



ISCTBL 2021
INTERNATIONAL SCIENTIFIC CONFERENCE

Универзитет „Гоце Делчев“ –
Штип

**Goce Delchev University
Shtip**

Факултет за туризам и бизнис
логистика

**Faculty of Tourism and
Business Logistics**

**Четврта Меѓународна Научна Конференција
Fourth International Scientific Conference**

**ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС
ЛОГИСТИКАТА ВО 21 ВЕК
CHALLENGES OF TOURISM AND BUSINESS
LOGISTICS IN THE 21ST CENTURY**

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Пленарна сесија
Социо-економски импликации на КОВИД-19: намалување на
разликите и справување со дистрибутивните влијанија во различни
сектори

Претседавач на сесијата: Татјана Бошков, вон. професор и декан на Факултетот за туризам и бизнис логистика, Универзитет „Гоце Делчев“ – Штип, РС Македонија.

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д-р Татјана Бошков, вон. професор и декан на Факултет за туризам и бизнис логистика, Универзитет „Гоце Делчев“ – Штип, РС Македонија.

Втора сесија: Туризам, угостителство и гастрономија

д-р Наташа Митева, доцент и продекан за настава, Факултет за туризам и бизнис логистика, Универзитет „Гоце Делчев“ – Штип, РС Македонија.

Panel session

Socio-economic implications of COVID-19: reducing disparities and addressing distributional impacts in different sectors

Session chair: Tatjana Boshkov, Assoc.professor and Dean at Faculty of tourism and business logistics, „Goce Delcev University – Stip, N. Macedonia

Panelists

1. Gligor Bishev, University professor and Management Board Chairman, Sparkasse Bank, N. Macedonia
2. Zarko Radjenovic, PhD, Research Associate, Innovation Center, University of Nis, Serbia
3. Natasha Miteva, PhD, Vice-Dean for Education, Faculty of Tourism and Business Logistics, Goce Delcev University – Stip, N. Macedonia

Moderators

First session: Business logistics and business administration

Tatjana Boshkov, PhD, Dean at Faculty of Tourism and Business Logistics, Goce Delcev University – Stip, N. Macedonia

Second session: Tourism, hospitality and gastronomy

Natasha Miteva, PhD, Vice-Dean for Education, Faculty of Tourism and Business Logistics, Goce Delcev University – Stip, N. Macedonia



УНИВЕРЗИТЕТ „ГОЦЕ ДЕЛЧЕВ“ - ШТИП
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ФАКУЛТЕТ ЗА ТУРИЗАМ И БИЗНИС ЛОГИСТИКА
FACULTY OF TOURISM AND BUSINESS LOGISTICS

ЧЕТВРТА МЕЃУНАРОДНА
НАУЧНА КОНФЕРЕНЦИЈА

FOURTH INTERNATIONAL
SCIENTIFIC CONFERENCE

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IN THE 21ST CENTURY

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COFFEE AS A SIGNIFICANCE SEGMENT OF THE CATERING OFFER - CASE STUDY OF THE CITY NIŠ

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Abstract

Consumption of coffee in one country, region, and even the local environment is the fruit of tradition, but also its history and culture. The subject of research in this paper is coffee, in a case study of the city of Nis. With the application of research methods, appropriate to the subject of research, the paper aims to investigate the structure of coffee and consumers, with reference to its quality. The results indicate that coffee is consumed by consumers of different age groups with different representation. Coffee consumption is done every day, as a pleasure and is an integral part of culture and tradition. This drink is an indispensable part of the offer of every catering facility that provides them with a significant part of income and profit.

Keywords: *catering, coffee, consumers, quality.*

Introduction

Coffee in the form of a beverage is a beverage that includes all the senses, which are used to interpret impressions during **consumption**. It is believed that coffee was discovered in the area of South Sudan and Ethiopia, and that robusta originates from West Africa. Coffee is an indispensable part of the offer of every catering facility, which provides them with a significant part of income and turnover. Coffee is consumed by consumers with different age groups and different interests, which represents part of our culture. When talking about a food product, certain characteristics are always taken into account, by which product quality is defined. The sensory experience allows the senses to receive information, in order to form a unique impression (Popov-Raljić, 2013).

Types of coffee

Only a few types are distributed all over the world, but new types are constantly being obtained. The genus of this flowering shrub or tree in Latin is called Coffea. The modern classification of the genus Coffeace is constantly changing, as scientists are constantly discovering new types. So far, 124 types are known, although no one knows how many there really are. More than half of these types have been discovered in the last 20 years. Numerous types of this genus grow in the wild in Madagascar, Africa, and in the Mascarene and Canary Islands, in the wilds of Asia and Australia. Only two types are grown for commercial purposes: Coffea Arabica and Coffea Canephora, also known as Arabica and Robusta. The cultivation of these two types makes up 99% of the total coffee production in the world. It is believed that Arabica was created by crossing the types Coffea Canephora and Coffea Eugenioides, on the border of Ethiopia with South Sudan. In some countries, coffees of this genus are grown in small quantities for the local market: Coffea Liberica and Coffea Excelsa (Ljubisavljević, 2001).

Chemical composition and coffee components

The structure of coffee seeds changes significantly during roasting, as a consequence of Maillard's reaction, then the process of caramelization and pyrolysis. Some chemical components decompose and destroy, while others are formed. The most important components that are released during coffee roasting are certainly non-volatile compounds that play a significant role in determining the taste and smell of the beverage. The chemical structure of roasted coffee depends on the degree of roasting, the method of roasting, the composition of raw coffee, temperature and air flow. The percentage of moisture in roasted coffee ranges from 1.5% to 5%, which is far less than the percentage of moisture in green coffee beans (Farah, 2012).

The process of Maillard's reaction causes the development of hundreds of aromas. This process takes place between the eleventh and twelfth minutes of roasting. Every moment gives a new nuance to the aromas. Coffee releases carbon dioxide, which causes cells to explode, called "popcorn bang". Oils are formed after roasting and a layer of brown oil will appear in the middle groove. The acidity and sugar will decrease and the bitterness will be emphasized (Buffo & Freire, 2014).

The non-volatile components in coffee are:

- Caffeine that contributes to the strength and bitterness of coffee;
- Trigonelline and its derivatives: nicotinic acid and N-methyl nicotinamide;
- Polysaccharides, namely cellulose, hemicellulose, arabinogalactan and peptides;
- Humic acids and non-lanoids, brown colored substances that give green coffee its characteristic color;
- Carboxylic acids that are responsible for acidity;
- Chlorogenic acids are responsible for the feeling of tight taste;
- Lipids including triglycerides, seroles and terpenes that affect the viscosity of brewed coffee;
- Minerals such as potassium, magnesium, iron that act as catalysts in the roasting and storage of coffee (Buffo & Freire, 2004).

Coffee beans contain over 1000 chemical components that, while roasting, give the coffee aroma and taste. Subtracting caffeine from the equation many flavors are lost (Spiller, 1997).

Types of coffee beverages

Making coffee is as much an art as it is a science. A large number of coffee makers have been invented since the beginning of coffee consumption, but only a few have gained worldwide popularity. The following types of beverages can be found on the domestic market in everyday consumption:

- Filter coffee;
- Homemade coffee (Turkish coffee);
- Instant coffee;
- Espresso (Sabri, 2015).

Coffee in our region is undoubtedly an important part of the present, an important determinant of the past, and certainly a significant part of the future, because the tastes of coffee and the ways of its preparation and serving change people's daily habits, and considers this pleasure a special ritual (Sabri, 2015).

Upgraded types of coffee

The upgraded coffee is a combination of espresso coffee and additives such as milk, water, ice, etc. The most popular upgraded espresso coffees are:

- Cappuccino;
- Macchiato;
- Caffè Latte;
- Ice coffee;
- Irish coffee;
- Caffè Mocha.

Cappuccino is a beverage of three equal parts of espresso coffee, warm milk and milk cream. The structure of the milk cream should be foamy, in order to cause a pleasant feeling on the palate. Macchiato is a beverage that contains espresso coffee and very little milk cream. The word macchiato itself is of Italian origin and means stained. The ratio of coffee and cream should be 4: 1 in favor of espresso. Caffe Latte is a mixture of espresso coffee and milk in a ratio of 3: 1 in favor of milk. Sometimes there is a layer of cream on top of the drink. Ice coffee is made in several ways. The usual way of preparation is using ice cream and a dose of espresso coffee. The drink is usually decorated with whipped cream and chocolate crumbs. Ice coffee can also be made with extended espresso coffee or Caffe Americano, to which a few ice cubes and whipped cream are added. Irish coffee consists of filter coffee or Caffe Americano, Irish whiskey, a teaspoon of brown sugar and whipped cream. Caffe Mocha consists of espresso coffee, hot milk and chocolate syrup. There are variations in the type of syrup used, so in addition to chocolate, you can find flavors of hazelnuts, caramel, etc. (Luigi, 2006).

Coffee storage

Coffee is a very delicate product, sensitive to light, moisture and air. Consequently, coffee packaging is an important process in terms of preserving quality over a long period of time. After roasting, it is important to allow all the gases to be released. The biggest enemy of ground coffee is oxygen. If it is not well packaged, the coffee quickly loses its aroma. Vacuum packaging is key to maintaining coffee life for as long as possible. Ventilation of coffee occurs gradually, as a result of numerous chemical processes that affect coffee. The two basic processes that take place during ventilation are:

- Loss of desired coffee flavors;
- Getting unwanted coffee flavors.

When coffee is poured into the bag, air is mechanically extracted from the bag and a vacuum atmosphere is created, which prevents oxidation. In a vacuum package, coffee can stand unhindered for up to 12 months, without the danger that its quality will be changed. When vacuuming coffee, it is possible to create a modified atmosphere in the bag, by adding inert nitrogen, which prevents the occurrence of oxidation. Coffee is packaged in a variety of materials, from paper bags to heavy foils and cans. The packaging should be well sealed and resistant to moisture. The percentage of oxygen in the package is not recommended to be higher than 3% (Ljubisavljević, 2001).

Coffee consumption in the Niš region

After water, according to research, the most popular beverage around the world is - coffee. The planet, today, is inhabited by about 8 billion people. 500 billion cups of coffee are drunk annually. Coffee, homemade or Turkish, as it is often called in our region, arrived in our region from East Africa, through the Arabs and Turks, and hence this name that we use in everyday conversation. The Turks took the custom of drinking coffee from the Arabs and passed it on to us. It is interesting that today the consumption of coffee in Serbia is as much as thirteen times higher than the consumption among the inhabitants of Turkey. However, coffee is still, as usual, ordered as "Turkish", referring to traditional coffee. There are about 5 million coffee lovers in Serbia, or about 94% of the population over the age of 18. The main type of coffee consumed is a mixture of Arabica and Robusta. The average annual consumption of coffee per capita is 4.5 kg. Per capita, 985.5 cups of coffee are drunk annually in Serbia.

Place and methods of research

Empirical and theoretical research was conducted on the basis of the established concept and research plan on the territory of the city of Niš, which is the largest city in southeastern Serbia and is the center of the Nišava district. The following methods were used:

- Theoretical (definition, classification, induction, deduction, analysis and synthesis);
- Field research (interview of the management of tourist organizations of the research area, using a questionnaire adopted by Condrasky et al. 2007, modified for this research);

– Statistical (statistical observation).

The obtained results are classified into tables, after which they are subjected to observation and analysis, and in an adequate way graphically, tabularly presented and discussed. As a particularly important methodological aspect, the empirical character of this research is emphasized, which is reflected in the intention that the researched facts and conclusions can be empirically verified and confirmed.

Research results and discussion **Assortment of coffee offer in catering facilities**

The results shown in Table 1 show the range of coffee in Niš.

Table 1: Assortment of coffee offer

| The name of the drink | Number of bars that have a drink in offer | The average price of a drink in convertible marks | The average price of a drink in dinars |
|-----------------------|---|---|--|
| Espresso | 10/10 | 1.63 | 98 |
| Caffe Americano | 10/10 | 1.63 | 98 |
| Macchiato | 10/10 | 1.83 | 110 |
| Cappuccino | 10/10 | 2.03 | 122 |
| Caffe Latte | 10/10 | 2.42 | 145 |
| Homemade coffee | 10/10 | 1.37 | 82 |
| Nescafe | 10/10 | 2.03 | 122 |
| Irish coffee | 10/10 | 2.77 | 166 |
| Caffe Mocha | 10/10 | 2.57 | 154 |
| Decaffeinated coffee | 9/10 | 2.07 | 124 |

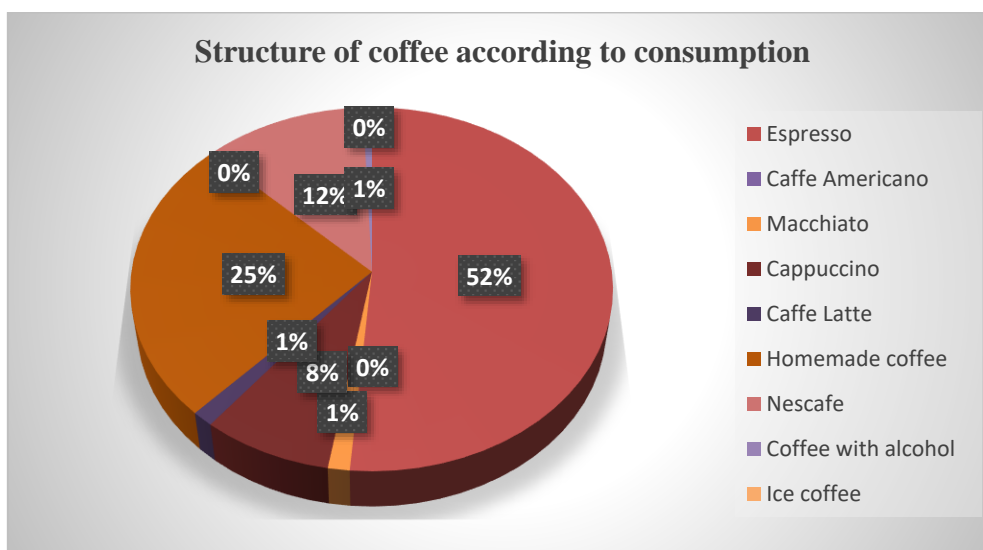
Source: Authors research

The obtained results indicate that restaurants in the Niš region have a wide range of coffee: espresso, caffe Americano, macchiato, cappuccino, caffe latte, homemade coffee, nescafe (instant coffee), Irish coffee, coffee mocha. Decaffeinated coffee existed in 9 facilities, i.e. 1 facility did not have decaffeinated coffee in its offer. The most expensive in the offer of these facilities is Irish coffee, with an average price of 166 dinars. The cheapest in the offer of researched facilities is homemade coffee, with an average price of 82 dinars.

Desirable sensory experience of different types of coffee

Graph 1 shows the percentage structure of coffee according to consumption.

Graph 1. *Structure of coffee according to consumption*



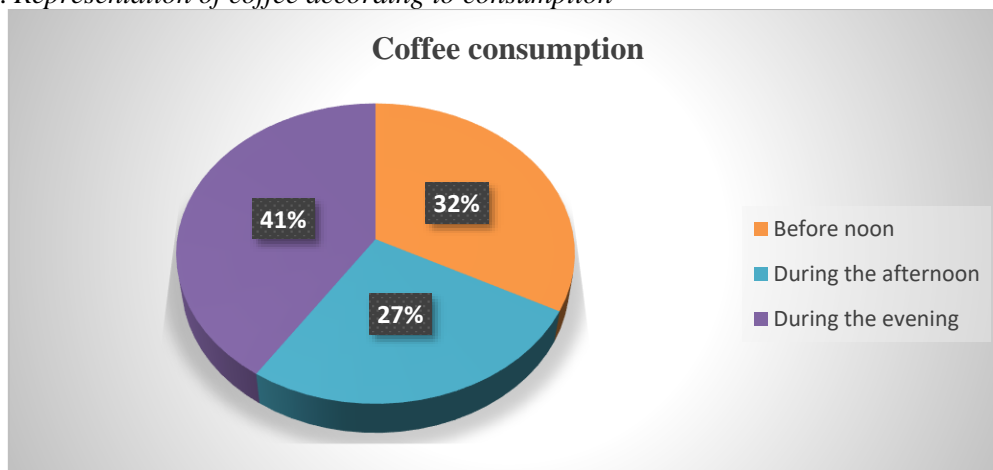
Source: Authors research

Based on the research conducted in catering facilities in Niš, the following results were obtained: espresso coffee is consumed the most, with a share of 52%. Consumption of coffee with ice, syrup, as well as decaffeinated coffee, none of the respondents chose as a favorite beverage of coffee consumed in restaurants, homemade coffee, with a share of 25%, and Nescafe (instant coffee) and cappuccino, with a share of 12% and 8% of respondents, respectively. About 3% of respondents, 1% of respondents for each of these last three options, opted for: macchiato (2 respondents), caffe latte (2 respondents), coffee with alcohol, in this case Irish coffee (1 respondent).

Representation of coffee by consumption

Graph 2 shows when and how often coffee is consumed in the Niš region.

Graph 2. Representation of coffee according to consumption



Source: Authors research

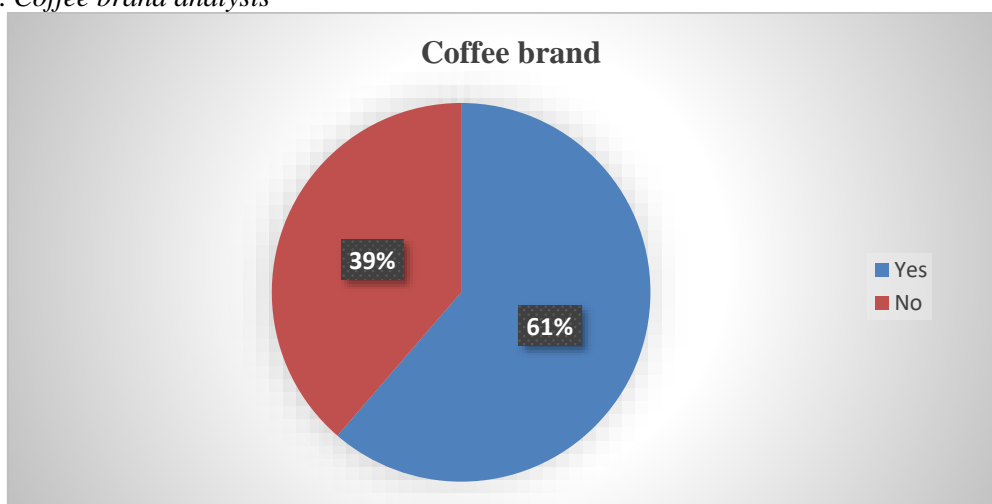
Based on the obtained results shown in Graph 2, the following can be concluded: 41% of respondents consume coffee during the evening, 32% of respondents consume coffee before noon, while 27% of respondents consume their favorite coffee during the afternoon. This trend of drinking your favorite coffee during the evening does not coincide with the traditional custom of drinking coffee, when coffee, due to its caffeine effect, is drunk in the morning. However, this result coincides with the research, because most of the respondents decided to drink coffee in a catering facility primarily because of the pleasure in this beverage, and not because of the effect of caffeine. Of the total sample, the majority of

respondents 47%, drink coffee in a catering facility because of the quality of coffee. 24% of respondents stated that they do not care in which facility they drink coffee. 7% of respondents said that they drink coffee because of good service, or because of the image/popularity/tradition/location of the catering facility. 15% of them stated that the price is primary when choosing coffee in a catering facility, before the other, previously mentioned options.

Brand-based coffee consumption

Based on the performed research, the following results were obtained. The purchasing power of the respondents was also checked in the research, where the question was asked whether the price has an impact on them when choosing a coffee beverage. Most of them answered that the price has no influence on the choice of coffee, as many as 73%, 27% of respondents claim that the price has an influence on the choice of coffee beverage in a catering facility.

Graph 3. *Coffee brand analysis*



Source: Authors research

Graph 3 shows whether the brand of coffee consumed in the catering facility is important, 61% confirmed that the brand is important when choosing, and 39% claim that the brand of coffee is not important when choosing. This shows that there is an awareness of the different quality of different coffee brands.

Appearance of coffee - None of the respondents rated the appearance of their coffee very bad, i.e., no one rated the appearance with a score of 1. Grade 2 (bad) appearance of their coffee was rated by 3% of respondents, and grade 3 (good) by 1% of respondents. Most respondents claimed that the appearance of their coffee was very good 31%, and excellent 65%.

Coffee smell - None of the respondents rated the smell of coffee consumed in the catering facility with a grade of 1 or 2 (very bad or bad). 4% of respondents rated the smell of their coffee as good, 31% as very good, and as many as 75% rated the smell of the coffee they consume as excellent.

Coffee taste - None of the respondents opted for grade 1 (very bad coffee taste). 6 respondents (4%) opted for bad coffee taste, twice as many, 12 respondents (8%) for good taste. However, the largest number of respondents decided that the taste of their coffee beverage was very good or excellent, i.e., 37% - very good, and 51% - excellent.

Coffee quality - Based on the previous items, those included in the survey were asked to rate the overall quality of the coffee they consume. 7% of respondents rated the quality of coffee as good (10 respondents), 31% rated the quality of coffee as very good (47 respondents), and (93 respondents) rated the quality of coffee as excellent, which makes 62% of respondents.

Conclusion

Coffee is one of the most popular beverages in the world, and coffee is considered to be the most popular beverage in the world after water. The same is true in Niš, which can be concluded from the large number of catering facilities that offer coffee drinks as an indispensable offer, as well as the large range of coffee drinks in these facilities - from traditional, homemade coffee, all the way to espresso with different combinations, such as ice cream, syrup, or alcoholic beverages, and therefore there is a large and diverse assortment of coffee in coffee bars in the city of Niš.

The examination determined that Niš residents mostly consume espresso in coffee bars, and of course, homemade coffee, which is present in almost all households in the south of Serbia, and drinking homemade coffee is an indispensable daily ritual. Homemade coffee is also indispensable in coffee bars in this city in the south of Serbia. Of course, coffee is mostly drunk at home, however, research has shown that several times a week, Niš residents visit coffee bars to consume some of the coffee from the rich assortment, most often with a friend or friends, for the pleasure of this drink. The appearance of the cup is also important, and the people of Niš put the quality of coffee before the price, and the price does not matter much about the choice of coffee. However, the coffee brand is important, which shows the awareness of the quality of coffee of different brands.

Sensory analysis, hedonistic scale, concluded the quality of coffee in coffee bars in the city of Niš, and determined the appearance, smell and taste of coffee drinks. The positive evaluation of the taste, smell, appearance and quality of coffee is positively surprising, which shows that coffee bars in Niš pay great attention to the quality of coffee they prepare.

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