particular challenges specialty coffee shop clients face in attracting Portuguese clients.

5.4.3: Specialty coffee shops as educational spaces

One of the most unique themes that emerged from the interviews was the reference to specialty coffee shops as educational spaces. When asked why specialty coffee shops are important, all 8 respondents from either of the two specialty coffee profiles mentioned the key role specialty coffee shops play in educating people about the different facets of quality coffee.

Various specialty coffee shops in Lisbon, such as Coffee in Brew, offer classes and workshops on coffee brewing, tasting, and other related topics. The purpose of these sessions is to help customers learn about the origins and characteristics of different types of coffee, as well as how to prepare and appreciate a quality cup. It is the educational component of specialty coffee in particular that made SCO B, co-founder of ABCoffee, open the school to begin with:

“Why a school? Because of the lack of knowledge that we see even in the coffee shops and also normal consumers and also seeing that people want to know more. I always wanted to give training because I saw the lack of professionalism and knowledge in coffee in Portugal, although everyone thinks he's an expert in coffee,” (SCO B, personal communication, October 2, 2022).

As in SCO B's previous quote comparing coffee knowledge to that of wine, there is room for specialty coffee clients to learn about coffee's different regions and flavor profiles the same way they do about wine. A similar sentiment was shared by SCO D, owner of Coffee in Brew, whose main goal is to offer her clients a “coffee experience,” which requires properly educating them about the coffee they are consuming:

“Why is a specialty coffee shop important? In my opinion, we are those ones who are able to talk to the customers and explain to the customers that coffee is not the same. That's not all about the same product, it depends on several points, it depends on the variety, the roast, the quality of that coffee, the farm, the way the barista prepares the coffee,” (SCO D, personal communication, November 1, 2022).

If specialty coffee shops are where coffee education is taking place, then the coffee “teachers” are the baristas. All 4 specialty coffee shop owners emphasized the key role that baristas play not only in properly preparing a quality cup of coffee, but also spreading the good word of specialty coffee and teaching customers about coffee's complex and

valuable components. Even as a barista himself, Barista B, spoke about what he expects when going into specialty coffee shops as a client:

“I want the opinion of the person behind the counter because that person should know way more than I do. I can tell them ‘listen, I feel like having a good coffee, I want it a bit stronger, I want with a bit of a fruity flavor or not or with more chocolatey or more nuts,’ and I let that person decide because as a customer, that person knows more about coffee than they will ever know,” (Barista B, personal communication, September 28, 2022).

The second tourism professional interviewed for this project is the current General Hotel Manager at Olissippo Oriente Hotel in Lisbon. Having worked in tourism for the last 20 years, Hotel General Manager used to work for Accor Hotels, where he was part of a large coffee project, introducing Arabica–specialty coffee–into the hotel's beverage offerings. In his interview, Hotel General Manager also alluded to the importance of well-learned baristas and the one-of-a-kind educational nature of specialty coffee shops in comparison to commercial ones:

“For example, Portela coffee shop is like a traditional old store, but in fact they sell an idea of a coffee, but much more like blends, mixed. But if you say ‘can you explain me the difference, the blends, why it's different?’ They may not explain why. And in coffee shops, you need to study, you need to explain, you need to have a perfect person to explain what they are drinking. Otherwise, it will be a *pastelaria* just with different coffees,” (Hotel General Manager, personal communication, December 13, 2022).

It is precisely because of the crucial and influential role they play in consumers' coffee experience that Coffee in Brew owner, SCO D, tries to instill an intentional customer service approach in her baristas. In addition to providing customers with informational coffee cards, SCO D trains her baristas to be able to talk directly with clients, explaining how to drink and prepare coffee. According to her, Coffee in Brew doesn't just sell coffee, “‘we offer experiences.’ That's what I want to see, people drinking coffee the same way they drink wine,” (SCO D, personal communication, November 1, 2022). By properly training baristas, specialty coffee shops not only ensure a quality coffee product, but, as SCO D mentions, an “experience” that fosters interest and awareness about the world of specialty coffee.

Lastly, in addition to providing opportunities for clients to learn directly about coffee, interview respondents also referred to specialty coffee shops as educational

spaces in their ability to build community. A hub of social activity, coffee shops have historically been places where people gather and learn from each other. According to SCO A, “the coffee shop, it's important because it connects people,” (SCO A, personal communication, October 7, 2022). With a strong community focus, specialty coffee shops can also be educational in a more informal way by promoting discussion and collaboration among customers. Consequently, the combination of well-trained baristas, a welcoming educational space, and a collaborative community attracts new and old specialty coffee shop consumers, while also perpetually inspiring a future wave of quality coffee consumers.

5.4.4: Specialty coffee shop's commitment to sustainability

In addition to educating clients about the quality and complexity of specialty coffee, another area that specialty coffee shops are equipped to educate consumers on is sustainability. An emergent theme in the interviews that was of particular interest to this project's overall objective was respondents' natural interest in specialty coffee due to its association with sustainability. Barista D, a 29-year-old barista from Brazil, is the manager at Monka Café, one of the newest specialty coffee shops in Lisbon and one of the two in the neighborhood of Lapa. Having worked in specialty coffee in Lisbon for the last 5 years, she talked about why she enjoys working in specialty coffee:

“Specialty Coffee for me is a very intimate experience, because I think it glues everything together. I mean, it's a very beautiful and rare connection between the farmer and the roaster and the barista. So, it's a job where we know that it's not made alone. So, we have this consciousness that we need the others to make it work, including the consumer,” (Barista D, personal communication, October 31, 2022).

In Barista D's interview, there were multiple quotes such as this one emphasizing how specialty coffee uniquely values the various links in the specialty coffee supply chain, from farmer to consumer. How About Coffee's owner, SCO A, also mentioned in his interview how the specialty coffee world not only cares about doing fair trade, but also intentionally recognizing each of its valuable stakeholders, from farmer to barista (SCO A, personal communication, October 7, 2022). In fact, SCO D, owner of Coffee in Brew, argued in her interview that specialty coffee shops are so important precisely because of

the role they play in creating a more fair and sustainable supply chain. While commercial coffee producers need to sell their green coffee according to market demands, specialty coffee farmers can sell directly to roasters, receiving a bigger profit as they are able to directly negotiate the price of their product (SCO D, personal communication, November 1, 2022).

Evidently, there is a clear understanding among specialty coffee interview respondents of the crucial role of the producer; farmers who grow the raw “green” coffee beans and without whom the final product—specialty coffee beverages—would not exist. Consequently, specialty coffee respondents made it a point in their interviews to highlight the urgent need to value them. In his interview, SCO C, owner of Milkee’s, honed in on the need to acknowledge the work of coffee farmers, not only through symbolic recognition, but through tangible economic means:

“It’s really tough to talk about sustainability, to what, a Guatemalan farmer that doesn’t have quality of life? They cannot send their children to a good school, to study, to have a nice perspective of life...And if they are not enjoying life, it’s like there’s no point in talking about sustainability. So, to be really honest, the only thing about sustainability in developing countries is money...Because once you have everything that money can buy as we have here in Europe, it’s like okay, *now* let’s talk about sustainability...In our...very privileged position, what we need to do is to pay them well,” (SCO C, personal communication, September 15, 2022).

When asked about the significance of specialty coffee, Barista D’s perspective aligned with SCO C’s point as well. In her interview, she also said that specialty coffee’s most important role is paying farmers fairly, especially because of the positive impact it can have on women in the industry. By recognizing the crucial role that women play in all links of the coffee supply chain, she emphasized how “specialty coffee...value[s] women’s work much more than the other kinds of coffees” (Barista D, personal communication, October 31, 2022).

Likewise, when asked about how to make specialty coffee shops as sustainable as possible, Barista C at Fábrica Coffee Roaster suggested the need for a more human-centered approach to how we think about sustainability in general:

“Because when we talk about sustainability, we never think at first of the people, you know? It’s just like yeah, plastic and plastic, oh, energy, and oh. But I think if you really want to be sustainable, we need to think about people first. Because

that's when people will buy your idea. So, I think that when we start at this, then we can walk to the other things like more bigger,” (Barista C, personal communication, October 9, 2022).

As can be seen from these quotes, thoroughly supporting the people behind specialty coffee—coffee farmers specifically—appears to be the most impactful way to make specialty coffee more sustainable. Yet, despite some of the respondents’ genuine intention to value farmers and to be sustainable, only 1 out of the 4 specialty coffee baristas was able to clearly identify how the particular shop they worked for contributed directly to sustainability. In their interviews, Barista A and Barista C, both commented on the *intention* of incorporating sustainable measures into the stores they work at, but admitted to the challenges in confidently implementing those measures:

“When we talk about sustainability, it's very difficult when we think about it. For example, so many things come in plastic...You can find solutions for not using plastic, like glass bottles of water, but will the concept reach what you want, or will it not reach nothing at all? Like we have paper cups, but the paper cups have plastic. So, you're just like, ‘am I being plastic free?’ I don't know...I think that the challenge is, in theory it's good. But when we put this to practice...,” (Barista C, personal communication, October 9, 2022).

It’s worth noting, however, that both Barista A and Barista C work for two of Lisbon’s specialty coffee shop chains, Copenhagen Coffee Lab and Fábrica Coffee Roasters. Although theoretically there should be some uniformity across all stores, both baristas only spoke to the execution of sustainable practices (or lack thereof) at their specific store. Moreover, although further exploration of this theory is beyond the scope of this project, it might be more difficult for Barista A and C to identify sustainable strategies because they work at specialty coffee chains. Meanwhile, Barista D was able to list multiple sustainable practices that they use at Monka, a singular specialty coffee shop that has its own micro bakery, offering direct retail, low mileage baked goods to the local neighborhood (Real Bread Campaign, 2023). In her interview, Barista D, described the following efforts applied at Monka, especially with regards to waste reduction:

“Here, we always do double espresso. Even if someone orders a single espresso, we use the other one to make ice cubes to make iced lattes, so it never goes to waste. Whenever we have left over batch brew, we make it cold and sell iced coffee. If we have pastry from the other day, we have clients try it for the next day, so we don't waste the product of the day and have clients try our product...Of

course, we also work with small producers; it makes the business to turn so they don't need to close. A coffee business that cares makes sure people are always employed,” (Barista D, personal communication, October 31, 2022).

Aside from producing their own baked goods and reducing waste, Monka works directly with Buraca Roasters, a small local Portuguese coffee roaster located in Cascais which supplies the coffee beans Monka uses at their café. Monka’s relationship to Buraca also contributes sustainably to the local specialty coffee scene in Portugal.

Although some of the interviews reveal a disconnect between sustainable theory and sustainable practice, respondents like Barista D and specifically non-chain coffee shop owners like SCO A and SCO D who work directly with the early stages of the coffee supply chain do reflect examples of what sustainable specialty coffee shops could strive to embody. This topic leads into the following section, which explores respondents’ sweeping support of opening Chilero Coffee, a sustainable specialty coffee shop concept in Lisbon.

5.4.5: Strength of Chilero Coffee as a coffee shop concept

As established in the previous section, specialty coffee shops in Lisbon have an existing inclination towards sustainability at both ends of the coffee supply chain. However, as some baristas like Barista C referenced, the direct contributions to sustainability of some specialty cafés are not entirely clear. Moreover, across the interviews with specialty coffee participants, we see that the interest in sustainability is primarily concerned with that of the livelihoods of agricultural farmers in coffee producing countries. Correspondingly, it is Chilero Coffee’s sustainable focus on producers’ well-being along with the intentional use of the café as an educational space that made it popular among interview respondents.

During the interviews, respondents were presented with Chilero’s concept, a sustainable specialty coffee shop whose aim is twofold: to introduce the consumer to Guatemalan culture through specialty coffee and contribute to the decent livelihoods of Guatemalan farmers by paying them fair wages. Upon hearing about the shop’s concept, all 10 respondents provided overwhelmingly positive feedback and encouragement for its future development. Take Barista D’s enthusiasm during our interview after hearing about Chilero:

Interviewer: So, what is your overall impression of Chilero Coffee?

Barista D: When are you opening? [Laughs]. I want to go! When it opens, I'll be there! It should be open already for me to go tomorrow on my day off [laughs]... For me it's just perfect.

(Barista D, personal communication, October 31, 2022)

Barista D went on to explain that what made her especially excited about Chilero was the ability to gain a more holistic understanding of Guatemalan culture. While she's had a few references to the country, she admitted not knowing much more about Guatemala or its culture. At Chilero, however, she would be able to "go and see that there's more than just that origin of a coffee. There's a story, there's a culture, there's a poem behind every experience," (Barista D, personal communication, October 31, 2022).

Especially for respondents who have worked in specialty coffee for as long as 6 years, it was surprising to have Chilero Coffee be deemed such a refreshing concept. For example, Barista C emphasized that one of its biggest appeals was its uniqueness, saying that "it's very different from what we have, not just here in Lisbon, but worldwide, you know?" (Barista C, personal communication, October 9, 2022). Moreover, Barista C positively responded Chilero's potential to offer transformative experiences customers are looking for:

"I really like the idea of it being more of an experience than just a coffee shop where you go there, grab your coffee and go away...it's the kind of thing that changes you when you go, and that's important...Like you're never gonna drink a cup of coffee, again, without remembering like, there was a time that I went to this place and I drink coffee from Guatemala, you know?" (Barista C, personal communication, October 9, 2022).

As previously mentioned, interview responses revealed the importance of specialty coffee shops as educational spaces, with 9 out of 10 respondents stressing cafés' role in properly teaching clients about specialty coffee. Consequently, all interviewees responded positively to Chilero's intention of introducing clients to Guatemala and placing the country on the map in a way that hasn't been done before. SCO A spoke to this point specifically when asked what people will value most about Chilero:

“You will be the only one with Guatemala beans. Because no one around you has Guatemala beans. Because no one around you knows the place as you know. So, if you show to them, ‘I know everything about my product,’ it's done. People go to you because ‘Hey, I never had a coffee from Guatemala. Let's go there.’...Maybe he had in Starbucks. Yeah, but he never had the way you're serving. So that's what makes you special,” (SCO A, personal communication, October 7, 2022).

Focusing exclusively on Guatemalan beans, SCO A’s comment underscores another one of Chilero’s strengths; providing more opportunities to broaden consumers’ specialty coffee education.

Although it can seem limiting for a café to sell mainly one coffee origin (as opposed to most specialty coffee shops that feature multiple origins), this specific focus allows consumers to dive deeper into coffee’s more nuanced characteristics such as differences between coffee regions and how a regions’ beans vary by taste and profile, even while being from the same country. For example, Guatemala alone has 8 coffee growing regions, already leaving much to be explored. Yet, besides coffee region, a crucial factor influencing the taste of the final coffee product is how the roaster decides to roast the raw beans. According to SCO B, this idea “makes total sense,” as ABCoffee hosted a similar event where three different roasters roasted the same exact bean, but produced three entirely different beverages (SCO B, personal communication, October 2, 2022). “Every roaster has its own philosophy and identity,” and Chilero’s single-origin focus can specifically highlight their artistry, uniqueness, and talent (SCO B, personal communication, October 2, 2022). As SCO B states, this approach is not only “a great way to actually taste differences between coffees,” but also highlights the methodology and technique of local coffee roasters that may otherwise be overshadowed by a country’s general coffee profile, which is often marketed at cafés that sell coffee from multiple origins.

As previously argued in this project, specialty coffee shops are often committed to sourcing high-quality, sustainable coffee beans and able to educate customers about the social impact of coffee production and supporting sustainable practices. In alignment with this potential, Chilero Coffee will teach clients about Guatemalan coffee itself while serving as an educational space to learn about sustainability in the specialty coffee supply chain. It will do so by transparently communicating to clients its mission to contribute to the decent livelihoods of Guatemalan farmers by either working directly with farmers or

with sustainable roasters that pay them fair wages. This is a strength of Chilero's concept for two reasons; first, as previously investigated, the interviews revealed that respondents consider improving the way we value the livelihoods of coffee farmers the most important aspect of sustainability within the coffee supply chain. Chilero's mission addresses this issue head on by supporting and humanizing Guatemalan coffee farmers both symbolically and economically. Second, in the process of sharing its mission transparently, it will teach clients about sustainability in general, meeting customers' growing desire to make responsible consumption decisions (Gheorghe et al., 2014) and to know where their food comes from (Bessière, 1998). As a result, Chilero will play the dual role of practicing sustainability while raising supply chain awareness, bringing the producer and consumer closer together in a way that, according to Barista A, many specialty coffee shops in Lisbon don't fully do:

“So basically, you want to do good for the farmers. I work in a coffee shop, but I don't know exactly how the farmers are getting paid. And you're wanting to pay a good amount for the farmers. So, you directly connecting with the farmers is good because a lot of cafés they don't do that. They don't do the direct connection to the farm,” (Barista A, personal communication, October 31, 2022).

Unlike Copenhagen Coffee Lab where Barista A works, Chilero Coffee is not intended to become a specialty coffee chain. Opening and managing a singular shop may reduce the inconsistency and probability of sustainability measures falling through the cracks as is the case across Copenhagen and Fábrica Coffee Roasters' different shops. For this reason, Chilero aims to resemble more of the approach, size, and scale of Monka, the specialty café with the clearest commitment to sustainability from the interview pool's specialty coffee representatives.

The potential for cultural and educational programming is also what makes Chilero a strong coffee shop concept. According to Turismo Portugal's Senior Technician, “the educational aspect is very important, getting the information out there, workshops, concerts, Guatemalan music, literature, artists, poets...there's so much you can do,” (Turismo Portugal Senior Technician, personal communication, November 15, 2022). Therefore, as part of its concept, Chilero will also draw on the community building characteristic of specialty coffee shops by using mediums like literature, art, and poetry to deliver its educational objectives of raising awareness about Guatemala.

One of the more obvious reasons Chilero was considered a strong contender among respondents is due to the popularity of specialty coffee shops amongst tourists and the growing number of foreigners in the city in general. With so many international people, “Lisbon in particular is a multicultural city, so it's not so difficult in my opinion to start a very different business, in any area...Because we have people from every place,” who are looking for diverse experiences (SCO C, personal communication, November 1, 2022). Chilero, a specialty coffee shop focusing on Guatemalan culture, can be of particular interests to diverse client populations.

It is also because of Lisbon’s international scene that the city would be fitting for Chilero more than other places in Portugal. The Senior Technician of Turismo Portugal agreed with this point, especially if Chilero’s main clients are tourists:

“Visitors who come to Lisbon are looking for this modern, multicultural environment, and you find that here. When you're going and visiting interior parts of the country, you want to eat their local traditional food, not Guatemalan...In other parts of the country, it’s harder to keep a business open, and especially one that's so unique. So, considering how special it is, you should do it in a big city. Because if you go to a small town in Alentejo, it's not the type of business even visitors to interior Alentejo are looking for...So Lisbon has the audience you want for your shop because it’s so different, ” (Turismo Portugal Senior Technician, personal communication, November 15, 2022).

As Paula explains, opening Chilero Coffee in Lisbon is not only feasible, but is a unique offering that can draw attention from diverse types of clients visiting Portugal. The combination of Chilero’s advantageous location in Lisbon, its unique educational and cultural offerings along with its clear commitment to sustainability, has the solid potential to teach customers about the history and culture of coffee-producing regions, while gaining a greater appreciation for the diversity of global coffee culture. Through this process, Chilero also contributes to a growing conscious specialty coffee community within and potentially beyond Lisbon as well.

5.4.6: Specialty coffee shop challenges: Attracting Portuguese clients

Despite Chilero Coffee’s general popularity among interview respondents, an unexpected theme that emerged among their answers was the potential challenge of attracting and serving Portuguese clients. 3 out of the 4 specialty coffee shop owners spoke about obstacles their own cafés have encountered when facing local clients.

Whether it has been cost, its dissimilarity from Portuguese coffee, or its unique flavor, specialty coffee has not immediately been to Portuguese tastes.

In his interview, Milkee's owner, SCO D, referred to the friction he has noticed between the excitement of a growing third wave coffee movement and the rigidity of traditional Portuguese coffee amongst Portuguese clients. Although he agreed that there is certainly growth in the specialty coffee scene, he has found that the Portuguese "very strong tradition of coffee...is really hard to break," (SCO D, personal communication, September 15, 2022), making it more difficult to pique their interest in specialty coffee.

Barista B who works at How About Coffee also spoke about the challenges he faced transitioning to drinking specialty coffee being as a Portuguese person himself:

"It's something completely different than the Portuguese are used to. Me being Portuguese, I've always had the espresso with the very bitter taste. And we were taught that good coffee is strong coffee. Specialty coffee is more, 'What do you like, what makes you feel good in the morning, or what feels good to you after a good meal?' It could be a strong coffee, it can be something a bit more lighthearted, a bit more fruity. It's never about just that bitter taste that the Portuguese *bica* [espresso] seems to have," (Barista B, personal communication, September 28, 2022).

For Portuguese converts like Barista B, specialty coffee may simply be an acquired taste that takes some getting used to over time. In his interview, Olissippo Oriente's General Hotel Manager who is also from Portugal, agreed that the Portuguese have a traditional and unique taste, usually preferring Robusta coffee for its bitter taste, over the floral, fruitier tastes of Arabica (Hotel General Manager, personal communication, December 13, 2022). According to him, this is in large part due to the influence of Delta, the symbol of Portuguese Coffee, whose signature roasts are longer, creating a stronger flavor. As "most drink this coffee in Portugal," Delta has been a key player in cultivating the Portuguese coffee tradition that the Portuguese have grown accustomed to (Hotel General Manager, personal communication, December 13, 2022).

Although interview respondents like Olissippo's General Hotel Manager admitted that Portuguese coffee expectations have been difficult to meet, some specialty coffee shops owners, like SCO A, have also touched upon the ways that slowly, even Portuguese ways of drinking coffee are changing:

“But slowly they are going because—as I said, I'm Brazilian. So, when I am living here for five years, when I look to Portugal, I look here the same as Brazil in 1998. Everything is new. It makes them freak out because it's like ‘hey, I don't understand that, so it's not good, it's not Portuguese coffee, so no.’ But they are starting to see the stuff is changing, the city has changed, their life is changing. So slowly, also they are changing as well,” (T. Da Silva, personal communication, October 7, 2022).

Just as specialty coffee shop owners are slowly seeing changes, Hotel General Manager agrees that although it might take some time, he believes Portuguese will eventually warm up to specialty coffee. He attributes this to Portugal's general pattern of opening up to and keeping up with updated market trends. According to him, trends come later to Portugal, causing the Portuguese to be a bit more “traditionalist. But in fact, we buy and use a lot, and that’s when these trends start....So we are keen to understand the new trends, to understand the new opportunities, even though it can change our way of thinking about the product. But we will try it and then we will enjoy it,” (Hotel General Manager, personal communication, December 13, 2022).

In keeping up with the trends, respondents also spoke to the influence of Delta in actually helping open Portuguese people up to new coffee. Although it has been an important player in establishing what is currently considered Portuguese coffee tradition, as SCO A mentioned in his interview, it is this very influence that is also helping Portuguese people transition to specialty coffee. In addition to their traditional commercial coffee offered at traditional Portuguese *pastelarias* and supermarkets, Delta has now also ventured into the world of specialty coffee through their “Delta Coffee House Experience” branch of stores where clients can drink anything from quality espresso to “slow” or drip specialty coffee like from V60 or a Chemex filter coffee makers. Although it is delving into a world of coffee that the Portuguese are not accustomed to, Delta is a significantly trusted coffee brand. Therefore, as specialty coffee is introduced among its loyal customers, Delta can “keep its traditional brand for its old clients but get new people with the same name,” (SCO A, personal communication, October 7, 2022).

Lastly, although Delta’s new markets may help steer Portuguese clients towards specialty coffee, as previously mentioned, ultimately specialty coffee shops may use their natural educational characteristics and their barista “teachers” to slowly convert Portuguese clients like Barista B, through raising awareness. According to Hotel General

Manager, Portuguese customers will eventually tag along to the specialty coffee trend, “but for the Portuguese you need to explain to them before they enter a coffee shop,” (Hotel General Manager, personal communication, December 13, 2022). It is for this reason that specialty coffee respondents and owners in particular emphasized the need of a good team, one that focuses on quality coffee, good customer service. The team’s commitment to a service-oriented educational approach can be pivotal in not only attracting Portuguese clients but keeping them. According to SCO A:

“I believe what makes you very very special in this world it's when you really care about your clients...are you prepared to introduce specialty coffee for that guy who said your coffee is not good?...I have a few Portuguese people comes here, they always drink Delta. Now they drink my coffee, they love my coffee, they buy everything. But to get this moment was really hard...Because for them, it was a whole a new world...Many people come here now and say ‘Tiago, your coffee is different. Your coffee tastes different.’ But I use the same coffee as another coffee shop—it’s different because I care. I believe in energy. I put my energy there,” (SCO A, personal communication, October 7, 2022).

Considering the interviewees responses, introducing Portuguese coffee to the specialty coffee industry may present some challenges. However, as SCO A emphasized, by focusing on delivering excellent customer service, providing high-quality coffee, and creating a unique experience for customers, more Portuguese clients can gradually come to recognize the value of specialty coffee. Additionally, Chilero Coffee in particular may also stand the test of time by leveraging its core educational commitment to patiently approaching Portuguese clients and welcoming them to learn more about the world of third wave coffee.

5.5: Final Discussion

In alignment with the theoretical research already established in this project and the emergent themes from the interview analysis above, a specialty coffee shop with a sustainable focus is feasible in Lisbon for several reasons. First, the interviews confirmed that the growing interest in specialty coffee among both the city’s locals and tourists presents a growing market demand. Second, as interview respondents highlighted the predominance of tourists among specialty coffee clients, they affirmed specialty coffee shops’ general attractiveness among foreigners, which can make them particularly

lucrative as Lisbon continues to experience a notable growth in tourist numbers. Analysis of the interviews also revealed a theme of specialty coffee shops serving as educational hubs. Fulfilling this purpose, specialty coffee shops can further cultivate client interest by promoting specialty coffee origins and sustainable practices, just as Chilero Coffee intends to do via its sustainably sourced, Guatemalan specialty coffee shop concept. Moreover, considering that specialty coffee consumers and tourists are often looking for unique local experiences in the host destination, they can satisfy this need at specialty coffee shops through the focus on quality and unique experiences that these cafés provide.

Although specialty coffee is becoming more popular in Lisbon, a specialty coffee shop that is explicitly dedicated to Guatemala and transparent about its commitment to sustainability still has yet to exist. Lastly, despite initial skepticism about specialty coffee among Portuguese clients specifically, Portugal's eventual buy-in to specialty coffee trends through trusted brands like Delta and in combination with the natural educational modus operandi of specialty coffee shops can help even Portuguese clients appreciate the beverage's distinctive flavors and cultural and sustainable significance over time. With these factors in mind, opening Chilero Coffee in Lisbon is not only feasible, but also has significant potential to flourish.

Chapter 6: SWOT Analysis and Strategies for the Establishment of a Specialty Coffee Shop

The final chapter of this project provides a SWOT analysis for opening Chilero Coffee, a specialty coffee shop with a sustainable focus in Lisbon. To understand how Chilero might perform in relation to competition in the specialty coffee market, the SWOT analysis assesses the cafés strengths and weaknesses as a specialty coffee concept, as well as any external opportunities and threats to consider when opening it. Using this analysis, the chapter defends ways to leverage its strengths and opportunities while mitigating weaknesses and potential threats, offering innovative strategies for doing so.

6.1: SWOT Analysis

Table 2

SWOT Analysis of Chilero Coffee

Strengths	Weaknesses
<p>Unique Value Proposition: Unique theme; a specialty coffee with a sustainable concept focusing on Guatemalan coffee and culture does not yet exist in Portugal/Lisbon</p> <p>Sustainability: Chilero’s core mission of paying coffee farmers fair wages differentiates it from competitors by attracting customers who are interested in ethical sourcing and supporting small-scale coffee farmers; serves as an example for other specialty coffee shops to transparently implement sustainable practices</p> <p>Educational Space: Chilero’s objective of responsibly educating consumers about specialty coffee, sustainability, and Guatemalan coffee and culture attracts both regular and new coffee drinkers who are interested in intentionally learning about specialty coffee’s various facets</p> <p>Guatemalan Benefits: Partnerships focused exclusively on Guatemala allows for more engaged and impactful relationships with Guatemalan coffee farmers</p>	<p>Heavy Capital Required: Opening up a coffee shop requires large start-up costs</p> <p>Individual Business Project: The owner intends to launch business project independently, assuming various tasks and functions</p> <p>Limited Offer: Exclusively selling Guatemalan coffee and culture could be a limited product offering for the consumer</p> <p>Price: Specialty coffee is priced higher than traditional Portuguese coffee, potentially creating an accessibility barrier; focus on sustainability may limit appeal to customers willing to pay higher prices for sustainably sourced coffee</p>

<p>Roaster Recognition: Exclusive focus on Guatemalan beans can underscore the importance of the roasting process in developing coffee flavor profiles, highlighting roaster’s talent</p> <p>Local Connections: Owner of Chilero is of Guatemalan heritage and has access to a local network to facilitate supply chain process and establishment of coffee shop theme</p> <p>Cultural Programming: Chilero will offer cultural programming related to Guatemala in addition to selling specialty coffee, attracting consumers interested in music, poetry, and other arts; owner will also leverage personal Guatemalan heritage to weave into the theme and programming of the café</p>	
<p>Opportunities</p>	<p>Threats</p>
<p>Established Habit/Tradition: Opportunity to tap into Portugal’s already existent long-standing tradition and culture of coffee</p> <p>Niche Market Trend: Opportunity to ride the “third wave” as specialty coffee is a growing market in Portugal and internationally; specialty coffee shops are also a trending establishment in Lisbon</p> <p>Tourism: Lisbon is an increasingly popular tourist destination and specialty coffee shops are popular among tourists looking for unique, local experiences</p> <p>Multiculturalism: Lisbon is becoming a multicultural city as it progressively attracts more foreigners (tourists, Digital Nomads, and other immigrants), presenting an opportunity to attract diverse client demographics that are interested in cultural diversity; can attract potential governmental funding projects that are interested in promoting cultural diversity in the city</p> <p>Sustainability: Growing trend towards sustainable and ethically sourced products presents an opportunity to further attract customers who are looking for sustainably sourced coffee</p>	<p>High Competition: Lisbon is a burgeoning specialty coffee city, and many shops are already established or opening, potentially making it difficult for Chilero to gain market share</p> <p>Seasonality: Lisbon's tourism industry is often subject to seasonal fluctuations, which can impact Chilero’s revenue streams</p> <p>Foreignness: Lack of knowledge of Guatemala/Guatemalan culture could make it difficult to engage consumers, especially locals who already have an established Portuguese coffee tastes and traditions</p> <p>Climate Change: Specialty coffee plants such as Arabica require specific climate conditions to grow, climate change can affect coffee production</p> <p>Gentrification: Chilero could be perceived as contributing to tourism gentrification due to the correlation between specialty coffee shops and tourism</p>

Note. Own elaboration.

6.1.1: Strengths

As seen in the SWOT analysis above, Chilero Coffee has many most notable strengths. Mirroring the responses from interview participants in the previous chapter, Chilero's unique concept that focuses exclusively on Guatemalan culture is of particular interest to both Portuguese and international clients as a specialty coffee shop with this particular theme does not currently exist in Lisbon or Portugal. Opening Chilero Coffee in Lisbon would offer an entirely new specialty coffee experience for consumers, allowing them to both consume high quality coffee and learn about a coffee producing country they may know little about and in a way specialty cafés in Lisbon don't currently spotlight.

Another characteristic unique to Chilero's strength is its dedication to sustainability. In line with the UN's SDGs, Chilero Coffee intends to embody sustainability using a two-fold approach:

1. **Sustainable Supply Chain:** By engaging in direct and/or fair-trade relationships with Guatemalan coffee farmers, Chilero Coffee will not only address the vital need to pay Guatemalan agricultural workers livable wages that contribute to their positive livelihoods, but will also shorten the specialty coffee supply chain, further reducing resources wasted among chain links while also incorporating and empowering producers directly in the negotiation process. This approach aims to reach SDG 8: Decent Work & Economic Growth. Due to the coffee industry's prominence in Guatemala and incorporation of Guatemalan women in the field specifically, this sustainable framework would also align with SDG 5 - Gender Equality, especially as Chilero will plan to work directly with women-centered coffee cooperatives and roasters in Guatemala.
2. **Educational Space:** As a tourist destination within cultural, gastronomic, and coffee tourism, Chilero Coffee will engage in sustainability measures through the framework of cultural tourism as there will be an emphasis on Guatemalan culture, history, and building a tourist/customer relationship to Guatemala through coffee. This process of knowledge building will educate clients on the process of how their coffee travels from farm to cup and introduce coffee drinkers

to Guatemalan coffee culture and traditions. If coffee shops have historically been places of political/social discussion (Jolliffe, 2010), then they can also be places of challenging dominant narratives that reproduce inaccurate preconceived notions. Therefore, by increasing awareness about Guatemala as a country and challenging generalized and stereotypical narratives about Guatemalans, consumers can engage more responsibly with the culture indirectly from abroad or directly upon traveling to Guatemala whether for more coffee tourism opportunities or otherwise. In this way, Chilero aims to meet SDG 10: Reduced Inequalities by creating a more environmentally conscious and socially responsible coffee culture that benefits Guatemala directly.

Through Chilero's transparent commitment to sustainability, Chilero sets itself apart from other specialty coffee shops in Lisbon that, although intended to engage in sustainable practices, do not clearly state their sustainable undertakings (Barista A, personal communication, October 31, 2022). Consequently, Chilero will not only attract specialty coffee drinkers, but also consumers specifically looking to make more responsible and sustainable consumption choices. Moreover, Chilero's dedication to sustainability is a strength not only because it creates value for the consumer, but it also creates value for the producer. By drinking coffee from Chilero, customers are contributing to the well-being of Guatemalan farmers by purchasing fair trade products.

In this same vein, Chilero further upholds its sustainable objectives by intentionally setting itself up as an educational space. For the reasons mentioned above, Chilero's educational approach is a strength because it will attract consumers that already drink specialty coffee as well as welcome and effectively introduce newcomers to the specialty coffee world. Additionally, it will further benefit Guatemala by raising consciousness about the country overall. By offering accurate information and representations of the country and its farmers, challenging preconceived notions of Guatemala as a producing country, while introducing clients to Guatemalan culture in an authentic way.

The combination of Chilero's specific focus on beans from Guatemala and its café as an educational space also provides an opportunity to highlight the unique talent of individual roasters. Whereas most cafés offer coffee from multiple country origins,

Chilero will offer only Guatemalan beans, but roasted from different roasteries. In addition to where coffee is grown, the roasting process is a crucial component that contributes to coffee's ultimate taste. Narrowing down the producing country will allow clients to delve deeper into specialty coffee education by being able to learn more about how the roasting process influences what they are tasting.

Specific cultural programming is another strength that will also attract clients to Chilero. By offering cultural events, such as open mic nights, focused on either Guatemalan and local culture can capture the attention of either locals or foreigners like Digital Nomads looking for community in their new Lisbon home. Chilero is also further able to meet the objective of authenticity introducing customers to Guatemalan culture and offering innovative cultural programming due to another one of its strengths, the owner's firsthand understanding of Guatemalan culture through her own Guatemalan heritage.

6.1.2: Weaknesses

According to the SWOT analysis, Chilero Coffee has more strengths than it does weaknesses. However, it's important to note that weaknesses are mostly economic. Firstly, coffee shops have large start-up costs. Opening a sit-down coffee shop can cost anywhere between 20,000€ - 100,000€ depending on the size of the café (Coffee Shop Startups, 2023). Although this can be a challenging sum of money to gather to first launch this business project, Chilero expects to have start-up costs at the lower end of this range as it aims to be a smaller café reaching no more than 40m². Moreover, to gather the lower end of these start-up costs, the owner will take advantage of crowdfunding methods to help fund the start-up costs. Based on the overwhelming support from formal interviews for this project and informal conversations with other specialty coffee community members and beyond, there is evidence to suggest that this method of fundraising would prove to be fruitful. Alternatively, Chilero could raise money for the start-up costs associated with opening up a brick-and-mortar shop by earning initial revenue from first launching itself as a Pop-Up concept. Pop-Ups are temporary establishments that make use of other already established spaces to run their business. An example of this in Lisbon is Potzalia, a traditional Mexican food restaurant, which started up as a Pop-Up at various

establishments in Lisbon as it earned money to finally set up its own physical space (Santos, 2023). Chilero could apply this method to launch a minimum viable product through its coffee and other food products, reducing upfront start-up costs.

Another of Chilero's potential weaknesses is that the owner intends to launch the business project on her own. Although this may require a lot of responsibilities to be met by one person, the owner could outsource some of the functions, such as accounting, to available freelancers within the business budget. Additionally, Chilero's community spirit may even attract potential volunteers to support the initial launch and running of the project.

While limiting the café's offering to Guatemalan coffee and food products could be considered a potential weakness, this exclusive focus could in turn also be a strength, as it allows for Chilero to 1) encourage clients to try a new product that they may not originally gravitate towards; and 2) foster a deeper understanding of and connection to Guatemalan coffee and culture through its intentionality. In this way, clients may experience an interesting range of coffee and food products from Guatemala instead of engaging superficially with just a few of them.

The last of Chilero's weaknesses is price. As previously discussed in this project, specialty coffee is more expensive than commercial coffee. However, this price difference is due to specialty coffee's high quality as well as how it is sourced, such as through sustainable means. This can in turn present a cost barrier for some clients, particularly locals who may have less disposable income to spend on specialty coffee. However, considering that the majority of specialty coffee clients are tourists and foreigners with more funds available to spend on unessential items, Chilero may not face the full brunt of this weakness. Moreover, with the intention of being an inclusive coffee shop that caters beyond just tourist's needs, Chilero can counteract this accessibility barrier for locals by providing specific discounts to those who prove to be residents of the neighborhood where Chilero is located. Additionally, for locals who do have the means to purchase higher-priced beverages, Chilero's educational structure will provide consumers with relevant knowledge about how the quality of the coffee they're drinking and the sustainable way in which it was sourced contributes to the final cost of their beverage. When customers are aware of the various crucial factors at play in producing

their cherished cup of coffee, it can allow them to understand the true value behind their purchase.

6.1.3: Opportunities

With its vibrant specialty coffee environment, Lisbon offers fertile ground for a business like Chilero Coffee to grow and flourish. As previously established, the growing interest in specialty coffee in Lisbon along with the numerous new cafés opening pave the way for other specialty coffee shops, like Chilero, to find its rightful place among the specialty coffee offerings in the city. Although there may be some challenges in attracting local clients, opening a café, albeit a different kind, still builds on Portugal's already concretized coffee drinking culture in general. Therefore, as opposed to introducing an entirely new product to the market, it is only a matter of continuing to expand the Portuguese palate—similar to how it has been done with wine—drawing their interest from commercial to specialty coffee.

Another opportunity that Chilero can take advantage of is the growing number of travelers to Lisbon. Chilero has the opportunity to attract customers by leveraging the steady interest in specialty coffee shops among tourists, Digital Nomads, and other foreigners simply by offering a comfortable space to relax, work, and drink high quality coffee. By the same token, as more foreigners come to visit and, in some cases, stay to live in Lisbon, the city continuously becomes more multicultural. The multiculturalism of the city then presents an environment to attract clients from diverse backgrounds and diverse interests, including cultural diversity. This places Chilero in an advantaged position of interest as it offers a diverse cultural offering through its Guatemalan-centered theme. Chilero's contribution to the city's cultural diversity may even attract the interest of government funding programs committed to this cause similar to the way that the program MourariUP supports migrant entrepreneurs develop entrepreneurial ideas in Lisbon (Renovar a Mouraria, n.d.).

Lastly, growing trends towards sustainable and ethically sourced products provides an opportunity for Chilero to further attract customers who are looking to make responsible consumption choices and drink sustainably sourced coffee by drinking specialty coffee that support Guatemalan farmers.

6.1.4: Threats

One of the most evident threats facing Chilero is the number of competitors in the specialty coffee area. Lisbon has a burgeoning specialty coffee scene which is evident in the number of shops that have opened in the last few years. However, despite this reality, Chilero's unique value proposition that offers a concept that does not yet exist in the city or country, differentiates itself enough even amidst the existing competition.

Another potential threat to Chilero's success is the seasonality of tourism. If Chilero's revenues were to be primarily dependent on tourist buy-in, Chilero may face fluctuations in revenue. In order to avoid this, Chilero can draw on its educational structure to ensure that it is welcoming and catering not only to tourists, but longer-term tourists, such as Digital Nomads, and locals as well. Through its cultural programming, Chilero offers many opportunities to build community in the neighborhood among residents. This can then help create a growing number of regular clients to the shop that will consistently arrive even during low tourism seasons.

Considering that no establishments—coffee-related or otherwise—selling exclusively Guatemalan products or culture exist in Portugal, it is likely due to scarce awareness about this important specialty coffee producing country. This perceived foreignness could be a potential threat to Chilero's success as the lack of knowledge around Guatemala and Guatemalan culture could present challenges in achieving customer buy-in. However, Chilero's educational component can make up for this information gap by holistically introducing Guatemalan coffee and culture, while also making all coffee "learners" feel welcomed in the shop.

It is important to note that although in-depth knowledge or awareness of Guatemala may be uncommon in Portugal, there is at the very least a notion of the country in the specialty coffee world as most cafés regularly include Guatemalan beans as part of their offering. Therefore, Guatemalan coffee will not be a stranger amongst already vested specialty coffee shop goers. Lastly, although Chilero may not immediately catch the particular attention of Portuguese locals who may prefer the comfort of a familiar Portuguese coffee at local *pastelarias* and the like, Chilero's core educational component can also help address this by providing a welcoming space for Portuguese customers to become acquainted and learn more about specialty coffee and Guatemala.

As previously mentioned, offering a discount to Chilero resident neighbors could also help attract locals to shop, especially those who may be primarily deterred for cost reasons.

All of this considered the most significant threat facing Chilero Coffee is environmental. This includes climate change and plant diseases that could affect overall coffee production. Seeing as coffee plants, and specifically specialty coffee plants like Arabica, require certain climate conditions to grow, increasing temperatures and changing rainfall patterns can reduce the areas that are suitable for coffee growth (Velde, 2016). Similarly, rising temperatures and humidity can cause plant fungi to emerge such as the wave of Coffee Rust that hit Guatemala's coffee crops in 2012 (Kahn, 2014). Although these issues can affect global coffee production, Chilero's individualized focus on Guatemala and commitment to farmer's fair wages can leave room for farmer's time and economic investment in sustainable coffee growing practices Chilero can work directly with coffee farmers and cooperatives that either already utilize or aspire to implement sustainable growing methods such as agroforestry or traditional shade-growing that reduce climate change's impact on coffee plants (Rice, 2008).

Lastly, a final threat according to the SWOT analysis is the possible reception of Chilero as contributing to Lisbon's gentrification. Due to the correlation between the overtourism and gentrification (Cocola-Gant, 2018), spaces that primarily attract tourists, such as specialty cafés could be perceived as a contributing factor to the issue. However, in alignment with its central attributes dedicated to sustainability and inclusive education, Chilero can assuage this problem through both economic and social incentives. As previously mentioned, Chilero can offer store discounts to the shop's neighborhood residents, many of which may be Portuguese. This can then bring more locals to the shop, especially those who may be deterred from specialty coffee shops due to the price in comparison to traditional Portuguese coffee places. Secondly, the use of Chilero's space to host cultural programming can attract and welcome diverse clients to the shop, locals and foreigners alike, fostering an environment of intercultural exchange. Moreover, in efforts of educating clients about the world of specialty coffee, one of the events Chilero could host is a community discussion acknowledging how specialty cafés in Lisbon have influenced or changed that fabric of certain neighborhoods.

6.2: Strategies

Taking into account the detailed SWOT analysis above, there are additional business strategies that can bolster Chilero's success in Lisbon's specialty coffee scene. Using its educational approach and cultural programming, one of the most effective ways Chilero can do this is by applying a differentiation strategy that positions it as not only a specialty coffee shop, but a cultural hub.

Given that coffee shops are immersive spaces where a symbiotic relationship between coffee and culture overlap (Jolliffe, 2010), Chilero can offer regular programming that highlights both local artists and Guatemalan artists from interdisciplinary artistic and literary areas. This strategy aligns greatly with ideas recommended by the Senior Technician in the Department of Communication and Digital Marketing at Turismo Portugal during her interview. She suggested that Chilero could have "book clubs for Guatemalan authors. [You] can promote them in Portugal, you can partner with bookshops here. You can...take your coffee to like pop-ups in those bookshops as well as sort of promote them there. There's so much you can do," (Turismo Portugal Senior Technician, personal communication, November 15, 2022). In addition to these artistic activities, Chilero can further organize itself as a cultural hub by advertising the traditional Guatemalan snacks and pastries it will also offer and hosting cooking workshops on how to make them.

Due to the previously mentioned tourism trends, another strategy that could help boost Chilero is an effective branding strategy. In particular, slow food is an effective branding strategy for Chilero Coffee considering the association between specialty coffee and slowing down, consuming artisanal products, and the current state of increasing tourism to Lisbon. Accordingly, Chilero Coffee's branding could include a slogan like "Chilero Coffee: Relaaaajáte," that latter of which from Spanish translates to "Relaaaax." The café's name, Chilero, could also introduce branding using a play on words with the expression "to chill," which is a slang term in English that also means "to relax." Meeting current-day tourists' desires, Chilero therefore has the potential to offer a competitive package; a transformative gastronomic experience by slowing down—to chill or relax—into an immersive Guatemalan cultural space, all while having a cup of high-quality coffee.

Furthermore, considering that specialty coffee falls under the realm of slow tourism which emphasizes “regionality, authenticity, uniqueness...commitment to local culture and history...treating the tourist as a temporary resident...staying a while, de-commoditization, slow food and beverage choices, and discovery” (Valls et al., 2019, p. 4), slow coffee can be an effective branding strategy that not only attracts a new market of tourists but also encourages longer-term Digital Nomads already in Lisbon to engage in more responsible consumption patterns. Due to Chilero’s sustainable commitment and structure, customers’ purchases will in turn contribute to farmers getting paid fair wages, supporting Guatemalan women in the coffee industry, and boosting generational economic mobility amongst coffee growing families (Lyon, 2011) all of which align directly with the UN’s Sustainable Development Goal 8 - Decent Work & Economic Growth and Goal 5 - Gender Equality. Lastly, using slow coffee branding to highlight a close relationship between Chilero and real coffee farmers can also inspire clients to engage more deeply with Guatemalan culture either through Chilero’s food, coffee, and cultural offerings or beyond.

One additional strategy Chilero could apply to promote slow coffee and meet consumers’ artisanal desire to know where their food came from (Bessi re, 1998) is using some of the caf e’s revenue and potential external crowdfunding to fly out a Guatemalan farmer with whom Chilero partners with directly to Lisbon. Leveraging the owner’s direct ties to Guatemala, Chilero can select a motivated farmer to visit Chilero and talk about their coffee region, farm, coffee bean characteristics, and tell their own personal coffee story. This direct contact with the farmer not only brings the consumer and the producer closer together, but it also contributes to the humanization of producers in consuming countries as more than just a distant farmer, while allowing the producer to witness firsthand the impact their quality coffee has on the daily lives of consumers.

As Chilero establishes itself as a known caf e and cultural hub in the city, other strategies it can apply are partnering with similarly aligned organizations to collaborate on related artistic, cultural, or gastronomic events allowing for simultaneous promotion of all organizations involved as well as building business relationships within the community. It can also offer its space to these partner organizations during “after-hours” to bring new, yet like-minded customers to Chilero’s space. It can also participate in cultural events & festivals already taking place in Lisbon focused on coffee or

interculturality such as LisbonCoffeeFest or Lisboa Mistura (EGEAC - Associação Sons da Lusofonia, 2021).

6.2.1: SWOT Conclusion

In conclusion, the SWOT analysis suggests that a Guatemalan specialty coffee shop with a sustainable focus has strong potential to succeed in Lisbon due to its unique concept and value proposition, commitment to sustainability, educational approach, and cultural programming. The centrality of sustainability to Chilero Coffee's mission is likely to immediately attract environmentally conscious consumers, while the educational approach and engaging cultural programming will appeal to those seeking an immersive coffee shop experience.

Although the biggest challenge for Chilero will be to attract Portuguese locals, if it can overcome this obstacle through strategic discounted pricing schemes and a welcoming education specialty coffee education, it has the potential to attract and maintain a wide net of customers that include more than just tourists. Additionally, despite the potential weight of large start-up costs, through crowdfunding, innovative business launches, and different forms of voluntary community support, Chilero can reduce some of these costs significantly. Lastly, although climate change can potentially affect coffee production and production costs, Chilero's pledge to pay fair wages to Guatemalan farmers can assuage this issue by providing sufficient funds for those farmers to invest in sustainable coffee growing practices that resist the direct impact of climate change at the local level.

Overall, considering the strengths and opportunities presented, Chilero Coffee, a Guatemalan specialty coffee shop with a sustainable focus has the potential to succeed and carve out a unique niche in the city's specialty coffee scene. Most importantly, by opening, Chilero Coffee takes advantage of established specialty coffee trends to create significant value not only for the consumer, but for the often invisible, yet crucial Guatemalan coffee producer as well.

Chapter 7: Conclusion

This master's project set out to explore the relationship between tourism, specialty coffee, and sustainability. More specifically, it aimed to explore this relationship with the following objectives: to understand Lisbon's current specialty coffee shop offer and how it could be improved, explore the relationship between tourism and specialty coffee shops in Lisbon, and investigate the feasibility of opening a Guatemalan specialty coffee shop with a sustainable concept in Lisbon. The purpose of investigating the dynamics between tourism, specialty coffee, and sustainability was to see how they could be leveraged to open up Chilero Coffee and explore what factors may give it a competitive advantage. Through the use of theoretical research, a literature review about specialty coffee and tourism trends, as well as valuable interviews conducted with coffee and tourism stakeholders in the specialty coffee field, these objectives were achieved.

Section 1: *Theoretical Approach*, offered a literature review of specialty coffee, cultural and gastronomic tourism trends, sustainability issues, and Guatemalan coffee production. This important context set the stage for understanding the very clear relationship between tourism, specialty coffee, sustainability, and Lisbon's tourism trends, and how this relationship lends itself to feasibly opening specialty coffee shops with a sustainable focus in Lisbon. It also highlighted specialty coffee shops' inherent inclination towards sustainability and sustainable supply chains, especially as it relates to the United Nations 2023 Sustainable Development Goals.

The second section, *Feasibility of a Sustainable Coffee Shop in Lisbon*, provided an overview of cultural and gastronomic tourism trends specifically in Lisbon, where Chilero Coffee is expected to open. Specific characteristics of the territory where Chilero will be implemented served to provide context for the second section of the study so the reader may fully understand the relevance and pertinence of the project in this particular urban context. Reinforcing the literature review, Section II also built upon the *Theoretical Approach* section by complementing the argument of feasibility with relevant data garnered from qualitative research. Through the semi-structured interviews of a panel of 10 people from both specialty coffee and tourism industries, the results confirmed specialty coffee as growing market to take advantage of not only for the general growing interest in specialty coffee, but also for the increasing population of

tourists to Lisbon that show a natural gravitation towards specialty coffee shops. The interviews also revealed the unique ability of specialty coffee shops to immerse clients in both the local culture and the culture of coffee origin countries, while serving as an educational hub that provides clients with a comprehensive education of specialty coffee and sustainably responsible consumption choices.

Of specific interest to the researcher, the interviews revealed an overwhelming support for Chilero Coffee, a specialty coffee shop focusing on Guatemalan culture and sourcing Guatemalan coffee through sustainable means. The importance of Guatemala is emphasized throughout the project given the juxtaposition of its large production of high-quality specialty coffee and the lack of recognition the country has in Portugal and Europe overall. With Chilero's dual mission of introducing the consumer to Guatemalan culture through specialty coffee and sustainability contributing to the decent livelihoods of Guatemalan farmers by paying them fair wages, the theory and data in this project proves how the café will not only create a greater value for consumers who seek high-quality products while making responsible consumption choices, but also to the often forgotten coffee farmer, who should benefit more from the impactful contribution they make on the daily lives of coffee consumers.

Lastly, the methodology used in this master's project, which was in the form of semi-structured interviews and a thematic analysis to analyze the interviews, was adequate for the research objectives as the results confirmed the reality of pre-established specialty coffee and tourism trends that can make Chilero Coffee successful, while also introducing previously unacknowledged challenges that should take into account before opening. Furthermore, the SWOT analysis provided additional support for opening up Chilero Coffee in Lisbon considering its inherent unique value proposition in tandem with the supply market opportunities available to take advantage of. In conclusion, the results of the study revealed that Chilero's evident strengths and opportunities thoroughly outweigh the few weaknesses and potential threats it may face.

While this project successfully explored the feasibility of opening a specialty coffee shop with a sustainable concept in Lisbon, there are still limitations to this study. One such limitation was the decision to approach sustainability from a socio-cultural lens. Although this approach allowed for an in-depth exploration of the social and cultural impact of specialty coffee shops on the coffee consumer and coffee producer,

further research is necessary to investigate how specialty coffee supports more environmental aims, such as those put forth by the UN's Sustainable Development Goals (SDGs). While Chilero Coffee aligns directly with several of the SDGs, including Goal 8 - Decent Work and Economic Growth, Goal 12 - Responsible Consumption and Production, and even Goal 5 - Gender Equality, the study did not thoroughly examine the environmental impacts of specialty coffee production and consumption. As such, further research should be conducted to assess how specialty coffee can contribute to achieving the UN's environmental SDGs.

By examining the theoretical foundation and the qualitative data from interviews conducted with coffee shop owners, baristas, and tourism and hospitality industry professionals, it is clear that there is a growing interest in sustainable and specialty coffee, and that Lisbon is a prime location for opening Chilero Coffee. The theoretical framework has provided insights into the factors that contribute to the success of a sustainable specialty coffee shop, including the importance of ethical coffee sourcing and contributing to the fair wages and decent livelihoods of farmers specifically in Guatemala. The qualitative data has further confirmed these insights, showing that tourists and consumers in general are increasingly looking for ways to engage in sustainable consumption behaviors while participating in culturally immersive experiences, and that specialty coffee shops can provide the type of experience they seek.

Conclusively, this project strengthened the conviction that opening a specialty coffee shop in Lisbon makes sense as it will meet the needs of the urban consumer while also responding to the current (and future) trends of cosmopolitan consumers who are responsible and attentive to fair trade products. However, in order for Chilero Coffee to be successfully implemented, it is understood that a financial plan identifying concrete details such as costs associated to this type of investment, as well as the administrative processes associated with the licensing and opening of a commercial space in Lisbon is fundamental. Now that a theoretical base has been set and adequate market research has been conducted, there is a stable ground for the development of a comprehensive financial plan for Chilero Coffee in the future.

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Appendix - A

Set of Interview Questions by Participant Profile:

Specialty Coffee Shop Employee
<p><u>Personal Information:</u></p> <ul style="list-style-type: none">● 1 Name● 2 Age● 3 Nationality● 4 Current Position at Specialty Cafe● 5 Years working in Specialty Coffee● 6 Years working in Specialty Coffee in Lisbon <p><u>Specialty Coffee Shop (SPCS) Experience:</u></p> <ul style="list-style-type: none">● 7 How would you describe a SPCS?● 8 How would you describe the offer of SPCS in Lisbon?● 9 How would you describe the profiles of SPCS clients?● 10 In your opinion, how could the SPCS offer in Lisbon be improved? Why?● 11 What do you think is the importance of specialty coffee?● 12 What do you think is the importance of specialty coffee shops? <p><u>Feasibility of Sustainable Coffee Shop Concept:</u></p> <ul style="list-style-type: none">● 13 What is your overall impression of Chilero Coffee as a specialty coffee shop concept?● 14 What are your opinions of opening Chilero Coffee in Lisbon?● 15 What will you value the most about Chilero Coffee? Why?● 16 What challenges do you think Chilero will face?● 17 What would you suggest in order to make it the most sustainable possible● 18 What else do you think needs to be considered when opening Chilero Coffee?

Specialty Coffee Shop Owner

Personal Information:

- 1 Name
- 2 Age
- 3 Nationality
- 4 Years working in Specialty Coffee
- 5 Years working in Specialty Coffee in Lisbon
- 6 Year specialty coffee shop opened

Specialty Coffee Shop (SPCS) Experience:

- 7 How would you describe a SPCS?
- 8 How would you describe the offer of SPCS in Lisbon?
- 9 How would you describe the profiles of SPCS clients?
- 10 In your opinion, how could the SPCS offer in Lisbon be improved? Why?
- 11 What do you think is the importance of specialty coffee?
- 12 What do you think is the importance of specialty coffee shops?

Feasibility of Sustainable Coffee Shop Concept:

- 13 What is your overall impression of Chilero Coffee as a specialty coffee shop concept?
- 14 What are your opinions of opening Chilero Coffee in Lisbon?
- 15 What will you value the most about Chilero Coffee? Why?
- 16 What challenges do you think Chilero will face?
- 17 What would you suggest in order to make it the most sustainable possible?
- 18 What else do you think needs to be considered when opening Chilero Coffee?

Tourism/Hospitality Professional

Personal Information:

- 1 Name
- 2 Age
- 3 Nationality
- 4 Years working in tourism
- 5 Years working in tourism in Lisbon
- 6 Current position at tourism institution

Specialty Coffee Shop (SPCS) Experience:

- 7 When you go to SPCS, what do you look for?
- 8 What is your current favorite SPCS in Lisbon? Why?
- 9 How would you describe the profiles of SPCS?
- 10 In your opinion, how could the SPCS offer in Lisbon be improved? Why?
- 11 What do you think is the importance of specialty coffee?
- 12 What do you think is the importance of specialty coffee shops?

Feasibility of Sustainable Coffee Shop Concept:

- 13 What is your overall impression of Chilero Coffee as a specialty coffee shop concept?
- 14 What are your opinions of opening Chilero Coffee in Lisbon?
- 15 What will you value the most about Chilero Coffee? Why?
- 16 What challenges do you think Chilero will face?
- 17 What would you suggest in order to make it the most sustainable possible
- 18 What else do you think needs to be considered when opening Chilero Coffee?