

# The Role of Coffee Tourism in Rural Development in Jazan, Saudi Arabia

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الجمعية السعودية للمحافظة على التراث  
Saudi Heritage Preservation Society



# Coffee in Jazan

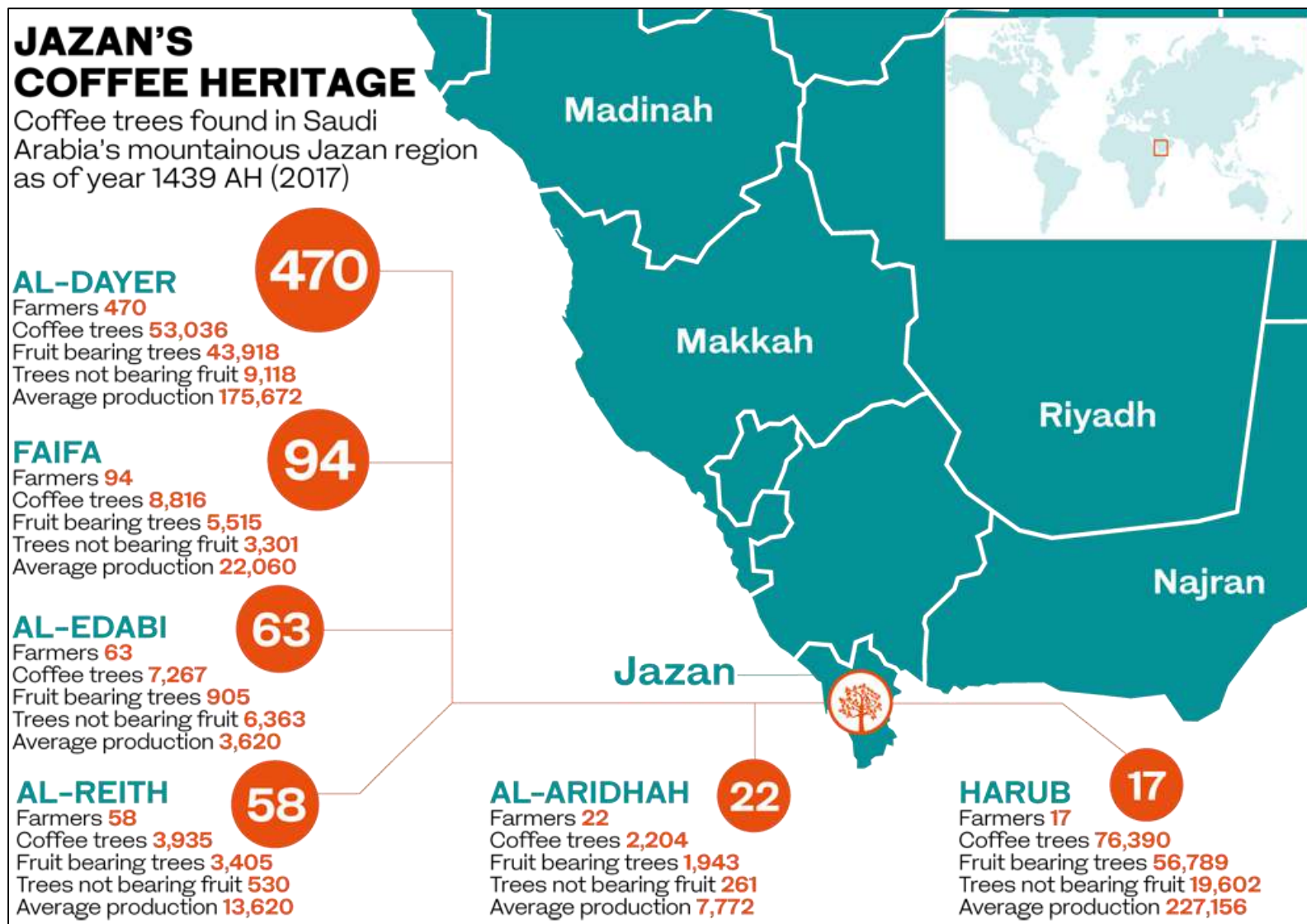




# Coffee in Jazan

- 724 farmers
- Covers 84% of the total plantation
- 500 tons of coffee beans every year
- Net revenue = \$150.96 thousand per hectare
- Saudi coffee is used as a traditional beverage in the Kingdom
- Coffee is used for medicinal purposes:  
treating various human and livestock diseases







- Demand and supply
- Water resources
- Loss of crops
- Limited infrastructure
- Lack of expertise
- Population growth





# Community-Based Conservation Approach

- Forming local societies
- Zero waste manufacturing from the coffee fruits
- Trademark
- Coffee events & festivals
- Promotion and enhancement



# Coffee Contributions to Rural Development

- CSR initiatives
- Landscape Preservation
- Museums
- Visitor experience
- Authenticity





- To leverage the experience:
  - Oral traditions including songs, poetry and storytelling,
  - Serving Arabic coffee: rituals, hospitality, festivities.







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