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

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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
Coffee in Jazan

**JAZAN'S COFFEE HERITAGE**

Coffee trees found in Saudi Arabia's mountainous Jazan region as of year 1439 AH (2017)

**AL-DAYER**
- Farmers: 470
- Coffee trees: 53,036
- Fruit bearing trees: 43,918
- Trees not bearing fruit: 9,118
- Average production: 175,672

**FAIFA**
- Farmers: 94
- Coffee trees: 8,816
- Fruit bearing trees: 5,515
- Trees not bearing fruit: 3,301
- Average production: 22,080

**AL-EDABBI**
- Farmers: 63
- Coffee trees: 7,267
- Fruit bearing trees: 905
- Trees not bearing fruit: 6,363
- Average production: 3,820

**AL-REITH**
- Farmers: 68
- Coffee trees: 3,935
- Fruit bearing trees: 3,405
- Trees not bearing fruit: 530
- Average production: 13,820

**AL-ARIDHAH**
- Farmers: 22
- Coffee trees: 2,204
- Fruit bearing trees: 1,943
- Trees not bearing fruit: 261
- Average production: 7,772

**HARUB**
- Farmers: 17
- Coffee trees: 76,390
- Fruit bearing trees: 56,789
- Trees not bearing fruit: 19,602
- Average production: 227,156
Issues and Challenges

- 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
Coffee Contributions to Rural Development

• To leverage the experience:

- Oral traditions including songs, poetry and storytelling,

- Serving Arabic coffee: rituals, hospitality, festivities.