

## Improving the Fourth Wave of Coffee Sustaining the Coffee Value Chain as Economic Growth in Istanbul

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**Abstract:** *Similarly, the development of coffee in Istanbul has increased in recent years, making it a destination for specialty coffee in Asia and Europe. The unique characteristics of Istanbul make the local SME economy dynamic in its rotation, creating the possibility of long-term growth. This study used qualitative research methods such as observations, interviews, and document analysis to present perceptions and events in a realistic and integrated manner. The study focused on the third batch of coffee roasteries in Istanbul, and data was gathered through interviews with four coffee professionals from Istanbul's leading specialty coffee roasters. The data were descriptively analysed to identify the perspectives of people directly involved with professional coffee, namely four coffee roasters, who are the primary source of information and directly related to Istanbul's coffee value chain cycle. Coffee tourism can help the local coffee economy. Promoting fair trade practices, responsible coffee production, gender equality, decent work opportunities, and responsible consumption and production in Istanbul's coffee value chain can help achieve the United Nations' Sustainable Development Goals (SDGs). Istanbul's creative economy sector is thriving and has the potential to contribute to the local economy for many years to come. Istanbul's gastronomy and coffee industries can continue to grow and offer unique experiences to locals and tourists by promoting sustainability and working together as stakeholders.*

### INTRODUCTION

Istanbul is a dynamic city, not only from tourism, which is the core of its most considerable income. As one of the crucial things that make tourism a stimulus of a creative economy in the region, Istanbul is also known for its supermassive progress in hospitality, especially in food and beverages, both traditional and modern cuisines (Keyder & Öncü, 1994; Okumus & Cetin, 2018). In the last decade, Istanbul's progress to become one of the leading gastronomy in Asia and Europe has opened opportunities for SMEs to move more extensively and dynamically, especially in their development to advance the local economic sector. Culinary, one of the most effective ways to sustain the local economy at this time, can also be appropriately managed in providing the strength of stakeholder rotation from the actors of the creative economy itself, with

the end user as one of the culinary connoisseurs (Tokatli & Boyaci, 1999; Kıraç, 2019). A one-stop gastronomy value chain continues to be created by the continuous development of ideas from all stakeholders who mutually reinforce one another. Therefore, sustainability in the creative economy sector will undoubtedly be resilient if the community provides support and can integrate it with other opportunities to make this creative economy cycle rotate dynamically (Comunian & England, 2020; Amir *et al.*, 2015).

Meanwhile, Istanbul is well-known for its extensive history, culture, and cuisine. In recent years, the city has made significant strides toward establishing itself as a premier gastronomic destination in Asia and Europe, with a thriving food and beverage industry catering to traditional and modern tastes. The growth of Istanbul's gastronomy industry has created opportunities for small and medium-sized enterprises (SMEs) to contribute to the local economy by developing and promoting local cuisine. Sustainable development in the creative economy sector, particularly in the food and beverage industry, can create a one-stop gastronomy value chain, with stakeholders working together to reinforce each other's ideas and promote sustainable growth (Erdirin & Ozkaya, 2020; Karki *et al.*, 2021).

Istanbul's progress toward becoming a leading gastronomy and creative economy destination demonstrates the city's resilience and adaptability to changing economic and cultural trends. In addition to its culinary offerings, Istanbul's creative economy is thriving in art, design, and fashion. The city's dynamic and multicultural environment inspires creative entrepreneurs and has helped to establish Istanbul as a regional hub for creative industries. With continued community and stakeholder support, Istanbul's creative economy sector is poised to grow and contribute to the local economy for years (Richards, 2014; Alvarez & Yarcın, 2010).

It is the same with the development of coffee in the region, where apart from the Middle East, Istanbul is also a destination for specialty coffee in Asia and Europe. The uniqueness of Istanbul makes the strength of the local SME economy dynamic in its rotation; it continues to be an idea that can be managed to be sustainable. In addition, the dynamics of coffee development in Istanbul can be equated with the movement of coffee dynamics in Tokyo, London, Riyadh and Singapore. It is a one-stop coffee value chain that is not interrupted from farmers' production to consumer cups, supported by the convenience of technology to facilitate faster and more frequent supply chain movements (Shinnar & Zamantılı Nayır, 2019; Christie *et al.*, 2013).

On the other hand, climate change and Covid-19 have become obstacles in the last three years globally, but with resilience that the government and the community can tackle as stakeholders who are members of the coffee value chain cycle. Looking at the growing opportunity in the coffee value chain in Istanbul, which has diversity in diversifying from not only selling specialty coffee but also in its uniqueness in the coffee value chain, which combines fourth-wave coffee culture without compromising the local wisdom of traditional culture in Turkish coffee (Fan *et al.*, 2021). This makes it unique to deepen and study this article and will enrich the global coffee value chain to become a rich reference for coffee culture in perfecting the fourth wave global coffee culture from farm to cup with uniquely designed strategies in boosting its sustaining in the region.

## **METHOD**

Qualitative research methods have been used in this study based on observations, interviews, and document analysis to present perceptions and events in a realistic, actual and integrated manner (Khan, 2014). The scope of the research includes the third wave of coffee roasteries at five coffee roasteries in Istanbul by relying on the snowball sampling method. In this methodology, data can be organised based on the themes described by the questions and

presented by considering the questions and dimensions used in the more profound observation process by the researcher, who is an Authorised SCA Trainer (AST) at the Specialty Coffee Association for Coffee Skills and Sustainability Programs. Data collection was carried out using the interview method in research, which is a process of communication based on questions and answers for predetermined goals. This interview aims to identify the views of people directly involved with professional coffee, specifically coffee roasters, who are the core for obtaining information and are directly related to the coffee value chain cycle. Interviews with participants were conducted during 28-30 December 2022; lasted 30-60 minutes through interview and cupping sessions with four coffee professionals from leading specialty coffee roasters in Istanbul. The smartphone was recorded in the discussions, and the data collected were analysed descriptively.

## **RESULT AND DISCUSSION**

### **Dynamics of Specialty Coffee in Istanbul**

The development of gastronomy in Istanbul over the last two decades has made Turkey one of the countries where gastronomy is developing very rapidly, especially with the development of local cuisine. The local cuisine has always been an attraction for tourists visiting the country, so gastronomy can initiate economic growth, especially for SMEs in Istanbul. Furthermore, the development of coffee from the rapid development of Istanbul in the past that brought the concept of *kahve* to Europe has proved that Istanbul's identity is a gastronomic bridge in coffee cuisine globally; it made Istanbul unique from its heyday in the Ottoman empire (Karaosmanoğlu, 2007; Okumus & Cetin, 2018).

The dynamics of coffee that continues to grow in Istanbul and in giving its trust in building the local economy have made it a strong identity for Istanbul itself as one of the roots of a unique and robust coffee value chain. From this point of view, coffee itself; provides caffeine as a stimulus for helping people in their activities, and with the essential culture of drinking coffee; it has become a culture for Istanbul's citizens with Turkish coffee (Krishnan, 2017). Turkish coffee can be found everywhere in Istanbul because it is indeed one of the uniqueness that has made Istanbul the centre of Turkish coffee, from its post-Constantinople root history to today's modern times. Turkish coffee has become a strong identity for Istanbul as one of the traditional core values to make it super dynamic with cuisine and the historical journey of local wisdom culture (Gursoy, 2018).

According to its legend, coffee was discovered by a shepherd in Ethiopia in the 9th century, where the shepherd observed that after his goats ate the coffee beans, they had more energy. So this observation motivated him to try the cherry coffee beans. After proving the energy he felt through the coffee beans, he recommended coffee to monks, making them loyal followers of this product; in that way, they stayed awake longer in worship every day (Ukers, 1935). Moreover, 2.5 billion cups of regular coffee are consumed worldwide daily; apart from that, with 500 billion cups of coffee consumed annually in the world cumulatively, it is appropriate to make a statement for coffee sociologists that the potential for coffee-based roasting skills is massive. It makes it the second most consumed drink apart from its caffeine content, which is a daily requirement and stimulates human strength in activities, thus making it the essential liquid ingrained in human minds in meeting individuals' everyday needs (Farah, 2012; Mussatto *et al.*, 2011).

Meanwhile, coffee has become a favourite habit of most people in parts of the world. It has represented a unique culture, combining culinary art and human needs that makes coffee gastronomy complex in tracing its origin and process from farm to cup. Apart from the various

varieties of coffee, the processing in making green coffee from natural to washed, even with the maintenance with a relatively long process with either natural or hybrid fermentation. Moreover, the coffee is sent from the farm and stored in the hands of the roaster; until then, how the roasting process (medium light to medium to dark roast) reaches coffee connoisseurs, both from commercial to specialty types and methods. This process has made everyone enjoy coffee differently, giving people additional clues about the enormous possibilities of designing custom gastronomic experiences based on the products offered by coffee roasters and coffee shops worldwide (Lingle & Menon, 2017; Vu *et al.*, 2022).

Coffee was traditionally consumed as a brewed beverage, with each region developing its methods and serving customs. Coffee was brewed with spices like cinnamon and cardamom in some places, while it was filled with whipped cream or other sweet toppings in others. During the 17<sup>th</sup> century, coffeehouses became popular in Europe and an essential global commodity; they spread quickly throughout Europe, becoming important meeting places for intellectuals, artists, and politicians. Coffeehouses were frequently associated with intellectual and political discourse in 17<sup>th</sup>-century Europe, and some rulers regarded them with suspicion (Tekulsky, 2013). Coffeehouses, for example, were seen as potential breeding grounds for sedition in England, and King Charles II briefly attempted to close them down in the late 17<sup>th</sup> century. On the other hand, coffeehouses thrived in Europe throughout the 17<sup>th</sup> and 18<sup>th</sup> centuries, becoming important social, cultural, and intellectual hubs. They were gathering places for people to read newspapers, discuss ideas, and engage in lively debates (Pincus, 1995).

Coffee was an essential commodity in the global economy, in addition to its social and cultural significance. Coffee plantations were established by European powers in colonies such as Brazil and Indonesia, resulting in the rise of the coffee trade and the development of coffee roasting and brewing techniques. Overall, the 17<sup>th</sup> century was a watershed moment in European coffee history, with the beverage becoming an integral part of European culture and society. Several existing names were introduced in the third wave of coffee (Mussatto *et al.*, 2011). They also brought many names from around the world to produce various coffee products, such as iced frappe coffee, which is popular in Greece. With the advancement of the concept of all-in-one production coffee to unique cafes in Cyprus and Greece called "*Kafenia*," there are unique coffee oases around the world. This is much more than a cafe. They are special places where locals enjoy their daily coffee while conversing and relaxing with one another (Petrohilos & Kladis, 2004).

There are also several cities with names associated with coffee, such as Vienna, which is a place where coffee is prevalent. And here, Istanbul has almost the same uniqueness as Vienna and Prague. Some of them were opened many years ago and still serve coffee today. Likewise, Melbourne, known as the "Capital of Specialty Coffee Culture" of Australia, and Seattle, with a global Starbucks coffee culture. The potential for coffee tourism in the producing countries is tremendous, which can connect the world's largest coffee-producing countries, Indonesia, Vietnam, Brazil, Kenya, Costa Rica, Guatemala, Colombia, Ethiopia, etc., to the significant coffee-consuming countries in Europe, the US and the Middle East (Tucker, 2017; Morris, 2018). The concept of sustainable tourism in the coffee value chain can be intertwined with empowering local SMEs from upstream to downstream. On the other hand, coffee destinations in their sustainability can diversify their tourism product portfolio through coffee gastronomy or carry out more coffee culinary tours so that the coffee value chain can be the key that opens the door to broader economic potential (Candelo, 2019; Vicol *et al.*, 2018).

Coffee is an exciting product with enormous gastronomic tourism potential; in playing the

virtue of its development, coffee has always had great potential to add memorable experiences for anyone in relaxing, talking, and enjoying the company of others. In explaining the characteristics of explaining coffee itself, by assembling a creative economy, it is possible to design unique and exciting gastronomic experiences through diversifying coffee products, methods and spaces. By using different places, as well as additional production methods and facilities, which can provide unique and more impressive opportunities based on location or time, and can even combine it with locally sourced products which become local wisdom in gastronomy with other savoury or sweet side products which make the products offered more complex (Pine *et al.*, 1999; Maspul, 2022). This can result in attractive synergies, successful business relationships, and sustainable gastronomic experiences for local and global visitors.

### **Heritage Landmarks Revitalisation in Istanbul**

Historically and culturally significant landmarks and prominent tourist attractions contribute to Istanbul's economy. There have been efforts in recent years to revitalise and preserve these landmarks while making them more accessible to visitors. One example is the ongoing restoration of the Grand Bazaar, one of the world's largest and oldest covered markets; the restoration project, which started in 2012, aims to preserve the market's historic architecture and infrastructure while creating new spaces for visitors to explore. Another example is the revitalisation of the historic Galata neighbourhood, home to many Ottoman-era structures and landmarks. The Galata Tower, a 14th-century medieval tower, has been restored and is now open to the public. The area has also been pedestrianised, making it easier for visitors to get around on foot. In addition to these projects, ongoing efforts are being made to preserve and revitalise other Istanbul heritage landmarks such as Hagia Sophia, the Blue Mosque, and the Topkapi Palace. Revitalising Istanbul's heritage landmarks is essential to preserving the city's rich history and culture while making these landmarks more accessible and enjoyable for visitors (Ercan, 2022; Orbasli, 2002).

Istanbul has had a significant impact in making it one of the most touristic cities in the world, with a legacy that is the identity of the world's architectural wealth, thanks to its many heritage buildings that are the historical heritage of the Roman Byzantium and Ottoman empires. Furthermore, Turkey's rich heritage has positioned the country at the forefront of assisting economic development through a blend of culture and characteristics that reinforce the identity of its local architecture (Lewis, 1963; Kraidy & Al-Ghazzi, 2013). The heritage building in Istanbul has become a magnet for economic growth for local SMEs, attracting tourists for its gastronomy and culture and the architectural richness of the building, a global wealth heritage. Aside from that, some can be seen in developments that improve local economic development, especially in the coffee value chain. This can be felt by massive visitors from global tourists, particularly in empowering regional business development (Magnani, 2014; Özdemir & Selçuk, 2017).

Using a heritage building in Istanbul as a specialty coffee cafe can be a great way to preserve the city's rich history and cultural heritage while providing a unique and memorable experience for coffee enthusiasts and tourists. Some critical considerations for opening a specialty coffee shop in an Istanbul heritage building; include preservation, where heritage buildings are frequently legally protected and require careful protection to maintain their historical and architectural significance (Ferreira & Beuster, 2019). The cafe's design should be sensitive to the historical and architectural features of the heritage building; elements such as original flooring, ceiling details, and decorative mouldings should be preserved and incorporated into the cafe's design to create a unique and authentic atmosphere. Working with local authorities and preservation organisations to ensure the building is restored and maintained following



historical and cultural preservation standards is critical when converting a heritage building into a coffee shop (Evcil, 2018; Can, 2020).

Heritage-building specialty coffee cafes can become important cultural and social hubs in their communities by focusing on preservation, design, selection, cultural programming, and sustainability. Meanwhile, a heritage building specialty coffee cafe's coffee selection should be carefully curated to reflect the cultural and historical significance of the building and its surroundings; it could include offering specialty coffees from local roasters or emphasising regional coffee varieties. Heritage-building specialty coffee cafes can serve as cultural hubs for cultural programming, hosting live performances, art exhibitions, and cultural events that celebrate the local community and history. Aside from that, as with any specialty coffee shop, it's critical to prioritise sustainability in the cafe's operations for sustainability. This could include using environmentally friendly practices like composting and recycling, sourcing coffee beans from sustainable and ethical sources, and reducing waste and energy consumption in the cafe's operations. Using a heritage building as a specialty coffee cafe in Istanbul can be an excellent way to celebrate the city's rich history and cultural heritage while providing a unique and memorable experience for coffee enthusiasts and tourists (Ünan Göktan & Uslu, 2022; Olcar, 2020).

#### **Fourth Wave of Specialty Coffee; Challenges and Opportunities**

The term fourth-wave specialty coffee refers to the most recent trends in the specialty coffee industry; it is distinguished by a strong emphasis on transparency, sustainability, and innovation and a strong focus on the quality of the coffee itself. Transparency is one of the critical characteristics of fourth-wave specialty coffee; fourth-wave specialty coffee strongly emphasises supply chain transparency and traceability. This means that roasters and cafes work to establish direct relationships with coffee farmers and cooperatives, as well as provide customers with information about the origin and quality of their coffee. The following topic is sustainability: Fourth-wave specialty coffee is dedicated to environmentally friendly and ethical practices throughout the coffee supply chain; it includes using environmentally friendly growing techniques, ensuring fair wages for coffee farmers and workers, and reducing waste and carbon footprint in coffee production (Ünan Göktan & Uslu, 2022; Morris, 2017).

Fourth-wave specialty coffee represents the industry's ongoing evolution, focusing on transparency, sustainability, innovation, and quality; it seeks to create a more sustainable and equitable coffee industry that benefits everyone involved, from coffee farmers to customers, by emphasising these values. Aside from the quality, fourth-wave specialty coffee strongly emphasises the coffee itself; it entails using high-quality, specialty-grade coffee beans and ensuring it is perfectly roasted and brewed to bring out the best flavours and aromas. Similarly, in terms of innovation, fourth-wave specialty coffee is distinguished by a commitment to experimentation and innovation in coffee brewing and roasting techniques. This can include experimenting with new brewing methods, discovering new flavour profiles in coffee, and trying new processing methods (Bozzola, 2021; Morris, 2017).

Seeing the opportunity for specialty coffee, which is currently developing as a trend, makes creative economy actors more efficient by looking at things that can generate the local SME economy from the coffee sector. Moreover, Covid-19 has become a significant challenge in the supply chain in the coffee sector; this has happened with delays in coffee being delivered from upstream countries in farm production to downstream countries selling it (Maspul, 2020). Apart from that, with the ease of access to the coffee value chain from upstream to downstream with technological advancements, economic actors playing a role in the sustainability of coffee will

also be things that can help rather than the challenges that exist in the coffee value chain. Moreover, specialty coffee will be resilient if it connects from the value chain in coffee; all stakeholders can embrace it together in synergising solutions through sustaining upstream production. Climate change has also affected supply chain development; deforestation and frost drought has occurred in several coffee-producing countries, so the massive demand for downstream consumers constrains the yield produced from the coffee itself. In this case, several climate change experts have provided several steps to help handle climate change, which is currently a significant challenge in the coffee value chain (Bashiri *et al.*, 2021; Laderach *et al.*, 2010).

Each stakeholder is working on tackling climate change and delays in the supply chain due to resilience from the post-covid19 each party currently working on. Technology is expected to assist in the sustainability of coffee production and to be able to make the resilience of all supply chains capable of tackling threats, disruptions and challenges in the coffee value chain. Apart from that, making specialty coffee continues to advance in development in the next wave, especially in the fourth wave, where each production downstream tries to find a path that makes it easier for them to become resilient, especially in the post-new normal after Covid19. The fourth wave in specialty coffee is marked by many small-holder coffee companies directly recruiting specialty coffee with outstanding quality and sustainably bringing the coffee from farmers upstream with a fast and easy time capacity (Golan *et al.*, 2020; Bilfield, 2022).

### **Integrated Marketing Communication (IMC) in Impacting Istanbul Specialty Coffee Culture**

All modern organisations in coffee, whether business or not-for-profit, use various forms of marketing communications to promote the products or services they offer and achieve their goals, financial and non-financial. Integrated Marketing Communication (IMC) is developing and implementing persuasive forms of communication to customers and prospective customers on an ongoing basis, which aims to directly affect the behaviour of its target audience. In this case, IMC in coffee considers all sources that can create customer or prospective customer relationships with products or services from a brand as an excellent opportunity to convey a message. Meanwhile, according to the American Association of Advertising Agencies, IMC is a marketing communication planning concept that provides the added value of a comprehensive plan. The plan evaluates the strategic roles of various communication sciences and combines them with other fields to produce an accurate, consistent result and maximum effect through unifying disparate messages. Meanwhile, IMC is a form of integrated marketing communication within a coffee company or organisation (Reid, 2002; Okpara, 2007).

IMC includes coordinating various elements of the promotion mix (Promotion Mix) or the marketing communication mix (Marketing Communication Mix). A promotion mix is a communication tool consisting of advertising, direct marketing, social media and website/internet marketing, sales promotion, public relations, personal selling, sponsorship, exhibition, point of sale and merchandising, corporate identity, packaging, and word of mouth. As support for IMC, it can be observed through the breakneck growth of specialty in Turkey and invites all coffee lovers in the world to be able to easily access and feel the same way that local people in Turkey feel for the coffee freshness offered. From here, technology can support IMC in helping the growth of specialty coffee in the region. At the same time, the development of specialty coffee everywhere to develop a marketing communication mix with the core of sales and make it work harmoniously by encouraging the development of specialty coffee in the community by strengthening technology in marketing. Moreover, in looking at the development of the IMC itself, it is

necessary to study the IMC elements that help develop specialty coffee in the area, as discussed below (Batat, 2019; Reid, 2002; Kitchen & Burgmann, 2015).

Advertising is also effective in creating a brand image in the minds of consumers. However, because of its non-personal nature, consumer feedback is not obtained quickly. On the other hand, any form of non-personal communication involving the mass media regarding coffee company information, products, services or ideas paid for by the sponsor. Several media are commonly used for advertising, such as television, newspapers, radio, and magazines. There are also social media such as Twitter, Facebook and Instagram to help the coffee advertising. Social Media and Website/Internet Marketing working through interactive media, mainly the internet, due to technological advances, which has become the primary medium for consumer-oriented promotions such as online couponing, sweepstakes, and prize contests on social media and websites. Interactive media enable two-way communication so sellers and buyers can interact in real-time, such as asking and answering questions and making coffee product purchases. Furthermore, apart from traditional advertising, social media is essential in developing marketing without boundaries in the growth of a specialty coffee brand. Therefore, the access from brands in specialty coffee can be accessed anywhere and anytime without any limitations, making specialty coffee increase its image in the global community both directly and indirectly, accelerating branding and attracting international attention to learn more about the importance of sustainability in the coffee value chain (Mangold & Faulds, 2009; Barefoot & Szabo, 2009).

Besides, direct marketing is also crucial in developing the company's communication directly with consumers. Coffee Companies widely use this element because it gives rise to fast feedback on sales transactions. Direct marketing is carried out by sending messages via email, SMS and/or WhatsApp, telemarketing and direct sales to target consumers; this method requires consumer database management to launch the coffee promotion. Social media has played a role in sustainable marketing of all sales; even from the marketing mix, it can be a powerful weapon but can positively impact fellow coffee consumers users; it also plays a role in coffee. Its uniqueness can invite several eyes to enjoy it, such as images of latte art made by baristas or visualisation types that provide unique aesthetics in sustainable marketing. In providing social impact globally, social media has influenced local tourism from various sectors so that many social media users can learn all new things related to coffee or blends rather than brewing methods in coffee dynamically (Sitorus *et al.*, 2021; Smith & Taylor, 2004).

Meanwhile, sales promotion has a very influential impact on IMC; functional activities provide added value to salespeople, distributors, or consumers to increase sales, such as price discounts. This element effectively attracts potential customers to try and buy the product for the first time. However, the sales profit from this element is usually in the short term. However, the development of e-commerce, integrated with the sale of specialty coffee, has become a booster in massive sales of online services; this can be seen post-pandemic, where everyone has basic needs in daily caffeine (Maspul, 2021). Therefore, online purchases are greatly needed during a post-pandemic material pandemic with new-normal conditions. Through sales promotion and integration of innovation in specialty coffee reporting from upstream to downstream, specialty coffee has made a specialty coffee boom in the global community. Not a few of the world's access to search for information related to the coffee value chain leads to purchases through one click on the e-commerce platform. This is where sustainability, through one of its legs in the economy, helps independent growth in the coffee value chain (Smith & Taylor, 2004).

Efforts to communicate and do something good to create an optimistic image company in the coffee community. If a coffee company can win people's hearts, consumers will be happy to



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choose the specific coffee company. Therefore, public relations is crucial in helping the integrated marketing mix and boosting coffee production and sales; general links are closely related to public opinion, specifically in the global coffee community. It must be innovative in reading the conditions in society so that the strategy undertaken can influence the public to give a favourable idea of a company. It also performs a management function to set goals by adjusting the existing situation and then providing regular suggestions to management on what to do. In addition, public relations also publishes news about the coffee company in the mass media or online; it becomes essential to spread something about the company to a broader audience, as well as the person selling, that will strengthen the brand and its sustainability. Sellers can influence potential buyers to buy their products, and buyers can immediately see and listen to the buyer's responsibility (Smith, 2020; Itani *et al.*, 2020).

Furthermore, direct selling between personnel in the coffee value chain, where the seller directly interacts with the prospective coffee buyer from upstream to downstream. Even in that interaction, the seller can help explain the product asked by the prospective buyer and provide recommendations according to the needs or desires of the coffee buyer. The feedback from this element is felt directly and more precisely because the sales presentation can be assessed now from the buyer's responsibility. In practice, specialty coffee commonly found through e-commerce also helped the challenges that come through the communication and information that will be integrated into the internet knowledge panel, such as Google, that helped businesses understand the insight through their online platform (Ferrel *et al.*, 2021; Smith & Taylor, 2004).

Meanwhile, supporting the integrated marketing mix in the coffee value chain is needed to gain sponsorship; it consists of activities, goals, and experts related to management satisfaction. An activity carried out by the company by providing financial support for organising events; sponsorship can also be in goods or renting according to a negotiated agreement. Recipients of financial aid must give commercial reciprocity for brand association and publicity. It will also follow the exhibitions in advancing the primary goal of the IMC, an event intended to show the public about a product or service in a specific place. The advantages of exhibitions are increasing market share, getting lots of prospects, and even increasing sales. Collections bring together groups of manufacturers, distributors and related services in one location specially designed for a particular industry; it can have maximum effect by integrating long-term forms of corporate communication in the coffee value chain (Ayers, 2003; Shah & Halligan, 2009).

Unique forms of promotion by displaying products to attract coffee consumers' attention; the display is close to the cashier's desk or the point of sale in the coffee value chain. The specialty coffee promotion is also in the form of giving goods free of charge to customers who buy certain products to make them interested in purchasing that specialty coffee product. The point of sale and merchandising are also needed to support the integrated marketing mix related to supporting the brand in specialty coffee (Smith & Taylor, 2004). Keeping the IMC with the coffee corporate identity that builds the company or organisation's personality is also essential, efforting a differentiator between one another and coffee companies in the coffee value chain. Through the particular coffee, identity is designed to facilitate the achievement of a company's business objectives, usually manifested by branding and trademarks. This identity includes coffee company names, logos, slogans, buildings, decorations, uniforms, company colours, and even the physical appearance of employees facing customers. In essence, with the company's identity, people know and feel; the integration between the two forms, both in forming a benchmark in the identity of specialty coffee and sustainable marketing, will have a progressive, positive impact (Smith & Taylor, 2004).

Understanding the philosophy of the coffee company itself through the activities in designing and manufacturing a product's packaging. In strengthening the product itself, it needed to develop the way the packaging. Packaging is done so that consumers are interested in buying because there is a plus value from the product packaging, according to the consumer; the promotional element is essential because consumers are often not too interested in the product but buy it because they are happy with the shape or design of the packaging. Coffee is one of the core values that need to be introduced to its uniqueness in taste and sensibility so that with unique packaging, it will make it easy to recognise through the greatness of eye-catching packaging, which is one of the ideas in strengthening mixed marketing integrity in the coffee value chain (Underwood, 2003).

On the other hand, word of mouth (WoM) will also help in sustainable sales and marketing, so it is necessary here to introduce unique standards that can be recognised by the local community. Word of mouth arises because of the superiority of a product or service and makes consumers happy. Original conversation from one consumer to another regarding a product or service so that the consumer indirectly promotes the product or service; the integrated promotional element, often called viral marketing, has a higher level of trust than commercial advertising because the information and recommendations from honest consumers from their experiences after using a product or service can influence other consumers' purchasing decisions. WoM is an effective method that can be measured by the number of public marking, posting, and re-sharing content companies create to build awareness of the general public who previously did not know about a coffee company's products or services (Chen *et al.*, 2014).

IMC does seem to focus on promotion but keep in mind that IMC is not just promoting a product or service but is also an effort to strengthen a brand image, convince customers or potential customers to choose a brand and ultimately make customers loyal to that brand. In other words, IMC helps a company sustainably target a fair market share. In addition, the IMC can produce better communication consistency, more effective communication budgets, and a more significant sales impact (Luxton *et al.*, 2015). Especially during this pandemic, Coffeepreners must be able to combine online and offline marketing strengths for the sake of their business continuity. In strengthening the sales with the IMC, specialty coffee brands in the region must work with the proper plan and fit the local consumer; the local consumer will sustainably with the community and build the best network to support the three bottom legs of sustainability. Since Covid-19 hit the global pandemic, some of the roasteries in the world could create their resilience; precisely in Istanbul hit the impact and worked beyond the boundaries in increasing the stability, not only supporting the community but also bringing continuity in coffee value chain sustainability (Maspul *et al.*, 2022).

## **Acculturation the Traditional Coffee with the Fourth Wave Coffee Culture**

### **1. Understanding Acculturation and Its Dimensions**

One form of cultural change is acculturation, manifested in cultural products such as art, language, household furnishings, food, clothing, and lifestyle. Human behaviour, including interaction and communication, is influenced by roles, context, and conditions communicated by cues to improve the environment, and relationships are all part of enculturation and acculturation. Acculturation occurs when groups of individuals with different cultures interact directly and intensively, causing changes in cultural patterns in one or both cultures. In its development, due to movements or relations between people in various activities, contact and even mixing between one culture and another is inevitable (Berry & Sam, 1997). The process of meeting two different cultures causes acculturation and

assimilation. Acculturation is more of an enrichment of a culture without changing the initial characteristics of that culture. This acculturation is a form of cultural sustainability, an attempt by a culture to survive. Although a culture must change, development is expected while maintaining that culture's character; change is more an adaptation to new demands and challenges so that the culture can survive. Thus, some parts still exist and are vital characteristics of that culture; some features change according to continuity and changes; the elements maintained and passed down between generations become cultural traditions (Cleveland & Laroche, 2007).

Acculturation is a continuous process that takes place over a long time; changes can be known by tracking these changes based on the past. Its results from the relationship between environment, culture and behaviour. The societal culture changes and includes residual elements from traditional culture and new formations; this process impacts traditional culture, transforming it into new developments (Sam, 2006). It also affects individual behaviour, leaving some conventional behaviour and changing it to a new norm of behaviour. Acculturation also indicates that the interaction between several cultures in a group does not mean eliminating the characteristics of specific groups but instead creates new elements which are the result of compromise and indicates the existence of specific cultural factors that are maintained as much as possible so that the group does not lose its identity (Hertzog *et al.*, 2008; Sam, 2006).

Acculturation is the process by which members of one cultural group adopt the beliefs and behaviour of another group. Acculturation could also be described as changing artifacts, customs, and ideas from contact with two or more cultures; two significant types of acculturation, amalgamation and directed change, can be distinguished based on the conditions under which cultural communication and change occur. One of the acculturation processes can be caused by migration; since ancient times in human culture, there has been a movement of migration or ethnic groups on earth. Migration certainly causes meetings between groups of people with different cultures; this results in conditions where individuals in each group are faced with elements of foreign cultures. At this moment, the acculturation process took place so that it could affect various aspects of human life, including the architectural works of their homes. Although acculturation usually results in the minority group adopting the habits and language patterns of the dominant group, acculturation can be reciprocal; for example, the dominant group also adopts the distinctive patterns of the minority group (Berry, 2005; Sam, 2006).

Culture as a system never stops but changes and develops because of encouragement from within and outside the system. This change logically occurs because aspects of adaptation and human learning always lead to better levels and demands. With these changes, time in terms of time and history becomes a factor that needs to be considered. In identifying shifts in the built environment, there must be an emphasis on fixed, semi-fixed, and non-fixed features. These elements form the setting, the interaction layout between humans and their environment. Background includes the environment where humans (community), such as soil, water, room, air, trees, and other living things, know the places and situations they relate to because different problems have different layouts in the process and activities. In the context of space, settings can be differentiated into physical settings and activity settings; the following describes the three forming elements:

- a. Fixed elements are elements that are basically set or whose changes are rare. These elements can be organised into size, location, sequence and arrangement. But in the case

of a phenomenon, these elements can be complemented by other elements, for example, the house, its spatial structure, roof, fence and other attached elements.

- b. Semi-fixed elements are somewhat fixed but still range from the arrangement and type of features, such as street elements, signs, shop windows and other urban factors, for example, parks or open spaces and marking systems. The change is pretty quick and easy.
- c. Non-fixed elements are directly related to the behaviour or behaviour directed by the man, which is always not fixed, such as body position, body posture and limb movements. For example, residents of houses, residents of an area, and vehicles; these three elements can be acculturated (Alleyne, 1971; Dahliani, 2010; Rapoport, 1990).

There are many definitions of culture, but it's more understood with its concern with explaining culture's role. First, culture plays a role in providing a design for living through various rules about how things should be done. Second, culture provides a frame of reference that gives meaning to something, and something is only meaningful concerning one another in that reference. Third, culture gives group identity and distinguishes and separates groups from one another. All definitions of culture complementing each other do not need to be contested. In addition, culture has three relativity models; all cultures are relative and changeable; no part is universal and fixed (Wansborough & Mageean, 2000). There are parts of culture that are constant and parts that change. These differences may be different expressions of continuous interest in the culture. There are three elements of the model (environment - culture - individual) in the relationship human-environment (stress-adaptation); each individual faces certain conditions that require him to accept them by filtering them based on culture, time and others or rejecting them. These choices lead them to a disease influenced by many things, such as norms, values, level of adaptation, social groups, etc. Therefore, these individuals can respond to the situation they face. Environmental factors also influence these changes (Rapoport, 1990).

The cultural concept expressed above concerning the formation of the built environment, each individual responds to various expressions of cultural values (cultural values) specifically, in addition to looking at the lifestyle of the community, also looking at the images, patterns and meanings that are understood by the community which can then be realised in the form of certain agreed norms or rules. Groups that receive these aspects are manifested in various forms; they can change the built environment they live in, change habits, change expectations, the values they adhere to and so on. Two possibilities occur to the two groups of individuals when they get the cultural values above; the possibility is to accept and respond to or reject them (Rapoport, 1990).

Culture is essential in studying behaviour, but culture is not the only factor in human-environmental relations; there are other factors, namely bio-socio-psychology and other human characteristics. Even though culture seems to dominate the aspects of the relationship between humans and the environment, other factors need to be identified that link the built environment of the house in the settlement and the residents who carry out activities in it; culture gives identity to a group. This statement is true because the environment and character are different. This distinguishes one environment and certain groups from other environmental groups; nothing is identical. Of the three cultural groups, the first point regarding the characteristics of the house can be used as a parameter during data collection and discussion in this study. Behavioural studies state that the environment cannot determine behaviour and can only facilitate or inhibit certain behaviours, specific cognitive processes, or moods; they are more accurately referred to as catalysts. The inhibiting environment

generally influences more significantly than the facilitating environment (Gössling, 2002; Rapoport, 1990).

The reciprocal relationship between space and behaviour is influenced by design factors, the relationship between spaces, and the characteristics inside. The quality of the environment is formed because the atmosphere of space sensed by humans becomes a perception reflected in human behaviour; on the other hand, human behaviour can affect space. The environment can be understood as 1) organisation, space, time, meaning and communication that are physically expressed in the form of cultural landscapes at various scales, ranging from urban regional environments to housing, 2) the system of settings, which is a system in which the activity system takes place, 3) cultural landscape which consists of the elements that make up the background and its markings as well as the system activities, 4) something composed by fixed elements and semi-permanent and non-permanent elements (humans). These four understandings are not contradictory but complementary. However, when the environment is designed, four elements are organised: 1. space, 2. meaning, 3. communication 4. time. The four elements and its meaning are permanently attached when coffee processing is designed and when they experience acculturation in coffee serving today globally (Vischer, 2008; Rapoport, 1990).

Space, communication, meaning, and time are all considered when designing an environment; how people behave in space is influenced by design, relationships between rooms, and characteristics inside. This creates a perception that affects human behaviour and can also impact the area. The environment includes physical expressions like cultural landscapes, settings for activity systems, and elements that make up the background, including humans. These aspects are complementary and work together; this is true for coffee processing and global serving today.

## **2. Connections of Istanbul Coffee Acculturation**

In looking at the development of coffee acculturation itself in Istanbul, it has experienced a long journey from time to time. Thus, it is crucial to understand more deeply the acculturation of specialty coffee which originates from its own Arab roots, the neighbouring country of Turkey, where the first wave of coffee came from the Middle East to Eastern Europe. From the conquest of Constantinople to starting the second generation of coffee culture, renewable then. So in principle, the coffee brought through the first coffee culture in the Middle East was the most essential first wave in making coffee develop appropriately in Europe. Coffee acculturation has become one of the apparent forms in Istanbul from the first time the culture was brought through trading between continents until now. It has become a diversification of commercial and specialty coffee products (Zhang, 2014; Ukers, 1935).

Specialty coffee and traditional coffee in Istanbul are both critical components of the city's coffee culture and understanding the relationship between the two can help to promote coffee acculturation and appreciation among locals and visitors alike. Some essential connections between specialty coffee and traditional coffee in Istanbul include a shared history; specialty coffee and traditional coffee in Istanbul both have a rich history deeply intertwined with the city's culture and identity. Traditional Turkish coffee, for example, has been a staple of Turkish culture for centuries, while specialty coffee has emerged more recently as a global trend that has found a foothold in Istanbul. Besides similar preparation methods, while specialty coffee and traditional coffee in Istanbul may have different flavour profiles and brewing techniques, they share some similarities regarding preparation methods.



Both types of coffee are typically brewed using a pour-over process, which involves pouring hot water over coffee grounds to extract the flavour and aroma (Yılmaz *et al.*, 2017; Yiğit & Şahin Perçin, 2021).

On the other hand, the cultural significance of specialty and traditional coffee in Istanbul is essential. Traditional Turkish coffee, for example, is often served in special cups and is a necessary part of Turkish hospitality and social customs. On the other hand, specialty coffee is often associated with a more cosmopolitan and modern lifestyle. Furthermore, cross-cultural exchange, specialty coffee and traditional coffee in Istanbul can also facilitate cross-cultural exchange by providing opportunities for locals and visitors to learn about different coffee traditions and cultures. For example, specialty coffee cafes in Istanbul may offer traditional Turkish coffee alongside specialty coffee offerings, allowing customers to try new flavours and experiences. The connection between specialty coffee and traditional coffee in Istanbul can help promote coffee acculturation and appreciation by highlighting the shared history, cultural significance, and brewing techniques of these two crucial components of Istanbul's coffee culture (Tucker, 2017; Maspul, 2022).

### 3. Dynamics of Istanbul Fourth-Wave Coffee Culture

In Istanbul, the dynamics of fourth-wave coffee culture have been shaped by various factors, including changing consumer preferences, the influence of global coffee trends, and the emergence of new coffee shops and roasters. One key feature of the fourth-wave coffee culture in Istanbul is a focus on high-quality and specialty coffee. This has led to small-batch roasters and independent coffee shops prioritising sourcing ethically and sustainably grown beans and using innovative brewing methods to highlight each coffee variety's unique flavours and characteristics. Another critical factor shaping the dynamics of fourth-wave coffee culture in Istanbul is the influence of global coffee trends. Many coffee shops and roasters in Istanbul are inspired by the specialty coffee scenes in Europe and the United States and are working to incorporate these trends into their offerings (de Luca *et al.*, 2020; Ünan Gökten & Uslu, 2022).

Based on the latest visit in this study, the coffee production uses the latest high-end machines, such as the Loring 70 Peregrine and Loring 15 Falcon and other production machines, such as the Diedrich, as coffee sampling machines, surrounded by an abundance of single origins obtained from both direct and through coffee suppliers. At the same time, there is also a growing interest in Turkish coffee culture and traditional brewing methods, with some coffee shops and roasters experimenting with new ways of preparing and presenting specialty coffee and traditional bakery to a modern audience. Several unique coffee roasters in Istanbul are all-in-one downstream production developed by several coffee roasters. One of them is Espressolab Roastery, the essential branch of the production centre in Turkey's Espressolab, a large area located in the Gungoren area, which can be accessed 24 hours. Espressolab is one of the leading specialty coffees in Turkey and has many branches in Turkey, with a variety of uniqueness from several partitioned shops for coffee production and also a diverse brewing area as well as the production of traditional simit bakery which is one of the unique coffee cultures in Istanbul in serving its coffee brew.



**Fig. 1, EspressoLab Coffee Roaster in Istanbul (Source: Author)**

The city's coffee culture is constantly evolving, and there are always new and exciting places to discover for coffee lovers. In other areas, such as in Asia's Istanbul Region such as in Kadikoy, there is the Coffee Manifesto which is becoming a trend as one of the leading specialty coffees in Istanbul, with a coffee lab used to explore sensory in coffee as well as a training ground for specialty coffee enthusiasts in the region. Not far from the area is the cafe from his Coffee Manifesto. Apart from that, in the same place, there are Kernel, Walters, Petra, Montag and Kronotop, which are complementary to the leading specialty coffee in Istanbul. The dynamics of fourth-wave coffee culture in Istanbul are characterised by a balance between tradition and innovation, focusing on quality, sustainability and creativity. As the coffee industry continues to evolve, it will be interesting to see how these dynamics continue to shape the coffee culture in Istanbul and beyond (Hämäläinen, 2019).

Some coworkers are women working in the Istanbul coffee value chain, representing a growing trend in the city's coffee culture. Since coffee roasting has traditionally been a male-dominated profession in Istanbul, but in recent years, many women have entered the industry, breaking down barriers and challenging gender stereotypes. Many of these women-owned coffee roasting companies are dedicated to promoting social responsibility and sustainability in the coffee industry. They buy coffee beans from small-scale, environmentally and socially responsible producers and prioritise fair trade practices and community support.

Women working as coffee roasters in Istanbul's coffee industry are making significant strides toward promoting sustainability, innovation, and gender equity. These women also bring new perspectives and approaches to coffee roasting, experimenting with different methods and flavour profiles to create unique roasting and diverse coffee offerings. They contribute to the growth and innovation of Istanbul's coffee industry and set an example for women in other male-dominated industries.

### **Developing Istanbul Tourism Growth through the Specialty Coffee**

Coffee tourism will not only have a positive impact on helping the local coffee economy but will also create resilience in the tourism sector in Turkey. With the long journey of Turkish coffee history being known to the world, it is only fitting that Turkey becomes the leading

tourism rather than the downstream coffee sector. This has allowed creative economy actors to make coffee dynamic with product and space developments aligned with global trends. In the behaviour of coffee consumers, many people consider coffee consumption a hobby for some people, especially foreign tourists who come from far away for behaviour economic, so that can be included as a type of special interest tourism in particular culinary delights. With the fourth-wave concept of specialty coffee, it will be easier to classify it as culinary tourism, such as wine tourism and other gastronomy. With typical culinary tourism, it will offer tours to coffee-producing regions in the tropical hemispheres of Capricorn and Cancer. Some other examples are in the US and Europe, in seeing the massive culture of drinking coffee so that it can be boosted through sustainable marketing on social media that invites the world's eye to do the same activities in other touristic countries coupled with cultural buildings and previously explained that make coffee products aesthetic. with the local coffee culture (Reinecke *et al.*, 2012; Kaçan & Erdoğan, 2017).

In addition, in the fourth wave, the large number of local coffee producers in upstream coffee-producing countries and downstream coffee shops will create a sustainable cycle with each other in making tourism companies the central core on an ongoing basis. Local tourism authorities will even provide guide services for local coffee tourism culture so that all coffee value chains involved in the upstream-to-downstream coffee cycle become integrated guides for local and international tourists, both printed and digital information that can be linked to social media. The coffee journey itself does not stop there but also in providing knowledge about the coffee value chain from the upstream farm to the downstream consumer cups to create their creations through open training or paid training, which always starts with the curiosity of the consumer as a coffee connoisseur with a systematic and sustainable concept (Iannone & Caruso, 2023; Putithanarak *et al.*, 2022).

The fourth wave of specialty coffee can play an essential role in driving tourism growth by attracting coffee enthusiasts to destinations known for producing high-quality coffee; One of them is coffee tourism. Many coffee-producing regions offer tours and tastings for visitors who want to learn more about how coffee is grown, harvested and processed. These tours can be a significant draw for coffee enthusiasts and help promote tourism in regions that may not be as well-known as their tourist attractions. Apart from that, Coffee shops and cafes, in this case, Specialty coffee shops and restaurants, can become popular destinations in their own right, attracting locals and tourists alike. These cafes can become community hubs and gathering places and help create a sense of place and identity in a destination (Derrett, 2003; Felton, 2018).

Meanwhile, in the food and beverage tourism sector, specialty coffee can be a part of a broader trend towards food and beverage tourism, where visitors seek out unique and authentic culinary experiences. Coffee can be paired with local foods and flavours to create unique taste experiences that can help differentiate a destination from others—and related to local economic development, where specialty coffee can be a valuable economic driver, creating jobs and supporting local businesses. In regions where coffee is a significant industry, promoting specialty coffee can help to create a more sustainable and equitable economy. Moreover, the fourth wave of specialty coffee can drive tourism growth, create economic opportunities, and promote cultural and culinary diversity. By advertising high-quality coffee and coffee-related experiences, destinations can attract a new generation of travellers interested in unique and authentic experiences (Slocum & Curtis, 2017; Maspul, 2022a).

#### **Developing Sustainability in Istanbul Coffee Value Chain**

The commitment to environmental, social, and economic sustainability throughout the

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process of producing, processing, and distributing coffee is called sustainability in the coffee value chain. Some critical aspects of sustainability in the coffee value chain include coffee production, which has the potential to have a significant environmental impact, including deforestation, soil degradation, and water pollution. Sustainable coffee production aims to reduce these effects by employing environmentally friendly practices such as shade-grown coffee, water conservation techniques, and organic farming methods. Social sustainability: Coffee production can have significant social implications, such as labour rights, fair wages, and gender equity. Sustainable coffee production aims to ensure that coffee farmers and workers are fairly treated and access fundamental human rights, such as education, healthcare, and clean water (Civera *et al.*, 2019; Abuabara *et al.*, 2019).

Concerning the economic sustainability in coffee production also aims to make the coffee industry more economically sustainable by promoting fair trade practices, assisting small-scale coffee farmers, and ensuring that coffee prices are sufficient to support a sustainable livelihood for coffee producers through Istanbul's downstream coffee value chain. Sustainability in the coffee value chain is a critical issue for the coffee industry, as it seeks to promote environmental, social, and economic sustainability throughout the entire process of producing, processing, and distributing coffee. Transparency in the supply chain is an essential aspect of sustainability in the coffee value chain because it allows consumers to make informed decisions about the coffee they buy. Sustainable coffee companies strive to create transparent supply chains that trace coffee from its origin to the final product, providing information about the source and quality of the coffee. By prioritising sustainability, the coffee industry from Istanbul's downstream coffee value chain can create a more equitable and sustainable future for coffee farmers, workers, and consumers (Caiado & Quelhas, 2020; Sayogo *et al.*, 2015).

Meanwhile, because Istanbul is both a paramount consumer and producer of coffee, sustainability in the Istanbul coffee value chain is an important issue. Some ideas for promoting sustainability in the Istanbul coffee chain include sustainable coffee production since Istanbul is home to many coffee roasters and cafes, and promoting sustainable coffee production practices can significantly impact the coffee chain's sustainability. It could include sourcing coffee beans from environmentally and socially responsible direct producers, employing organic farming methods, and assisting small-scale farmers. Recycling and waste reduction, on the other hand: coffee consumption generates a significant amount of waste, including coffee cups, filters, and grounds downstream. Cafes and consumers can prioritise recycling and waste reduction practices, such as using reusable cups and composting coffee grounds, to promote sustainability in the Istanbul coffee value chain (Linton, 2005).

Furthermore, coffee production and consumption require significant energy, including electricity and water. To promote sustainability, coffee companies and cafes can prioritise energy efficiency measures such as using energy-efficient lighting, equipment, and appliances and reducing water consumption in coffee production and brewing. Furthermore, coffee value chain transparency is an essential aspect of sustainability in the coffee chain because it allows consumers to make informed decisions about the coffee they buy. Coffee companies and cafes can prioritise transparency by providing information about the origin and quality of their coffee, as well as by promoting fair trade practices and supporting small-scale coffee farmers. To promote sustainability in the Istanbul coffee chain, all actors in the coffee value chain, from coffee farmers to cafes and consumers, must commit. Istanbul can create a more equitable and sustainable future for the coffee industry and the environment by prioritising sustainability in coffee production, consumption, and waste reduction (Millard, 2011).



To conclude the sustainability in the Istanbul coffee value chain, by promoting fair trade practices, sustainable and responsible coffee production, gender equality, decent work opportunities, and responsible consumption and production, coffee gastronomy can help achieve the United Nations' Sustainable Development Goals (SDGs). Coffee gastronomy can help to reduce poverty, improve food security, promote economic growth, and create a sustainable future for coffee farmers and workers by supporting these goals (Rubio-Jovel, 2022).

## CONCLUSION

Coffee tourism can benefit the local coffee economy and create resilience in Turkey's tourism sector. Turkey's rich coffee history makes it fitting to become a leading global tourism destination. Creative actors in the coffee industry have developed dynamic products and spaces aligned with global trends. Coffee consumption is considered a hobby, especially for foreign tourists, and can be classified as a type of special interest tourism, particularly culinary tourism. Fourth-wave specialty coffee can be categorised as culinary tourism, offering tours to coffee-producing regions. Sustainable marketing on social media can boost coffee culture in tourist countries. Cultural buildings and aesthetic coffee products can enhance the local coffee culture. Moreover, promoting fair trade practices, responsible coffee production, gender equality, decent work opportunities, and responsible consumption and production in Istanbul's coffee value chain can help achieve the United Nations' Sustainable Development Goals (SDGs). Coffee gastronomy can contribute to reducing poverty, improving food security, promoting economic growth, and creating a sustainable future for coffee farmers and workers by supporting these goals.

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