



**A HANDBOOK FOR NEW BARISTAS
AND POLICY MAKERS IN SUSTAINABLE
TOURISM**



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Table of Contents

Preface	5
I. TOURISM AND SUSTAINABILITY	7
Basic concepts of tourism	7
Aspects of sustainable development	10
II. POLICY IMPLICATIONS OF THE SUSTAINABLE TOURISM AGENDA	14
Sustainable Development Objectives	14
Initiatives of the World Tourism Organization.....	19
III. STRUCTURES AND STRATEGIES FOR SUSTAINABLE TOURISM.....	27
Institutional structures for sustainable tourism	27
Strategies for sustainable tourism	30
Coffee Tourism	32
IV. BEST PRACTICES FOR EDUCATION OF BARISTAS IN EU COUNTRIES	43
Barista education	43
V. BEING A BARISTA	48
Barista concept and professional service.....	48
Uniform, personal, and work hygiene.....	51
VI. TECHNIQUES OF THE GREAT PROFESSIONAL BARISTAS.....	56
Basic aspects of coffee	56
Arabica and Robusta	67
Coffee Roasting	68
Grinding Coffee	70
Coffee machine	72
Espresso Fundamentals.....	74
Heating milk	76
Coffee offer	77
Latte art.....	82
VII. OUTPUT RESULTS OF THE PROJECT - MOBILITY IN SLOVENIA AND TURKEY	85
VIII. NEXT STEPS IN BARISTA EDUCATION AND FUTURE BARISTA DEVELOPMENT.....	98
Used literature	99

Preface

This handbook has been prepared for the needs of the project "Barista - the perfect coffee connoisseur - Support for young baristas from the EU", co-financed by the Erasmus+ program. In the development of the material, relevant professional literature was used to sublimate the previous studies in the fields of sustainable tourism, coffee culture, and the barista profession, which will help the users of the handbook acquire new knowledge, skills, and competencies. The content is concise and clear, supplemented with photos, tables, and diagrams that will contribute to an easier understanding and mastering of the material. The handbook is divided into an introduction, eight chapters, and references.

In the **first chapter** "Tourism and sustainability", we pay attention to the basic concepts of tourism, as well as the various aspects of sustainable development.

The **second chapter** is entitled: "Implications of the Policies of the Sustainable Tourism Agenda" and it presents the material related to the goals for sustainable development as well as the initiatives of the World Tourism Organization in the direction of sustainable tourism development.

In the **third chapter** "Structures and strategies for sustainable tourism", we made an overview of the institutional structures for sustainable tourism, strategies for sustainable tourism, as well as the basic characteristics of coffee tourism.

In the **fourth chapter** "Best practices for barista education in the EU countries," we also made an overview of the best practices for barista education in the European Union countries.

The **fifth chapter** "Being a Barista" covers the matter related to the concept of barista and professional service, as well as uniform, and personal and work hygiene.

The **sixth chapter** of the handbook "Techniques of the great professional baristas" contains material related to the basic aspects of coffee, arabica and robusta, coffee roasting, coffee grinding, coffee machine, espresso basics, milk heating, coffee offering, and latte art.

The **seventh chapter** presents the activities that were carried out during the study stay in Slovenia and Turkey, and the **eighth chapter** reviews the next steps in the education and future development of baristas.

The Authors



CHAPTER 1

TOURISM AND SUSTAINABILITY

I. TOURISM AND SUSTAINABILITY

In this chapter, we will pay attention to the basic concepts of tourism and the various aspects of sustainable development.

Basic concepts of tourism

Tourism is a social, economic, and cultural phenomenon that affects the development of human society in many ways. The number of countries in the world that recognize tourism's positive effects in generating the necessary foreign exchange income, creating jobs, contributing to taxes, etc., is increasing. Today, tourism is an indicator of the level of development of our civilization, for some people, it is a way to raise the cultural level and restore health or entertainment, for others, it is an opportunity to make money, but it should be noted that tourism is one of the extraordinary success stories of today's time¹.

Although tourism is a relatively new term, its roots are much deeper. Tourism is inextricably linked with travel, which for people is the basis of their existence. Exploring the outdoors is as old as human history because the primordial and fundamental need of people is to expand the space in which they live². The trips were first existential, and then for other reasons such as military campaigns, trade, sports events - the Olympics, entertainment events - the amphitheatres, health - use of the baths, religious purposes, scientific discoveries, educational and cultural, etc.

Due to its complex nature, tourism creates difficulties in defining it. In the scientific literature, there are several authors from different countries who give their definition of tourism depending on the field in which they operate and the science to which they belong. We can show the interdisciplinary dimension of tourism through the following examples:

- Economists deal with tourism revenues, economic growth, supply and demand, employment, forecasting and other economic indicators;
- Sociologists study the behavior of individuals or groups during travel, customs, traditions, habits, and lifestyle of hosts and guests, motives for travel, etc.;
- Geographers, for their part, investigate the spatial coverage of tourism, travel locations, resources, geographic conditions for the existence of tourism, the development of new destinations, etc.;
- Similar examples can be cited for other sciences such as archaeology, history, agriculture, architecture, marketing, law, education, management, psychology, cultural anthropology, sports, etc.

We can divide the definitions of the essence of tourism into two types: conceptual and technical. Conceptual definitions cover the subject in its entirety, reveal the internal content

¹ Metodijeski, D., Filiposki, O., Todorovic, E., Taleska, M., Dzambazovski, K., Tsutsuleski, N., Dimovski, C., Micevski, M. (2022) Contemporary trends in tourism and sustainable development. Skopje: Tourism.

² Marinovski, N. (2005) Travel Agencies. Ohrid: FTU.

of tourism, express the properties and relations of tourism, and help to separate tourism from phenomena close to it. An example of conceptual definitions is those of Jafari³, "Tourism is the science of people traveling outside their permanent place of residence, the industry that meets their needs, and the impact that people and industry have on the host's socio-cultural, economic, and physical environment " and Mathieson and Wall, according to which "Tourism is the temporary movement of people outside their permanent place of residence and place of work and includes the actions they perform during their stay, as well as the facilities that are built to satisfy their needs". Technical definitions, on the other hand, are used to obtain data that serve statistical and legislative purposes⁴. According to the United Nations World Tourism Organization, "Tourism is a set of activities of people during their travel and stay in a place outside their usual environment, but no more than one calendar year, for vacation, that is business or other reasons not related to earning a salary in the places they visit". In all the definitions of tourism mentioned above, it is necessarily indicated that it is related to "travel of people outside their permanent place of residence".

Today, tourism is a phenomenon that is present in all countries of the world and is growing at a global level. No country in the world does not develop some kind of tourism or a country where the population is not involved in tourist travel and movement outside their permanent residence. The involvement of tourists in travel occurs for various reasons such as business, pleasure, religion, sports, and recreation, or other reasons. The great role played by tourism, both in terms of cultural prosperity and due to the economic benefit for the destinations, will be supported by the data provided by the World Tourism Organization at the United Nations⁵: The arrivals of tourists in 2019 at the international level reached the figure of 1,460 million. Tourism consumption was 1,481 billion US dollars, accounting for 10% of the global gross domestic product. Every tenth employed person in the world is employed in this sector. Tourism will maintain its continuous and positive level of development from the past 60 years and in the coming period.

Table 1. Growth of international tourism (1950-2019)

Year	International tourist arrivals (in millions)	Spending by international tourists (in billions of dollars)
1950	25.3	2.1
1960	69.3	6.8
1970	165.8	17.9
1980	286	105.3
1990	457.3	263.4
2000	696.7	474.4
2019	1.460	1.481

Source: <https://www.unwto.org/>

Predictions are moving in the direction in which the European continent, in the years to come, will hold the primacy of the world tourist market and will be the main source of

³ Jafari, J. (1977) Editor's page, *Annals of Tourism Research*, 5(8), pp.1-6

⁴ Mathieson, A., Wall, G. (1982) *Tourism: economic, physical and social impacts*. London: Longman Group Limited.

⁵ UNWTO (2021) *Tourism highlights 2020*. Madrid: UNWTO.

tourist supply, demand, and movement of international tourists. In 2020, 2021, and 2022, due to the COVID-19 pandemic, there was a decrease in the number of international tourists in the world by more than 70%: 400 million in 2020, 415 million tourists in 2021, and 900 million in 2022.

According to the methodology of the World Tourism Organization, the world tourism regions are the following: Europe, Asia and the Pacific, America, Africa, and the Middle East. These regions also have their subregions. In the distribution of international tourism in the world, the dominant place is occupied by three main regions: Europe, Asia, and the Pacific and America. In 2019, these three regions absorbed 91% of the total world turnover, as well as the number of international tourists. The largest number of tourist arrivals by region in the world is on the European continent, i.e. 744 million (51%). The Asia and Pacific region follows with 362 million tourist arrivals (25%), then the Americas region with 219 million tourist arrivals (15%). The regions of Africa and the Middle East share the total number of tourist arrivals with: Africa - 70 million arrivals (5%) and the Middle East - 65 million tourist arrivals (4%).

According to research by the World Tourism Organization, the largest number of tourists in 2019 traveled for rest and recreation 55%, visiting relatives and friends, religious, health, and other reasons 28%, business trips 11% and 6% of tourists did not state a reason. The use of different types of transport during the trip of international tourists gives us the following data: 59% of tourists used air transport, 35% road transport, 5% water and 1% rail traffic.

The World Tourism Organization singles out the following trends in the travels of international tourists⁶:

- travel for change (search for authentic and local experiences);
- trips to "show off" (Instagram nation of trips);
- search for a healthy lifestyle;
- individual and multigenerational tourists; and
- increased awareness of sustainable tourism.

In the scientific literature, various authors use different criteria when dividing the types of tourism. Tourism is constantly developing and increasing its scope, and this contributes to increasing the number and types of tourism. According to the specificity of the offer and the size of the demand, we divide tourism into mass and alternative tourism. Mass tourism is characterized by an increased level of participation of tourists and unsustainability of natural and cultural values, as well as a large number of social and cultural influences that negatively reflect on the destinations.

⁶ UNWTO (2021) Tourism highlights 2020. Madrid: UNWTO.

Table 2. Characteristics of mass and alternative tourism

Characteristics	Mass tourism	Alternative tourism
Scope and type	High, package arrangements	Low, individual arrangements
Length of stay	Short	Long
Seasonality	High and low season	There is no season
Origin of tourist	A few dominant markets	There are no dominant markets
Attractions	Purpose-built, commercial, aimed at tourists	Authentic, partly commercial, for tourists and locals
Accommodation	Large buildings, concentration, international architecture	Small buildings, dispersed, local architecture
Ownership	Corporate	Local
Role of tourism	Dominant	Additional
Multiplicative effect	Low	High

Source: Weaver, D. (2001) *The Encyclopedia of ecotourism*. Oxfordshire: CABI.

Alternative tourism on the other hand is aimed at smaller accommodation facilities, greater participation of the local community, sustainability, relation to social and cultural values, and greater interaction between hosts and tourists. Alternative forms of tourism in the existing and relevant literature are also found as specific types or forms of tourism. In addition to the division of tourism into mass (conventional) tourism and alternative, there are also different divisions of alternative tourism, such as cultural tourism, hunting tourism, urban tourism, health tourism, business tourism, educational tourism, sports tourism, rural tourism, eco-tourism, active tourism, agro-tourism, youth tourism, wine tourism, coffee tourism, etc.

Aspects of sustainable development

We can define sustainable development as "Development that meets the needs of the present generations, without jeopardizing the ability of future generations to meet their needs"⁷. The basis of the concept of sustainable development is the belief that social, economic, and environmental goals should complement each other and be interdependent throughout the entire development process. It follows from this that sustainable development should be treated as an issue based on the integration of economic and social development in the context of high-quality environmental management. This kind of integrative approach is the strength, practicality, and usefulness of this multidisciplinary concept. Instead of focusing on economic growth in isolation, sustainable development imposes the integration of the social, economic, and environmental dimensions as well as public participation in the decision-making process, in a governmental or local framework that allows full participation and responsibility.

Sustainable development consists of 3 basic components⁸:

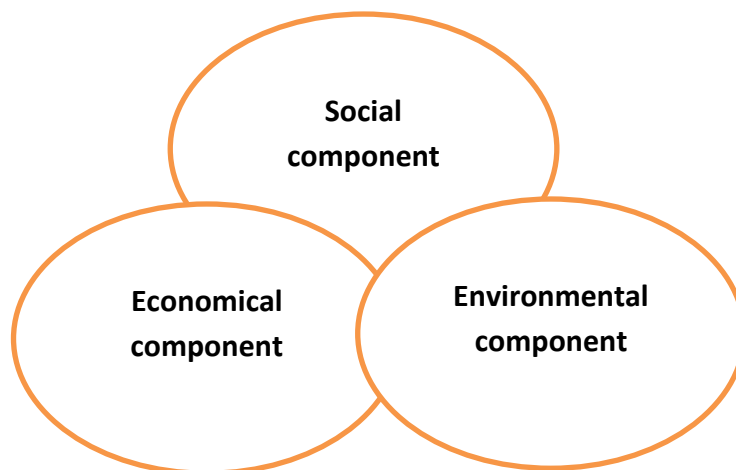
⁷ Ministry of Environment and Spatial Planning (2010) *National Strategy for Sustainable Development in the Republic of Macedonia (2009 - 2030)*. Skopje: Ministry of Environment and Spatial Planning.

⁸ Apostolov, G. (2012) *Strategies for Sustainable Development*. Skopje: UKIM.

- Economic component - creation of well-being through sustainable use of resources;
- Social component - eliminating poverty and improving the quality of life; and
- Environmental component - conservation of natural resources for future generations.

The relationship between these three components is most often illustrated by three intersecting circles (diagram 1). Traditionally, societies have strived to achieve economic, social, and environmental goals, but mostly in isolation from each other. Environmental conservation is therefore a goal in itself, regardless of the goals of economic development or poverty reduction. The result of this was the creation of short-lived "green islands" in a sea of unsustainability. Decision-makers have therefore become aware that environmental goals can be achieved by integrating social and economic policy-making. Therefore, sustainable development aims at integrating these three goals - where possible or mediates negotiations and exchanges between separate goals - where this is not possible. These negotiations are largely influenced by factors such as peace and security, current economic interests, political systems, institutional agreements, and cultural norms. Achieving these goals is an essential task for transforming governance in the public, private, and social sectors towards achieving a balanced and integrated approach to development. In this way, it enables respect for the special needs and circumstances of different countries, societies, and cultures.

Diagram 1. Components of sustainable development



Sustainable development is a continuous process that involves improving the integration of economic, social, and environmental aspects. Sustainable development implies that society must simultaneously face economic, social, and environmental challenges. The future generations should have at least favorable conditions for a good life, as the current generation has, as well as a solid socially balanced economic development. This development must ensure great individual freedom of action, respect the limitations of nature and the environment, and have no negative consequences for human health.

Sustainable development cannot be achieved individually, only in one country because we are increasingly interconnected. Therefore, global sustainable development envisages a world in which there is economic progress, increased well-being, and better environmental protection. Such development benefits everyone, including the less developed and less powerful parts of the world. It implies openness, democracy, and respect for human rights. Sustainable development requires global cooperation and international solutions.

Environmental pollution is the introduction of new and uncharacteristic substances into the environment, as well as an increase in the level of the normal concentration of already existing substances in it. With the rapid development of industry and to improve people's living conditions, the environment is being polluted more and more. The large concentration of the population in certain areas is accompanied by the presence of industry, traffic, energy, landfills of various waste materials, and more. Because the environment consists of three media (air, water, and land/soil) pollution refers accordingly to those media⁹: atmospheric air pollution, water pollution, and land/soil pollution.

The most important problems that threaten the future of our planet, keeping its survival in limbo, are population growth, increasing atmospheric pollution with harmful gases, global warming, destruction of the ozone layer, acid rain, deforestation, ocean pollution, the reduction of cultivated areas, the reduction of the amount of drinking water, the disappearance of animal and plant life, the accumulation of toxic and radioactive waste, genetically modified organisms, etc. The protection and improvement of the environment, for a long series of years, has been placed in the priority activities of modern civilization, on an equal footing with peace, social justice, and democracy¹⁰. In the past seventy years, under the pressure of the public, the developed countries in which the environment is the most endangered, have invested large funds in its protection, advancing the legislation in this area, stimulating scientific and technical-technological research, and implementing numerous projects. Sustainable development requires changes in the policies of many sectors, and it also requires their compliance. Through sustainable development, collective responsibility is assumed for the advancement of economic development, social equality, and environmental protection at the local, national, and global levels. Sustainable development is continuous economic and social development without depletion of natural resources, on the quality of which human activities and future development depend.

⁹ Mojsov, K. (2019) Environmental Protection Technology. Stip: UDG.

¹⁰ Matlievska, M. (2011) Sustainable development: a new global paradigm. Skopje: Matlievska Margarita.



CHAPTER 2

POLICY IMPLICATIONS OF THE SUSTAINABLE TOURISM AGENDA

II. POLICY IMPLICATIONS OF THE SUSTAINABLE TOURISM AGENDA

In this chapter, we will present the material related to the goals for sustainable development as well as the initiatives of the World Tourism Organization in the direction of the sustainable development of tourism

Sustainable Development Objectives

The Sustainable Development Objectives represent a global framework for creating policies that lead to eradicating all forms of poverty, and inequality, preserving the environment, and ensuring prosperity and peace. The 2030 Agenda for Sustainable Development¹¹, adopted in September 2015 at the UN Summit on Sustainable Development, is universal. The established 17 objectives to be achieved by 2030 should be implemented by all countries in the world¹².



Objective 1 - A world without poverty. This goal calls for an end to poverty in all its forms, including extreme poverty. It provides for shared prosperity a basic standard of living and social protection benefits for all people including the poorest and most vulnerable. To empower people to overcome poverty, this goal seeks to ensure equal rights and access to economic and natural resources, as well as technology, property, and basic, financial services. It also calls for support for communities affected by conflict and climate disasters and emphasizes policy commitment and resource mobilization as essential levers to accelerate poverty eradication.

Objective 2 - A world without hunger. This goal seeks to end hunger and malnutrition and ensure access to safe, healthy, and sufficient food. Sustainable and resilient food

¹¹ United Nations (2015) Transforming our world: the 2030 Agenda for Sustainable Development. New York: United Nations.

¹² State Statistics Office (2019) Sustainable Development Goals. Skopje: State Statistics Office.

production systems are a key factor in achieving this goal. Implementing sustainable agricultural practices can help ensure future food security in the face of increasing demand and climate change. Achieving these goals is largely dependent on increased investment in rural infrastructure and agricultural research and development. However, even with favorable increases in agricultural production, food security, and improved nutrition will be elusive for many if price distortions in world agricultural markets persist. Policymakers have a role to play in promoting sustainable production systems and in ensuring the proper functioning of food markets and access to market information.

Objective 3 - Health and well-being. This goal is aimed at ensuring health and well-being at all ages by improving reproductive maternal and child health; ending the epidemic of major infectious diseases, and reducing non-infectious and mental diseases. This goal also calls for reducing behavioral problems (drug and alcohol abuse, tobacco), as well as environmental health risk factors (chemicals and air, water, and soil pollution). The main prerequisites for meeting these goals are universal health coverage; access to sexual and reproductive health care services and safe, affordable, and effective medicines and vaccines for all. Other crucial steps to address the persistent and emerging health problems highlighted by this goal are support for research and development of vaccines and medicines, increased funding for health and increased numbers of health workers in developing countries, and strengthening capacity for early recognition and management of the health risks.

Objective 4 - Quality education. This goal seeks to ensure access to equitable and quality education throughout all stages of life. In addition to formal qualifications, it aims to increase the number of young people and adults who have relevant skills for employment, decent jobs, and entrepreneurship. In addition, the goal envisages the elimination of gender and income differences in access to education. Achieving universal literacy and numeracy and acquiring knowledge and skills to promote sustainable development are also seen as key to empowering people to lead independent, healthy, and sustainable lives. To accelerate the progress of all these goals, this goal calls for building and modernizing educational facilities, increasing the number of higher education scholarships available to developing countries, and increasing the supply of qualified teachers.

Objective 5 - Gender equality. This goal seeks to achieve gender equality by ending all forms of discrimination, violence, and any harmful practices against women and girls in the public and private spheres. It also recognizes the importance of universal access to sexual and reproductive health and reproductive rights to combat gender inequality. The goal calls for equal rights, recognition, and value of unpaid care and domestic work, and women's access to economic and natural resources, technology, basic and financial services, and property. It also calls for their full and effective participation and equal opportunities for leadership at all levels of political and economic settlement. The adoption of rational policies and legislation for the promotion of gender equality is considered essential to eliminate gender

discrimination and strengthen the rights and opportunities of women in all spheres of society, as well as for the enhanced use of innovative technologies.

Objective 6 - Clean water and sanitation. This goal calls for ensuring universal access to safe and affordable drinking water, sanitation, and hygiene and ending open defecation. It also aims to improve water quality and water use efficiency and encourage sustainable use and supply of fresh water. The protection and restoration of water-related ecosystems, such as forests, mountains, wetlands, and rivers, are essential to reduce water scarcity, as well as to implement integrated water resources management. Greater international cooperation is needed to support developing countries in water and sanitation activities and programs, helping local communities to improve water and sanitation management.

Objective 7 - Affordable and clean energy. This goal calls for ensuring universal access to modern energy services, improving energy efficiency, and increasing the share of renewable energy sources. Energy is key to almost every major challenge and opportunity facing the world today. Whether it is for jobs, security, climate change, food production, or increasing incomes, access to energy is necessary for all. To accelerate the transition to reliable and sustainable energy systems, countries should facilitate access to energy research, and promote investment in energy infrastructure and clean and affordable energy technology. Enhanced international cooperation is also necessary to expand infrastructure and upgrade technology for energy services in developing countries.

Objective 8 - Decent work and economic growth. This goal recognizes the importance of sustainable economic growth and high levels of economic productivity in creating well-paid quality jobs and achieving global prosperity. The goal calls for ensuring opportunities for full and productive employment and decent work for all while eradicating forced labor, human trafficking, and child labor, and promoting labor rights and safe working environments. This goal emphasizes particular attention to creating opportunities for youth who are not in education, employment, or training, to prevent future skills erosion and work discouragement. It also envisages strengthened international cooperation to support growth and decent employment in developing countries through increased aid for trade, development-oriented policies, and a global youth employment strategy.

Objective 9 - Industry, innovation, infrastructure. This goal calls for building resilient and sustainable infrastructure, which supports sustainable development and human well-being. It promotes inclusive and environmentally sound industrialization as a fundamental driver for ending poverty and improving the living standards of all people. This goal also recognizes the importance of technological progress and innovation in finding lasting solutions to social, economic, and environmental challenges. It calls for fostering innovation by strengthening scientific research and technology development and upgrading the technological capabilities of the industrial sector. To foster innovation and entrepreneurship, the goal seeks to increase access to financial services for small businesses and bridge the digital divide by increasing access to information and communication technologies.

Objective 10 - Reduced inequality. This goal calls for raising the incomes of the bottom 40% of the population and reducing inequality based on income, gender, age, disability, race, class, ethnicity, religion, and opportunity. It also aims to improve the regulation and monitoring of financial markets and institutions. The objective addresses inequalities between different countries by encouraging development aid and foreign direct investment in regions of greatest need, promoting the application of the principle of special and differential trade treatment for developing countries, and representing developing countries in decision-making in global economic and financial institutions. This goal seeks to promote social inclusion globally by facilitating safe, individual, and regular migration and by reducing the transaction costs of migrant payments.

Objective 11 - Sustainable cities and communities. This goal seeks to regenerate and build cities and other settlements so that opportunities are offered for all, with access to basic services such as energy, housing, transport, and green public spaces, while simultaneously improving the use of resources and reducing environmental impacts. The goal envisages cities as environmentally resilient settlements that encourage continuous development, innovation communication cohesion, and personal safety. It calls for the protection of the world's cultural and natural heritage and the support of positive economic, social, and environmental links between urban, suburban, and rural areas. It also advocates for enhanced international cooperation and support for least developed countries to build sustainable and resilient buildings.

Objective 12 - Responsible consumption and production. This goal calls for the adoption of sustainable practices and sustainability reporting by business entities; promoting sustainable procurement practices; lifestyles of environmentally conscious consumers; and the development of new technologies and methods of production and consumption by researchers scientists and others. The goal envisages sustainable consumption and production, which uses resources efficiently, reduces global food and other waste, and safely disposes of toxic waste and pollutants. It also highlights the importance of strengthening the scientific and technological capacity in developing countries for the transition to sustainable consumption and production models and the development of tools to monitor sustainable tourism.

Objective 13 - Tackling climate change. This goal seeks to implement the commitment to the United Nations Framework Convention on Climate Change and the further operationalization of the Green Climate Fund. It also aims to strengthen countries' resilience and adaptive capacity to climate hazards and natural disasters, by integrating climate change mitigation and adaptation measures into national strategies, policies, and planning. This also requires improved education, awareness raising, and capacity for climate change mitigation and adaptation. As the poorest and most vulnerable people are most affected by the impacts of climate change, the goal calls specifically for increasing the capacity for climate change planning and management in the least developed countries.

Objective 14 - Underwater World. This goal seeks to preserve the oceans and ensure their sustainable use by applying international law as outlined in UNCLOS. This includes protecting marine and coastal ecosystems, conserving at least 10% of coastal and marine areas, and preventing and reducing marine pollution and the impacts of ocean acidification. The conservation and sustainable use of oceans, seas, and marine resources also requires ending overfishing, destructive and/or illegal fishing practices, and ending fishing subsidies that contribute to overcapacity and overfishing. The objective seeks to increase the economic benefits of small island developing States and least developed countries from the sustainable use of marine resources and to ensure access for small-scale fishers to marine resources and markets. It also highlights the importance of increasing scientific knowledge, research capacity, and marine technology to improve ocean health.

Objective 15 - Life on land. This goal seeks to protect, restore, and promote the conservation and sustainable use of surface water and mountain ecosystems. This includes efforts and financial resources to sustainably manage forests and stop deforestation, combat deforestation, restore degraded land and soil, halt biodiversity loss, and protect endangered species. It also calls for sharing the benefits of genetic resource utilization and promoting access to such resources, as well as reducing the impact of invasive alien species on soil and aquatic ecosystems. The integration of ecosystem and biodiversity values into planning processes poverty reduction strategies and international cooperation to combat poaching and trade in protected species is also considered a priority to protect life on land.

Objective 16 - Peace, justice, and strong institutions. This goal envisages peaceful and inclusive societies based on respect for human rights, protection of the most vulnerable, rule of law, and good governance at all levels. It also provides for transparent, effective, and accountable institutions, that promote non-discriminatory laws and policies, fight against corruption, bribery, and organized crime, and prevent violence, terrorism, and crime. The goal calls for a responsible, inclusive, participatory, and representative solution, with an enhanced role for developing countries in the institutions of global governance. To achieve peace, justice, and inclusion, states, communities, and civil society need to work together to implement lasting solutions to reduce violence, deliver justice, fight corruption, and ensure inclusive participation at all times.

Objective 17 - Partnership for achieving goals. This goal calls for a universal, rules-based, open, non-discriminatory, and fair multilateral trading system under the World Trade Organization (WTO) and the implementation of duty-free and quota-free market access for all least developed countries. It also emphasizes the importance of global macroeconomic stability and support for developing countries to achieve long-term debt sustainability. Enhanced support to developing countries to increase the availability of quality statistical data and the development of measures of progress towards this goal is also considered essential in achieving the Sustainable Development Goals. It also aims to establish global partnerships for sustainable development between governments, the private sector, and civil society,

global partnerships are based on principles and values, shared vision, and shared goals that put people and the planet at the center.

Initiatives of the World Tourism Organization

Sustainable tourism at its core seeks to contribute to the development of the tourism economy by establishing a balance between prosperity for the local population and the achievement of the goals, mission, and vision of tourism companies while meeting the demand of modern tourists. It is conditioned by the action of the law of natural force and the survival needs of the planet Earth. Sustainable tourism reflects the reconciliation of the needs for economic development and the need for environmental protection. It is guided by the idea of preserving a sufficient amount of natural resources, which will enable future generations to live and meet their own needs.

The review of the literature shows that there are several authors in the international framework, who deal with the problem of sustainable tourism and have published professional literature in this area, such as: (Richards & Hall¹³; Eagles, McCool & Haynes¹⁴; Harris, Griffin & Williams¹⁵; Weaver¹⁶; Gössling, Hall & Weaver¹⁷; Tuntev¹⁸; Chaabra¹⁹; Liburd & Edwards²⁰; Manente, Minghetti & Mingotto²¹; McCool & Bosak²²; Smith²³; Edgell²⁴; Sharma²⁵; Sharma, Pulido-Fernández & Hassan²⁶; Balsalobre-Lorente, Driha & Shahbaz²⁷).

The World Tourism Organization under the United Nations has adopted a serious approach to sustainability in tourism, and in the past period has prepared several

¹³ Richards, G., Hall, D. (2000) *Tourism and Sustainable Community Development*. London: Routledge.

¹⁴ Eagles, P., McCool, S., Haynes, C. (2002) *Sustainable Tourism in Protected Areas: Guidelines for Planning and Management*. Gland: IUCN.

¹⁵ Harris, R., Griffin, T., Williams, P. (2002) *Sustainable Tourism: A Global Perspective*. Oxford: Elsevier.

¹⁶ Weaver, D. (2006) *Sustainable Tourism: Theory and Practice*. Oxford: Elsevier.

¹⁷ Gössling, S., Hall, M., Weaver, D. (2009) *Sustainable Tourism Futures: Perspectives on Systems, Restructuring and Innovations*. Oxon: Routledge.

¹⁸ Tuntev, Z., Dimoska, T. (2009) *Sustainable Tourism Development*. Ohrid: FTU.

¹⁹ Chaabra, D. (2010) *Sustainable Marketing of Cultural and Heritage Tourism*. Oxon: Routledge.

²⁰ Liburd, J., Edwards, D. (2010) *Understanding the Sustainable Development of Tourism*. Oxford: Goodfellow Publishers Limited.

²¹ Manente, M., Minghetti, V., Mingotto, E. (2014) *Responsible Tourism and CSR: Assessment Systems for Sustainable Development of SMEs in Tourism*. Cham: Springer.

²² McCool, S., Bosak, K. (2016) *Reframing Sustainable Tourism*. Cham: Springer.

²³ Smith, J. (2018) *Transforming Travel: Realising the potential of sustainable tourism*. Oxfordshire: CABI.

²⁴ Edgell, D. (2020) *Managing Sustainable Tourism: A Legacy for the Future*. Oxon: Routledge.

²⁵ Sharma, A. (2020) *Sustainable tourism development: Futuristic approaches*. Oakville: Apple Academic Press Inc.

²⁶ Sharma, A., Pulido-Fernández, J., Hassan, A. (2020) *Sustainable Destination Branding and Marketing: Strategies for Tourism Development*. Oxfordshire: CABI.

²⁷ Balsalobre-Lorente, D., Driha, O., Shahbaz, M. (2021) *Strategies in Sustainable Tourism, Economic Growth and Clean Energy*. Cham: Springer.

publications, including publications related to the goals of sustainable development in tourism²⁸ and sustainable tourism in developing countries²⁹.

This organization defines sustainable tourism as tourism that fully considers its current and future economic, social, and environmental impacts, meeting the needs of visitors, the tourism industry, the environment, and local communities. Therefore, sustainable tourism should³⁰:

- optimize the use of natural resources, which are a key element of tourism development, maintaining important ecological processes and helping to preserve natural heritage and biological diversity;
- respect the socio-cultural authenticity of the host communities, protect their built and contemporary cultural heritage and traditional values, and contribute to understanding and tolerance between cultures;
- ensure a sustainable long-term business by creating socio-economic benefits, which are equally distributed to all stakeholders, including stable employment, income, and social assistance opportunities for host communities, as well as contributing to poverty reduction;
- maintain a high level of satisfaction for tourists and allow them to gain a unique experience, developing their awareness of issues related to sustainability and promoting sustainable tourism.

The World Tourism Organization emphasizes that sustainable tourism development is a guide and management skill applicable to all forms of tourism and tourism destinations of all types, including mass tourism (Table 3). The principles of sustainability apply to environmental, economic, and socio-cultural dimensions of tourism development. The right balance must be based on these three dimensions, which guarantees long-term sustainability. Organized sustainable tourism in this way should³¹:

- guarantee optimal utilization of environmental resources that are elements of tourism development, through support of important ecological processes and protection of natural heritage and biodiversity;
- respect the socio-cultural originality of local communities, protect their architectural heritage and traditional values, contribute to intercultural understanding and tolerance;
- ensure long-term economic growth, providing economic benefits for all relevant participants in the process.

²⁸ UNWTO (2015) Tourism and the Sustainable Development Goals. Madrid: UNWTO.

²⁹ UNWTO (2017) Tourism for Sustainable Development in Least Developed Countries. Madrid: UNWTO.

³⁰ Dražić, G. (2020) Održivi turizam. Beograd: Singidunum.

³¹ Dražić, G. (2020) Održivi turizam. Beograd: Singidunum.

Sustainable tourism needs to inform all participants in tourism and make decisions according to the principle of consensus. Also, sustainable tourism needs impact monitoring, including all adequate preventive measures when necessary.

In the end, tourists in this process must have a high level of satisfaction and gain an experience that is a reflection of a quality tourist product.

Table 3. Differences between mass tourism and sustainable tourism

	Mass Tourism	Alternative tourism
Characteristics	Rapid development	Slow development
	Maximizing activities	Optimizing activities
	Out of control	Controlled
	Short term	Long term
	Sectoral approach	Holistic approach
Tourists' behavior	Large groups	Individuals, families
	Fixed program	Spontaneous decisions
	The tourist is targeted	The tourist decides
	Satisfied and passive	Demanding and active
	He does not know foreign languages	Learn foreign languages
	Curious	Tactfully
	Noisy	Silently

Source: Dražić, G. (2020) Održivi turizam. Beograd: Singidunum.

In world literature, the term "responsible tourism" was introduced, which today is widely used in the context of the tourism sector. Responsible tourism is any form of tourism that can be practiced responsibly and that minimizes negative social, economic, and environmental impacts³². Tourism affects the development of human society in many ways, maintains people's health, creates economic benefits, has a social and cultural impact, then a great ecological impact, as well as political significance. Research related to tourism is traditionally focused on the impacts that this activity has on its action and changing the ecological, sociocultural, and economic condition of a certain space or destination. Research related to the environment mostly emphasizes the changes and transformations that tourism realizes about the nature and ecosystems of a certain landscape or space. Socio-cultural changes include analysis of how tourism changes local people, their culture, and their way of life, while economic research shows how tourism transforms the economic potential of a destination through the development of tourism business, as well as the direct and indirect economic benefits derived from tourism.

Today in the world there are a large number of international organizations and associations whose task is to act to create objectively favorable conditions for the development of sustainable tourism. The World Tourism Organization under the United Nations is the most important of them.

³² Stojanović, V. (2011) Turizam i održivi razvoj. Novi Sad: Univerzitet u Novom Sadu.

It celebrates World Tourism Day every September 27 with a different motto. In 2017, the motto of the World Tourism Day was: "Sustainable tourism - a tool for development". The World Tourism Organization has implemented a large number of projects, initiatives, and activities aimed at increasing awareness in different countries from the aspect of sustainable tourism. As part of the World Tourism Organization, there is a Committee for Sustainable Tourism that deals with issues related to the sustainability of tourism worldwide.

The central place for the sustainable development of tourism is occupied by Agenda 21 adopted at the World Summit in 1992 in Rio de Janeiro (Brazil). In 1996, the World Tourism Organization adopted Agenda 21 for the tourism industry, a document that helps to understand all the tasks and challenges in the development of modern tourism. More significant international documents that regulate issues related to sustainable tourism are the following: the Charter for Sustainable Tourism from 1995, the Berlin Declaration on Sustainable Tourism from 1997, the General Code of Ethics in Tourism from 1999, the Declaration on Tourism and Climate Change from 2003 (Djerba - Tunisia) and since 2007 (Davos - Switzerland). Agenda 21 for the tourism industry indicates the following goals for the development of sustainable tourism:

- Strengthening economic opportunities and ensuring the competitiveness of the tourist destination and tourist companies in the long term;
- Local prosperity - to ensure the maximum contribution of tourism to the economic prosperity of local communities;
- Quality employment - increasing the number of jobs in tourism and jobs supported by tourism, as well as raising their quality to a higher level;
- Social equality - to implement a wide and fair distribution of the economic and social benefits of tourism in the local community;
- Satisfaction of tourists - to create a feeling of satisfaction, fulfillment, and security, as well as to make tourism accessible to all without any discrimination;
- Local control - the work of including and strengthening local communities in planning, decision-making, and management of tourism development, in consultation with key sector actors;
- Well-being of the local community – to contribute to maintaining and strengthening the quality of life of the local community and population, avoiding any form of social degradation or exploitation;
- Cultural diversity - respect and support of cultural heritage, authentic culture, traditions, and specifics of the local community;
- Spatial integrity - preservation and improvement of the quality of landscapes, rural and urban;
- Biological diversity - to support the protection of preserved nature, habitats, and species and to contribute to the minimization of damage caused by tourism;
- Efficiency of resources – to minimize the use of limited and non-renewable resources for the development and functioning of tourist facilities and services;
- Environmental protection - minimization of air, soil, water pollution, and waste production by tourism companies and tourists.

Today, the World Tourism Organization takes into account 17 objectives of the 2030 Agenda for sustainable development from the perspective of sustainable tourism, and in that direction provides appropriate recommendations for the government sector and the tourism economy. Regarding the goals for sustainable development and their connection with tourism, we can highlight the following³³:

Objective 1 - A world without poverty. As one of the largest and fastest-growing economic sectors in the world, tourism is well-positioned to drive economic growth and development at all levels and provide income through job creation. The sustainable development of tourism and its impact at the community level can be linked to national goals for poverty reduction, by promoting entrepreneurship and small businesses and empowering less favored groups, especially youth and women.

Objective 2 - A world without hunger. Tourism can boost agricultural productivity by promoting the production, use, and sale of local products in tourist destinations and its full integration into the tourism value chain. In addition, agro-tourism, which is a growing segment of tourism, can complement traditional agricultural activities. The resulting increase in income in local communities can lead to more resilient agriculture while increasing the value of the tourism experience.

Objective 3 - Health and well-being. Tourism's contribution to economic growth and development can also have a beneficial effect on health and well-being. Income from foreign tourists and tourism tax revenues can be reinvested in health care and services, which should aim to improve maternal health, reduce child mortality, and prevent disease, among other things.

Objective 4 - Quality education. A well-trained and skilled workforce is critical to the prosperity of tourism. The sector can provide incentives to invest in education and vocational training and help through staff mobility and internationally recognized training certifications. In particular, youth, women, senior citizens, indigenous peoples, and persons with disabilities should benefit through educational means, where tourism has the potential to promote inclusiveness, the values of a culture of tolerance, peace, and non-violence, and all aspects of global citizen exchange.

Objective 5 - Gender equality. Tourism can strengthen the role of women in several ways, especially through the provision of jobs and opportunities for income generation in small and large enterprises related to tourism and hospitality. As one of the sectors with the highest share of female employees and entrepreneurs, tourism can be a tool through which women unlock their potential, helping them become fully engaged and be leaders in every aspect of society.

³³ UNWTO (2017) Tourism and the Sustainable Development Goals – Journey to 2030. Madrid: UNWTO.

Objective 6 - Clean water and sanitation. Tourism can play a key role in achieving access to water and safety, as well as hygiene and sanitation for all. Efficient use of water in the tourism sector, together with appropriate safety measures, wastewater management, pollution control, and technological efficiency can be key to protecting our most precious resource.

Objective 7 - Affordable and clean energy. As a sector that needs a significant source of energy, tourism can accelerate the transition to renewable energy sources and increase its share in the global energy mix. Consequently, by promoting sound and long-term investments in sustainable energy sources, tourism can help reduce greenhouse gas emissions, mitigate climate change, and contribute to innovative and new energy solutions in urban, regional, and remote areas.

Objective 8 - Decent work and economic growth. Tourism is one of the driving forces of global economic growth and currently provides 1 in 11 jobs worldwide. By providing access to decent work opportunities in the tourism sector, society – especially youth and women – can benefit from increased skills and professional development.

Objective 9 - Industry, innovation, infrastructure. The development of tourism relies on good public and privately provided infrastructure and an innovative environment. The sector can also encourage national governments to upgrade their infrastructure and advance their industries, making them more sustainable, resource-efficient, and clean, as a means of attracting tourists and other sources of foreign investment. This should also facilitate further sustainable industrialization, necessary for economic growth, development, and innovation.

Objective 10 - Reduced inequality. Tourism can be a powerful tool for community development and reducing inequalities if it involves local people and all key stakeholders in its development. Tourism can contribute to urban renewal and rural development and reduce regional imbalances by allowing communities to thrive in their place of origin. Tourism is also an effective means for developing countries to participate in the global economy.

Objective 11 - Sustainable cities and communities. Cities that are not good for their citizens are not good for tourists either. Sustainable tourism has the potential to improve urban infrastructure and universal accessibility, promote the regeneration of decaying areas, and preserve the cultural and natural heritage assets on which tourism depends. Greater investment in green infrastructure (more efficient transport facilities, reduced air pollution, preservation of heritage and open spaces, etc.) should result in smarter and greener cities that will benefit not only residents but also tourists.

Objective 12 - Responsible consumption and production. A tourism sector that adopts sustainable consumption and production practices can play a significant role in accelerating the global shift towards sustainability. To do so, it is imperative to develop and

implement tools to monitor the impacts of sustainable development in sustainable tourism that creates jobs and promotes local culture and products.

Objective 13 - Tackling climate change. Tourism contributes to and is simultaneously affected by climate change. It is therefore in the sector's interest to play a leading role in the global response to climate change. By reducing energy consumption and switching to renewable energy sources, especially in the transport and accommodation sectors, tourism can help tackle one of the most pressing challenges of our time.

Objective 14 - Underwater World. Coastal and maritime tourism, the largest segments of tourism, especially for small island developing states, rely on healthy marine ecosystems. Tourism development must be part of integrated coastal zone management to help protect and preserve fragile marine ecosystems and serve as a means to promote the blue economy. Tourism contributes to increasing economic benefits through the sustainable use of marine resources, including through the sustainable management of fisheries, aquaculture, and tourism activities.

Objective 15 - Life on land. Magnificent landscapes, untouched forests, rich biodiversity, and natural sites are often the main reasons why tourists visit a particular destination. Sustainable tourism can play a major role, not only in the protection and preservation of biodiversity, but also in the respect of terrestrial ecosystems, thanks to its efforts to reduce waste and consumption, the preservative native flora and fauna, and awareness-raising activities among the population and tourists.

Objective 16 - Peace, justice, and strong institutions. As tourism revolves around billions of encounters between people of different cultural backgrounds, the sector can foster multicultural and interfaith tolerance and understanding, laying the foundations for more peaceful societies. Sustainable tourism, which benefits and engages local communities, can also provide a source of livelihood, strengthen cultural identities, and encourage entrepreneurial activities, thereby helping to prevent violence and conflict from taking root and consolidate peace in post-conflict societies.

Objective 17 - Partnership for achieving goals. Due to its multi-sectoral nature, tourism can strengthen private/public partnerships and engage multiple stakeholders – international, national, regional, and local – to work together to achieve sustainable development goals and other common goals. In addition to tourism, to prepare this handbook, we should mention that the production, trade, and sale of coffee are recognized as key drivers of economic growth, poverty reduction, and socio-economic development, and they are adjusted worldwide according to the objectives of Agenda 2030 for sustainable development³⁴.

³⁴ International Coffee Organization (2020) The value of coffee: Sustainability, Inclusiveness, and Resilience of the Coffee Global Value Chain. London: International Coffee Organization.



CHAPTER 3

STRUCTURES AND STRATEGIES FOR SUSTAINABLE TOURISM

III. STRUCTURES AND STRATEGIES FOR SUSTAINABLE TOURISM

This chapter will review the institutional structures for sustainable tourism, the strategies for sustainable tourism, as well as the basic characteristics of coffee tourism.

Institutional structures for sustainable tourism

European Union - EU (European Union), is a supranational and intergovernmental union (community) of countries in Europe. The European Council is a collegial body that defines the overall political directions and priorities of the European Union. The European Commission is the executive body of the European Union, responsible for proposing legislation, implementing EU laws, and directing the administrative operations of the union. The sustainable development of tourism takes its place among the priority development policies of the European Union. The development of sustainable tourism within the Union is supported through various structural funds, such as the COSME program through which sustainable transnational tourism products are developed or the INTERREG, Erasmus+ programs, etc. Various environmental standards and categorizations of products and services for sustainable tourism have been introduced in the Union. At the EU level, European indicators for sustainable tourism have been introduced and the Agenda for Sustainable Tourism in Europe has been accepted. In 2021, the Council of Europe adopted the Strategy for the Development of Sustainable Tourism in the EU (EU Strategy for Sustainable Tourism 2020/2038).

The European Travel Commission³⁵ is an association of national tourism organizations based in Brussels. It was created in 1948 to promote Europe as a tourist destination. Currently, there are 33 member national tourist organizations in Europe and 14 associate members from the private sector. The association aims to raise awareness of the importance of tourism among national European authorities and the general public through the sharing of best practices and cooperation in market research and promotion. In 2021, this organization published the Handbook for Sustainable Development of Tourism³⁶ (Sustainable Tourism Implementation: Framework and Toolkit). The handbook presents a seven-step framework that provides practical guidance on how to advance sustainable tourism development in all European destinations regardless of how far they have progressed in their development, with the ultimate goal of improving sustainability outcomes in the tourism business.

European Destinations of Excellence (EDEN)³⁷ is an initiative launched by the European Commission that promotes models for the sustainable development of tourism throughout Europe. The project is based on national competitions held every year since 2006

³⁵ <https://etc-corporate.org/>

³⁶ European Travel Commission (2021) Sustainable Tourism Implementation: Framework and Toolkit. Brussels: European Travel Commission.

³⁷ https://ec.europa.eu/growth/sectors/tourism/eden_en

and results in the selection of a "destination of excellence" for each participating country. The winners of this competition are the new, lesser-known destinations located in the 27 member states of the EU, the countries that are candidates for membership, as well as the countries of the European Economic Area and the European Free Trade Association. Each year, a predetermined theme (rural tourism, cultural heritage, etc.) is chosen for this competition. The chosen theme serves to highlight different aspects of European regions and is related to sustainable development from a cultural, economic, or environmental point of view. The themes of EDEN provide an opportunity to demonstrate the richness of Europe's diversity, including its natural resources, historical heritage, traditional events, local gastronomy, etc.

The European Union has a leading role in leading sustainable development at the global level. It is one of the world's largest donors of development aid, the world's largest trading partner, and the largest source of direct private investment. The European integration model is based on conducting mutually supportive strategies for stable economic growth, social development, and environmental protection. Investing in a shared future with its closest neighbors is fundamental to the long-term political stability of the European Union itself. Therefore, the enlargement of the European Union is based on development programs aimed at achieving political stability, secure economic conditions, social cohesion, and environmental sustainability. The strategic approach to integration with the European Union should inevitably follow the principles of sustainability of development, as a kind of prism through which the development prospects of the Union and, accordingly, of the countries aspiring to become members of the Union are assessed. In the Preamble of the Treaty on the European Union popularly called the Treaty of Maastricht, it is stated³⁸: The Community is determined to promote economic and social progress for its citizens, taking into account the principle of sustainable development.

Two important objectives of the policies of the European Union during the last three decades are, first, to promote economic and social cohesion between the member countries of the European Union, and second, to provide support for the economic and social development of non-member countries. of the European Union, both among those who are going through the process of becoming members of the European Union, and among those in other regions of the world who will never become part of the European Union. To achieve these two goals, significant amounts of financial resources are allocated from the budget of the European Union.

International organizations and professional associations in the field of tourism have developed and implemented various activities related to sustainable tourism. As a regional organization, the Pacific Asia Travel Association (PATA) has developed its list of ethical codes. The Codes are compiled in 18 points and as such are accepted by PATA's 2,100 members. The ethical codes related to sustainable tourism contain the following³⁹:

³⁸ Matlievska, M. (2011) Sustainable development: a new global paradigm. Skopje: Matlievska Margarita.

³⁹ <https://www.pata.org/>

- adoption of environmental protection practices, including the use of renewable resources and conservation of non-renewable ones;
- the protection of habitats of flora and fauna, nature or culture, is useful for tourism;
- encourage the relevant institutions to determine the areas to be protected and plan their development;
- encourage cultural values, including local customs and beliefs to be included in tourism planning and development;
- ensure that environmental assessment becomes an integral part of tourism development projects;
- adoption and application of all international conventions for environmental protection;
- participation in the adoption and implementation of all state and local laws related to the environment;
- give the local community a chance to participate in discussions and consultations on tourism planning, especially if they can influence its development;
- encouragement of regular and official control of the environment;
- encouraging environmentally responsible practices, including waste disposal, recycling, and energy use;
- encouraging staff awareness of the need to protect the environment in all segments related to tourism;
- supporting the inclusion of professional principles for environmental protection in tourism through education, practice, and planning;
- explain to everyone involved in tourism how important local customs, cultural values, beliefs and traditions are;
- support the appreciation and understanding of tourists with accurate information about environmental protection;
- establish a detailed environmental policy and guidelines for different sectors of tourism activities.

The international organization Global Council for Sustainable Tourism (GCST)⁴⁰ in cooperation with various institutions created criteria for sustainable tourism in an attempt to reach a common understanding of sustainable destinations. These criteria represent the minimum that any tourism management organization should aim for when considering sustainability in its practices. To meet the definition of sustainable tourism, destinations should take an interdisciplinary, holistic, and integrative approach that includes four main objectives:

- to demonstrate sustainable management of the destination;
- to maximize social and economic benefits for the local community, while minimizing negative impacts;

⁴⁰ <https://www.gstcouncil.org/>

- to maximize benefits for communities, visitors, and cultural heritage, while minimizing negative effects; and
- to maximize the benefits for the environment, and to minimize the negative impacts.

The GCST criteria are designed in such a way that they can be used for all types and sizes of destinations. Criteria indicate what should be done, not how to do it or whether the goal has been achieved. Performance measurement indicators, educational materials, and public, civil, and private sector access to implementation tools play that role. The GSOT criteria are 41 in number and they are divided into 4 main parts. In addition to the criteria for destinations, GCST also determines other criteria for hotels and accommodation, tour operators, tourists, state authorities in tourism, etc.

Strategies for sustainable tourism

One of the instruments of tourism policy is the development of tourism development strategies. To manage the development of individual enterprises, economic branches, or sectors at the national, regional, and destination levels, special programs and development solutions called strategies are often created⁴¹. The term strategy has been used since ancient times in connection with the knowledge of military leaders. This term has entered the last forty years in the economy and specifically in tourism and catering. Today, the development of a strategy is more than recommended and implies a system of management solutions that determine the prospects for development, the spheres, forms, and ways of action, the distribution of resources to achieve certain goals, etc.

In different countries of the world, strategic plans are being developed for the development of sustainable tourism at the national, regional, and local levels. In the United States, sustainable tourism is placed high on the strategic planning agenda⁴², and in India, a separate national strategy for sustainable tourism⁴³ has been developed. There is almost no country in Europe that does not apply principles of sustainability in tourism. Different countries in Europe apply initiatives and activities to improve sustainability in the tourism industry. The German National Tourist Board promotes Germany as a sustainable destination⁴⁴. In Spain⁴⁵ and Bulgaria⁴⁶, national strategies for the sustainable development of tourism until 2030 have been prepared, and the sustainability of tourism is also the basis of the strategy of Portugal 2017-2027⁴⁷. In the Strategy for the Development of Tourism in

⁴¹ Budinoski, M. (2010) Tourism Development and Planning. Skopje: UTMS.

⁴² <https://www.commerce.gov/sites/default/files/2022-06/National-Travel-Tourism-Strategy.pdf>

⁴³ https://tourism.gov.in/sites/default/files/2022-05/National%20Strategy%20for%20Sustainable%20tourism_0.pdf

⁴⁴ <https://www.germany.travel/en/home.html>

⁴⁵ <https://turismo.gob.es/en-us/estrategia-turismo/Paginas/estrategia.aspx>

⁴⁶ <https://www.tourism.government.bg/bg/kategorii/strategicheski-dokumenti/nacionalna-strategiya-zastoychivo-razvitiie-na-turizma-v>

⁴⁷ <https://www.turismodeportugal.pt/SiteCollectionDocuments/estrategia/tourism-strategy-2027.pdf>

Turkey 2023⁴⁸, emphasis is placed on the sustainable development of tourism and ecotourism. In Slovenia, certification for green labels and sustainable tourism has been introduced by the responsible bodies for the development of tourism at the national level⁴⁹. To receive the Slovenian green destination label (bronze, silver, gold, platinum), destinations have to meet green destination standards that have been determined in advance. Certified destinations implement activities that guarantee a certain level of sustainability to obtain the certificate, and then commit to continuously improving their sustainability. Other tourism service providers that receive green Slovenia labels are the following: accommodations, parks, travel agencies, attractions, restaurants, and beaches. Currently, more than 130 green-label facilities are certified in the country (57 destinations, 59 accommodation facilities, 4 parks, 3 attractions, 5 restaurants, and one beach). The mosaic of Slovenia's green story is composed of individual parts that form a model of responsible preservation of natural and cultural heritage and the attitude towards the environment. In this mosaic of "green Slovenia", in addition to destinations, tour operators that apply sustainable practices in their operations, parks, attractions, accommodation facilities, restaurants, and beaches are included.

As an appropriate example of the role and significance of sustainable tourism in our country, we will consider the Tourism Development Strategy of the Municipality of Ohrid. The key strategic goals in this strategy derive from the outlined mission of the Municipality of Ohrid in the field of tourism, the perceived vision, and the defined basic goals. Bearing in mind that sustainable development is based on the assumptions of a developed tourist destination in which the content elements enable innovation and creativity in the creation of tourist products that are the basis for acceptability on the tourist market, as well as the tendency towards dispersion of the tourist clientele in conditions of mass attendance, in the tourism development strategy of the municipality of Ohrid defines the following key strategic goals⁵⁰:

- Ohrid as a tourist destination should rely on the protection and improvement of the environment as a basic development component, whereby the management of the space capacity, the open investment process, and the tourist infrastructure will be of priority importance.
- Competencies, innovations, and quality to enable the use of acceptable public awareness of the importance of tourism, and through an improved educational, communicative, and management process, to achieve positive effects from the development of tourism.
- Creation of tourist products as a result of the tourism values of the Municipality of Ohrid through which the stakeholders will benefit through cooperative partnerships.

⁴⁸ <https://www.kulturturizm.gov.tr/genel/text/eng/TST2023.pdf>

⁴⁹ <https://www.slovenia.info/>

⁵⁰ Municipality of Ohrid (2020) Strategy for the development of tourism in the municipality of Ohrid. Ohrid: Municipality of Ohrid.



The existing World Heritage property "Natural and Cultural Heritage of the Ohrid Region" was inscribed on the World Heritage List in 1979, initially as a natural property, and a year later it was re-inscribed as a mixed property (natural and cultural), based on the criteria for UNESCO World Heritage Sites (i), (iii), (iv) and (vii).

Coffee Tourism

Travel for food and beverage experiences has emerged as an important and growing sector of tourism in recent decades⁵¹. As part of this trend, a large number of authors publish professional literature that investigates and systematizes tourism related to beverages, including studies on wine tourism, beer tourism, and whiskey, tea, and coffee tourism. In the past decades, several authors have published relevant literature related to coffee tourism worldwide (Karlsson & Karlsson⁵², Lyon⁵³, Vu, Alonso, Martens, Ha, Tran & Nguyen⁵⁴, Wiastuti, Lestari & Mulyaningrum⁵⁵, Luu & Westh⁵⁶).

We can define coffee tourism as a trip outside the permanent place of residence related to coffee that includes segments of the history, customs, products, and culture of the

⁵¹ Jafari, J., Xiao, H. (2016) Encyclopedia of tourism. Cham: Springer.

⁵² Karlsson, H., Karlsson, J. (2009) Coffee Tourism - a community development tool. Kalmar: University of Kalmar.

⁵³ Lyon, S. (2013) Coffee Tourism and Community Development in Guatemala. *Human Organization*, 72(3), pp.188-198.

⁵⁴ Vu, O., Alonso, A., Martens, W., Ha, L., Tran, T., Nguyen, T. (2022) Hospitality and tourism development through coffee shop experiences in a leading coffee-producing nation. *International Journal of Hospitality Management*, 106, 103300.

⁵⁵ Wiastuti, R., Lestari, N., Mulyaningrum, N. (2022) The coffee shop experience for all. *PJAEE*, 17(7), pp. 2850-2863.

⁵⁶ Luu, Q., Westh, W. (2023) The influence of Café culture in Tourism: A global study on Vietnam, Japan, Sweden and the Netherlands. Kalmar: Linnaeus University.

destination⁵⁷. Coffee tourism enriches the experience of tourists during the trip by visiting coffee shops, observing coffee cultivation and production processes, tasting coffee, buying coffee, and other interactive activities, which is positive for positioning the image and improving the reputation of tourism companies' destinations⁵⁸. Coffee tourism can also be defined as a form of tourism that provides opportunities for tourists to engage in various coffee experiences and aspects of coffee culture in destinations that have natural or cultural values related to coffee⁵⁹.

From the existing literature, we can sublimate several basic types of tourism products related to coffee tourism, i.e. attractions based on coffee such as⁶⁰:

- Man-made attractions, but not originally designed to attract tourists – such as historic and traditional cafes.
- Man-made and purpose-built attractions to attract tourists - eg coffee museums, theme parks, etc.
- Festivals and special events – such as coffee festivals, barista competitions, etc.

The primary attraction for coffee tourism is the coffee plantations with their surrounding landscapes. In these locations, traditional customs and ceremonies related to coffee often attract visitors. In many countries, the traditional coffee-making ceremony is a very important aspect of the local people's heritage and culture and is a popular tourist attraction. The natural attractions are the places where the coffee trees grow and where the coffee is grown. Tourists travel to the regions where coffee grows and visit the locations where the coffee production chain begins. These locations allow them to meet the producers and taste rare and local coffees. Also, tourists get to know the coffee production process.

Cafes and modern cafeterias that have not been developed specifically for tourism are also places that attract the attention of tourists. Europe is a region where coffee cultivation cannot take place due to geographical and climatic conditions, therefore the natural attractions for practicing coffee tourism are limited. However, in several countries in Europe, coffee tourism is successfully developing and it has excellent prospects. Espresso originated in Italy and today the Italian espresso coffee bar is a special attraction to visit that has all the culture and history behind it. In the direction of popularizing coffee tourism, we can also mention the cultural routes in Europe. A cultural route represents a certain physically tangible road or route with historical significance that can be presented as a whole with a common theme, marked, interpreted, and filled with contents that are adapted to tourist needs.

⁵⁷ Jolliffe, L. (2010) *Coffee Culture, Destinations and Tourism*. Bristol: Channel View Publications.

⁵⁸ Pan, Q. (2023) The Past, Present and Future of Coffee Tourism. *Open Journal of Business and Management*, 11, pp. 688-703.

⁵⁹ Yun, O. (2014) *Coffee Tourism in Ethiopia: Opportunities, Challenges, and Initiatives*. Exeter: University of Exeter.

⁶⁰ Kleidas, M., Jolliffe, L. (2010) Coffee attraction experiences: A narrative study. *TOURISM*, 58(1), pp. 61-73.



New York Café founded in 1894 and located in the city center of Budapest (Hungary) is part of the European cultural route of historic cafes.

The cultural route should function as a cultural tourism product with all the necessary features, which offers content, information, catering, and other services. The success of the placement of cultural routes depends on their management, that is, management that should

conduct market research, and conclude agreements with service providers, partners, travel agencies, and tour operators. Apart from the technical management, the management is in charge of the development of the tourist product and its positioning in the market. When creating the route, the theme should be unique and unrepeatable, filled with authentic content that is connected in a single whole, such as a belt, network, circle, or cluster. The topic is based on cultural material and immaterial resources and it should fulfill the generally accepted European values and the principles of uniqueness and representativeness. The offer of different topics at the level of Europe is very large and therefore the choice of topic for the major cultural routes in Europe is defined based on the criteria of the Council of Europe. By 2023, a larger number of cultural routes have been registered, including a route of historic cafes. Historic cafes⁶¹ reflect Europe's shared heritage, as evidenced by their architecture, design, and role in cultural and political history. They bring valuable stories about the emergence of democratic societies, resistance to totalitarianism, and social intolerance. At the same time, cafes are an expression of the diversity of local practices and traditions related to food and drink. Today, cafes are an ideal place for socialization and cross-cultural dialogue for locals and visitors. The cultural route of historic cafes from Europe includes over 100 historic cafes in more than 15 countries, and one of the oldest cafes among them is Cafe Vlissinghe founded in 1515 located in Brugge (Belgium)⁶².



Interior of a coffee museum located in Kangin (South Korea).

⁶¹ <https://www.coe.int/en/web/cultural-routes/historic-cafes-route>

⁶² <https://historiccafesroute.com/historic-cafes/>

Coffee museums and coffee theme parks are cultural attractions purpose-built for tourism purposes. The creation of coffee museums in European and world cities reflects the needs and interests of tourists for a better acquaintance with coffee. A museum is an institution that cares for collections of artifacts and other items of scientific, artistic, cultural, or historical significance and makes them available to the public in display cases or other settings that may be permanent or temporary. There are several coffee museums located in the world, of which we will mention the most important ones such as the Coffee Museum in Hamburg (Germany)⁶³, the Coffee Museum in Vienna (Austria)⁶⁴, the Coffee Museum in Santos (Brazil)⁶⁵, the Lavazza Museum in Turin (Italy)⁶⁶, the Museum of coffee in Dubai (United Arab Emirates) ⁶⁷etc.



The Coffee Park located in Montenegro (Colombia) offers several activities for visitors related to coffee culture including an amusement park.

⁶³ <https://kaffeemuseum-burg.de/>

⁶⁴ <http://www.kaffeemuseum.at/en/index.html#das-museum>

⁶⁵ <https://www.turismosantos.com.br/?q=en/content/coffee-museum>

⁶⁶ <https://www.lavazza.com/en/lavazza-museum.html>

⁶⁷ <https://www.coffeemuseum.ae/>

The development of coffee tourism also contributes to the construction of specialized infrastructure and amusement and theme parks related to coffee. An amusement park is a park that has various attractions, such as rides, props, and games, as well as other events for entertainment purposes. Amusement parks also include a large number of additional activities, food and beverage services, souvenir sales, education, etc. A theme park is a type of amusement park that bases its infrastructure and attractions around a central theme, often spanning multiple themed areas. As more significant examples of coffee-related theme parks, we will point out Parque del Café⁶⁸ in Colombia and Kona Coffee Living History Farm in Hawaii (USA)⁶⁹.

In the world, there are several examples where coffee producers on their plantations supplement their main activity - coffee production with tourist services. For the needs of tourists, they build or adapt facilities for accommodation on the plantations and organize specialized coffee tours. As an example, we will indicate a coffee tour in Costa Rica⁷⁰. The coffee tour includes a walk through the coffee plantations where the types of coffee grown are analyzed along with information about their cultivation. This is followed by a visit to the production facilities where the coffee is processed and the coffee roasting process is observed. The tour ends in a coffee tasting room where participants learn how to taste the specialty of the farm, i.e. coffee with professional coffee-tasting techniques. Discounts are offered for the participants when buying coffee from the farm, which they later take with them as a souvenir and for consumption at home.



A view of the Seattle Coffee Festival (USA).

⁶⁸ <https://parquedelcafe.co/>

⁶⁹ <https://konahistorical.org/kona-coffee-living-history-farm>

⁷⁰ <https://costa-rica-guide.com/activities/coffee-tours/>

Special events and festivals are common attractions that contribute to increasing the number of visitors and the development of coffee tourism in both urban and rural destinations. Major international fairs and events related to coffee are usually held in urban areas, while regional or local festivals related to coffee culture are held in rural areas. Visitors to these festivals can taste a variety of coffees prepared using different methods (traditional and new technologies), learn about the characteristics of coffee, and attend seminars on coffee tasting, roasting, cultivation, health benefits of coffee, and coffee shop management. National and international competitions where baristas compete in espresso and cappuccino preparation and test their creative and coffee-tasting skills are also popular events. Coffee fairs also include coffee workshops, presentations on various aspects of coffee production and consumption, traditional coffee preparation, and coffee tastings. Coffee fairs represent part of the promotional campaign and advertisement of the coffee producers themselves, but at the same time, they attract a large number of visitors and coffee lovers. Fairs are usually organized in closed or open specialized fair halls and facilities intended for presentation through stands, where manufacturers advertise and explain their products.

Compared to the historical development of coffee consumption, we can state that coffee tourism is relatively at the beginning of its development⁷¹. As one of the most consumed beverages in the world, both the coffee industry on the one hand and the tourism business on the other see coffee tourism as an opportunity to develop the added value of coffee. The coffee era, explained in waves, can show the diversity of coffee consumption and its further connection with coffee tourism. The wave highlights how coffee consumption is evolving from a consumption product to consumer mobility for experience and knowledge exchange. The first wave of the coffee era dates back to the 1950s when consumers prioritized the convenience of coffee consumption, such as access to obtaining, brewing, and drinking coffee. In this era, the coffee industry focused on the convenience and global distribution of coffee products and is marked by the invention and worldwide distribution of instant coffee for home consumption. Multinational coffee producers have dominated the market by offering consumers the convenience and affordability of coffee. The second coffee wave emphasizes coffee places, such as coffee shops, cafeterias, and coffee shop chains, as a medium for coffee consumption. These coffee outlets highlighted the brand experience of international coffee franchises. These cafes created activities related to coffee culture, such as preparing coffee using different techniques and equipment, creating a coffee ambiance, and expanding the meaning of the place into a wider symbolic value of modernity, prestige, and luxury. These cafes contributed to the emergence of the coffee culture, which began to dominate the consumption of coffee consumed outside the home.

⁷¹ Setiyorini, H., Chen, T., Pryce, J. (2023) Seeing coffee tourism through the lens of coffee consumption: A critical review. *European Journal of Tourism Research*, 34, 3401.



Starbucks is an international chain of coffee shops, headquartered in Seattle (USA). Starbucks is a franchise with more than 33,000 coffee shops in 80 countries around the world.

The third wave of the coffee era took coffee 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 interaction between the producer and the consumer. The third wave defines the transfer of coffee knowledge between producers and consumers. Coffee consumers increasingly want to visit places where coffee is grown and produced, such as coffee farms, to buy, enjoy, and learn about coffee. As a result, this third wave has opened up more opportunities for local and small enterprises to diversify coffee production. Hence, we can emphasize that the third wave of the era of coffee marks the emergence and further development of coffee tourism.

Coffee tourism has a significant market opportunity because nowadays more and more people travel for educational purposes and to enrich their knowledge⁷². Tourists engage in various educational activities in coffee tourism, for example learning about the agricultural practices of coffee plantations and production processes related to coffee, as well as exploring nature and participating in culture-based activities in the destination itself. Tourists often associate the products with the place of origin, which later motivates them to visit the destination where coffee is produced, that is, there is a connection between the destination and the behavior of coffee lovers. Coffee is a drink that tourists usually consume outside their

⁷² Setiyorini, H. (2019) Coffee Tourism Development Potential: Benefit and Consequences. *Advances in Social Science, Education and Humanities Research*, 259, pp.154-157.

homes in specialized catering facilities. Drinking coffee is an integral part of life for all generations, including youth travel⁷³. According to the World Tourism Organization, youth travel accounts for 23% of international travelers, or approximately 336 million tourists annually⁷⁴. Hence, coffee tourism has the potential to generate more market growth in the future.

The development of coffee tourism benefits multiple stakeholders in the tourism market, such as the coffee industry, the destination, and the local community. We perceive the benefits for the coffee industry through:

- Increasing coffee sales and opening new sales locations;
- Education of visitors to coffee plantations and production facilities;
- Attracting new market segments;
- Realization of higher incomes;
- Creation of new business collaborations;
- Possibility to create new products.

The destination from the development of coffee tourism has the following significant benefits:

- Increase in the number of tourists, their demand and consumption;
- Developing a positive image of the destination;
- Attracting new and retaining existing tourists.
- The local community realizes the following benefits of coffee tourism:
 - Attracting new investments;
 - Developing new service and entertainment content;
 - Creating a positive image of the region;
 - Organizing events;
 - Employment of the local population;
 - General development of the region.

Coffee tourism revitalizes the tourist movement outside the regions where coffee is grown and produced. In recent years, destinations in North America, the Mediterranean, the Middle East, South Korea, Hong Kong, and many others have positioned themselves as new destinations for coffee tourism. More and more cities, tourism clusters, and regional and national tourism organizations include coffee tourism in their marketing strategies for development⁷⁵.

⁷³ International Coffee Organization (2021) Coffee Development Report: The Future of Coffee - Investing in youth for a resilient and sustainable coffee sector. London: International Coffee Organization.

⁷⁴ UNWTO (2016) Global Report on The Power of Youth Travel. Madrid: UNWTO.

⁷⁵ Dinis, M.G., Melo, C.S., Sousa, J.M.B.M. (2021) Coffee tourism in Portugal: an attraction case study. International Journal of Culture, Tourism and Hospitality Research, 15(3), pp. 399-412

Coffee tourism today is creative tourism, that is, the creator of new tourist destinations, tourist routes, and tourist fashion⁷⁶. As a new product of coffee tourism, coffee spas undoubtedly change the traditional impression of coffee tourism on tourists. Through massage, bathing, and other beautification and health maintenance activities, tourists are offered opportunities to enjoy the effects offered by coffee spas while enjoying the smell, touch, and spiritual enjoyment associated with coffee and coffee beans.

One of the factors for the development of coffee tourism is the publication of specialized promotional tourism literature. Specialized tourist guides are publications intended for tourists that contain basic geographical explanations of the destination, what can be seen and visited in it (natural, cultural, and historical sights), where to stay, what transport can be used, where is the location of facilities for food and drinks, entertainment, etc. Travel guides contain addresses, phone numbers, websites, maps, etc. The guides are published in different languages, depending on the language-speaking area and the target market to which the tourists belong. In a large part of the tourist guides that are available worldwide, segments of the coffee culture, facilities for coffee consumption, coffee museums, etc. are also included. In this direction, the company Lonely Planet has produced a specialized guide for coffee tourism⁷⁷.

This guide contains over 150 amazing coffee-related experiences in 37 countries, featuring legendary espresso bars, coffee plantation tours, urban cafes, and more. The guide describes the most important facilities for coffee consumption, and an insight into the local culture and history of the destinations, natural attractions, and coffee culture (the guide shows how to order coffee in the local language and describes the traditions of coffee drinking in the destination).

⁷⁶ Rutynskyi, M., Kushniruk, H. (2020) Coffee Tourism in Lviv in the Context of World Coffee Tourism. *Annales Universitatis Mariae Curie-Sklodowska, sectio B – Geographia, Geologia, Mineralogia et Petrographia*, 75, pp.87-113.

⁷⁷ Lonely Planet (2018) *Global Coffee Tour*. Carlton: Lonely Planet.



CHAPTER 4

BEST PRACTICES FOR EDUCATION OF BARISTAS IN EU COUNTRIES

IV. BEST PRACTICES FOR EDUCATION OF BARISTAS IN EU COUNTRIES

In this chapter, we overviewed the best practices for the education of baristas in the countries of the European Union.

Barista education

A popular term that has been used for the past few years in various European Union documents is "Life wide learning", which represents a dimension of the "Lifelong learning" concept. Education within the European Union countries is implemented through three basic forms: formal education, informal education, and informational education.

By formal education we mean the educational processes that take place inside the formal educational system, hierarchically structured (primary schools, secondary schools, universities), which result in the acquisition of appropriate titles and diplomas.

Informal education means organized learning processes aimed at training for work, various social activities, or personal development. Non-formal education is mostly accredited and certified education, where programs are created based on the standards of occupations and are mostly complementary to formal education, also, the programs are designed and performed by trained and competent educators.

Informal education includes various, mainly individual, educational activities self-initiated by a person who learns or spontaneously acquires various experiences in life (from learning at home via electronic media and the Internet to acquiring various knowledge in contact with other people in the process of socialization).

From the aspect of barista education, in the countries of the European Union, most of the training is carried out in non-formal education. The education of baristas in formal education is represented in a small part and is contained in the study and teaching programs mostly of the specialized catering and tourism secondary vocational schools, higher schools for tourism and catering, and faculties. For the education of baristas, there is a large offer of certified courses throughout Europe. These courses and training are conducted mostly by various institutes, academies, educational non-governmental organizations, and coffee or barista professional associations at the national or international levels. There are also barista courses that are run by companies that sell coffee, such as the Lavazza training center (54 offices in different countries around the world, 7 of which are in Italy)⁷⁸.

In Porto and Madeira (Portugal), there are training centers of the Nestlé Barista Academy, where barista training is held⁷⁹. The training provided by the Nestlé Barista

⁷⁸ <https://www.lavazza.com/en/lavazza-world/training-center>

Academy is certified by the SCA (Specialty Coffee Association)⁸⁰, an international association that organizes the World Barista Championship⁸¹. The Specialized Coffee Association also conducts training on the preparation of organic coffee (eco-certified coffee that does not use fertilizers and is not genetically modified). The Jacobs Coffee Academy is located in Bremen (Germany), where there is an offer of courses for baristas⁸². Large cafeteria chains such as McCafé conduct barista training for their employees⁸³, and the Costa coffee chain offers its employees in Cyprus to pay part of the tuition fees at local universities⁸⁴.

In European Union countries, barista training providers are pre-accredited by the relevant institutions. Accredited programs are developed based on the standards of the barista profession⁸⁵. At the level of the European Union, there are directives for the mutual recognition of acquired qualifications, as well as the free movement of labor. The essential skills and competencies resulting from the barista occupation at the level of the European Union (barista occupation code 5132.1.1 – falls under bartending), are the following⁸⁶: inspection of deliveries upon receipt of goods, food safety, and hygiene, customer education for different varieties of coffee, educating customers about different varieties of tea, performing procedures for opening and closing the catering facility, greeting guests, managing customer complaints, maintaining work surfaces, providing customer services, maintaining soft drink equipment, maintaining customer relations, maximizing sales, preparing hot drinks, preparing specialty types of coffee, decorating coffee, serving coffee, receiving food and beverage orders from customers, selling premium products, working according to recipes and standards, working in a team.

The European bartending school in Barcelona (Spain) offers 5-day courses for baristas⁸⁷. The courses are divided into several modules from beginner barista to advanced barista level. These trainings aim to ensure that, as a barista, the trainees will be able to create a perfectly balanced espresso and identify the acidity, sweetness, and bitterness of the coffee. Also, develop milk handling techniques and master the skills of making attractive latte art templates. Participants will be trained to practice efficient work processes and make high-quality drinks to order while following correct procedures. The training also focuses on customer service, designing your business model, and calculating profits and costs.

⁸⁰ <https://sca.coffee/>

⁸¹ <https://worldbaristachampionship.org/>

⁸² <https://johann-jacobs-haus.de/pages/akademie>

⁸³ <https://careers.mcdonalds.com.sg/the-mccafe-experience/>

⁸⁴ <https://www.costacoffee.com.cy/career/barista>

⁸⁵ Prehanto, A., Haryono, H., Raharjo, T.J. (2021) A Curriculum Development of Coffee Barista Education. Proceedings of the 1st International Conference on Social Science, Humanities, Education and Society Development, ICONS 2020, 30 November, Tegal, Indonesia.

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<https://esco.ec.europa.eu/en/classification/occupation?uri=http%3A%2F%2Fdata.europa.eu%2Fesco%2Foccupation%2Fbf7d8b16-4e2c-48ef-b44e-dc25b2d0ab61>

⁸⁷ <https://www.barschool.net/courses/barista-course>

The Italian barista school, located in Brescia (Italy)⁸⁸, offers various courses related to coffee culture, as well as training for baristas. What is interesting about this institution is that it offers personalized courses that are created specifically according to the needs of the participants and include various aspects related to coffee.

The bartending academy from Ljubljana (Slovenia)⁸⁹ offers barista training through an 11-day barista course. In this course, barista candidates have 2 tasting master classes, 10 classroom hours, and 8 days of pure latte art practice. The subject that is studied is related to the following: growing coffee on a farm, coffee beans, methods of processing coffee beans, alternative methods of preparation, etc.

The Croatian Association of Bartenders (Rijeka)⁹⁰ organizes four daily trainings for baristas, which consist of a theoretical and a practical part. The theoretical part includes material and participants' familiarization with the history of coffee and coffee culture. With the practical part, participants acquire skills related to the art of making coffee, heating milk, and combining coffee and milk.

In the Coffee Academy from Paris (France)⁹¹, established in 2002, more than 700 professional baristas are trained annually, and later become ambassadors of coffee in the catering establishments where they work. The training at this academy includes cafology – knowledge of coffee, barista skills, and latte art. In addition, attention is paid to the education of preparing cocktails with coffee. All courses include site visits where participants can learn about artisanal and industrial coffee roasting and follow the path of the green coffee bean on its journey from packaging delivery. On the premises of the academy, a specialized section for coffee tasting, a laboratory, and a workshop with 6 fully equipped barista stations (coffee machines, grinders, etc.) have been created. The rooms are equipped with video cameras that project onto a video screen so that participants can record or enlarge a specific video recording of the trainer's training as he performs each technical operation in the preparation of coffee.

The Culinary Academy in Ankara (Turkey)⁹² offers training for baristas lasting 80 hours or 10 weeks. The program includes the following aspects: coffee, food safety and hygiene, developing sensory skills, coffee tasting, grinding and roasting coffee, Turkish coffee, filter coffee, espresso, dairy products, hot chocolate, latte art, management with cafeterias, and customer service.

In our country, according to the Law on Adult Education, the accreditation of programs and institutions in non-formal education is carried out by the Center for Adult Education and

⁸⁸ <https://www.ibs.coffee/italian-coffee-courses>

⁸⁹ <https://barakademija.com/bar-akademija-ljubljana/>

⁹⁰ <https://barmen.hr/en/education/barista-school/>

⁹¹ <http://www.turkishculinaryacademy.com/en/barista>

⁹² <http://www.turkishculinaryacademy.com/en/barista>

the Ministry of Education and Science. Training programs are developed based on occupational standards included in the National Occupational Framework. In our country, there is a standard occupation of assistant barista⁹³, which belongs to the hospitality and tourism sector. There is also an accredited program in the country through which training for baristas is successfully implemented⁹⁴.



Research for the needs of this handbook shows that at the level of the European Union, there is almost no country in which training for professional baristas is not organized. In addition to professional training, training for coffee lovers is also organized, which we can include in the segment of educational tourism. From these findings, we can conclude that the education of baristas coincides with the goals of sustainable development and tourism.

⁹³ https://drive.google.com/file/d/13rN1OiZxacmFOBPWmoXAbAh8U-4Nci_r/view?pli=1

⁹⁴ <https://www.barista.konak.com.mk/>



CHAPTER 5

BEING A BARISTA

V. BEING A BARISTA

This part of the handbook will cover material related to the concept of barista and professional service, as well as uniform and personal and work hygiene.

Barista concept and professional service

Barista term. The term barista (eng. barista) has an Italian origin and is found in written materials from the beginning of the 20th century, and its popular application begins at the end of the 20th century. The term comes from a bartender and denotes a person who works in a bar and prepares and serves hot and cold drinks. Today, dictionaries define a barista as a person who prepares coffee and coffee drinks⁹⁵. Although baristas have great importance in the overall coffee culture and the acquired experience of coffee consumers, relatively little attention has been paid to the barista profession in the professional literature (Rao⁹⁶, Parrish⁹⁷, Hsu & Chen⁹⁸, Adhi & Yunus⁹⁹, Lee¹⁰⁰, Lee & Ruck¹⁰¹). Once upon a time, the term "barista" meant an expert in making and serving espresso coffee. However, today the barista must have much greater knowledge and skill and understand what are the prerequisites for quality coffee and how to make it. A barista should not only know how to prepare and serve espresso but should also know how to prepare and serve other coffee drinks, as well as know how to choose the right milk and store and use it properly. There are different ways of preparing coffee, such as preparation in an espresso machine; filter coffee; preparation of traditional coffee; preparation in an automated coffee machine, etc.

The barista should know the origin of coffee, the different types of coffee, and their specifics. To be successful, a barista must know and properly use the espresso machine and the coffee grinder, which requires a certain technical knowledge, knowledge of various models and ways of their operation. Dosing plays a very important role in the work of baristas. The rational use of raw materials and knowledge of the principle of their mixing is of crucial importance for the final product to cause satisfaction with its freshness, taste, and appearance. In addition, a good barista is fast, knows the organization of the bar and knows how to present what he has done to the guests, knows how to serve them and make them feel comfortable.

⁹⁵ <https://www.britannica.com/dictionary/barista>

⁹⁶ Rao, S. (2008) *The professional barista's handbook: An expert guide to preparing espresso, coffee and tea.* Scott Rao.

⁹⁷ Parrish, S. (2020) Competitive coffee making and the crafting of the ideal barista. *Gastronomica*, 20(2), pp. 79-90.

⁹⁸ Hsu, L., Chen, Y.J. (2021) Does coffee taste better with latte art? A neuroscientific perspective. *British Food Journal*, 123(5), pp. 1931-1946.

⁹⁹ Adhi, R. W., Yunus, U. (2022) The meaning of coffee for barista in speciality coffee shop in Indonesia. *Journal of Creative Communications*, 17(1), pp. 108–118.

¹⁰⁰ Lee, K.S. (2021) Expressionist view of culinary creativity: A culinary theory exercised with specialty coffee. *International Journal of Gastronomy and Food Science*, (23), 100311.

¹⁰¹ Lee, K.S., Ruck, K.J. (2022) Barista diary: An autoethnography studying the operational experience of third-wave coffee shop baristas. *International Journal of Hospitality Management*, (102), 103182.

Professional service. The term catering service means providing food and beverage services in a special catering manner, that is, serving according to given rules and application of skills and techniques during operation¹⁰². The person who serves in the catering facility should satisfy the guests' requests, and at the same time protect the interest and reputation of the facility. The basis of the professional service is the preparation for work (French *mise en place*), that is, arranging the necessary inventory for the service. Communication with guests is a very important part of catering service and there are several types of communication in all phases of the guest's stay in the catering facility such as reception, accommodation, serving, and sending. When communicating with different types of guests, the staff should be ready to resolve conflict situations that may arise in the work. Each client represents a certain individual, which conditions his behavior during his stay in the catering facility. It is useful for the staff to be able to predict that behavior, to evaluate the character of the guest, and to be able to react adequately in any situation. Each guest should be approached individually and comprehensively. In any case, it must not be allowed to complicate a conflict situation, for the guest to leave unsatisfied, offended, and disappointed by the service and conditions and without the desire to visit our facility again.

Quality service should be professional, economical, and cultural. Each catering facility strives to satisfy the wishes of its guests with the quality and selection of its range of food and beverages. Economy is one of the basic principles of work, and it is achieved by reasonable use and use of inventory, materials, and time, which is an important condition for success in work. Of course, the quality of food and drinks is also important in the offer. In this way, a double effect is achieved: we have satisfied guests, who will return to our facility again, and more income.

When contacting guests, it is not only important what we say, but also how we say it. Not only words are important, but also external appearance, tone, gestures, and facial expression. You can be well understood without saying a word – shrugging your shoulders, nodding your head, raising your eyebrows. Body language is understood much more easily. Everyone knows what a raised index finger and a frown mean, but it is not always so easy to understand gestures and facial expressions. Care should be taken when serving foreigners, because the same gesture can have different meanings in different nations and cultures (for example, turning the head for Bulgarians means - "yes", but for Europeans - "no"). In this situation, we behave politely and friendly, so whatever we say or do will be accepted more easily. Avoid using jargon and street expressions when talking to guests.

The external appearance of the staff is an integral part of the service. Keeping hair clean and well-groomed, shoes clean and in tune with the uniform, uniform ironed, standard for the catering facility and season, men well-shaven or with a well-groomed beard and mustache, hands and nails clean and well-groomed (women who use nail polish not to be

¹⁰² Ilievska, N., Todorovic, E., Metodijeski, D. (2022) *Fundamentals of Hospitality*. Skopje: Ministry of Education and Science.

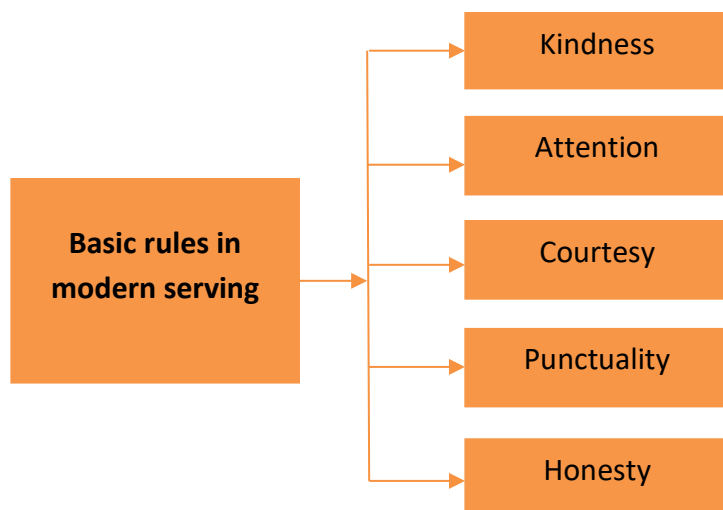
peeled off), make-up on the face for women should be discreet, use light perfume for a pleasant smell, avoid habits such as picking your nose, biting your nails, biting your hair, chewing gum, stretching, yawning, when talking with guests to play with a jewel or a button, to tap with a foot or a pencil.

The posture taken by the staff at the workplace, the way they sit, speak, or move, determines the attitude of the staff towards the work or the guest. Staff should not be leaning against a table or wall, as this creates a disinterested and uncaring look. One should stand straight. The movement should be with an upright head, which indicates confidence and trust, not with hunched shoulders and a bowed head.

The facial expression of most people betrays their thoughts and feelings. The staff's likes or dislikes through facial expressions should not be allowed to throw off the guest. When talking to a nervous guest, staff should appear concerned, sympathetic, and understanding. Guests always make eye contact when talking to them, looking away will make guests feel insecure and nervous. When communicating with the guest, we always greet him first and ask him with a smile if we can help him with anything. Serving the customer is not just about learning certain rules and expressions like "Welcome!", "Have a nice stay!", "We hope you had a good time!". In mutual relations with the guests, the individuality of the staff should come to the fore, which will show the guests that they are interacting with people and not with robots and that the staff knows their work and considers the guests very important. When talking to guests by phone, the staff represents the catering facility and has the opportunity to make a regular guest from the call. How quickly the call is answered, with what tone, and how it is discussed, all build the image of the catering establishment.

Modern service places great demands on itself, it must not only provide food and beverage services but also hospitality. To apply all of this, certain rules should be observed, namely: kindness, attentiveness, politeness, punctuality, and honesty.

Diagram 2. Basic rules in modern service



Kindness is a rule without which modern service cannot be imagined. At the very first contact with the guest, we should create a good mood for them. Courtesy should be in a permanent manner so that the guest can feel at home.

Mindfulness is a trait that is valued everywhere. Employees in the service have daily contact with different people from different nations, cultures, different degrees of education, with different customs, etc. Therefore, attention should be equal to all guests.

Courtesy to guests is inevitable in the service staff, even when the guest behaves impolitely.

Punctuality speaks for the reputation of the catering facility, therefore all employees should be punctual and compliant. It contributes to a pleasant mood among the guests and avoids any nervousness.

The nature of the catering business is such that it requires maximum honesty from the employees, but also the entire organization. During operation, mistakes can occur both on the part of the guests and the part of the employees (when charging, forgetting, or losing an object, etc.), and in such situations, one should consistently remain honest.

Nowadays, catering facilities use information systems in their operations. These systems allow the barista or waiter in the system who has his password to first enter the drinks from the order (or service) and then take out the bill which is calculated automatically by the system. A service charge bill is a document where the services used and the amount to be paid for them are indicated. The bill is generated by the fiscal cash register, and it contains the date and time, services used, amount, tax included, data about the company where the service was used, account number, QR code, etc. When charging an account with a bank card, in addition to the fiscal account, one copy of the terminal is for the customer, and one copy is for the server. The bill must always be correct, and adding certain services to the bill that were not used by the guest (caused by staff error) is unacceptable and may create negative feelings for the guest.

Uniform, personal, and work hygiene

Uniform. Due to its functional, civilizational, and aesthetic significance, clothing occupies an important place in catering. The guests recognize the roles of the employees in a catering facility based on their clothing. Clothing for catering employees should have an undertone of discretion and unobtrusiveness, and this is visually achieved with calm and subtle colors and inconspicuous cuts. The external appearance and clothing of the staff should convey information to the guests that they are successful, dynamic, reliable, and orderly persons. The cuts of the work clothes should be in harmony with the work tasks and the workspace, and the staff should feel comfortable and pleasant in it.



The barista's uniform is needed to ensure certain hygienic conditions and hygiene in the workplace, to protect the health of the guests as well as the tidiness of the staff and their protection.

The basic uniform for baristas is a long apron. It is primarily worn for security purposes. The apron will protect the barista if hot liquid spills from the vessel the barista is handling and can be quickly removed to keep it away from clothing and body. An apron is worn in length from the chest to below the knee to protect these parts of the body. The apron may also contain pockets.

Personal and work hygiene. Hygiene includes a group of measures to maintain health. Personal hygiene means the cleanliness of the body, clothes, and place of residence. Work hygiene includes measures to protect the health of employees, work premises, the health of guests, etc.

Personal hygiene teaches us how to preserve our health by regularly maintaining cleanliness and caring for our bodies. It instructs us on how to protect our bodies from infectious microorganisms as well as harmful environmental influences. Hygienic habits are procedures for maintaining the cleanliness and care of our body, and we acquire them from an early age. In early childhood, they refer to washing, bathing, hair and nail care, and later on maintenance and care of the oral cavity, etc. In the beginning, we acquire hygiene habits through the educational influence of our parents, and later we implement and supplement them ourselves. The hands are the part of the body that is most exposed to various impurities. With them, we touch various objects at work, shake hands with other people, take food, etc. We can transmit the causative agents of various diseases through our hands. Cleanliness and hand care are especially important for caterers. The catering worker is obliged to wash his

hands before starting work, during work, especially after performing dirty work related to food preparation, and before moving on to clean work related to cooking - serving food. Hands should always be washed if we have touched the mouth, nose, ears, eyes, or hair, to preserve the health of the guests. To preserve our health, we must wash our hands before every meal. Hand washing is done with running water and liquid soap. We wipe the washed hands with our towel, with paper towels (which are thrown away after use), or we dry them with an electric device for that purpose. There are various types of cleaning procedures, that are carried out in the hospitality industry according to certain methods, namely: mechanical methods, thermal methods, and chemical methods. Mechanical methods or mechanical removal of dirt implies cleaning with the help of a brush, scraping, sweeping, wiping, etc. This method is the starting point in the cleaning, washing, and disinfection process. For the washing and disinfection process to be successful, it is important to use the mechanical method that allows the removal of coarse and larger dirt that may contain harmful microorganisms. The thermal method implies the use of temperature in the cleaning process. In the catering industry, an increased temperature is often used, which reduces harmful microorganisms, the most commonly used thermal method in the catering industry is washing utensils and equipment with hot water. Chemical methods imply the application of special chemical agents (detergents and disinfectants) that enable adequate maintenance of cleanliness. The method of using chemical agents is different, that is: by wiping and re-wiping the surfaces, washing, dipping (soaking the utensils), and spraying. Procedures such as wiping, wiping, and washing in combination with detergents are the most common methods used to maintain hygiene in the hospitality industry. With the mentioned methods, dirt is removed and we contribute to the successful disinfection of the surface. Washing is also used as a way of maintaining hygiene in combination with disinfectants during hand washing and utensil washing. The method of immersing or soaking the utensils is used when handwashing the utensils used in catering, and this method involves the use of water, usually hot, in combination with a disinfectant in a precisely determined amount and precisely determined immersion time. Spraying as a way of maintaining hygiene in catering is used during handwashing and disinfection of larger surfaces and devices. With the help of a sprayer, an exact amount of disinfectant is applied in an exact concentration.



In addition to personal hygiene and maintaining hygiene in the bar, one of the main tasks of the barista is maintaining the cleanliness of the coffee machine.



CHAPTER 6

TECHNIQUES OF THE GREAT PROFESSIONAL BARISTAS

VI. TECHNIQUES OF THE GREAT PROFESSIONAL BARISTAS

This chapter of the handbook will present material related to the basic aspects of coffee, Arabica and Robusta, coffee roasting, coffee grinding, coffee machine, espresso basics, milk heating, coffee offering, and latte art.

Basic aspects of coffee

Origin of coffee. The coffee we consume in the morning, at work in the office, or in a cafe contains a part of world history¹⁰³. It comes from distant countries, it is grown in Brazil, Colombia, Vietnam, Ivory Coast, or one of the hundred other countries where coffee is cultivated spread over five continents. For more than 500 years, coffee has been grown in tropical countries for consumption in temperate regions, connecting peoples from different countries and continents through trade, investment, immigration, as well as cultural and religious diffusion.

Ethiopia is considered the birthplace of coffee¹⁰⁴, some of the first written data related to coffee can be found in the medical notes of Avicenna from the 11th century, and the word coffee has an Arabic origin. According to legends, coffee from Ethiopia was brought to Yemen thanks to priests who, traveling in Ethiopia, noticed goats that were unusually vital and energetic because they fed on the fruits of coffee bushes. After the priests tasted the small beans of the coffee plant that the goats grazed on, they felt similar effects to those manifested in the animals. Coffee from Yemen arrived in Turkey in the 16th century, the period when Yemen and Egypt fell under Turkish rule, and soon became a popular drink in the Turkish empire, during this period the first cafeterias were opened in Istanbul¹⁰⁵. From Turkey, coffee finds its way to Italy, Austria, France, Germany and other European countries. Colonial countries from Europe such as Great Britain, France, and the Netherlands, then spread coffee throughout their colonies in Africa, Asia, South and Central America, and Australia. Coffee has played an important role throughout history, the French Revolution was started in cafeterias in Paris, as a result of a revolt against Great Britain during the formation of the United States of America, coffee was consumed instead of traditional tea, etc. Throughout different historical periods, cafeterias were banned in some countries such as Turkey, Egypt, and Saudi Arabia¹⁰⁶, and wars related to the interests arising from the coffee trade were often fought. Cafeterias and coffee culture have deep traditions in Europe and represent an integral part of social life in modern societies. In one of the most popular television series of the past in the United States, "Friends", a neighborhood cafeteria was chosen as a place for meetings and social interaction of the main characters. The International Coffee Organization was established in 1963 with the signing of international coffee agreements. Later, agreements

¹⁰³ Clarence-Smith, W.C., Topik, S. (2003) The global coffee economy in Africa, Asia, and Latin America, 1500-1989. Cambridge: Cambridge University Press.

¹⁰⁴ Folmer, B. (2017) The craft and science of coffee. Oxford: Elsevier.

¹⁰⁵ Ayvazoğlu, B. (2011) Turkish Coffee Culture. Ankara: Ministry of Culture and Tourism.

¹⁰⁶ Mangal, S.K. (2007) Coffee: Planting, production and processing. New Delhi: Gene-Tech Books.

on "fair trade" with coffee are also signed. Today, this organization has members from 75 countries - producers and importers of coffee¹⁰⁷. This institution celebrates International Coffee Day on October 1 every year by organizing various events related to coffee¹⁰⁸. The European Coffee Federation¹⁰⁹ was established in 1981, and it has 700 member companies. Today, coffee is sold to final consumers as roasted beans, ground, filter, instant, 3 in 1, in the form of capsules for coffee machines, in cafeterias, vending machines for self-service, prepared (cans and bottles), etc. In the past years, there has been an increased use of decaffeinated coffee, where caffeine is extracted from coffee beans with the help of special technologies¹¹⁰. There are also special types of coffee that come from the feces of animals such as elephants, monkeys, and civets in Thailand and India. These animals in the digestive system release enzymes during digestion that break down the proteins in the coffee bean and give it a specific taste. These types of coffee are one of the most expensive on the market and are used in high-end catering establishments.



Cafeteria Fenster in Vienna (Austria) prepares a coffee specialty in an ice cream cone <https://fenster.cafe/>

Coffee has a wide range of uses in catering establishments, such as in the morning with breakfast, after lunch, during work meetings, or throughout the day as a beverage. In recent years, mobile cafeterias on vehicles that offer coffee in urban and tourist centers have become particularly popular. Coffee is also used in gastronomy, in addition to the fact that cafeterias serve different types of food and drinks (sandwiches, cakes, etc.) in addition to coffee, there are various recipes for preparing dishes and desserts based on coffee, as well as coffee liqueurs¹¹¹. One of the most famous is tiramisu, an Italian dessert made with biscuits

¹⁰⁷ <https://icocoffee.org/>

¹⁰⁸ <https://www.internationalcoffeeday.org/>

¹⁰⁹ <https://www.ecf-coffee.org/>

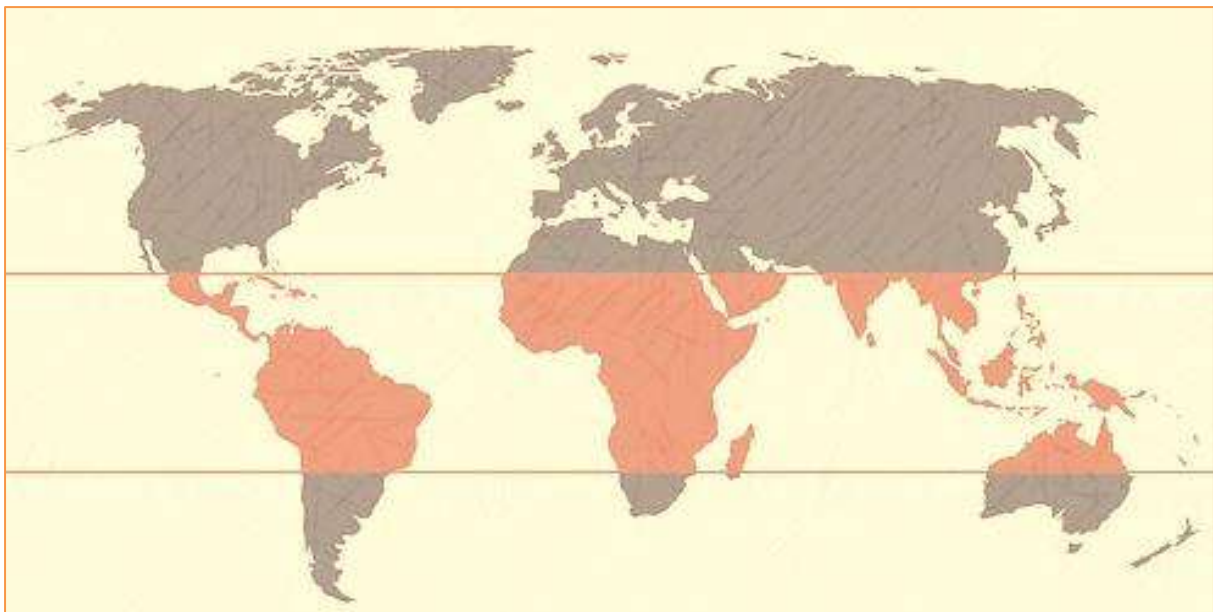
¹¹⁰ Clarke, R.J., Vitzthum, O.G. (2001) Coffee: Recent developments. Oxford: Blackwell Science Ltd.

¹¹¹ Evans, B. (2015) Cooking with coffee: Brewing up sweet and savory everyday dishes. New York: Skyhorse Publishing.

soaked in espresso coffee, mascarpone cheese (soft, sweet, and creamy, a type of sweet cream), eggs, sugar, rum, and cocoa.

Cupping is a technique that has been used by coffee merchants for centuries. It involves analyzing the coffee using the senses of sight, smell, and mostly taste. Today, coffee tasting is done based on internationally accepted forms for evaluating coffee, which includes smell, aroma (according to the aroma wheel), bitterness, density, acidity, taste, and aftertaste¹¹².

Countries where coffee is grown. The Bean Belt or Coffee Belt is the name given to several countries around the world where the coffee plant is grown. These countries are mainly located in the southern hemisphere of the globe, in the geographical space from the equator in the north to the northern meridian and the south to the southern meridian. In this geographical area, for most of the year, the sun's rays fall at a right angle, and because of this, high air temperatures occur and tropical climatic conditions prevail.



"Coffee belt" - the territory where the countries in the world where coffee is grown and produced are located.

The most important territories and countries where coffee is grown in the coffee belt are the following:

- **South and Central America:** Bolivia, Brazil, Colombia, Ecuador, Peru, Costa Rica, Guatemala, Honduras, Mexico, Nicaragua, Panama, El Salvador, Puerto Rico, Hawaii, Jamaica, etc.
- **Asia:** Thailand, India, Vietnam, Myanmar, Papua New Guinea, Indonesia (Java, Sumatra), and others...

¹¹² Moldvaer, A. (2021) The coffee book: Barista tips, recipes, beans from around the world. New York: Dorling Kindersley Limited.

- **Africa and the Middle East:** Burundi, Congo, Ethiopia, Kenya, Rwanda, Tanzania, Uganda, Yemen, Zambia, Ivory Coast, Zimbabwe, etc.
- **Australia.**

Statistical data related to coffee. Coffee is one of the most important products of tropical countries providing economic benefits at every step of the global value chain that connects coffee growers to end users¹¹³. The coffee industry contributes to the economies of countries that export it, as well as countries that import coffee. As a drink, it is a favorite for a growing number of consumers around the world and its demand has recorded a constant and positive growth in the past decades. It is estimated that 3 billion cups of coffee are consumed every day in the world. Coffee is one of the most traded agricultural products in the world. In 2017, 70% of the total coffee production worth 19 billion dollars was exported, the market value of the coffee industry reached 83 billion dollars, and this sector provides jobs for 125 million people.

There are about 12.5 million coffee farms in the world, and about 95% of them are smaller than 5 hectares and are considered small producers. Almost half of these farms are located in Ethiopia (2.2 million), Uganda (1.8 million), and Indonesia (1.3 million). Vietnam, Burundi, Kenya, and Colombia each have more than 500,000 small producers. Small producers are the backbone of this gigantic global industry and at least 5.5 million live in poverty on less than \$3.20 a day. The highest levels of poverty are observed in Africa and Oceania. Coffee has great economic importance for many countries where it is grown and exported. Coffee accounts for more than a quarter of export earnings in Ethiopia and at least 20% of national export earnings in Burundi, Timor, Lesotho, Uganda, and 10% in Honduras.

The data of the International Coffee Organization for 2020 gives us the following data about the 10 countries that are the largest producers of coffee: Brazil is in first place with 37.4% of the world's coffee production or 63.4 million bags of coffee (bags of coffee of 60 kilograms), followed by Vietnam with 17.1% or 29 million bags of coffee. Colombia accounts for 14.3%, Indonesia 7.1%, Ethiopia 4.3%, Honduras 3.6%, India 3.4%, Uganda 3.3%, Mexico 2.4% and Peru 2.2%. In the rest of the world, 18.4 million bags of coffee are produced, or about 15% of the world's coffee production for 2020.

¹¹³ International Trade Centre (2021) The coffee guide. Geneva: International Trade Centre.

Table 4. Top 10 largest coffee-producing countries in the world

Country	Coffee production in 2020 in millions of 60 kg bags	Percentage of global coffee production %
Brazil	63,4	37,4
Vietnam	29	17,1
Columbia	14,3	8,4
Indonesia	12	7,1
Ethiopia	7,3	4,3
Honduras	6,1	3,6
India	5,7	3,4
Uganda	5,6	3,3
Mexico	4	2,4
Peru	3,8	2,2

Source: <https://icocoffee.org/>

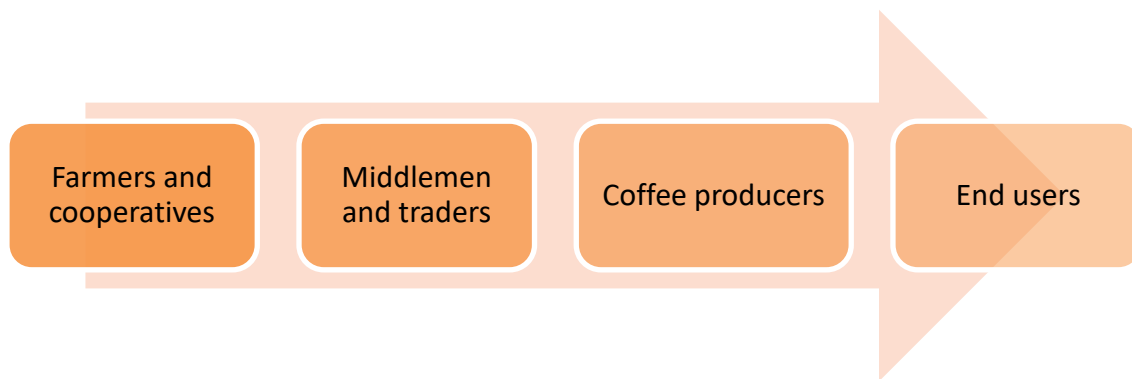
At the world level, the largest consumers of coffee are the countries of the European Union with 46.8 million bags of coffee or 28.1% of the global consumption of coffee. The United States accounts for 16.1% of global coffee consumption with 26.9 million bags of coffee, followed by Brazil at 13.7%, Germany at 5.7%, Japan at 4.7%, Indonesia at 3.3%, France 3.2%, Italy 3.1%, Russia 2.9% and Canada with 2.4%.

Table 5. Top 10 largest coffee consuming countries in the world

Country	Coffee consumption in 2019 in millions of 60 kg bags	Percentage of global coffee consumption %
European Union	46,8	28,1
USA	26,9	16,1
Brazil	22,9	13,7
Germany	9,5	5,7
Japan	7,9	4,7
Indonesia	5,5	3,3
France	5,4	3,2
Italy	5,3	3,1
Russia	4,9	2,9
Canada	4,1	2,4

Source: International Trade Centre (2021) The coffee guide. Geneva: International Trade Centre.

Diagram 4. Movement of coffee to end users

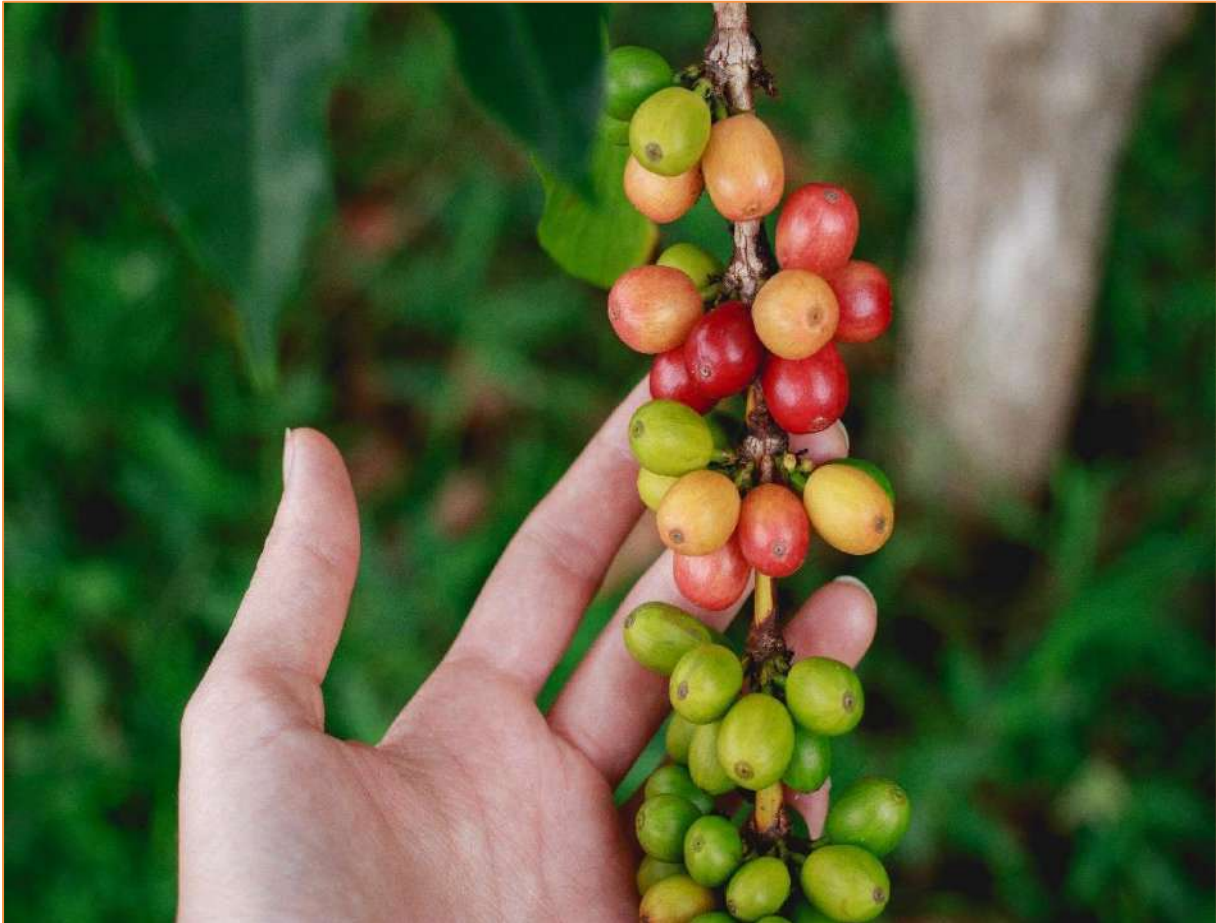


The movement of coffee to the end user has its path that starts at the farms where the coffee is grown, then continues with intermediaries and coffee traders through which it reaches the coffee producers. Most often, the coffee at this stage is green. The coffee producers who import the coffee then roast the coffee, grind it, and at the end of its journey it reaches the end user as a final product in retail stores (for home use), for business organizations, or for the needs of catering facilities.



The leaves of the coffee tree are dark green and shiny, usually 10-15 centimeters long and 6 centimeters wide.

Coffee cultivation. Coffee is a flowering plant that belongs to the Broccoli family, which includes a large number of species. The coffee tree looks like a bush that has rich, green, shiny, and sharp leaves. Left to grow freely, the coffee tree can reach a height of more than 15 meters, but to facilitate the harvesting of its fruits, it is kept at a height of 2-3 meters.



Coffee fruits ripen unevenly over several months, where they gradually change color from green to yellow to bright red (except for some coffee varieties that ripen to yellow).

The coffee tree is not resistant to cold, and unexpected temperature changes can harm the tree. Because it grows in humid environments, the coffee tree is grown in tropical zones where there is regular rainfall. A coffee plant takes approximately 3 years to develop from seed germination to first flowering and fruit production¹¹⁴. The fruit of the coffee tree is called a cherry, and the grain that develops inside the fruit is used as the basic element for the production of roasted and ground coffee that is later consumed. A well-managed coffee tree can be productive for up to 80 years or more, but the economic life of coffee plantations rarely exceeds more than 30 years.

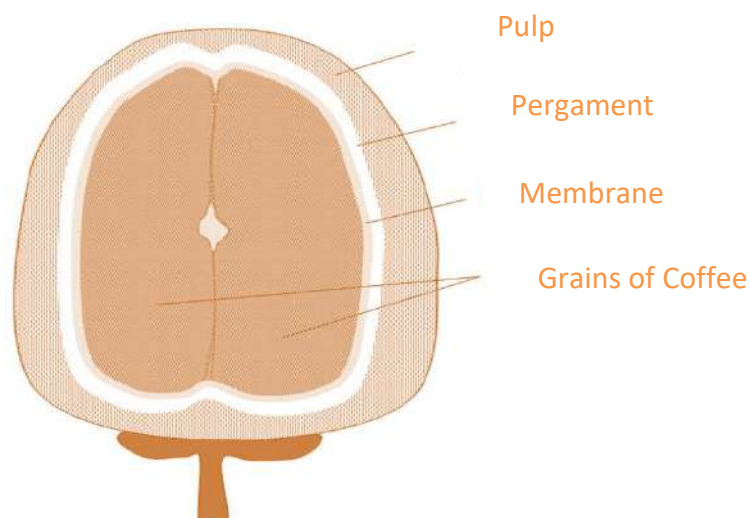
The coffee tree blooms two or three times a year, and the colors of the flower are snow white. A few hours after flowering, the coffee flowers begin to wither and gradually turn into fruits.

¹¹⁴ Wintgens, J.A. (2004) Coffee: Growing, processing, sustainable production. Weinheim: WILEY-VCH Verlag GmbH & Co.



Coffee flowers are white and have a jasmine aroma.

Terroir plays an important role in coffee cultivation. The terroir is a combination of the climate, the soil, and the landscape (environment) and represents a combination of several factors such as day and night temperatures, the distribution of rainfall, the number of hours of sunlight, the slope and drainage of the terrain, the shadow system, the winds, altitude, etc. The procedures of coffee cultivation include planting, tree height maintenance, pest control, irrigation, harvesting (handbook or mechanical), separating the beans from the fruit, dry and wet coffee processing, and storage. The coffee obtained after these processes is called green coffee.



The coffee fruit contains two coffee beans, surrounded by a protective membrane, parchment, and pulp¹¹⁵.

¹¹⁵ Tucker, C. (2017) Coffee Culture: Local Experiences, Global Connections. New York: Routledge.

The traditional way of planting coffee involves placing coffee beans in pre-prepared holes in the ground, but in some cases, planting is used by raising crates in nurseries which are then planted in selected terrain.



Coffee beans are traditionally harvested by hand.

Hand-harvesting coffee involves selecting only ripe fruits. In mechanical harvesting, the coffee beans are collected simultaneously by people or machines and mechanization, regardless of the degree of maturity. After picking, green coffee is processed using two basic methods: a dry processing and drying method, where the beans are collected and husked, and a wet processing method, which involves using larger amounts of water and a fermentation process (in some countries a third method is also used, called semi-dry processing). After processing, the coffee beans are sorted by maturity and fermented to

remove the sticky layer that is present on the bean. When fermentation is complete, the beans are washed with a large amount of fresh water to remove the remains of fermentation, which produces large amounts of waste coffee material. At the end of this process, the coffee bean is dry. One of the best ways to dry coffee is by using drying mats. In this method, the hulled and fermented coffee is placed in a thin layer on mounted trays, which allow air to pass to all sides of the coffee, and then the coffee is mixed by hand. Another way to allow the coffee beans to dry is to place them on concrete bases and expose them evenly to sunlight. Some manufacturers use cylinders that pump heated air to dry the coffee beans, and this process is commonly used in locations where the air humidity is very high.



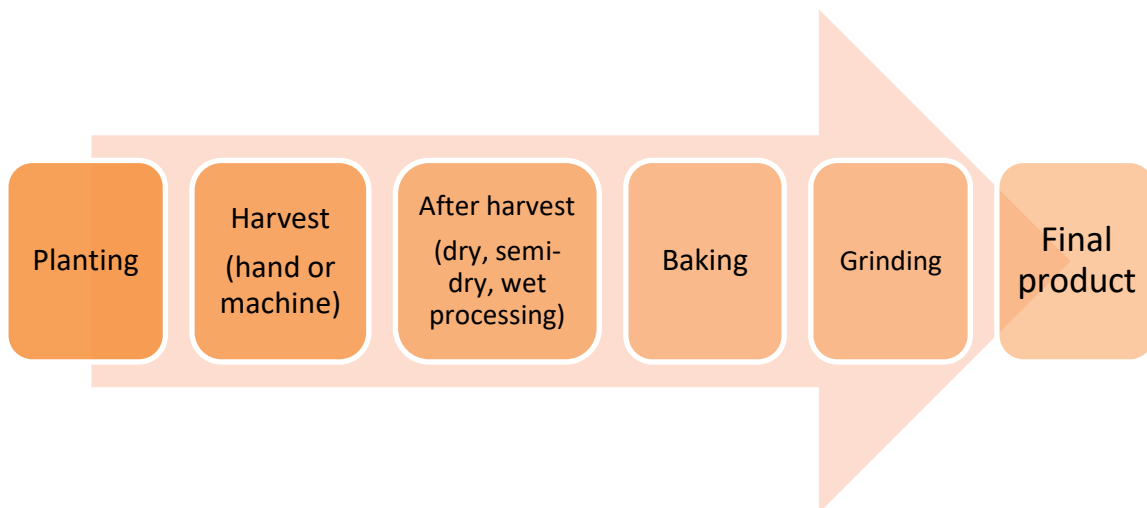
The dry processing method is used for traditional coffee drying.

The storing of the coffee is done in dry and dark rooms, and the coffee is packed in coffee bags, which it is later transported to the final destination, where it usually spends several months on its journey (mostly by ship). If the coffee is roasted, it is packed in vacuum aluminum boxes or plasticized foils to preserve its aroma and shelf life. The period from October 1st in the current year to September 30th in the following year is accepted as coffee year worldwide.



60 kg bags of coffee, sorted and ready for transport.

Diagram 5. Processes in coffee production



The processes in the production of coffee to the final product have their path that starts with planting and growing, harvesting the coffee (handbook or mechanical), after harvesting (dry, semi-dry, wet processing), roasting, grinding, to finally get the final product – coffee that is ready for consumption through different preparation methods, mostly with hot water. The past decades have seen the digitization of coffee-related processes such as various technologies for farm management, logistics and storage, coffee transportation, e-commerce, digital banking, digital marketing and sales, mobile coffee applications, etc.

Health benefits. Coffee contains several ingredients, the most notable of which are the following: caffeine, tannin, fats, carbohydrates, and proteins. The caffeine contained in coffee (also found in tea, chocolate, soft drinks, energy drinks, and various headache tablets) is created in the coffee plant as its natural protector from various pests (birds, insects, etc.)¹¹⁶. Caffeine results in improved physical and cognitive performance during and after coffee consumption. Caffeine intake must be moderate (3-5 cups per day). One cup of coffee contains 75-100 milligrams of caffeine and the European Food Safety Authority¹¹⁷ recommends consuming up to 400 milligrams of caffeine daily which can be consumed as part of a healthy, balanced diet and active lifestyle. Several medical studies and research highlight the positive effects of coffee on human health. Coffee reduces the risk of occurrence and works in controlling various diseases such as Parkinson's and Alzheimer's disease, migraine, dementia, liver disease, type 2 diabetes, cardiovascular diseases, etc. Coffee is also used in the production of cosmetics and body care preparations. In addition to the positive aspects of moderate coffee consumption, there are also cases when coffee is not recommended, for example for pregnant women, children, chronic insomnia, etc.

Arabica and Robusta

There are more than 120 types of coffee in the world, the most famous of which are Arabica (*Coffea arabica*) and Robusta (*Coffea canephora* - robusta). For commercial use, a mixture or combination of these two types is commonly used. Different sub-types of coffee such as Bourbon and Typica are also cultivated, as well as several hybrid types of coffee obtained by crossing such as Mundo Nuovo and Catuai.



Robusta



Arabica

¹¹⁶ Thurston, R., Morris, J., Steiman, S. (2013) Coffee: A comprehensive guide to the bean, the beverage, and the industry. Lunham: Rowman & Littlefield.

¹¹⁷ <https://www.efsa.europa.eu/en>

Table 6. Basic characteristics of Arabica and Robusta coffee types

	Arabica	Robusta
Origin	Ethiopia	West and Central Africa
Sea level	700-2200 meters	0-900 meters
Ideal temperature	16-24 °C	21-30 °C
The ideal amount of rainfall	1,200-2,200 millimeters	1,200-3,300 millimeters
Resistance to climatic conditions and pests	Low	Tall
The natural height of the tree	5-8 m	8-15 m
Caffeine content	0.8-1.7%	1.5-2.5% (sometimes higher)
Percentage of global world production	60%	40%
Duration from flower to harvest	7-9 months	9-11 months
Grain shape and length	Oval, 7-12 millimeters	Round, 5-8 millimeters
Sensory and other attributes	Sweet and aromatic with a range of finesse	Strong and intense, it forms an elegant espresso cream, preserves aromas and temperature
Color	flavors and weak acidity	Brownish-yellow color
Price	Light green, almost gray	Low

Source: International Trade Centre (2021) The coffee guide. Geneva: International Trade Centre.

Table 6 shows the basic characteristics of Arabica and Robusta coffee. The main differences that can be noticed between them are their taste and the place or weather conditions of the locations where they are grown. Arabica coffee has a low resistance to climatic conditions and pests, and robusta has a high resistance to these influences. When it comes to their difference in caffeine levels, robusta beans contain more caffeine than arabica beans. Arabica beans have a milder and more aromatic taste, while robusta beans have a stronger and sharper taste. The price of Arabica coffee is higher than the price of Robusta. Arabica accounts for 60% of global coffee production, and robusta accounts for 40%.

Coffee Roasting

Roasting is the key thing in turning green coffee beans into delicious roasted coffee. It is the heart and soul of any operation related to coffee production because the roasting process creates the flavor and determines the physical properties of the coffee bean¹¹⁸. Roasting is generally defined as dry heat treatment and it can be carried out in industrial conditions, in domestic conditions, or for the needs of small artisan cafeterias. Coffee roasting is a thermal process with the primary goal of producing roasted coffee with the desired flavor but at the same time obtaining a dark color and creating a brittle, porous texture of the coffee

¹¹⁸ Folmer, B. (2017) The craft and science of coffee. Oxford: Elsevier.

bean that will be ready for grinding and extraction. During roasting, coffee beans are exposed to hot air, and the increased temperature causes extensive chemical reactions, migration of coffee oil from inside to the surface of the bean, dehydration, some of the organic matter turns into gas, and profound changes in the microstructure.



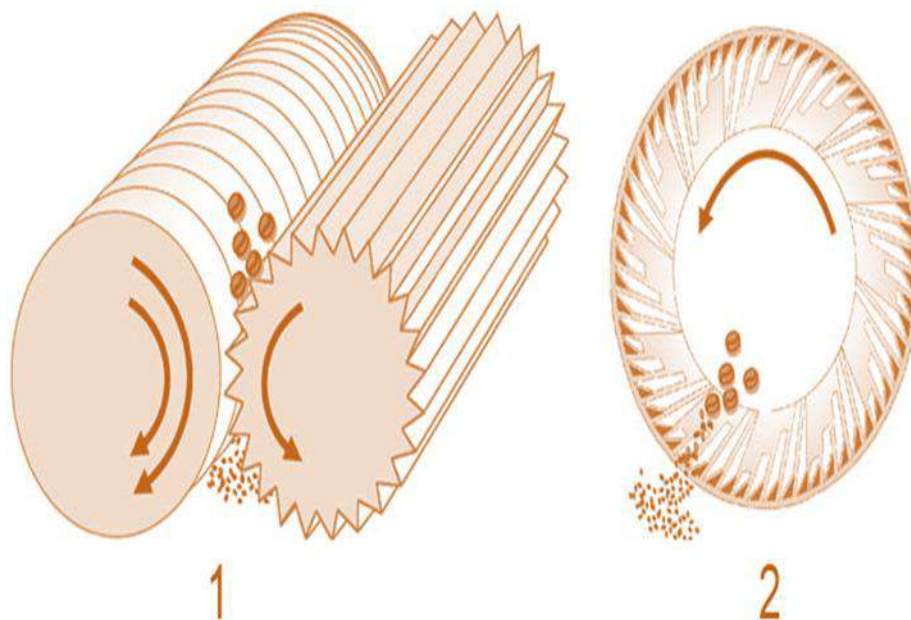
The typical coffee roasting temperature is in the range of 200-250 °C, and the roasting time can be from 3 to 20 min.

In the overall process of coffee production, roasting is a procedure that takes the shortest time but requires a lot of attention. Although coffee roasters in the industry have modern equipment to track particles during roasting, experienced coffee roasting personnel also use their hearing, as coffee beans make a "pop" sound at the end of roasting. Subject to the high temperature during roasting, the green coffee beans turn brown, the weight decreases, the volume increases, they lose water and the essential oils of the coffee beans are released. Before this procedure, the coffee beans have no aroma, but during roasting, they release more than 1000 ingredients that affect the aroma.

There are several types of coffee roasting (American style, Italian style, French style, Viennese style, etc.), and different types of coffee are not roasted in the same way. Depending on the duration, coffee roasting can be short (light), medium, or intense. Coffee roasting can only be done on a single type of coffee or a combination of several types of coffee (mostly used to reduce costs and roasting time). After finishing the coffee roasting process, the coffee is placed in a cold chamber to stabilize.

Grinding Coffee

Grinding is the last process that coffee has to go through before it is packaged and distributed to end consumers in cases where it is not sold as beans. Grinding involves crushing the coffee to increase the amount of coffee solids that will dissolve more easily later when exposed to liquid. Grinding coffee is done using a coffee grinder. Coffee grinders can be handbook, mechanical, and industrial. Industrial grinders are large grinders, and some can grind from 200 kilograms to several tons of coffee in an hour.



There are two types of grinders used for industrial coffee grinding¹¹⁹: 1 - A pair of rolls in a grinder with rollers that move in opposite directions and 2 - A disc grinder that grinds the coffee with the help of a disc and teeth.

The degree of grinding required is determined by the way the coffee is prepared, as the final taste of the coffee is affected by the amount of time the water and coffee are in direct contact. The shorter the coffee preparation time, the more finely ground the coffee should be. Coffee grinding can be divided into coarse, medium, and fine grinding.

¹¹⁹ Folmer, B. (2017) The craft and science of coffee. Oxford: Elsevier.



In most cases, baristas use mechanical coffee grinders to prepare coffee.

For home use, hand grinders or machine grinders with blades are used. The grinders used by baristas are mostly machine grinders with a disc and work on electricity, and some of them have electronic timers and dispensers that are adjusted based on the needs and the coffee being prepared. Grinders, in addition to the coffee machine, are the most important equipment handled by the barista. They consist of a container in which the coffee beans are placed, a grinder with a disc that grinds the coffee, an electric motor that drives the grinder, power buttons, a handbook dispenser, a meter for regulating the flow of coffee, a dispenser from which the ground coffee comes out and the desired amount, as well as an espresso machine handle holder. Baristas need to be familiar with how the grinder works, as well as its maintenance. It is important to note that coffee grinders should not be overfilled with coffee, i.e. there should be coffee in them according to the consumption for one day, this is practiced because if the coffee sits in the container of the grinder for a long period, it loses from its quality and aroma. Also, grinding coffee in the mill is related to consumption needs, that is, it is recommended to grind the coffee immediately before it is ready. The grinder is cleaned and wiped periodically, to remove the remains of coffee pieces.



After the coffee is ground, the ground coffee is discharged from the grinder onto the espresso filter handle, pressed with a press (tamper), and placed in the espresso machine to prepare the coffee.

Coffee machine

Coffee preparation can be done in different ways using hot water such as filter coffee, Moka coffee heater, French press, pot brewing, etc. There are also ways of preparing cold and pressed coffee, where the coffee is left in water for several hours. Most often, coffee machines are widely used for preparing coffee. Coffee machines are used to prepare coffee, and they are used in home conditions (semi-professional), as automated coffee machines (vending machines), or professional coffee machines used in catering. Espresso machines used in commercial catering are professional coffee machines that can function semi-automatically and fully automated in the preparation of coffee. Espresso machines appeared 200 years ago in France, and the first patents for espresso machines were filed in Italy at the beginning of the last century. In 1933, Francesco Illy (founder of the Illycaffè company) introduced the first automated espresso machine, from which today's espresso machines as we know them originate.

Coffee machines are produced by various catering equipment manufacturers. Also, some of the world-famous coffee producers in collaboration with catering equipment companies are marketing their own branded coffee machines on the market. Coffee machines in catering are also called espresso machines, because of their use for preparing espresso and other types of espresso-based coffee with milk.

A coffee machine works by brewing coffee using water (heated to near boiling point) which is passed under pressure through ground coffee and placed in a filter on the espresso handle (portafilter) to produce a thick and concentrated coffee called espresso. Although there are different designs of espresso machines, coffee machines share some common elements such as they work based on pumps and a water boiler and use electricity, they have one, two, or more water outlets on which handles are placed espresso, have one or more steam pipes, create pressure through which the heated water is discharged, have greater weight and dimensions, are made of stainless steel, have buttons to regulate coffee doses, have indicators or displays to control pressure and temperature and fig. When switched on, coffee machines usually take 30 minutes to reach operating temperature and be ready to brew coffee. The buttons and the display of the coffee machine usually have different graphic displays and by pressing them, they automatically dispense the required amount of water for coffee or several coffees at the same time. The espresso handle can be with one channel for the preparation of one coffee or with two channels for two coffees that are prepared simultaneously.



Commercial espresso machines for the hospitality industry have a higher cost than home coffee machines due to the larger coffee brewing capacity.

On the upper part of the coffee machine, there are racks on which clean coffee cups are placed, which the coffee machine heats with the help of heaters (operating temperature). The coffee produced by the coffee machine consists of oils, fine particles, and other ingredients. If the machine is not maintained and cleaned regularly, these substances can accumulate and give the coffee a bitter and ashy taste. The espresso handle and its integral part, the filter, should be rinsed with hot water and wiped with a clean cloth before preparing the next coffee so that the coffee residue does not spoil its taste. Also, the tube from which the steam that heats the milk comes out should be wiped with a clean cloth after heating the

milk in the container, so that it does not stick to the outer part of the tube and spoil the quality of the milk that is heated later. This tube is cleaned of milk deposits accumulated in the inner part by simply letting out steam. The racks on which the cups are placed during coffee preparation should also be cleaned regularly, as well as the racks on which the heated cups of coffee are placed on the top of the coffee machine. Periodically, the entire coffee machine is sanitized with means to remove residues of liquids, dust, etc. In addition to maintaining the coffee machine, it is very important for the barista to constantly keep the work surfaces in the bar clean as well as the inventory for serving coffee.

Espresso Fundamentals

Espresso (ital. espresso) is a type of coffee drink that is prepared using a coffee machine and is obtained by passing hot water under high pressure through finely ground coffee. Espresso is a very popular drink in the countries of Southern Europe, especially in Italy where it originated (beginning of the last century), then France, Spain, and Portugal, but also in other countries around the world. Unlike filter coffee, espresso contains a higher concentration of caffeine, but in smaller amounts. Espresso is the basis or basis of many coffee drinks that are prepared with milk.

Table 7. Common characteristics in espresso preparation

Amount of coffee	Amount of water	Extraction pressure	Preparation time	Temperature
6,5-20 grams	21-42 milliliters	8-9 bars	25-30 seconds	85-95 °C

Source: Rao, S. (2008) *The professional barista's handbook: An expert guide to preparing espresso, coffee and tea.* Scott Rao.

Espresso is generally thicker than coffee prepared in other ways, with a viscosity similar to warm honey. The reason for this is the higher concentration of suspended and dissolved solids and the cream that appears on the top layer of the coffee.

There are three dispersed stages in the preparation of espresso that make this coffee drink unique¹²⁰:

- Emulsion of oil drops;
- Suspension of solids; and
- Noise of gas bubbles evolving into foam.

The first dispersed phase is an emulsion of oil droplets. The second phase is suspended solids, while the third is a layer of gas bubbles or foam (cream). The dispersion of very small drops of oil feels creamy in the mouth. This characteristic of espresso contributes to what is known as the body of the drink. These oil droplets contain aromatic compounds that are lost

¹²⁰ Illy, A., Viani, R. (2005) *Espresso Coffee: The Science of Quality.* San Diego: Elsevier Academic Press.

to the air during the preparation of other types of coffee, enhancing the strong taste of espresso.



Espresso can be made with a normal dose of water "espresso shot", with a reduced dose of "ristretto" or with an increased dose of "lungo".

The espresso preparation process includes: dropping a dose from the coffee grinder into the handle with the espresso filter; pressing the coffee into the handle with a press (tamper); setting the handle in the coffee maker; cup placement; dispensing a dose from the espresso machine; serving the finished espresso on a tray; removing sediment and coffee residues from the handle (portafilter).



Before the necessary dose of hot water is released under pressure from the coffee machine, the ground coffee from the grinder is placed and pressed into the handle with a press (tamper).

A tamper is a tool used to compact the ground coffee into the handle before the water passes through it in the espresso brewing process. The goal of coffee compaction is its even and consistent distribution in the handle filter to prepare a quality espresso.

Heating milk

Milk is a product of the mammary glands of mammals, and it is composed of water, lactose, mineral ingredients, proteins, emulsified fats, vitamins, enzymes, etc. According to the type of animal from which it is obtained, the milk can be cow's, sheep's, goat's or buffalo's. Of vegetable origin, we find milk from soy, rice, coconut, almond, etc., but milk of vegetable origin is not used in the preparation of coffee or finds little use. Milk can have a different percentage of fat, and high-fat milk is used to prepare coffee. Specialized milk for baristas has appeared on the market in recent years, which is used to prepare coffee and milk drinks.

Next to coffee, milk is the second most important product used by the barista in his work (followed by the different types of sugar). Milk is used to prepare coffee by heating (cappuccino, macchiato, etc.) or as an integral part of cold drinks based on coffee (frappe, cold coffee, etc.).



The milk is heated in a metal container with the help of steam to enhance the sensory qualities of the coffee, which especially come to the fore when combined with espresso.

- Metal containers and the steam pipe from the coffee machine are used to heat the milk. The procedure of heating milk includes several steps:
- the milk container is filled with milk depending on the need (recommended up to 1/3);
- before use, steam is released to purge the steam pipe (this prevents dilution of the milk);
- to obtain foam on the milk, the bowl is lowered so that the jet from the steam pipe is just below the surface of the milk (if the bowl is placed too low, large bubbles of milk foam will be created);
- the steam pipe is placed in the center of the container with milk to create a uniform thick foam and to create a circular movement of the milk during its contact with the hot steam;
- the steam tube is turned on in the milk container when it is placed near the bottom of the container (this process should be silent, and if a loud noise occurs then the steam tube is positioned too low in the jug). Care should be taken not to heat the milk for too long, which will cause the milk to burn and lose its quality, as well as spoil the necessary taste. The "3-second rule" usually applies - once the milk has reached the required temperature (65-70 °C), it would not be possible to comfortably hold the outside of the milk container for more than 3 seconds. When heating milk, the container tilts slightly. Just before the milk is fully heated, the steam tube is slowly drawn out to the surface of the milk;
- as soon as the milk is heated, the steam tube is turned off;
- wipe the remains of the milk on the steam tube with a soft, wet cloth;
- gently tap the container of heated milk on the work surface, which causes the foam to rise to the surface and the milk to be freed from the larger bubbles that have formed during the heating process (larger bubbles can spoil the consistency and visual appearance of the foam) ;
- milk is used to prepare coffee (it is usually poured from above into the coffee at a height of 5 centimeters);
- the process is repeated during each subsequent preparation of coffee (it is not recommended to heat the same milk in the container several times).

Coffee offer

The overall offer of coffee in catering facilities is presented through a list (card) of drinks. The term menu (a predetermined order of dishes) has become popular in everyday use and takes on the meaning of a list of drinks, so catering establishments and customers nowadays mean a list of drinks by menu and use this term in commercial (everyday) use. The coffee menu is compiled under the influence of several factors such as the available equipment, the skills of the staff, the needs of the guests, the availability of some types of food and coffee, etc.



Drink lists (menus) are usually printed, but you can find menus written on chalkboards, plexiglass light boards, electronic and tablet displays, menus with QR codes, etc.

If the offer is printed, on the front of the menu is the logo, a design or motif, and the name of the catering facility. Coffee drinks are arranged inside on the left and right sides. The contact information for the catering facility, address, phone, website, social media, etc. is placed on the back. Menu items are sorted and grouped according to certain categories and the order of consumption (for example, if the cafeteria serves both sandwiches and desserts, the desserts will be ordered last on the menu because they are consumed last). The menu should be written in one style. The font used should be easy to read and be compatible with the possibilities of being easily accepted by the guests. The small font of the letters can create difficulties for the guest and negatively affect the business, especially in low lighting conditions in the facility. Careful use of capitalized headings and subheadings is essential. Also, the use of bold and italics should be limited to items that need to be emphasized. Like any informational document, the menu should be written clearly and different interpretations should not be allowed. In addition, the printed menu is considered an official document and shows the obligation of the establishment to offer the guests the assortment with the specified prices. Creating a menu that uses combinations of several different languages should be avoided.



The menu for the offer of coffee should necessarily contain the name of the drink, quantity, and price.

The external appearance of the menu can be formed differently, a single sheet, two pages placed on a cover, round, pyramidal various shapes, etc. Apart from the shape and size of the menu, it can be very different. The use of different colors in the design depends on the theme of the catering facility, but the use of too many colors is avoided. Leather or leather imitation, various types of paper, wood, plastic, foil, aluminum, and other materials, or a combination of several materials can be used as a material for making the menu. The paper menu can be covered with plastic film for easier maintenance. By the external appearance of the menu, even if subconsciously, the guest evaluates the level of the facility. By carefully choosing the graphics, the style of the printing, the colors, and the choice of the photos for the guests it is not only interesting to read, but it can direct them to certain items on the menu, which the catering establishment wants to highlight and increase their sales.

There are various dimensions and sizes of mugs and glasses in which coffee is served in catering facilities, depending on the type of coffee. In recent years, "to-go" coffee has become more and more popular, when the coffee is prepared and sold in the cafeteria, but is consumed outside of the catering facility (mostly in recyclable packaging). In the offer of large and well-known cafeteria chains, coffee drinks are mostly found in three sizes: small, medium, and large. Different types of coffee are prepared in different ways and with different standards or have their variations depending on the country where they are consumed or originated (even in different catering facilities within a country).

Diagram 6. The most commonly encountered types of coffee in the offer of cafeterias are prepared based on espresso

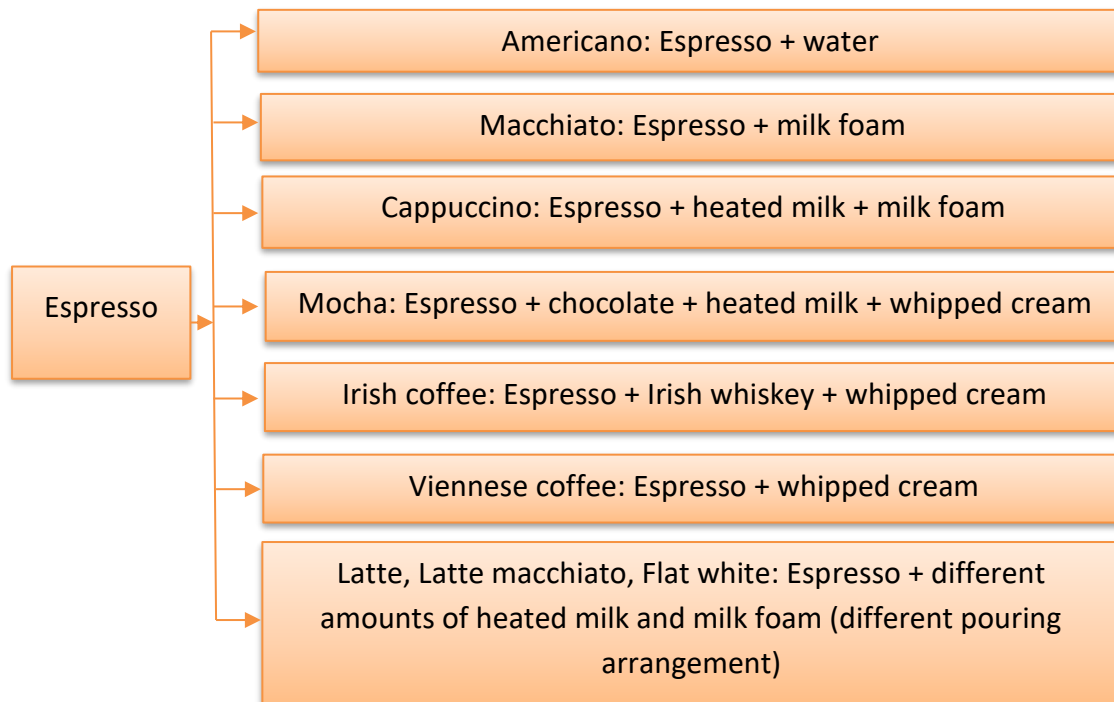


Table 8. Commonly encountered types of coffee in the offer cafeterias that are prepared based on espresso (composition and usual inventory)

Type of coffee	Warmed milk	Milk foam	Other ingredients	Inventory
Americano	x	x	Warm water	A cup
Macchiato	x	✓	x	A cup
Cappuccino	✓	✓	x	A cup
Mocha	✓	x	Chocolate, whipped cream	A glass
Irish coffee	x	x	Whipped cream, Irish whiskey	A glass
Viennese coffee	x	x	Whipped cream, cocoa	A glass
Latte	✓	✓	Whipped cream	A glass/A cup
Latte macchiato	✓	✓	x	A glass
Flat white	✓	✓	x	A cup

There are more than 100 types of coffee that are prepared in different ways around the world. Table 8 shows the most important types of coffee that are prepared based on espresso (espresso is also combined with a scoop of ice cream – affogato, espresso with ice - freddo). Different types of coffee are prepared without the use of a coffee machine, and we will single out frappe and Turkish coffee as the most important.

Frappé. Frappe coffee is prepared from instant coffee, water, sugar, and milk. It can also be prepared without sugar and milk. Coffee and sugar with a little water are mixed (shaker or electric machine) in a tall glass until foam is formed, then milk is added. It is served cold (with ice) and with a straw (in some variations, whipped cream and chocolate sauce are added).



The Frappe originates from Greece and is one of the most popular coffee drinks in this country.

Turkish coffee. Turkish coffee is a specific way of preparing coffee that originates from Turkey. Throughout history, this method of preparation spread to the countries under the rule of the Turkish Empire, among which it still finds its place in the coffee culture in North Macedonia¹²¹. In catering establishments of some countries, this method of preparation is accepted as local, so in Greece, coffee is offered as Greek coffee, in Armenia as Armenian coffee, in Serbia as home coffee, etc. Turkish coffee is a method of coffee preparation where finely ground coffee is brewed in a pot (cauldron), often with sugar. Turkish coffee is served hot, in small coffee cups (cups), and the grounds (mushy residue) fall to the bottom of the cup. The preparation of Turkish coffee on heated sand stands out as a special attraction. A particularly interesting part related to the culture of coffee is "watching coffee". It is a procedure in which the cup of brewed coffee is turned over by placing a tray on top, and the

¹²¹ Minov, N. (2022) Coffee and cafes in Ottoman Macedonia. History Magazine, 57(2), p. 123-168.

coffee grounds create shapes on the cup by flowing down to the tray. These forms, a little later, once the sediment has dried, the "viewer" interprets them and they are related to the life of the person who consumed the coffee.



Traditional Turkish coffee is usually served with Turkish delight (lokum) and water.

Latte art

Latte art or latte art is a technique of combining coffee, milk, and milk foam that results in certain drawings on the surface of the drink. The quality of the drawings depends on the quality of the coffee itself, the milk foam, and the skills of the barista. In addition to the visual symmetry of the drawing, the contrast between coffee and milk is especially appreciated.



The most commonly used drawings in latte art are in the shapes of hearts, flowers, swans, etc.

For latte art, you need espresso coffee and heated milk with milk foam. Latte art is created in such a way that before the milk is added, espresso is prepared in the coffee cup, which should have a creamy brown surface - an emulsion known as espresso crema. When the white foam of the milk combines with the brown surface of the espresso, a contrast is created and the design emerges. When the milk is poured, the foam separates from the liquid and rises to the top of the drink. If the container with heated milk and milk foam is moved and moved with one hand while pouring the milk into the coffee, the foam will rise and create a pattern on the surface of the coffee. At the same time, with the other hand, the coffee pot is held steady and tilted at a certain angle, as if the coffee would reach the upper-end corner of the cup. Alternatively, designs can be engraved with specialized decorative brushes and spoons after the milk is poured, rather than during the pouring itself. Chocolate, cinnamon, or cocoa powder are also used to decorate the drawings, which are applied to the coffee using metal templates.



Latte art requires first producing espresso with crema and microfoam, and then combining these to make latte art.



CHAPTER 7

OUTPUT RESULTS OF THE PROJECT - MOBILITY IN SLOVENIA AND TURKEY

VII. OUTPUT RESULTS OF THE PROJECT - MOBILITY IN SLOVENIA AND TURKEY

In this chapter, the activities that were realized during the study stay in Slovenia and Turkey will be presented.

About project "Barista - a perfect connoisseur of coffee".

Objectives of the project

The main goal of the "Barista - a perfect connoisseur of coffee" 2022-1-MK01-KA210-VET-000082406 – Erasmus+ Project is to promote, in general, the importance of rural tourism (and appropriate education models) with a primary focus on authenticity of coffee culture on each level of the society in the participating countries. Focus was given to coffee as a tourism product with massive potential for the tourism industry and its benefits.

We have fulfilled the Specific objectives of this Project:

SO1: **A structured learning program** (Module 1: Theory and Organization of Work and Module 2: Practice) and **training materials** for 15 low-skilled candidates (with fewer opportunities) in the coffee industry and hospitality field were developed.

SO2: **15 low-skilled with** fewer opportunities candidates were trained in the coffee and coffee beverage industry through structured training using a modular approach.

SO3: **A Digital Platform** for networking of Coffee and beverage specialists – Baristas who are in the learning process was developed.

SO4: **A Handbook** with information for Social Partners and Policymakers (dissemination) - content to acquire knowledge, skills, and competencies for preparing and serving coffee (form, concept, way) was developed.

Target groups of the project were:

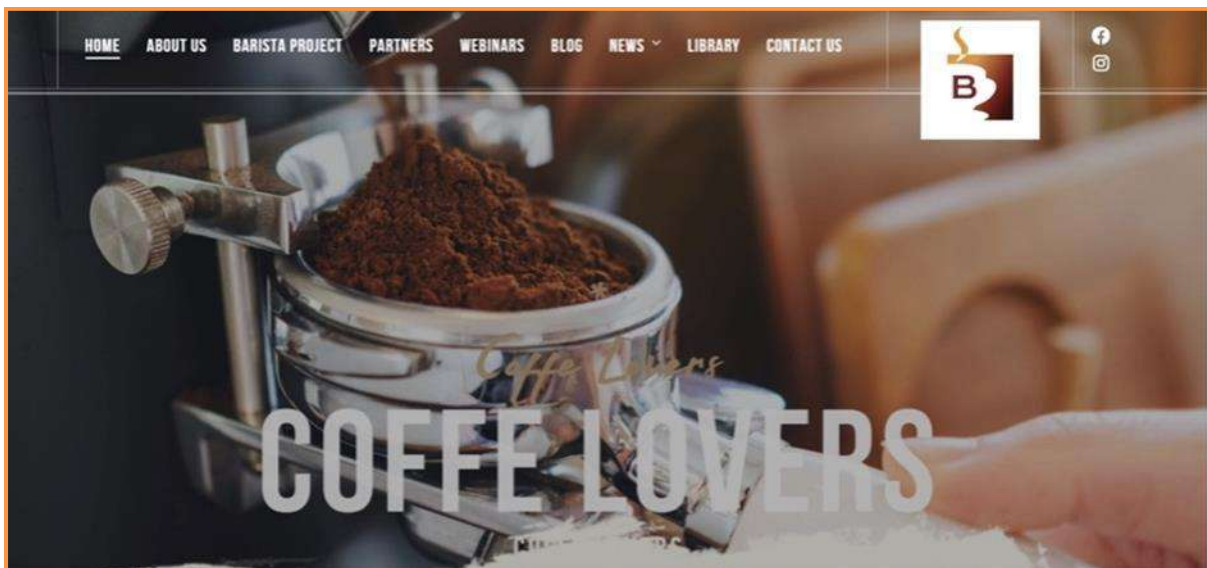
1. 15 low-skilled professionals, unemployed persons up to 29 years, from vulnerable categories (with fewer opportunities (candidates - x 5 candidates from each participating country) who would gain new qualifications of Barista - Coffee and coffee beverage specialists;
2. Hotels, restaurants, cafeterias, coffee bars, and coffee companies that are in search of skilled staff;
3. Institutions responsible for tourism education who can consider enriching the education offered in the country (High schools, Universities, Lifelong Learning Centers, Training Centers);
4. Institutions responsible for tourism policy planning who will benefit (Tourism Development Agencies, Ministries of Economy and Tourism, Municipalities, NGOs, NTOs).

Intellectual outputs of the project are:

- Theory Learning program (**Curriculum**) for Barista (**Module 1** - Basic Level)
- Practical training program (**Curriculum**) for Barista (**Module 2**)
- **Training Materials** for Barista Education (**Module 1, Module 2**)

- **Handbook** for New Baristas and Policy Makers in Sustainable Tourism
- **Digital Platform** - "All about coffee"





Activities:

- We organized **three transnational meetings (Project management meetings)** in 3 different countries (1 with a physical presence and two online)
- We organized **two learning activities/blended activities** in 2 different countries (Turkey and Slovenia)
- We organized **3 Multiplier Events** in each of the countries of the participating organizations (2 online and 1 with a physical presence – Conference for Barista in N. Macedonia)

TURKEY

The Blended mobility of VET learners in Turkey was developed in close cooperation with all partners. Turkey had the leading position in the development of this output.

The participants were trained in line with the developed theory learning program for Barista education, and the training materials used different non-formal learning methods like theoretical learning, coaching, practical instructions, games, peer learning, group discussions, etc.

The practical training in Turkey lasted for five days. The Participants were 15 people, 5 participants per country.

Each participant was able to:

- plan, prepare, carry out, and control their work,
- make rational use of energy, materials, and time,
- protect health and the environment,
- communicate with ordering parties and guests in basic English,
- purchase and store coffee,
- prepare coffee for serving,
- recommend and serve coffee to guests.

During the visit, outdoor activities for the participants were planned, including:

- A visit to 1 coffee maker in Turkey;
- A visit to 1 restaurant specialized in coffee serving.











SLOVENIA

The Blended mobility of VET learners in Slovenia was developed in close cooperation with all partners. Slovenia had the leading position in the development of this output. The participants were trained in line with the expanded Practical Learning Program for Barista education, and the training materials were used with different non-formal learning methods like practical learning, coaching, games, group discussions, quizzes, etc.

The practical training in Slovenia lasted for five days. Participants: There were 15 participants, 5 participants per country.

To boost the spirit of competitiveness among participants and to assess previously acquired knowledge from previous Theory training in Turkey, before the start of the Practical Training in Slovenia, participants were asked to Create a Presentation on the topic: "The importance of the skilled Barista profession for the tourism industry."

The purpose was to determine the exact level of theoretical knowledge acquired by the participants to establish the specific directions, intensity, and methods for gaining practical knowledge, skills, and competencies.

The participants were able to:

- Perform preparatory work as a Barista.
- Use appliances to prepare and serve coffee, drinks, and beverages.
- Prepare coffee, drinks, and beverages.
- Serve drinks and beverages.
- Carry out final works in Barista.
- Acquire competencies needed in the labor market, whether to be employed by an employer or to be self-employed by starting their own business.

Methods used included simulation, demonstration, tutorial, small group discussions, experimental learning, etc.

At the end of the Project, the participants received the Euro pass Mobile Certificate.











CHAPTER 8

NEXT STEPS IN BARISTA EDUCATION AND FUTURE BARISTA DEVELOPMENT

VIII. NEXT STEPS IN BARISTA EDUCATION AND FUTURE BARISTA DEVELOPMENT

As the coffee industry continues to evolve and thrive, the role of baristas becomes increasingly significant. Baristas are not just coffee makers; they are the gatekeepers of the coffee culture, ensuring that the art and science of crafting the perfect cup of coffee are preserved and innovatively advanced.

The following steps in barista education will involve a dynamic approach to keep pace with the changing coffee landscape. Here are some key areas to focus on:

1. **Sustainability:** Baristas will play a pivotal role in promoting sustainability in the coffee industry. Education programs should integrate training on ethical sourcing, eco-friendly brewing practices, and reducing waste.
2. **Advanced Brewing Techniques:** The world of coffee brewing is continually evolving. Future baristas must be well-versed in cutting-edge brewing methods and equipment, allowing them to adapt to the latest trends and customer preferences.
3. **Coffee Origins and Terroir:** Understanding coffee beans' diverse origins and unique characteristics will be essential for future baristas. This knowledge will enable them to guide customers in exploring the rich tapestry of coffee flavors.
4. **Customer Experience:** Baristas will continue to be at the forefront of providing an exceptional customer experience. Training should encompass coffee preparation, effective communication, and customer service skills.
5. **Digital Proficiency:** In the modern age, digital proficiency is a must. Baristas must embrace technology for order processing, inventory management, and engaging with the coffee community through social media.
6. **Certifications and Specializations:** The field of barista education will likely offer specialized certifications, allowing individuals to focus on particular aspects of coffee, such as latte art, roasting, or coffee competitions.
7. **Entrepreneurship:** With the rise of independent coffee shops and micro-roasteries, aspiring baristas should have the knowledge and skills to establish and manage their coffee businesses.

The future of barista development is exciting and full of opportunities. A commitment to quality, sustainability, and innovation will shape it. As coffee lovers worldwide continue to seek the perfect cup, the role of the Barista remains central to the coffee culture's growth and evolution.

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