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Seeing coffee tourism through the lens of coffee consumption: A critical review

Heri Setiyorini ¹*, Tingzhen Chen ² and Josephine Pryce ³

¹ Universitas Pendidikan Indonesia; James Cook University, Australia. Email: heri.setiyorini@upi.edu
² James Cook University, Australia. Email: tingzhen.chen@jcu.edu.au
³ James Cook University, Australia. Email: josephine.pryce@jcu.edu.au

*Corresponding author

Abstract

One of the world's most popular beverages, coffee is used to satisfy a wide range of consumptions, including tourism. In this article, we examined the existing concepts of coffee consumption and identified additional consumption domains that may contribute to the growing body of knowledge regarding coffee tourism. The paper used a scoping review approach and Critical Media Discourse Analysis (CMDA). The scoping review examined 152 articles on coffee consumption and coffee tourism published up to 2020. Subsequently, CMDA enabled a more in-depth textual and contextual analysis of the literature. In addition, Leximancer was used to illuminate the prominent scopes of the literature. Three prominent scopes of the literature are identified in the textual analysis: *consumer behaviour, place consumption,* and *ethical consumption*. In addition, the contextual findings indicate that coffee tourism studies have increased in recent decades. Furthermore, the social context highlights the dynamic nature of the coffee market landscape in the global North and the global South. Future research directions were suggested, and the managerial implications of these findings were discussed.

1. Introduction

Compared to studies on coffee consumption, the field of coffee tourism is relatively nascent. As one of the most extensively consumed beverages in the world, both the coffee industry and tourism business see it as an opportunity to develop the value of coffee beyond its commodity nature. This study aims to investigate the variety of consumption realms that may contribute to the expanding field of coffee tourism research.

The coffee wave era may demonstrate the diversity of coffee consumption and its further link to coffee tourism. The wave emphasises how coffee consumption evolves from convenience goods to consumer mobility for experience and knowledge exchange. The first wave of coffee's era dates back to the 1950s, when the consumers prioritised the convenience of coffee consumption, such as the accessibility to obtaining, brewing, and drinking the coffee. In this era, the coffee industry focused on convenience and the global distribution of coffee products (Manzo, 2015). It was marked by the invention and distribution of instant coffee worldwide for home consumption (Rosenberg *et al.*, 2018). Multinational coffee producers, such as Maxwell and Nestle, dominated the market by offering consumers the convenience and accessibility of coffee (Renard, 1999).

The second wave of coffee emphasises coffee places, such as coffee shops, coffee houses, and cafés, as a medium for coffee consumption. These coffee places highlighted the brand experience of international coffee franchises, such as Starbucks, Gloria's Jean, and The Coffee Bean and Tea Leaf (Manzo, 2015). These cafés offered coffee culture materials, such as brewing coffee using a variety of techniques and equipment, creating a coffee ambience, and extending the meaning of the place into a broader symbolic value of modernity, prestige and luxury. These cafes contributed to the emergence of coffee culture, which began to dominate coffee consumption beyond its purely gustatory qualities.

The third wave of the coffee era shifts consumption and production to a new level. In this era, consumers are more concerned about the consistency of the quality of coffee products, experience, knowledge, and producer-consumer interaction (Rosenberg *et al.*, 2018). Rothgeb, a barista who named this wave of the coffee era, explained the third wave as "*... it wasn't supposed to be shorthand for the industry to engage with itself, but a way to bring consumers into our world and help them engage with us*" (Light, 2019). The third wave defines the coffee knowledge transmission between producers and consumers. Coffee consumers are drawn to coffee production places, such as small coffee roasters and coffee farms, to purchase, enjoy, and learn about coffee (Chen *et al.*, 2021; Morland, 2017). As a result, this wave has opened up more opportunities for local and small enterprises to diversify coffee production. Hence, Manzo (2015) noted that the third wave of coffee marked the emergence and development of coffee tourism.

These coffee waves show the changes in coffee consumer behaviour associated with consuming places. Coffee was initially consumed as a food product. However, it is then brought up that some consumers appreciate the place in which coffee is consumed. The place becomes as important as the coffee products. Later, coffee production places have also gained interest to be visited by some people. The following section discusses coffee consumer behaviour and place consumption.

1.1. Consumer behaviour in coffee consumption and coffee tourism: Consumption metaphors

There were several approaches for observing consumer behaviour. The common approach is to analyse the behaviour of the consumer decision-making process from the initial considerations, evaluation, purchasing moment, and the post-purchase experience (Hudson & Thal, 2013). Tourism product is complex because the consumers are highly involved in the 'production' process. Thus, coffee tourism is

not limited to the purchase of coffee. It entails planning the travel to the destinations and using other elements of travelling such as transportation, accommodations, and tour guide services at the destination. Thus, to anticipate the complexity, Holt's consumption metaphors are applied to help understand consumer behaviour in coffee consumption and tourism.

Holt (1995) introduced a variety of consumer behaviour by using the term metaphor to explain the multiple meanings of consumption. He studied the consumption metaphor by observing the sports event spectators' behaviour while consuming the baseball match. Sports spectators usually watch the game in their leisure time. In a similar manner to this, tourism is also activities conducted during leisure time. As a result, the metaphor can also be applied to tourism and coffee consumption as they share a common association with leisure time.

The metaphors explained consumption from two distinct perspectives: structure and purpose. In structure, consuming includes direct consumer engagement with consumption objects (object actions) and indirect consumer engagement with other people (interpersonal actions). Moreover, the purpose of consumption can be both ends in themselves (autotelic actions) and means to other ends (instrumental actions). The interaction between the structure (object-interpersonal) and purpose (autotelic-instrumental) elements is reflected in the four consumption metaphors: experience, integration, classification, and play (Holt, 1995), as explained in Figure 1.

Purpose of Actions

	Autotelic Actions	Instrumental Actions
Object Actions	Consuming as experience	Consuming as integration
Interpersonal Actions	Consuming as play	Consuming as classification

Structure of Actions
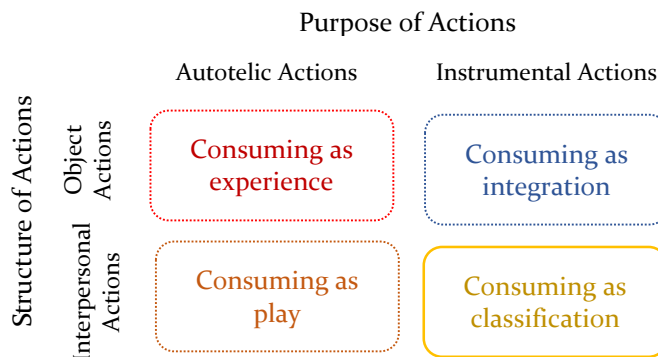
Sourced from Holt (1995)

Figure 1. *Metaphor of consumption*

Consuming as experience emphasises that the individuals' behaviour towards objects leads to subjective emotional reactions. Individuals gain experiences from their interaction and interpretation of objects. Holt's (1995) framework provides a means for interpreting consumption as an experience through accounting, evaluating, and appreciating. Accounting is about making sense and giving meaning to the objects, such as having coffee to help to concentrate on working. The source for interpretation can be found in advertising and television films (Gistri *et al.*, 2009), as well as knowledge from experts (Groves *et al.*, 2000). Evaluating is to construct value judgement, and appreciating is more indicative of emotive reactions towards the objects of consumption (Holt, 1995).

Consuming as integration illustrates the embodiment of an object with a more profound significance. The consumption process and objects are seen as symbols with values that have the potential to shape an individual's identity. Holt (1995) suggests that assimilating, producing, and personalising can

facilitate the integration in consumption. Assimilation involves internalising the objects in oneself. Producing is embedded in consumption processes. Holt's (1995) research indicated that when people watch sports, they are also likely to participate in the same sport they enjoy. Personalising is about giving the individual personal touch to the objects of consumption.

Consuming as classification represents the notion of consumers categorising themselves into a particular group. Holt (1995) initiated two perspectives in consumption as classification: through objects and through actions. These perspectives demonstrate that someone becomes a group member because they consume the same object or conduct the same action in consumption. Consumption as play describes the interactions of a personal reason for consumption and interpersonal actions. Holt (1995) proposes two aspects that facilitate consumption as a play: communing and socialising. These two aspects posit that consuming an object facilitates social relations amongst individuals.

1.2. Place consumption: Consumer behaviour and the places

The place is strongly associated with coffee consumption. For example, the names of coffee are linked with geographical locations to show the origin of coffee, such as Ethiopian Coffee, Panama Coffee, and Sumatra Coffee. Moreover, the coffee wave shows how coffee places are consumed as coffee products. It is often difficult to determine whether consumers are fond of coffee or where they consume it. Hence, the research on coffee consumption also considers places in observing consumer behaviour. Therefore, in this study, place consumption is used as the lens to analyse coffee consumption and coffee tourism. This paper used two seminal publications to understand place consumption. First, a chapter about place consumption by Goodman *et al.* (2010) posited the connection between consumption and production. Second, Urry's publications on consuming places (1995, 2002) explained the connection between time, space, and tourist gaze and experience in place consumption. Goodman *et al.* (2010) supported Lefebvre's (1991) argument on place consumption, highlighting the connection between consumption and production. Specifically, consumption is likewise an integral aspect of the manufacturing process. Just as manufacturing demands space, so does consumption. Hence, Goodman *et al.* (2010) classified four dimensions of place consumption: 1) consumption of place; 2) consumption in place; 3) consumption as connection/disconnection/reconnection to production; and 4) consumption as production, and production as consumption.

On the other hand, Urry (1995) focused on the meaning of place consumption, which demonstrated the connection between time and space. Time plays a great role in tourism, as most tourism activities are conducted in spaces within leisure time. Thus, Urry (1995, 2000) claimed four elements of consuming places 1) consuming places utilised human senses, particularly visually; 2) places are the foci of consumption; 3) places can be literally consumed through narratives by which the story can link the current places with the time in the past (for example, the historical building, places, and museums); and, 4) consuming places is also consuming the local identity.

Therefore, consumption metaphors and place consumption are used as the initial lenses for understanding academic discourses, as illustrated in Figure 2. Furthermore, this paper explores discourses in the academic literature to identify more consumption domains that may be used as an additional lens to comprehend the coffee tourism phenomena.
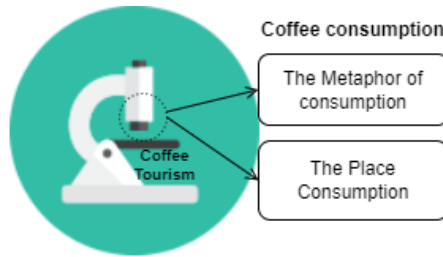
Figure 2. *Consumption concepts and theories for analysing coffee tourism*

2. Research method

This study employed a scoping review and critical media discourse analysis (CMDA) methods to detect the consumption metaphor in coffee consumption and coffee tourism literature. Scoping review, otherwise known as rapid literature assessment, is applied to map a particular topic in the field of studies (Arksey & O'Malley, 2005). Further, this method can also identify knowledge gaps, scope a body of literature, explain concepts, or analyse research conduct (Munn *et al.*, 2018; Xiao & Watson, 2019).

The CMDA is used to conduct an in-depth analysis of the scoping review results. This method has been used in discourse analysis of media, such as online media (Li *et al.*, 2018), blogs (Oktadiana *et al.*, 2020), and newspapers (Mayer *et al.*, 2021). This study posited journals as a type of media in which scholars communicate their scientific ideas and research.

CMDA is the extension of critical discourse analysis (CDA). Likewise, Fairclough (1995) suggests that CDA should be examined in situational, institutional, and socio-cultural contexts. Hence, the analysis procedure of CMDA is similar to CDA, focusing on the following: 1) the text, 2) the interpretation process, and 3) social explanation. The distinction is that CMDA is concerned with time, actors, strategies, and the effect of discourses on the final result (Li *et al.*, 2018). Figure 3 illustrates the framework of CMDA.
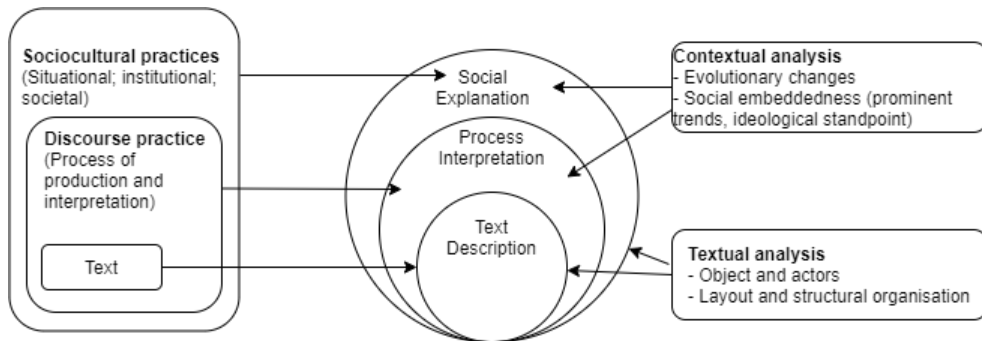
Note: Sourced from Li *et al.*, 2018
Figure 3. *The Critical Media Discourse Analysis Framework*

The textual and contextual analysis is conducted to comprehend the discourse. The text analysis aims to identify the object, actors, layout, and structure of the discourses. In this study, three research areas were set to describe the objects and actors: tourism and hospitality, business and management, and social research. The contextual analysis consists of the interpretation process and the social explanation. The process of interpretation emphasises the time dimension in understanding the discourses. This process delineated how the topic evolved. Furthermore, the social explanation is often associated with

the geographical region where the discourses are taken place. Different regions have distinct social, cultural, and political landscapes. Hence, understanding the time dimension and regional background can help to understand the context of the discourses.

The scoping review procedures
Scoping review is used to identify the prominent scopes discoursed in the literature. Coffee tourism is a relatively new field of study that piqued academics' interest in the last three decades (Chen *et al.*, 2021). Therefore, this quick mapping may help detect a pattern of coffee consumption, which may contribute to the fast-growing study of coffee tourism.

Even though this method provides a quick analysis, the procedure can ensure the objectivity of the result. The procedure consists of six stages, including 1) identifying the research questions, 2) identifying the relevant studies, 3) study selection, 4) charting the data, 5) collating, categorising, and reporting the result, and 6) consulting the findings with the relevant stakeholders (Arksey & O'Malley, 2005). The consulting exercise is optional. The study's findings were discussed among the research team members. The following five stages of the procedure were highlighted in this study.

Stage 01: Research questions
This research aims to comprehend the existing literature on coffee consumption and tourism. Chen *et al.* (2021) suggested that an interdisciplinary study could provide more comprehensive insight into analysing the coffee tourism phenomenon. Consumption theory comprises a multi-disciplinary perspective, such as from sociology, economics, and politics. In this regard, the scoping review is conducted to understand how coffee consumption is discussed in multi-disciplinary academic texts. In this way, we can determine how various disciplines analyse coffee consumption and how it affects coffee tourism.

Four research questions were set for this study:
1. *What are the prominent scopes of coffee consumption discussed in the general literature across disciplines and in the tourism context?*
2. *How have the topics changed over time?*
3. *What can be explained by the social context in which this literature was conducted?*
4. *What are the research opportunities for coffee tourism research?*

These questions were generated by comprehending the CMDA framework. The framework encompasses three objectives that allow for analysing the textual and contextual of the literature. The objectives include the examination of 1) the textual analysis, 2) the interpretation process, and 3) the social explanation. The first question reflected the textual analysis of the literature. Following that, the second question indicated the interpretation process of how coffee consumption and tourism changed over time. Next, the third question contained the social explanation. Finally, the fourth question was to strengthen the implication of the research to add more contextual meaning to the literature for this research.

Stage 02: Identifying relevant studies
The second stage is to search for relevant articles by developing protocols to ensure that the data collected are comprehensive and representative. This study used protocols, including selecting the database, choosing keywords, and setting up the inclusion criteria. Three databases, including *Scopus, Web of Science,* and *ProQuest,* were used to search the articles. These databases were commonly used in literature reviews due to their accessibility to peer-review and rigour academic publications (Booth

et al., 2020; Manosso & Domareski Ruiz, 2021; Mehraliyev *et al.*, 2022; Pourfakhimi *et al.*, 2020; Rosalina *et al.*, 2021). Keywords were used to identify the relevant articles on coffee consumption and coffee tourism. To compile the variation of the words used in coffee consumption and coffee tourism, we used three combinations of keywords with the Boolean search (AND and OR), as explained in Table 1.

Table 1. *Keywords used to identify relevant studies*

No	Variation	Keywords in Boolean Search	Number of article(s) in database		
			Scopus	Web of Science	Proquest
1	Coffee consumption in coffee tourism studies	"Coffee consumption" AND "coffee tourism"	2	1	16
2	Variety of consumption and tourism terms in the study	Coffee AND (consumption OR tourism OR experience OR travel OR hospitality)	85	107	115
3	Variety of consumption subjects terms	Coffee AND (consumer* OR customer* OR tourist* OR visitor* OR segment*)	84	150	127
		Total	171	258	258
		Total Articles		687	

The inclusion criteria were used to retain the relevant studies. The criteria included the peer-reviewed journal written in English and specific subject areas focused on business and management, social sciences, as well as tourism and hospitality. As a result, this stage compiled 687 articles.

Stage 03: Study selection
The third stage was selecting the data to ascertain whether the content was about coffee consumption and coffee tourism. The manual checks were conducted to eliminate duplication, resulting in 288 articles being excluded from the list. Following that, the research contexts of the 399 papers were examined thoroughly. We removed articles that did not incorporate coffee consumption or coffee tourism as the core research context and only included coffee terms in their references. As a result, 152 articles were selected for further analysis (See Appendix 1). The selection process is illustrated in Figure 4.
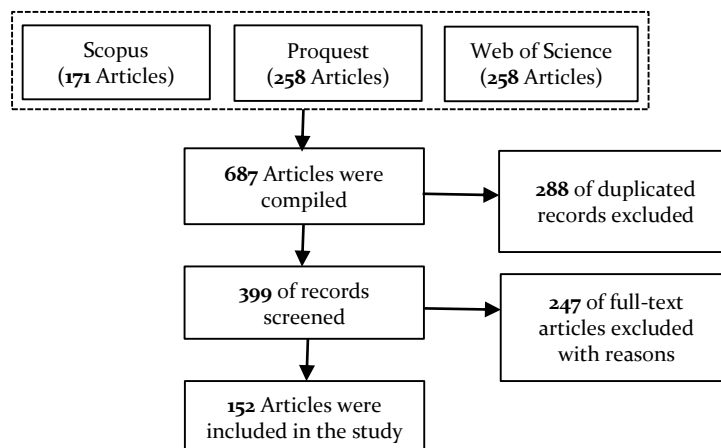

Figure 4. *The article selection process*

Stage 04: Charting the data
The fourth stage is the charting stage, which aims to organise the literature's information into relevant concepts or themes. A chart is created to categorise the literature according to the key concepts and themes (Arksey & O'Malley, 2005). This chart serves as a map of critical issues discoursed in the literature. In this study, the charting process was assisted by Leximancer. This text mining software can get a general overview of the key themes within the text automatically. Hence, in this article, the charting process is represented by a heat map containing relevant concepts and themes from the literature.

Leximancer was employed to minimise the subjectivity of manual article examination. The software performs spatial and relational analysis of words to identify the importance of the semantic network prior to generating a map of concepts and themes (Hyndman & Pill, 2018), as illustrated in Figure 5. Leximancer has been used for systematic literature review and discourses studies, such as in a systematic review of service-dominant logic concepts and theory (Wilden *et al.*, 2017), media discourses on management crisis (Thirumaran *et al.*, 2021), and tourist perception of island destinations (Oliveira *et al.*, 2019).
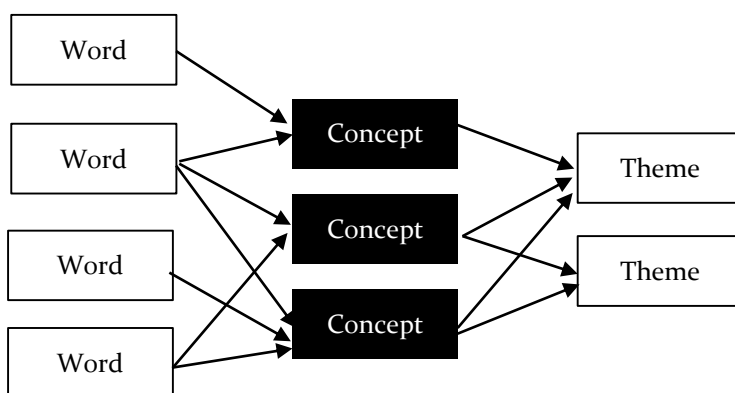
Source: Adopted from Crofts and Bisman (2010)
Figure 5. *Simplified model of semantic pattern extraction in Leximancer*

Stage 05: Collating, categorising, and reporting the result
The final stage is about making sense of the data and presenting the meaning of the findings. The concepts and themes generated by Leximancer have a minimum intervention from the researchers that can ensure objectivity and efficient analysis (Wilk *et al.*, 2021). However, the researcher may influence the interpretation process of the automatically generated map from software. The researcher can draw a cluster of themes and concepts from the map to elucidate the meaning and interpretation (Cheng & Edwards, 2019; Thirumaran *et al.*, 2021; Wilden *et al.*, 2017).

Adopting Cheng and Edwards (2019), the following steps were conducted to analyse the data and interpret the Leximancer result:
1. *Data comprehension:* The step is to understand the nature of the data. The qualitative data used in this software is in the text form of journal articles taken from related social science studies. Hence, the terms used in the articles were quite similar, allowing the researcher to find the articles' gist and message.
2. *Data Preparation*: The reference list was removed from the article before the article was loaded into the software. Then, those articles were also classified manually to address the research

questions, particularly the first three research questions. First, for textual analysis, the articles were classified into three research areas: 1) tourism and hospitality, 2) business and management, and 3) social studies. Second, to understand how the topic evolved, the articles were classified into three publication periods: a) before 2000; b) 2001 – 2010; c) 2011 – 2020. Finally, to explain the social context, the articles were divided into two categories based on the relevant research geographical context in the study: coffee exporters and importers. Manual coding was conducted on each article to distinguish whether the research was conducted in the context of a coffee-producing country (exporter) or a coffee-importing country (importer).

The composition of the number of articles in each category is as follows:

Table 2. *Categorising table of the selected articles*

No	Category	Number of articles	Total
1	**Research Area**		
a	Social	25	
b	Business and Management	85	**152**
c	Tourism & Hospitality	42	
2	**By Year of Publications**		
a	Before 2000	5	
b	2001 - 2010	28	**152**
c	2011 - 2020	119	
3	**By Countries**		
a	Exporter (Coffee Producing Countries)	50	
b	Importer (Coffee Importing Countries)	90	**152**
c	Not identified	6	

3. **Concept adjustments**: after the data was entered, the software created the automatic concept seed. This step allows adjustment for those concept seeds detected by Leximancer. The adjustments include removing unrelated words, such as "-ing", "during", and "include", and merging similar words, such as "consumer" and "consumers", "brand" and "brands", "market", and "markets".

4. **Interpreting the result from the heat map and additional information from the "dashboard insights"**. The final step was presented visually by the heat map. Two aspects can be considered in interpreting the heat map: analysing the map's visual cues and words co-occurrence. To begin with, the visual cues on the map include tags, circles or bubbles, and the constellation of words. The tags represent the data classification categories. In this study, the tags were used for classifying the three research areas, the publication periods, and the geographical research context of articles. The bubble contained a theme portraying related concepts described by the constellations of words. Concepts that are close to each other indicate strong semantic relationships (Campbell, Pitt, Parent, & Berthon, 2011; Smith & Humphreys, 2006 in Cheng & Edwards, 2019). The colour of the bubble indicates the degree of frequency. The hot-coloured bubbles, such as red and orange, indicate more frequent and strongly used words representing more prominent themes than those in the cool-colour ones, such as blue and green (Leximancer, 2021).

Following, Leximancer also provides an algorithm that identifies the relevancy of words co-occurrence. The words or concepts that frequently co-occurred are shown in percentage. The greater the percentage,

the more prevalent this word is with the assigned word/concept in the texts, indicating that the word is prominent under that assigned word/concept.

Leximancer additionally features an insight dashboard in an automatic report. For this report, the researcher may select specific categories or attribute required. The "tags" can represent specific categories, and the concepts can be selected to represent the attributes. The report contains ranks of the selected concepts for each category, which are depicted in a quadrant and diagram. The diagram shows the prominence score calculated by Leximancer by combining the strength and frequency ratings using Bayesian statistics (Leximancer, 2021). The prominence score demonstrates the correlation between attributes and categories of interest.

3. Findings
3.1. *Profiling the literature*
This scoping review examined 152 articles found in 101 journals. These journals were classified into three research areas: 1) social (25 articles, 16%)*,* 2*)* business and management (85 articles, 56%), and 3) tourism and hospitality (42 articles, 28%). Most of these selected journals published at least one article on the issue of coffee consumption and/or coffee tourism. However, some journals featured more than five articles, such as the *International Journal of Applied Business and Economic Research, International Journal of Hospitality Management,* and *British Food Journal.* Table 3 classifies the research areas of the investigated journals.

The categorisation of the geographical context indicated that 50 (33%) articles were set in coffee-producing countries, such as Vietnam, Indonesia, Guatemala, and Colombia. Furthermore, 96 (63%) of the studies were conducted in coffee-importing countries, such as the United Kingdom, the United States, Canada, Australia, and South Korea. Other articles (6 or 4%) did not explicitly mention the research context of the country because the research was either a conceptual study or a desk study with secondary data. The number of publications on coffee consumption and tourism has sharply increased over the last decade. There were 5 articles (3%) published before 2000, 28 articles (18%) in 2001-2010, and 119 articles (78%) in 2011–2020.

3.2. *Identifying the scopes of coffee consumption and coffee tourism literature*
This section presents a mapping of textual analysis in response to the primary research question: *What are the prominent scopes discussed in the general literature on coffee consumption and tourism across disciplines?* Figure 6, generated by Leximancer, shows the results of this analysis. Visual and likelihood analysis of related words/concepts were used to interpret the map. Figure 6 illustrates the heat map with 60% theme size and 0° rotation.

The tags represent articles in the three research areas: social, business and management, and tourism and hospitality. Five themes are presented in the heat map: *customers, model, place, coffee,* and *price*. The distance between the tags and themes indicates the strength of relevance between the themes and the relevant research areas. The *customers* theme appears in the red bubble, indicating that this is the most prominent theme. This theme is close to the tourism & hospitality research tag, indicating more discourses on the *customers* theme in this research area. The *coffee* and *price* themes are in the warm bubble, suggesting they are moderate themes discoursed in the literature. These themes are close to the business & management tag, indicating a focus on themes of *coffee* and *price* in business and management research areas. Lastly, the *place* theme is close to the social research area tag, demonstrating its strong association with social research articles.

Table 3. The research area, journals, and number of article(s) in each journal

Name of the Journals	Number of article(s) in each journal	Number of articles
Social Research Area		**25 articles**
Agriculture and Human Values, Applied Economics. Asian Anthropology, Cultural Sociology, Environment and Behavior GeoJournal, Inter-Asia Cultural Studies, International Journal of Life Cycle Assessment, Journal of Consumer Policy, Journal of International Development, Journal of Place Management and Development, PLoS ONE, Quality and Quantity, Social and Cultural Geography, Social Identities, Social Science Research, Sociological Forum, The Journal of Material Cycles and Waste Management, Urban Studies	1	
Psychology & Marketing, Sociological Research Online, World Development	2	
Business & Management Research Area		**85 Articles**
Applied Economics, Asia Pacific Management Review, Business Ethics Quarterly, Business Horizons, Business Strategy and The Environment, Competition Forum, Corporate Reputation Review, Corporate Social Responsibility and Environmental Management, Economic Affairs, Economies, Emerald Emerging Markets Case Studies, Environmental Economics and Policy Studies, European Business Review, Forum Scientiae Oeconomia, Global Business and Finance Review, Human Organization, International Journal of Knowledge, Culture and Change Management, International Journal of Organizational Innovation (Online), International Journal of Research in Marketing, International Journal of Retail and Distribution Management, International Marketing Review, Journal of Applied Management – Jidnyasa, Journal of Brand Management, Journal of Business Research, Jurnal of Consumer Behaviour, Journal of Consumer Research, Journal of Entrepreneurship Education, Journal of Industry, Competition and Trade, Journal of Open Innovation : Technology, Market, and Complexity, Journal of Organizational Change Management, Journal of Public Policy & Marketing, Journal of Service Research, Journal of Services Marketing, Jurnal Pengurusan, Marketing Intelligence and Planning, Organizations and Markets in Emerging Economies, PRIMA, Property Management RBGN- Revista Brasileira, de Gestao de Negocios, REMark, Review of Economic Studies, Review of Integrative Business and Economics Research. Revista Pensamento Contemporâneo em Administração, Service Business, South African Journal of Business Management, The International Journal of Quality & Reliability Management, The Journal of Consumer Affairs, Academy of Marketing Studies Journal	1	
European Journal of Marketing, International Journal of Applied Business and Economic Research, Journal of Consumer Marketing, Journal of Marketing Research, Journal of Retailing and Consumer Services, Management Dynamics, Revista de Administração de Empresas, Review of Integrative Business and Economics Research, The Journal of Consumer Marketing	2	
Academy of Strategic Management Journal, Ecological Economics, Qualitative Market Research	3	
Journal of Business Ethics	4	
International Journal of Applied Business and Economic Research	6	
Tourism & Hospitality Research Area		**42 articles**
African Journal of Hospitality, Tourism and Leisure, International Journal of Culture, Tourism, and Hospitality Research, Journal of Destination Marketing and Management, Journal of Environmental Management and Tourism,	1	

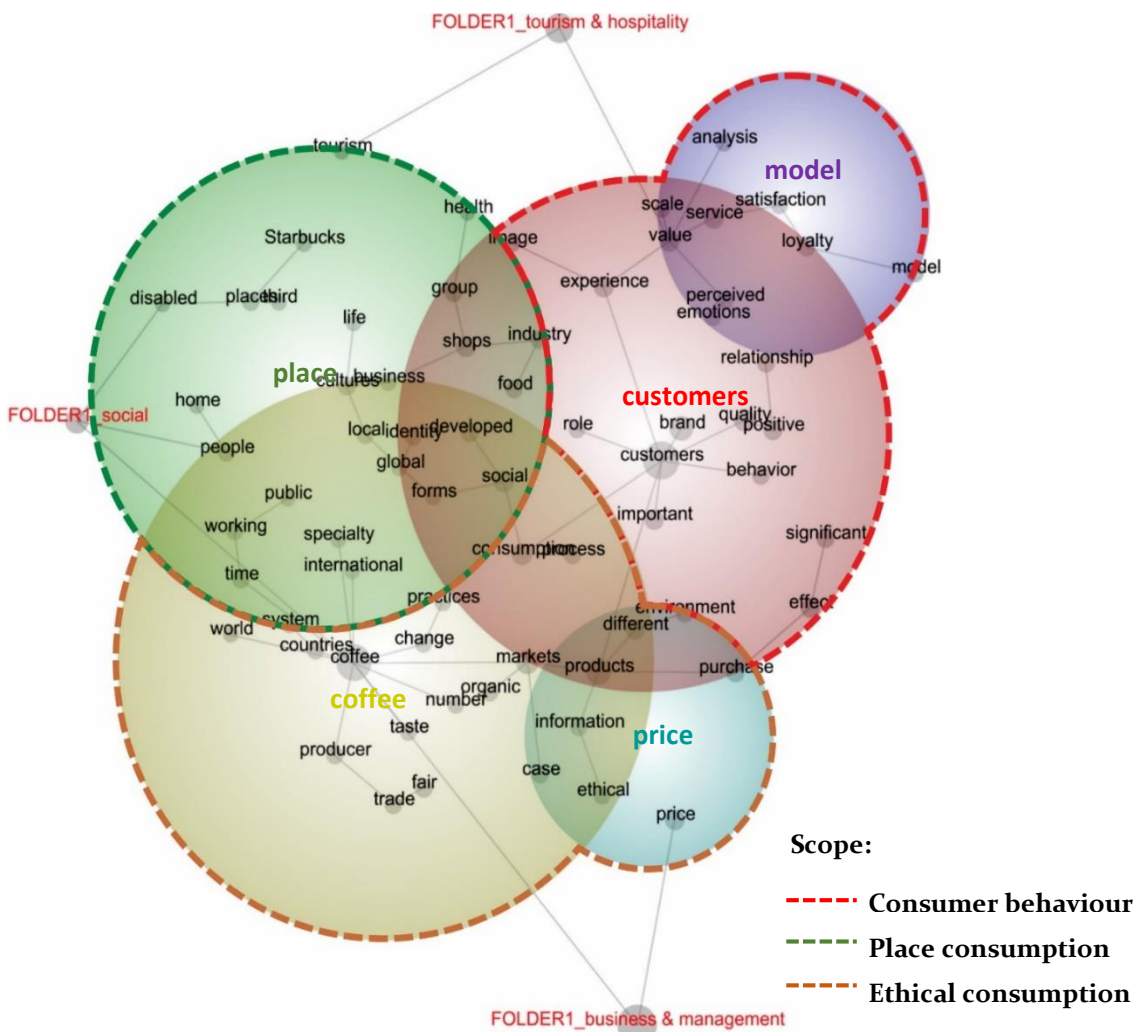| Name of the Journals	Number of article(s) in each journal	Number of articles
Journal of Hospitality and Tourism Insights, Journal of Hospitality and Tourism Technology, Journal of Hospitality Marketing and Management, Journal of Tourism Research, Leisure Sciences, Leisure Studies, Tourism and Hospitality Research, Tourism Management, Tourism Management Perspectives		
Journal of Hospitality & Tourism Research	3	
International Journal of Contemporary Hospitality Management	5	
International Journal of Hospitality Management	9	
British Food Journal	12	
	Total	152

Figure 6. *The textual concept map of the literature based on research areas*

The themes and concepts were manually clustered into three main scopes of the literature, namely *consumer behaviour, ethical consumption,* and *place consumption.* The three scopes were determined based on the distances between themes/concepts and tags on the heat map and the word co-occurrence between concepts and tags calculated by Leximancer. Those themes close to the same tag were clustered to the same scope. The percentage of the word co-occurrence indicates the extent to which the concept frequently co-occurred with a particular tag or theme. The following sections explain this clustering process for defining the scopes and the interpretations.

Scope 1: Consumer behaviour
Consumer behaviour scope comprises the Tourism and Hospitality tag, the *customers* and *model* themes. The tag and the themes are close to each other, representing relevance. The word *"customers"* appears in the red bubble indicating the dominant theme and concept. Hence, the Tourism and Hospitality tag and the *"customers"* theme/concept were used for further analysis. Two heat maps and tables that show co-occurring concepts or words were created. As shown in Figure 7, heat maps and tables illustrate co-occurring concepts or words with the Tourism and Hospitality tag and customers theme. Based on the heat maps, the following tables present the ten most important concepts/words. Some similar concepts/words are detected in both tables, including satisfaction, service, and loyalty, all of which are associated with consumer behaviour. Therefore, based on these results, the tag, themes, and concepts were clustered into consumer behaviour scope. This similar process was applied to the other two scopes: place consumption and ethical consumption.

Research on the consumer behaviour scope highlights consumption stages, including pre-consumption, during consumption, and post-consumption behaviour. Some literature highlights motivation for purchasing coffee and visiting coffee tourist attractions that explain the pre-consumption stage (Casalegno *et al.*, 2020; Kim & Jang, 2017; Lee *et al.*, 2015; Van Loo *et al.*, 2015). Other literature examines during consumption experience, such as the sensory and emotional experience at coffee shops (Ihtiyar *et al.*, 2018; Tangsupwattana & Liu, 2018). However, most research discusses post-consumption behaviour, such as satisfaction and loyalty to coffee and the places (Dhisasmito & Kumar, 2020; Pleshko & Heiens, 2015; Tran *et al.*, 2020).

Scope 2: Ethical consumption
Secondly, the Business and Management tag and the nearby themes, including *coffee* and *price,* were clustered as *ethical consumption.* The *price* and *ethical* concepts frequently co-occurred with the Business and Management tag. Then, *producer* concept in *coffee* theme bubble was used to support the explanation of labelling the cluster as *ethical consumption*, see Figure 8. The *producer* concept mostly co-occurred with *trade, countries*, and *fair*. The *trade* and *fair* concepts represent Fair Trade, a brand that resembles ethical production (Basu & Hicks, 2008; Durevall, 2020). Coffee producers use the brand to symbolise their commitment to ethical coffee production practices, such as using organic materials in coffee agriculture, protecting the environment, and promoting the local community.
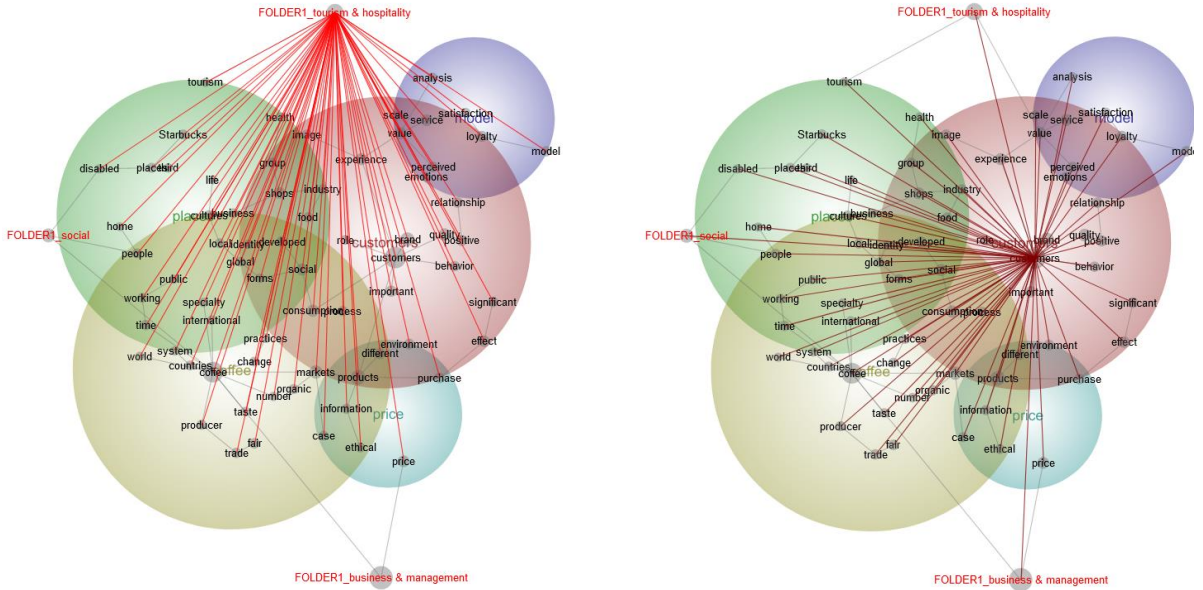
Top 10 words co-occurred with "Tourism and Hospitality" tag

Top 10 words co-occurred with "customers" theme

No	Related Word-Like	Count	Likelihood
1	satisfaction	663	68%
2	tourism	457	65%
3	service	1327	62%
4	loyalty	927	56%
5	health	261	55%
6	perceived	696	51%
7	value	1263	50%
8	industry	462	49%
9	quality	1208	44%
10	relationship	587	41%

No.	Related Word-Like	Count	Likelihood
1	satisfaction	689	71%
2	service	1408	66%
3	behaviour	806	64%
4	loyalty	1031	63%
5	experience	1319	59%
6	emotions	537	58%
7	purchase	866	56%
8	perceived	758	56%
9	consumption	1243	54%
10	positive	931	52%

Figure 7. *Words co-occurrences with "Tourism and Hospitality" and "Customers"*
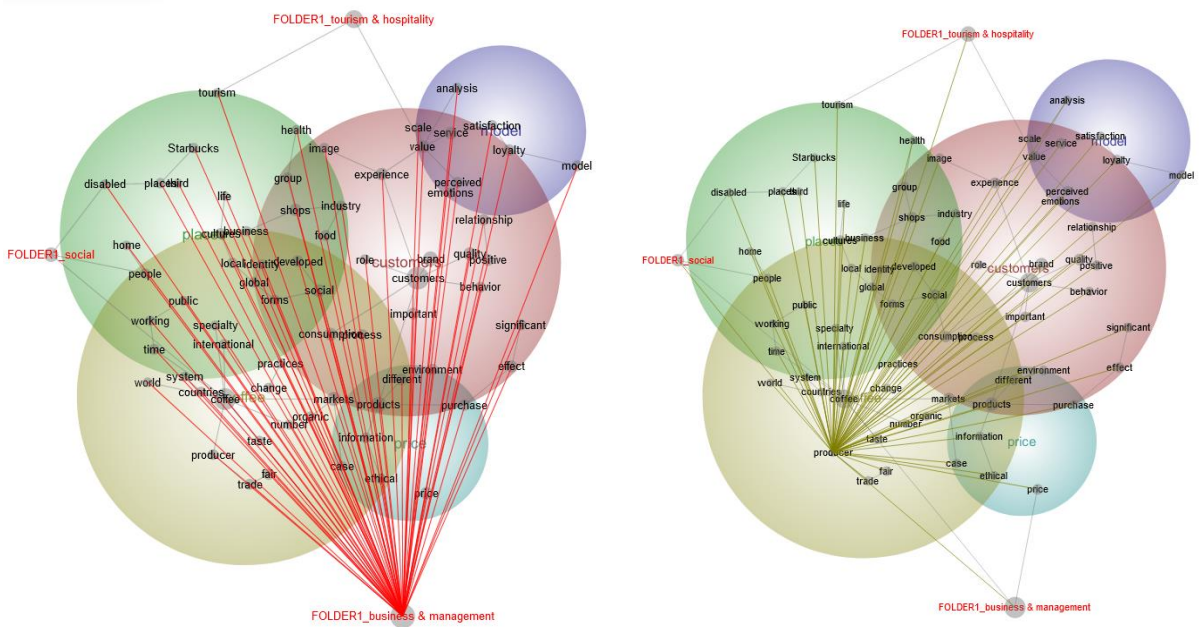
Top 10 words co-occurred with "Business & Management" tag

No.	Related Word-Like	Count	Likelihood
1	price	1789	70%
2	ethical	709	68%
3	effect	1356	64%
4	purchase	975	64%
5	markets	1897	62%
6	case	659	62%
7	significant	1019	62%
8	environment	916	61%
9	taste	564	61%
10	scale	502	60%

Top 10 words co-occurred with "producer" concept

No.	Related Word-Like	Count	Likelihood
1	trade	285	25%
2	countries	227	24%
3	fair	266	20%
4	world	72	15%
5	organic	144	13%
6	system	76	13%
7	working	91	12%
8	international	83	11%
9	products	435	11%
10	markets	331	11%

Figure 8. *Words co-occurrence with "Business & Management" and "Producer"*

Many articles in the Business and Management publications discuss the connection between Fair-Trade practices and ethical coffee purchases. The literature has extensively discussed visual cues and willingness to pay for ethical coffee products. The notions of logos and images representing ethical products on the coffee package are some examples of visual cues studies. Loureiro and Lotade (2005) and Shih-Tse Wang and Chen (2019), for instance, studied the influence of Fair Trade, Organic, and Direct Trade logos on coffee purchases. Moreover, Lee (2020) studied the face of the farmers and coffee landscape images in coffee packages and their association with coffee purchases. The literature also

identified the connection of these cues to the willingness to pay for ethical coffee products (Maaya *et al.*, 2018; Naegele, 2020). These notions support the classification of this cluster within the ethical consumption scope.

Scope 3: Place consumption
The third scope is categorised by the Social research tag and *place* theme. This cluster is labelled as *place consumption* scope. Similarly to the previous process, heat maps and word co-occurrence were analysed to cluster and label the scope, as shown in Figure 9.

No.	Related Word-Like	Count	Likelihood
1	**disabled**	334	63%
2	producer	479	45%
3	**identity**	267	39%
4	**cultures**	438	38%
5	**public**	179	38%
6	trade	422	38%
7	global	273	37%
8	places	385	37%
9	**working**	288	37%
10	forms	233	35%
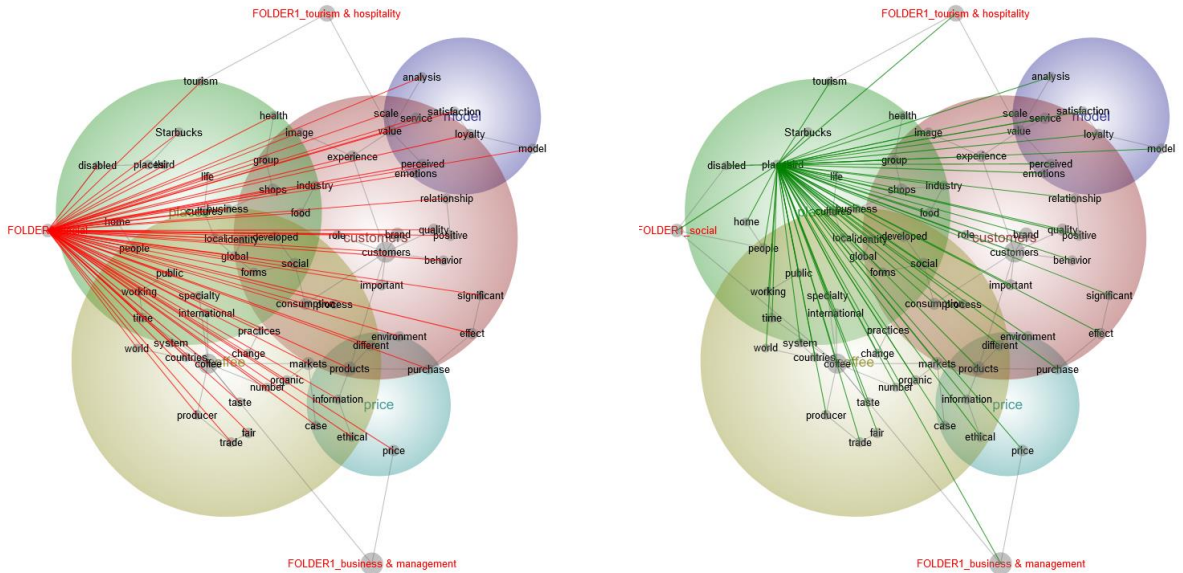
Top 10 words co-occurred with "Social" tag

No.	Related Word-Like	Count	Likelihood
1	third	365	59%
2	**disabled**	152	29%
3	home	111	24%
4	**public**	101	21%
5	people	165	16%
6	**working**	103	13%
7	**identity**	86	13%
8	world	46	9%
9	business	79	9%
10	**cultures**	103	9%

Top 10 words co-occurred with "place" theme

Figure 9. *Words co-occurrences with "Tourism and Hospitality" and "Place"*

There are some similar concepts that co-occurred with Social tag and *place* theme, including *disabled, identity, cultures, public,* and *working*. These concepts can serve as a representation of dimensions of place consumption (Goodman *et al.*, 2010). The consumption in place and of place was illustrated by

concepts such as *third (place), public,* and *disabled.* Coffee is not the only material to be consumed in the coffee place. The place where the coffee is consumed and originated also plays a different role in the consumption experience. Coffee places, such as cafes, coffee shops or coffee houses, are considered a good place for leisure and socialising, known as third place (Oldenburg, 1999). The notions describing coffee places as the third place were also detected in the literature (eg. Rosenbaum, 2006; Sandiford, 2019; Wróblewski and Mokrysz, 2018). However, some studies also noted that coffee places were strongly linked to working experience (e.g. Broadway *et al.*, 2020). This notion may blur the third-place concept of coffee. Additionally, the extended meaning of consumption in/of place was also discovered, particularly the meaning of place to a broader group of consumers. Saymanlier *et al.* (2018), for example, studied the importance of coffee places for disabled persons. This issue also indicated the importance of ethical place management that considers inclusive accessibility.

The literature also discoursed other place consumption dimensions, including consumption as connecting or reconnecting with places. This dimension is represented by concepts, such as *producer* and *people.* For instance, Ponte (2002) and Brown (2009) highlighted that coffee consumption could connect the producers and buyers or consumers. Moreover, Geysman and Hustinx (2002) and Naegele (2020) discussed the role of producing certified coffee products with consumption, noting the connection between producers and coffee consumers. Furthermore, the connection between the consumers and producers can lead to a coffee purchase or visiting coffee tourist destinations in the future (Casalegno *et al.*, 2020; Lyon, 2013a, 2013b).

The last dimension is about consumption as production and production as consumption. The literature shows that coffee places consumption can produce social and cultural identity. For example, consuming coffee places, such as international chain coffee and luxury coffee shops, can produce social prestige and social and cultural identity (Henningsen, 2012; Kim & Jang, 2017; Su *et al.*, 2006; Tangsupwattana & Liu, 2018).

Furthermore, the *tourism* concept is located in the *place* theme bubble, signifying that tourism is frequently discussed in the place consumption scope. This finding supports Urry's argument on consuming places for analysing the tourism phenomenon. Particularly in utilising the localities and the connections with the identity.

3.3. *The progress of coffee consumption and coffee tourism topics*
This part of the textual analysis addressed the second research question: *How have the topics changed over time?* The textual analysis focuses on examining the interpretation process or how the topics progressed. The heat map and the word co-occurrence show that the previous three scopes are also detected, as shown in Figure 10. The three scopes are utilised to examine how the literature has changed over time.

Figure 10. *Period of the publication-based comparison map*

Table 4 shows the percentage indicating the likelihood of the concepts appearing in the literature. Before the year 2000, most articles were more likely to include concepts describing consumer behaviour (6-15%), such as loyalty, brand, emotions, and senses. Even though the trend was less likely, the notion of coffee tourism activity was detected in this period (< 5%). For example, Brenes *et al.* (1997) studied how international tourists were drawn to the coffee factory to boost future coffee exports. This study illustrated the interaction between consumer behaviour and place consumption. The tourist visits to coffee factories were utilised for a better understanding of the origin of the coffee for future purchases.

Table 4. *Words co-occurred with the three time periods*

Time period	Concepts	Likelihood	Scope
Before 2000	Specialty, markets, forms, food, information, work, countries, number, coffee, time, home, process, change, international, behaviour, health, purchase, taste, developed, price, business, people, significant, different, practices, cultures, analysis, effect, third, places, local, identity, system, group, important, image, case, model, social, public, products, farmer, role, industry, economic, consumption, scale, **tourism**, quality, customers, shops, experience, value, satisfaction, fair, disabled, trade	>5%	Place consumption
	Life, loyalty, brand, relationship, world, emotions, senses, cooperatives, life	6 – 15%	Consumer behaviour
2001-2010	Experience, image, **tourism**, satisfaction	<10%	Consumer Behaviour
	Shops, process, relationship, disabled, positive, developed, emotions, effect, model, loyalty, brand	10-14%	
	Countries, economic, home, people, international, social, products, scale, local, perceived, markets, consumption, work, taste, information, purchase, case, different, third, places, number, system, service, health, global, role, customers, farmer, identity, analysis, time, coffee, quality, significant, public, life, price, environment, behavior, industry, senses, business, change	15%-24%	Place Consumption
	trade, ethical, fair, food, specialty, forms, cooperatives, practices, world, cultures, value, important, group	25-35%	Ethical Consumption
2011-2020	Cooperatives, forms, fair, world, ethical, specialty, trade, food	64%-68%	Ethical Consumption
	Significant, farmer, role, identity, analysis, system, senses, relationship, places, case, third, perceived, consumption, different, time, coffee, health, purchase, taste, number, local, scale, products, information, social, work economic, value, people, important, group, markets, international, cultures, practices, home, countries, life	71-79%	Place Consumption
	Satisfaction, **tourism**, experience, image, model, positive, effect, disabled, developed, shops, industry, environment, business, emotions, process, brand, change, loyalty, behavior, public, global, quality, service, customers, price	80 – 91%	Consumer Behaviour

The articles published between 2001 and 2010 are more likely to include concepts of place consumption (15-24%) and ethical consumption (25-35%). The concepts, such as *countries*, *economic*, and *farmers* illustrate the place consumption and its connection with coffee producers. In addition, other concepts, such as *third* (place) and *taste* represent the consumption in/of place. The *identity* concept illustrates place consumption in producing social and cultural identity. Moreover, ethical consumption is represented by *trade, fair, ethical, cooperatives, world, cultures,* and *group* concepts. The connections between place and ethical consumption also suggest that ethical consumption centres around producer-driven practices of fair trade coffee production (Barda & Sardianou, 2010; Raynolds, 2002).

Finally, the articles published between 2011 and 2020 continued to address ethical consumption (64-68%). The result specified that ethical consumption was more consumer-driven in this period. This consumer-driven notion is illustrated by the increase of studies on classifying coffee consumers based on ethical concerns (Jang *et al.*, 2015; Maciejewski *et al.*, 2019). Additionally, concepts describing place consumption (71-79%) and consumer behaviour (80-91%) appeared more frequently in literature.

Figure 11 summarises the progress of coffee consumption and coffee tourism studies. The literature has identified consumer behaviour and place consumption scopes over three publications. Meanwhile, ethical consumption has become popular in the second publication period (2001-2010).
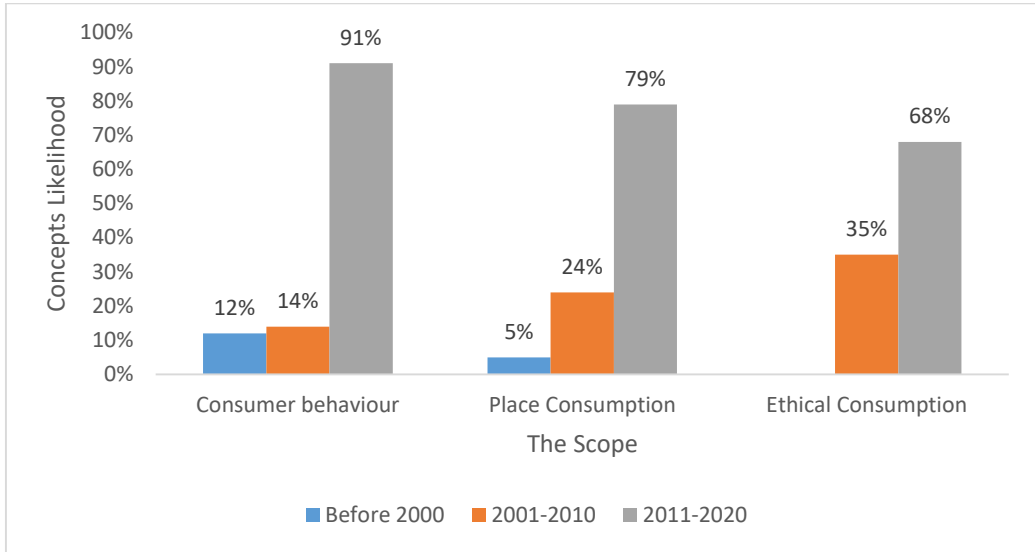
Figure 101. *Visualisation of Progression*

3.4. The coffee countries context

This section presents the analysis for addressing the third research question: *What may be explained by the social context in which this literature was conducted?* Figure 12 shows that the primary topics discussed by the coffee-producing and importing countries context have a different emphasis. The three previous scopes are also detected in this contextual analysis. The coffee-producing countries' tag is closer to consumer behaviour and place consumption scopes. Conversely, the importing countries' tag is closer to the ethical consumption scope.

Furthermore, Table 5 shows the percentage indicated the likelihood of the concepts appearing in the literature. The coffee-producing countries' articles are more likely to include concepts relating to consumer behaviour (31-69%) and place consumption (21-30%) scopes. However, the coffee importing countries' articles are more likely to contain concepts describing consumer behaviour (56-75%) and ethical consumption scopes (76-100%). Based on this result, research associated with coffee-producing countries was primarily concerned with examining economic opportunities through developing coffee resources and places and with analysing consumer behaviour in those coffee places. Conversely, the research conducted in importing countries, that primarily developed countries, focused on consumer behaviour and ethical consumption.

Figure 112. *Comparison between themes from coffee-producing and coffee-importing countries*

Table 5. *Words co-occurred between the coffee-producing and coffee-importing countries*

Countries categories	Concepts	Likelihood	Scope
	case, organic, fair, disabled, trade, third, emotions, social, ethical	<=20%	Ethical Consumption
Coffee Producing Countries	Local, taste, brand, life, loyalty, important, effect, role, forms, time, behaviour, information, food, environmental, practices, system, public,	21–25%	Place Consumption
	products, perceived, change, relationship, shops, environment, experience, purchase, global, working, positive, price, places, group, people, different, scale, home	26-30%	
	Markets, value, consumption, service, analysis, image, business, significant, process, model, health, coffee, identity,	31–35%	Consumer Behaviour
	Producer, satisfaction, international, specialty, countries, developed, industry, quality, cultures, world,	36-40%	
	Tourism, producer, satisfaction, international, specialty, countries	41-60%	

Countries categories	Concepts	Likelihood	Scope
Coffee Importing Countries	health, tourism, service, home, business, identity, value, markets, quality, world. Analysis, consumption, cultures, change,, developed, industry, countries, places, third, specialty, international, satisfaction, producer	<65%	Place Consumption
	Behaviour, brand, important, time, forms, effect, emotions, disabled, local, taste, scale, price, different, public, role, information, life, purchase, group, shops, global, people, positive, relationship, model, environment, food, perceived, significant, products, process, coffee, experience, image, working,	56-75%	Consumer Behaviour
	Ethical, trade, fair, organic, case, social, environmental, system, practices, loyalty	76-100%	Ethical Consumption

The summary of concepts' likelihood within the scope of different geographical areas is illustrated in Figure 13. The figure shows that the producing countries focus on place consumption and consumer behaviour, particularly in developing regional coffee resources and how consumers perceive these places. On the contrary, the importing countries emphasise ethical consumption.
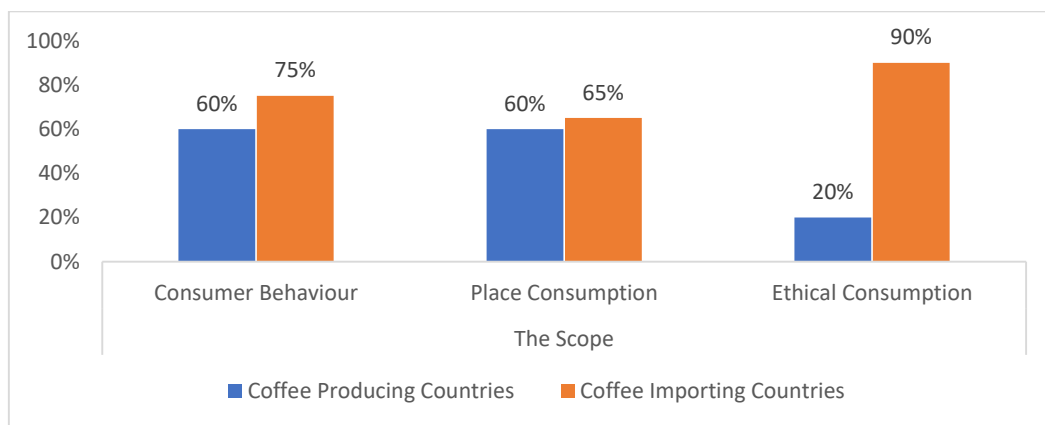

Figure 123. *Visualisation of concepts likelihood discoursed in different coffee countries*

3.5. Coffee consumption studies for analysing coffee tourism
This section addressed the fourth research question: *Are there any research opportunities for coffee tourism research?* This question was addressed by analysing the prominence scores in the insight dashboard report. The attributes and their prominence scores against the three categories of interest were investigated and analysed. The tags were used as the categories. The tags included the research areas (*Social, Business & Management,* and *Tourism & Hospitality)*, the period of publications (*before 2000, 2001-2010, and 2011- 2020),* and the coffee countries' context *(coffee producing countries* and *coffee importing countries*). The attributes were the concepts selected to represent the three scopes, as illustrated in Table 6. The results of the analysis are presented in the following sub-sections.

Table 6. *Selected concepts*

Scopes	Selected concepts (attributes)
Consumer Behaviour	*customer, experience, behaviour*
Ethical Consumption	*ethical, fair, trade, Fair Trade*
Place Consumption	*places, tourism, shop, organic,*

Research topic opportunity: Implications from discourses in research areas

Table 7 presents the prominence scores (PS) of selected concepts against the three research areas (categories) of Business & Management, Social, and Tourism & Hospitality. Consistent with the result from the previous heat map (see Figure 6), the three categories reflected similar scopes. The concepts representing consumer behaviour and place consumption scopes in Tourism & Hospitality and Social categories have high scores. The scope of ethical consumption, however, was reflected slightly differently. The concepts representing ethical consumption are high in the Business & Management, and Social research areas, but low in Tourism & Hospitality. Hence, future coffee tourism research could focus on the idea of ethical consumption.

Table 7. *Selected concepts and their prominence scores against the three research areas*

Scopes	Concepts/attributes	Research Areas		
		Business & Management	Social	Tourism & Hospitality
Consumer Behaviour	consumption	1.0	1.6	0.7
	consumers	1.0	0.9	1.1
	behaviour	1.0	0	1.2
	experience	0.9	1.1	1.2
Ethical Consumption	ethical	1.3	1.6	0.2
	fair	1.1	2.2	0.3
	trade	1.1	2.5	0.0
Place Consumption	shops	0.9	1.0	1.1
	places	0.6	2.4	1.1
	tourism	0.0	2.0	2.1

Research trends: Implications from publication periods

Similar to Table 7, Table 8 lists the selected concepts and their PS against the three publication periods. We can see from the list that the *tourism* concept has been increasingly discoursed as time goes, from PS=0.4 before 2000, to PS=0.5 during 2001-2010, to PS=1.1 during 2011-2020. Similarly to the previous heat map result (see Figure 10), coffee tourism discourses continue to grow. This result indicated the ongoing prevalence of research on the topic of coffee tourism. Given the complexity of coffee consumption and coffee tourism experience, it is necessary to pay attention to different dimensions of consumption and experience for future studies in this area.

Table 8. *Selected concepts and their prominence scores against the three publication periods*

Scopes	Concept/Attributes	Publication periods		
		Before 2000	2001 - 2010	2011 - 2020
Consumer Behaviour	consumption	0.5	1.2	1.0
	consumers	0.4	1.1	1.0
	behaviour	1.0	0.9	1.0
	experience	0.3	0.5	1.1
Ethical Consumption	ethical	0.1	1.9	0.8
	fair	0.2	1.9	0.8
	trade	0.2	2.1	0.8
Place Consumption	shops	0.4	0.8	1.1
	places	0.7	1.2	1.0
	tourism	0.4	0.5	1.1

*Research contexts: Importing countries VS producing countries*
Table 9 lists the selected concepts and their PS against the two research contexts. From there, we can see that in studies conducted within coffee importing countries, consumer behaviour and ethical consumption scopes are prominent. On the contrary, in the research within the producing countries context, the place consumption scope is more prominent than the ethical consumption scope. We also can see that the *ethical* concept is less prominent (PS=0.4), but the *tourism* concept is prominent (PS=1.9). These findings suggest ample opportunity for exploring ethical consumption in coffee tourism, particularly in coffee-producing countries.

Table 9. *Selected concepts and their prominent scores against the two research contexts*

Scopes	Concept/Attributes	Research contexts	
		Importing Countries	**Producing Countries**
Consumer Behaviour	consumption	0.9	1.1
	behaviour	1.1	0.8
	experience	1.0	0.9
Ethical Consumption	ethical	1.3	0.4
	fair	1.2	0.6
	trade	1.2	0.6
Place Consumption	shops	1.1	0.9
	places	0.9	0.9
	tourism	0.6	1.9

4. Discussion

This section discusses findings from the scoping review to elucidate how coffee consumption can contribute to coffee tourism studies. To begin with, the coffee market landscape is explained to tap into the context of the literature. Next, in this discussion, we add ethical consumption as an additional lens to scrutinise coffee tourism. In the introduction, we brought the idea of using the consumption metaphor and place consumption as the lens to analyse coffee consumption and tourism. However, the findings also show that ethical consumption is extensively discussed. This notion is illustrated in Figure 14 below:
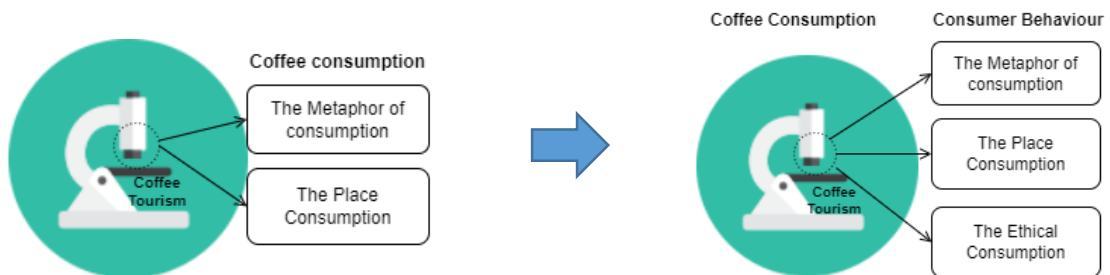
Figure 134. *The consumption lenses for analysing coffee tourism*

4.1. Coffee market landscape
The result confirms the previous research that the landscape of coffee consumption studies has been primarily conducted in the global North, such as Europe and North America (Doherty *et al.*, 2015; Minten *et al.*, 2018). History recorded that coffee has been traded in these countries since the colonial era (Lyon, 2013b; Lyons, 2005). During the colonial era, coffee trees were cultivated in several colonies, primarily located in the global South regions. Even today, these Southern regions continue to grow coffee, making them the world's leading coffee suppliers. The commodity was traded to the colonial home countries to meet the coffee demand. Therefore, the population in the global North region

remains the largest and most mature coffee market to this day, contributing to the globalisation of coffee culture.

Literature, however, shows that the coffee market landscape is shifting from the North to South. The coffee market is currently expanding to include some coffee-importing countries in the Asian region, including South Korea (Lee, 2020), China (Henningsen, 2012; Smith Maguire & Hu, 2013), and Taiwan (Liu *et al.*, 2019). In the meantime, the rise of middle-class societies in the South encourages the development of the domestic coffee market in coffee-producing countries. Hence, scholars have begun to explore further the behaviour and culture of the emerging coffee market in coffee-producing countries, such as Colombia (Martinez, 2016), Vietnam (Tran *et al.*, 2020), Thailand (Smith *et al.*, 2019), Malaysia (Lee *et al.*, 2017) and Indonesia (Dhisasmito & Kumar, 2020).

4.2. Consumer behaviour and Holt's metaphors
Leximancer produced three heat maps (Figures 6, 10, and 12) that strongly focused on consumer behaviour. Holt's consumption metaphors are used to analyse the connection between the findings on coffee consumer behaviour and the contribution to coffee tourism research.

Consuming as an experience is intensively discussed in the literature. Two prominent structures of consumption of coffee experience are discoursed in literature: coffee and places. In analysing coffee as the object, the literature emphasises sensory experience, including the taste (Giacalone *et al.*, 2016), smell (Chatterjee, 2017), and visual experience (Fenko *et al.*, 2018). Further, in analysing the coffee places, the sensory experience was extended to audio experience, such as having music at the café (Jeon, 2016). In addition, the literature also came up with the emotional experience in coffee places, such as bringing happiness, joy, and arousal (Alan *et al.*, 2016; Richelieu & Korai, 2014). The emotional experience was not only related to the places but also to the companionship, socialising and communing, as explained in the following metaphor.

Consumption as play views consumption activities as a means of communing and socialisation. Like consumption as an experience metaphor, coffee and place were also important. Coffee and coffee places contain social meaning. This meaning, indeed, facilitates coffee consumption as a play. Turkish culture, for example, equates coffee with places because people come to coffee shops for coffee and to socialise (Kucukkomurler & Özgen, 2009). Moreover, some cultures also perceive coffee as a symbol of hospitality and togetherness (Ifani, 2019; Jones-Gailani, 2017; Sobh *et al.*, 2013). Additionally, literature indicated that coffee places could have a non-physical meaning. Kozinets (2002), for instance, analysed how virtual coffee communities socialised on the internet platform to discuss coffee.

Moreover, consumers' age group is also linked to socialising despite places. In coffee-producing countries and some Asian countries, the coffee consumption research primarily focused on the young age group (Aguirre, 2017; Ihtiyar *et al.*, 2018; Kim & Jang, 2017). However, in European countries, the study on elderly coffee place consumption was prevalent (Altinay *et al.*, 2019; Broughton *et al.*, 2017).
Based on these findings, there are two future research opportunities for coffee tourism. First, coffee shops may not be the only sites for coffee tourism research. Other coffee tourism sites, such as coffee farms, roasteries, parks themed around coffee, festivals, and the virtual community, can serve as the future coffee tourism research context (Kleidas & Jolliffe, 2010; Kozinets, 2002). Finally, future research may consider the age group of potential coffee tourists to develop places for communing based on this group's interests.

Consuming as integration suggests that consumption of coffee as an object can be used to articulate personal identities, such as cultural identity (Aguirre, 2017; Areiza-Padilla *et al.*, 2020; Ariffin *et al.*, 2016), social class (Kim & Jang, 2017), and ethics perspectives (Hwang & Kim, 2018).

The studies on ethical coffee consumption demonstrate the importance of consumption as integration (Chen, 2020; De Pelsmacker *et al.*, 2005; Durevall, 2020). Some studies used the Theory of Planned Behaviour that analysed the individual subjective norms to the intention for purchasing ethical coffee products (Chen, 2020; Lee *et al.*, 2015). These studies illustrated how personal moral values were embedded in their decision-making for coffee consumption. Based on these findings, this study supports that of Cheetham & McEachern (2013), who incorporated morality into the metaphor. Additionally, ethical values in coffee tourism can be explored in future research.

Consumption as a classification describes where coffee consumers could classify themselves into specific groups or segments in society. For example, the study by Fournier & Yao (1997) examined coffee consumers where these consumers classified themselves by certain coffee brands. In addition, Collins (2018) studied coffee consumption as an instrument for classifying individuals into a particular cultural group. Furthermore, this classification metaphor is also used as the base for segmentation studies. Bucklin *et al.* (1995) analysed coffee consumer characteristics based on brand segmentation. In addition, Kozinets (2002) classified the coffee people's characteristics based on their interaction in the virtual community on the internet. Despite extensive research on the classification of coffee consumers, there is still limited information on classifying coffee tourists. Future research can therefore explore this coffee tourist classification.

4.3. Consumer behaviour and place consumption
The coffee market landscape also connected places with coffee consumer behaviour. Coffee consumption and tourism activities describe obscure consumption of place and in place. Both coffee consumers and tourists appreciate the place of coffee origin (Purnomo *et al.*, 2020; Santos *et al.*, 2020) and the space for consuming coffee (Manzo, 2015; Tran *et al.*, 2020). Therefore, at least two aspects described the connection of consumer behaviour to place consumption: 1) the consumption of coffee origin; and 2) consuming coffee in coffee places, including the human body as a space for consumption.

a. The consumption of coffee origin
Coffee consumption is closely related to the place of origin, particularly the country of origin and the product of origin (Maaya *et al.*, 2018; Morland, 2018; Rosenberg *et al.*, 2018; Sama *et al.*, 2018; Su *et al.*, 2006; van der Merwe & Maree, 2016). The country of origin for coffee emphasises the nations where the coffee is cultivated. Different countries have specific biospheres and agricultural systems to grow coffee, which affect coffee's specific and unique taste (Rosenberg *et al.*, 2018).

The product of origin is associated with the coffee production system, including the coffee farms type, the fertilizer used, company reputation, and sustainable agriculture practices. Coffee can be grown on different kinds of farms, from natural shade-forest farms to man-made open farms (Loureiro & Lotade, 2005; Klimas & Webb, 2017). The use of fertilizer for coffee can define the coffee quality, such as natural or organic coffee, versus non-organic ones (Maaya *et al.*, 2018; Minten *et al.*, 2018). Some literature also highlighted the corporation and brand of the products, including the multi-national brand (Su *et al.*, 2006) and eco-labelling for sustainable coffee products (Maaya *et al.*, 2018).

Furthermore, Casalegno *et al.* (2020) posited the connection of coffee consumption with the intention to visit the country of origin. In the European coffee market context, they argued that coffee

consumption could encourage people to travel to coffee tourist destinations in coffee-producing countries. Along with that, the study of developing coffee tourist attractions to lure international tourists to coffee-producing countries was also growing (Lyon, 2013b; Smith *et al.*, 2019; Yudhari *et al.*, 2020). However, as the economy of coffee-producing countries develops, the population becomes an important market for coffee and tourism (Chen *et al.*, 2021; Purnomo *et al.*, 2021). Hence, it might be worth looking at domestic tourists' preferences for coffee tourism in coffee-producing countries.

b. *Consuming coffee in spaces and places*

Regarding the consumption in place (Goodman *et al.*, 2010), the literature highlighted three ideas on place consumption, including 1) the human body as the space for consumption; 2) the consumption of place for connecting, disconnecting, and reconnecting with production; and 3) the place consumption is production, and the production is consumption.

The human body as the space of consumption

Some literature highlighted the human body as the space for coffee consumption that strengthens the initial meaning of consumption as the way people eat (Goodman *et al.*, 2010). From this point of view, the literature suggests that some coffee consumer behaviour is connected to the human sensory behaviour of drinking coffee. The study included sensory experiences when drinking coffee and the health impact of coffee. The literature posited that sensory experiences of coffee might encourage coffee consumption (Celhay *et al.*, 2020; Chatterjee, 2017; Giacalone *et al.*, 2016; Kemps & Tiggemann, 2009; Wang *et al.*, 2020). On the other hand, the health impact on the body may limit and halt coffee consumption (Aguirre, 2016; Chan & Maglio, 2019; Tarkiainen & Sundqvist, 2009).

The taste of coffee is another aspect of coffee that directly affects the human body. The quality of coffee flavour is often determined by the quality of coffee and the brewing method. Moreover, quality is socially constructed and impacted by the cultural, political and economic background of the community (Rosenberg *et al.*, 2018). The coffee quality evaluation system often uses international standards developed in coffee-importing countries. A coffee quality specialist, the cuppers or Q-Grader, must have coffee education or training before performing the role of evaluating the coffee quality (Ornelas &Vera, 2019). Despite this, not every coffee consumer shares the same taste as these coffee experts (Giacalone *et al.*, 2016).

Highlighting Bourdieu's theory of distinctions, differences may exist beyond the habituation of specific social classes. The coffee consumption habits in coffee-producing countries are different from the importing-countries market because the excellent quality coffee is exported, leaving the consumer with the inferior one. Nevertheless, the expansion of international coffee chains has contributed to the standardisation of coffee flavour quality. Therefore, it is plausible that this emerging market's taste will eventually conform to the flavour of Western coffee culture.

The consumption of place for connecting, disconnecting, and reconnecting with production

Coffee places, such as coffee shops and coffee production sites, have the ability to connect, disconnect, and reconnect consumption and production. Manzo (2015) noted that the third wave of coffee is the mark of coffee tourism. It is when the coffee industries, such as coffee farms, coffee milling, and roasteries, opened their door to visitors. This activity exemplified the notion of connecting consumption to production (Casalegno *et al.*, 2020; Kleidas & Jolliffe, 2010; Lyon, 2013; Wang *et al.*, 2019). In addition, even spaces in coffee packaging showing the figure of farmers on eco-label can also reconnect consumers with production (Lee, 2020; Loureiro & Lotade, 2005).

Furthermore, the spread of international coffee shops has attracted not only local customers but also inspired local coffee businesses to offer similar coffee culture and services (Ariffin *et al.*, 2016; Purnomo *et al.*, 2020). The international coffee chain often provides a single origin of coffee from main coffee-producing countries, such as Panama Coffee (Colombia), Sumatra Coffee (Indonesia), and Ethiopia Harrar Coffee (Ethiopia). This practice was adopted by the local coffee shops in the producing countries. The local café, which is mainly located in the urban area, also started to sell their single origin and specialty coffee from the local coffee bean (Purnomo *et al.*, 2020). This local café connects the local coffee producers in the rural areas to the domestic market in the city.

Other literature also suggested that coffee places can possibly contain a disconnect notion. Two phenomena explained this notion. First, coffee shops are considered the third place where people can experience different nuances and pleasures from home and the workplace (Bookman, 2014; Broadway *et al.*, 2020; Ferreira *et al.*, 2021). Hence, this notion often symbolises the disconnection of individual mundane coffee places at home or work. Second, coffee shops in the Netherlands are also selling Cannabis. Hence, its existence is monitored by the regulations (van Ooyen-Houben *et al.*, 2016). This notion suggests that coffee shops indicated a disconnection between coffee places and coffee products. For further research on coffee tourism, it is worthwhile to examine the dynamic of place consumption that has the potential to connect, reconnect, and disconnect coffee-related production and services.

The place consumption is production, and the production is consumption
Place consumption indication for production and production as consumption notions were discussed in the literature. Consuming coffee places, such as international chain coffee and luxury coffee shops, produced social prestige and cultural identity (Henningsen, 2012; Kim & Jang, 2017; Su *et al.*, 2006; Tangsupwattana & Liu, 2018). The existence of consumer culture from the North, which is also known as the Western coffee culture, was also prevalent (Pleshko & Heiens, 2015; Smith Maguire & Hu, 2013). The materials of coffee cultures, such as the coffee flavour and the café atmosphere, are often derived from Western culture. In the Asian coffee market, these cultural materials symbolise modernity, prestige, social, and cultural identity (Bantman-Masum, 2020; Pleshko & Heiens, 2015; Smith Maguire & Hu, 2013)

On the other hand, coffee consumption also produces waste (Maye *et al.*, 2019). Hence, the study to mitigate waste and connect coffee places to conservation and anticipate climate change has also emerged (Eiseman & Jonsson, 2019). A prominent future research opportunity in coffee tourism can also centre around this environmental concern of coffee consumption.

4.4. Consumer behaviour and ethical coffee consumption
Having studied intensively in the global North context, the global coffee consumer behaviour was influenced mainly by Northern perspectives, including the behaviour towards ethical coffee consumption. The concept of ethical coffee consumption was developed as a critique of the practice of unethical coffee production during the colonial period. Hence, the idea of ethical consumption is often associated with political consumerism, which is closely related to political activism, such as buycotting or boycotting certain products for political reasons (Lewis & Potter, 2010; Lindenmeier & Rivaroli, 2020; Shaw, 2007). However, Lewis & Potter (2010) highlighted that ethical consumption is promoted as a lifestyle and often integrated with the branding of the products, such as Fair Trade and Organic Certified. It is a way to use market power to encourage coffee producers to grow responsible and more sustainable coffee (Basu & Hicks, 2008).

Henceforward, ethical consumption is initiated as a part of a civil movement and consumer activism (Doherty *et al.*, 2015). The movement came from the low trust in the current government (Lewis & Potter, 2013) to anticipate social justice in the community, in this case, the coffee growers. Furthermore, consumer activism is a voluntary consumer activity that aims to encourage the coffee industry to practice responsible coffee production that conforms to environmental protections and social concerns. Therefore, an attempt to socialise activism through the campaign and promote eco-labelling action has been studied extensively. Several studies have been conducted on how Fair Trade, organic, and Direct Trade logos have an influence on ethical coffee purchase (Loureiro & Lotade, 2005; Shih-Tse Wang & Chen, 2019) and whether consumers are willing to pay for ethical coffee products (Maaya *et al.*, 2018; Naegele, 2020; Sama *et al.*, 2018). Hence, ethical consumption was positioned more in consumer behaviour than political consumerism (Lewis & Potter, 2010).

There has been little discussion of ethical coffee consumption through Fair-trade practices in the literature concerning coffee tourism. However, coffee tourism can be viewed as an example of ethical consumption, in which consumers pay money directly to coffee farmers for their products (Anbalagan & Lovelock, 2014; Lyon, 2013a). Travel and tourism related to coffee are usually developed in coffee-producing countries to improve local farmers' livelihoods. The tourists come to these places for recreation and coffee education (Wang *et al.*, 2019), which includes buying local coffee (Brenes *et al.*, 1997). Through visits to coffee farms or local cafes, coffee tourism promotes the direct trade that contributes directly to coffee farmers (Smith *et al.*, 2019). In this manner, coffee tourism can contribute to the ethical consumption of local coffee by promoting direct coffee trade.

In addition, ethical coffee consumption may be different from ethical tourism. The ethical tourism framework is not only about awareness of consuming ethical coffee products. Since tourism involves travel activities, ethical tourism has more ethical considerations that link to sustainability. The literature showed that even though the Fair-Trade term was not discussed in the coffee tourism studies, the sustainability pillars were detected. The literature discussed sustainable coffee tourism development included managing coffee waste in the hospitality industry (Maye *et al.*, 2019), promoting nature conservation (Lyon, 2013, encouraging cultural preservation (Loureiro & Ferreira, 2015), and contributing to local livelihood (Anbalagan & Lovelock, 2014; Candelo *et al.*, 2019; Casalegno *et al.*, 2020).

5. Managerial implication

The third wave of coffee illustrates that coffee farmers, factories, roasteries and other coffee industries are also interested in welcoming visitors. This means that coffee tourism is not only attractive to tourism businesses, such as tour operators and destination managers but also appeals to coffee businesses. Therefore, this paper provides managerial insights into both the tourism and coffee industries. The insights comprise the perspectives of the changing coffee market landscape and the importance of theming as a manifestation of consumption metaphors and place consumption.

5.1. Changing coffee market landscape: The need for segmenting the coffee tourist market
Prior literature on coffee consumption has focused on mature markets in the North. Coffee-producing countries, primarily located in the global South, prioritise exporting their coffee commodity. The rise of middle-class societies in the South, however, encourages the coffee industry to focus more on the domestic market. This changing coffee market landscape can have several impacts.

First, the North can take advantage of the change to expand the coffee culture materials, such as equipment and machinery for coffee roasting and brewing, to global South countries. Second, in

producing countries, the coffee industry can add value to its current resources by developing coffee tourism for international and domestic tourists. It should be noted that international tourists, particularly from the global North have different characteristics from the local coffee market.

Some differences can be found in their coffee preferences, knowledge, and awareness of ethical coffee consumption. Consumption of ethically produced coffee is popular in the global North. This consumption practice might not be as popular in coffee-producing markets. A coffee tour incorporating this knowledge of ethical coffee production may be interesting to the international market. However, domestic tourists may view this ethical coffee production as a novice practice. Therefore, the attractions' managers need to consider different ways to communicate these practices to these various coffee tourist markets.

5.2. Consumption metaphor and place consumption: Theming
This study also suggests that a tourist attraction manager can develop unique themes using the consumption metaphor, as shown in Table 10.

Table 10. *Illustration of theming*

Metaphor	Structure	Purpose	Place dimension	Theming
Experience	Object actions: Coffee	Autotelic: curiosity, coffee enhancing coffee knowledge, self-development	Coffee consumption that connects to productions	Eg. Education coffee tourism: Providing educational coffee tourism with a focus on how to produce high-quality coffee.
Play	Interpersonal Actions: Socialising and communing	Autotelic: Enhancing / strengthening relationship	Consumption in / of place	Eg. Artisan coffee tourism: Enhancing coffee theming by strengthening coffeescape.
Integration	Object actions: Coffee	Instrumental actions: eg. status and prestige	Consuming is producing social identity	Eg. A luxury coffee tourism: Offering high-quality coffee.
Classification	Interpersonal Actions: Socialising and communing	Instrumental actions: eg. virtue	Consuming is producing identity	Eg. Pro-environmental and pro-social coffee tourism: Incorporating environmental and social concern into coffee tourism.

Source: Authors modification (2022)

Theming has been used as a method to extend services into experiences (Åstrøm, 2020). An important aspect of theming is the ability to distinguish places and enhance the sense of place. Physical aspects and narratives can strengthen themes (Bryman, 2004). Tourists may perceive coffee farms in rural areas as authentic coffee places. However, managers of coffee tourism attractions in non-coffee-growing regions can also enhance their environment by creating coffeescapes. The use of coffee trees as ornaments, grinding coffee for visitors to smell, and placing coffee brewing equipment near the coffee service areas are some ways to develop a coffeescape. Moreover, a coffee story told by a barista can also strengthen the theme in coffee places.

6. Conclusion

Initially, this paper posited consumer behaviour through Holt's consumption metaphor and place consumption as the lens to understand the connection between coffee consumption and tourism. However, the result indicated ethical consumption as another domain that can be used to extend coffee consumption and tourism studies. Ethical consumption was extensively discoursed in the coffee consumption research but limited in tourism and hospitality research. The results also showed that coffee consumption research was conducted extensively in the mature coffee market in the global North regions. Nevertheless, the rise of the middle class in the global South is also contributing to the growth of the domestic coffee market in coffee-producing countries. This may bring future research opportunities to study coffee consumption and coffee tourism in a coffee-producing context.

Finally, the limitations of the research also need to be considered. This scoping review provides an initial step in understanding the broad ideas of coffee consumption and coffee tourism. Moreover, this paper used automated qualitative content analysis to chart the result, producing a map representing the general themes of the literature. Hence, future research may provide a manual charting to confirm the result of these auto-generated themes. However, despite its limitations, this study can contribute to the growing body of knowledge regarding coffee tourism. For future coffee tourism research, consumption metaphors, place consumption, and ethical consumption may be explored.

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Appendix 1

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