

Impacts of Coffee Shop Business to Tourism Industry in Three Cities of Batangas, Philippines

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Abstract - *Coffee shop businesses are currently of value to the tourism industry through various aspects and factors. This study specifically intends to present the profile of coffee shops in terms of years in the business, location, type of ownership, target market and products offered; assess the impact of a coffee shop business to the Tourism Industry in terms of environmental impacts, economic impacts and socio cultural impacts; test the significant difference on the impact of a coffee shop business to tourism industry when grouped according to profile variables and propose an action based plan on results of the study. The researchers used the descriptive method of research. Results shows that majority of coffee shop businesses are in Lipa City, with 1-2 years in the business, target market of other markets not specified and offers tea as product. Coffee shops in the province of Batangas, Philippines have environmental, economic and socio cultural impacts on the Tourism Industry; There is no significant difference on the impacts of coffee shop business to tourism industry when grouped according to profile variable; and a plan of action was proposed to improve the impacts of coffee shop business to tourism industry.*

Keywords: *Coffee Shop Business, Tourism Industry*

INTRODUCTION

Tourism Industry has been one of the fastest growing sectors of the world economy and become top priority of most countries. Travel and tourism industry, has a great contribution in Philippine's GDP (Villegas, 2016). Tourism plays an important role in the country's economy similar to how important Food and Beverage sector is to tourism. One of the absolute factors that influence tourists in traveling is food (Briones et al., 2013; Buted & Ylagan, 2014; Lorica, 2008; De Chavez et al., 2013; De Luna et al., 2014). In Tourism's old literature, food served and offered in a particular destination is considered as an attraction. Food is important in a particular location, of the same value as of other facets. Food can be considered as a necessity, an important prerequisite related

to the tourist's activities, and a reason for their fulfillment and satisfaction (Rasouli et al. 2011).

The food and beverage industry, the industry where a coffee shop falls under, grew out from simple origins: as people tend to travel coming from their homes, going to places for business agenda, they most likely have the need and want to eat and drink. It was due to this that business minded people were encouraged to meet such demand by providing foods and drinks. As the interest of people became diverse, the products and services of the food and beverage sector followed (Briscoe & Tripp, n.d.)

Coffee shops in Batangas have now become a new business trend. There are many coffee shops businesses being established due to the increased of the demand for such (Barlan, Jr, 2013; Evora, 2011; Carino et al., 2014). Coffee shops are being used as a center for socialization and a place to meet up.

A coffee shop can be quite similar to bar and a restaurant. The title itself eminently suggests that the main product is coffee but at present, coffee shops offers light snacks and tea. Some of the coffee houses, as what other people call it, also offer customers several food choices from cupcakes to cakes, pasta, muffins, soup, cold drinks, sandwiches and many other more. From a cultural perspective, coffee shops became a center and perfect location for social interaction that provides people a venue to meet, talk, write, read or pass time, whether with or without company.

Earlier studies reveal that boosting the growth of coffee businesses have positive effect when it comes to tourism in the main cities of Batangas, Lipa and Tanauan, which may generate more influx of tourist in the province at large.

This research was conceptualized to determine the contribution of the coffee shops to the tourism industry in three cities of Batangas. Coffee shops at Provincial Tourism Offices will periodically be undertaking various set of services and activities with the goal of securing high quality and standards of the coffee shop businesses. This will be based on approved criteria to accreditation standards of the coffee shops. To determine the outcomes on how coffee shop business and tourism can be combined to enhance the economic stability of Batangas City. Coffee shop businesses and its management will give attention and notice the perks and advantages of hiring local as employees (Festijo et al., 2013). Most of the coffee shops were close to the University campus means that most of our clientele will be college students like LPU- CITHM Students. Doing so can amplify faithful and loyal customers and can be used to seek and explore whether these differences are considered in current marketing material of the Tourism Industry. Thus, the purpose of this thesis is to identify the advantages of

promoting the coffee businesses which can benefit different enterprises, be it big, small or micro.

The study is conducted by LPU- Batangas students using content analysis, where the city's tourism-marketing materials: official websites, Medias, and tourism brochure are analyzed. By analyzing the structure, patterns, and emphasis of these materials, the students' gain an understanding of the city's coffee business branding strategy towards tourists groups. To achieve the purpose we shall clarify how Coffee businesses promote their product in a certain destination through marketing materials and draw out the potential differences in marketing strategies towards international and domestic tourists in the province.

OBJECTIVES OF THE STUDY

This study aims to assess the impact of coffee shop business to tourism industry in three cities of Batangas namely Batangas City, Lipa City and Tanauan City. Moreover, it specifically intends to present the profile of coffee shops in terms of years in the business, location, type of ownership, target market and products offered; assess the impact of a coffee shop business to the Tourism Industry in terms of environmental impacts, economic impacts and socio cultural impacts; and test the significant difference on the impact of a coffee shop business to tourism industry when grouped according to profile variables.

METHODS

Research Design

The method of research which concerns itself with the present phenomena in terms of conditions, practices beliefs, processes, relationships or trends invariably is termed as "descriptive survey study". This includes the research design used, the respondents of the study, the research instrument utilized and the statistical treatment. This study used descriptive method of research to adopt and describe each characteristic like attitude, perception and awareness levels.

Participants

The respondents of this study were the coffee shop business owners. The total of coffee shop business is 32 in the 3 cities of Batangas namely Batangas City, Lipa City and Tanauan City. There are total of 14 cafes in Batangas City, 15 in Lipa City, and 3 in Tanauan City. A total of 32 respondents were surveyed.

Instrument

The researchers used a questionnaire patterned from the instrument used by Abregunda (2016) with the title “Impact of Bar Business to Tourism Industry of Lipa City”. To acquire data, the questionnaire is divided to two parts. Part I is about the profile of the coffee shop and the respondent which is the coffee shop owner. Part II is the Impact of coffee shop business with regards to environmental, economic and socio-cultural.

Procedure

The research basically started with the formulation and the approval of the title. The researchers immediately started the search of information using various resources such as internet and books. The researchers visited the municipality to acquire the lists of registered coffee shops business in three cities of Batangas namely Batangas City, Lipa City and Tanauan City, who served as sources of the respondents of this study and preferred adopted questionnaires and presented the draft survey questionnaire to their professors for validation and recommendation. The draft went through revisions before finalizations. Part of the research planning is to distribute survey questionnaires to the coffee shop owner in order to know the impacts of coffee shop business to tourism industry with regards to social, tourism and environmental. Prior to obtaining essential data for completion of the study, the tallied survey questionnaire was validated through the help of the statistician.

Data Analysis

The needed data will be tallied, encoded and interpreted using different statistical tools such as frequency distribution used in interpreting the gathered profile variables and answers to the prepared questionnaire, weighted mean used to present the average of the gathered data and analysis of variance (ANOVA). These tools will be used based on the objectives of the study. In addition all data will be treated using a statistical software, PASW version to further analyze the result of the study. The given scale was used to interpret the result of the data gathered: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD)

RESULTS AND DISCUSSION

Table 1 shows the percentage distribution and frequency of the respondent’s demographic profile particularly, the location of the coffee shops, the number of years in the business, the target market and the different products offered by the selected coffee shops. Based on the survey, 46.9 percent of the surveyed coffee shops were located in

Lipa City with the frequency of 15, 43.8 were from Batangas City, 14, and 9.4 percent, 3 , were from Tanauan City.

Table 1. Percentage Distribution of the Respondents' Demographic Profile

Profile Variables	f	%
Location		
Batangas City	14	43.8
Lipa City	15	46.9
Tanauan City	3	9.4
Years in the Business		
Less than 1 year	6	18.8
1 – 2 years	15	46.9
3 – 4 years	4	12.5
5 – 6 years	4	12.5
7 – 8 years	1	3.1
9 – 10 years	2	6.3
Target Market		
Children	13	40.6
Teenagers	24	75.0
Young Adults	30	93.8
Adults	25	78.1
Others	31	96.9
Coffee Drink Variation		
Coffee Drink Variation	27	84.4
Tea	32	100.0
hot and cold non-coffee drinks	26	81.3
Pasta	22	68.8
Pastries	11	34.4
Others	11	34.4

According to the Philippines Statistics Authority (2017), Lipa City is considered a first class component city in the province of Batangas where Business people thrive. Since Lipa City is a recreational, religious, commercial, industrial and educational center, businesses like coffee shops are common to the place anymore. Also, The Southern Tagalog Arterial Road (STAR) and South Luzon Expressway (SLEX) which provide

access to Batangas City and Metro Manila are also in the vicinity of the area. This also is the main reason why there are many coffee shops in the city. It is very profitable to put up a coffee shop business in a place where people come and go. Means of transportations like Buses and Jeepneys are not a problem so people also have easy access to come to these coffee shops.

Coffee shops that have 7-8 years in the business are 3.10 percent of the surveyed respondents. 6.3 percent has 9-10 years in the business, 12.5 percent has 3-4 years, the other 12.5 percent has 4-5 years and 18.8 percent has less than a year of experience in the field. 46.9 percent or the majority of the respondents of the study are in the coffee shop business for 1-2 years already. According to Forbes (2016), 8 out of 10 entrepreneurs who start businesses fail within the first 18 months. A whopping 80 percent of businessmen crash and burn on the first few years in the business. Consider Starbucks back in the day in Seattle. It actually started as a small business owned by a couple of friends only to grow into one of the world's most recognized brands. This is the same reason why majority of the respondents are in the business for only 1-2 years. This entails that people nowadays think of coffee shops as a profitable source of income where they can express their creativity and build a sense of community.

Furthermore, 3.1 percent of the respondents are in the business for 7-8 years already. This could mean that these shops already have established their names in the business. They were already able to study their target market and were able to build stability in the place they are located in. Coffee business owners are often influenced by their personal desire to increase their profits, expand, or shove the envelope when it comes to customer service. Having a coffee business can generate the kind of freedom people might be looking for. There have been a lot of coffee shops owners who are now successful in their chosen type of business. ("10 Benefits of Starting A Coffee Shop Business", 2016).

The target markets of coffee shops according to the survey are children (40.6%), teenagers (75.0%), adults (78.1%) and others (96.9%). Young adults comprise 93.8 percent of the target market based on the results of the survey. Another consideration of coffee shops owners before putting up their businesses is the target market. In this study, it includes children, teenagers, young adults, adults and others. In a blog posted by Heath (2016), it was mentioned that the expansion of coffee culture, in particular the expansion of coffee shops and capsule systems makes the demand of coffee growing.

The results of the survey also reveals that the coffee craze is also starting earlier in life. Millennials or young adults would opt to drink coffee than soda since the latter is unhealthy. Also, group studies and business meetings are often done in coffee shops for

more comfort and ease for these young adults. The study of Nielsen (2015) assessed the effects of noise on three creativity tasks. Performance was found to be enhanced by ambient noise, particularly among those who listen to music while they study/work.

Children only comprise only 40.9 percent of the target market. The main reason for this is that caffeine or other caffeinated products are not advisable for children. Parents would rather ask their children who are still at a very young age drink juices and other healthy drinks for health benefits and purposes. This is revealed in the same study conducted by Pierrot et al (2011). Also, children do not have the capability to stay in coffee shops and pay their own cups of coffee so this could also be one of the reasons why they are the least target market.

Specific target market looks for different types of products in a coffee shop. Hot and cold non-coffee drinks are offered by 81.3 percent of the coffee shops surveyed, pasta by 68.8 percent, and pastries by 34.4 percent and other products by another 34.4 percent. Coffee and Tea with 84.4 percent and 100 percent respectively were the most chosen products of the respondents. This means that people go to coffee shops to drink and not to eat. Drinking coffee is very trendy and the results show that people will never be judged going out and getting coffee or tea because there are many people who also do the same. Pastries are the least of the product that customers purchase with 34.4 percent. Coffee shops are not pastries shop and most coffee shops usually focus on the quality of their drinks. Also, this could mean that most customers that visit coffee shops in Batangas City, Lipa City and Tanauan City have already eaten even before they drink coffee so there is no need for heavy meals.

Table 2. Environmental Impact of Coffee Shop Business to Tourism Industry

Indicators	WM	VI	Rank
1. Decrease criminal activity on the city.	2.97	A	10
2. Decrease pollution on air, water, visual	3.34	A	5
3. Keep's the residence safety.	3.50	SA	2
4. Conserve our environment.	3.19	A	7
5. Good structure of accessibility and convenience due to no heavy traffic congestion	3.09	A	8.5
6. Decrease noise pollution in the environment.	3.22	A	6
7. Decrease odor on the environment.	3.38	A	4
8. Having positive effects in city's reputation and tourism.	3.41	A	3
9. Keeps the residents' belongings.	3.09	A	8.5
10. Decrease the overcrowding of people.	3.59	SA	1
Composite Mean	3.28	A	

Table 2 shows the environmental impact of coffee shop business in the tourism industry of the three cities in the Province of Batangas. The composite mean of 3.28 indicates that the respondents' agree on the enumerated impact. Decrease the overcrowding of people obtained the highest weighted mean score of 3.59 and it was rated strongly agree. It was followed by keep's the residence safety with a weighted mean of 3.50 and positive effect on the city's reputation and tourism with a weighted mean of 3.41. Both were rated by the respondents as strongly agree.

Coffee shops have strong impact in decreasing the overcrowding of people because customers will come to their shops to eat and relax. When customers have a strong patronization to their favorite coffee shops, they will hang out frequently and it can be the best factor of decreasing the congestion of people in our environment.

Keeping the residents' belongings and decrease in noise pollution (3.09) and decrease in criminal activity (2.97) got the lowest rank. Local coffee shops and cafes provide an informal gathering place for residents to maintain social ties as well as form new relationships with fellow residents.

Table 3. Economic Impact of Coffee Shop Business to Tourism Industry

Indicators	WM	VI	Rank
1. Helps the economic growth progression.	3.50	SA	4
2. Provide local investment to the community.	3.66	SA	1
3. Uplifts and promotes the tourism industry in our country particularly Batangas city and Lipa City.	3.63	SA	2
4. Creates job.	3.47	A	5
5. Help to have an additional income to the people and businesses.	3.31	A	10
6. Improve the standard of living.	3.44	A	7.5
7. Promotes economic stability for the community and the local government.	3.38	A	9
8. Contributes to city's development.	3.47	A	6
9. Generates money in economic output per annum.	3.53	SA	3
10. Generates (GDP) Gross Domestic Product.	3.44	A	7.5
Composite Mean	3.25	A	

Table 3 presented the economic impact of the different coffee shops in the Province of Batangas with the composite mean of 3.25. This table shows that coffee shop business prominently makes an impact on the economy through providing local investment to the community obtaining the highest weighted mean score of 3.66 and strongly agreed upon the respondents. Uplifts and promotes the tourism industry in our

country particularly Batangas city and Lipa City with the weighted mean of 3.63 and generates money in economic output per annum with the weighted mean of 3.53 ranked 2nd and 3rd respectively.

Starbucks is estimated to support 13,100 people in employment in 2011/12. Of these, it employs 8,810 directly, 3,200 work in its supply chain (Lee, 2014). This study supports the results of the survey that coffee shops clearly provide local investment to the community and it also helps in generating the economic output per annum. The company contributes to the vitality and viability of the high street and other retail areas by the location of its stores, increasing footfall by attracting customers and increasing dwell time.

Both Improve the standard of living and generates (GDP) Gross Domestic Product ranked 7.5th with the weighted mean of 3.44 while promotes economic stability for the community and the local government with the weighted mean of 3.38 ranked 9th. Coffee shops also help to have an additional income to the people in the business. This garnered a weighted mean of 3.31 based on the results of the survey and ranked as the lowest or the 10th in the table.

Coffee shops employ a minimum of number of employees which can be interpreted as a slow way of helping people on garnering additional income. In September 2012, Starbucks committed to employing 1,000 new Level 2 apprentices over two years. Academic studies suggest this level of apprenticeship offers a wage premium of 16 percent and raises the likelihood of being employed over a person's working lifetime by 2.7 percent ("A report for Starbucks", June 2013)

Since Coffee shops are in the current trend it helps uplift the economic starts of its location through generating more visitors and potential customers not only for the coffee shop but also for the other attractions of the place.

Table 4 illustrates the socio-cultural Impact of Coffee Shop Businesses to Tourism Industry with the composite mean of 3.24. Topping the list of indicators are the prevention from emotional traumas (3.47) and insecurities among residents, establishment and molding the good social personality (3.38) and prevention of unwanted persons such as drugs pusher and addicts, criminals and terrorists from coming in the city (3.34) and all rated as agree.

To prevent emotional traumas and insecurities among residents, coffee shops encourage people to socialize over a cup of coffee which can result into a very harmonious environment. To be actively feel accepted and a part of the society or better known as "blending in" can one key solution upon such problems.

Table 4. Socio-Cultural Impact of Coffee Shop Business to Tourism Industry

Indicators	WM	VI	Rank
1. Establish and mold the good social personality.	3.38	A	2
2. Creates social solidarity.	3.09	A	10
3. Prevents unwanted persons such as drugs pusher and addicts, criminals and terrorists from coming in the city.	3.34	A	3
4. Provides good behavioral patterns.	3.13	A	9
5. Decrease violence within the people.	3.19	A	5.5
6. Decrease crime and prostitution.	3.19	A	5.5
7. Decrease chances of diseases of people.	3.31	A	4
8. Decrease drug and alcohol addiction.	3.16	A	7
9. Prevents emotional traumas and insecurities among residents.	3.47	A	1
10. Creates solidarity in the family.	3.15	A	8
Composite Mean	3.24	A	

Rose (2016) discussed about how being socially distant with the community has a danger of being emotionally and mentally weak when it comes to embarrassing moments. Confidence also plays a major role with such. Socializing gives a feeling of being accepted thus leading to confidence that one must use when carrying out oneself in times of social gathering.

Creates solidarity in the family ranked 8 with a weighted mean of 3.15 while Provides good behavioral patterns ranked 9 with the weighted mean of 3.13. On the other hand, social solidarity got rank 10 based on the survey. It got weighted mean of 3.09.

It is hardly surprising that people seek out places to meet others—given the transformation in social and kinship relations wrought by social change, globalization and mobile populations—to find their genesis in the city (Felton, 2012)

Table 5. Summary Table on the Impact of Coffee Shop Business to Tourism Industry

Indicators	WM	VI	Rank
1. Environmental	3.28	A	1
2. Economic	3.25	A	2
3. Socio-Cultural	3.24	A	3
Composite Mean	3.26	A	

Table 5 presents the table of summary of the Impact of Coffee Shop Business to Tourism Industry. The summary table shows the composite mean of 3.26 and verbally interpreted as agree only shows that as perceived by the respondents, the impacts of coffee shop business to tourism industry is positive.

Environmental Impacts ranked as 1st with the weighted mean of 3.28, verbally interpreted as agree followed by Economic with the weighted mean of. 3.25 and ranked 2nd. 3rd on the table with the weighted mean of 3.24 and verbally interpreted as Agree in Socio – Cultural.

Environmental Impacts topping the list can be corrected to the discipline of the management of a coffee shop when, it comes to waste managements and being able to contribute to minimizing pollution be it air, water or land.

According to Othman and Rosli (2011), the role of business aspects in tourism industry is very significant in the entrepreneurial development & from small business performance. This study shows that the impact of business is very important in tourism industry. Through this result, efforts of government can be pulled to promote the coffee shop business along with the tourism industry.

Table 6. Difference of Responses on the Impact of Coffee Shop Business to Tourism Industry When Grouped According to Profile of the Respondents

	Location			Years in the Business		
	F-value	p-value	I	F-value	p-value	I
Environmental	0.972	0.39	NS	0.652	0.663	NS
Economic	2.987	0.066	NS	0.422	0.829	NS
Socio-Cultural	0.074	0.929	NS	0.831	0.54	NS

Legend: Significant at p-value < 0.05

As seen from the result of Table 6, all computed p-values were all greater than 0.05 alpha level, therefore the null hypothesis is accepted. This means that there is no significant difference observed and indicates that whatever is the respondents' profile, their assessment on the impact of coffee shop business is the same.

Coffee shop businesses in the three cities studied by the researchers all give environmental, economic and socio cultural impacts in the cities. These mean that all of these impacts are interrelated with one another. Since criminality is decreased and people find a sense of security because of the coffee shops, there is a direct effect on the tourism industry and the motivation of the residents to invest in such business.

There are already many studies that show that proceeds from the tourism industry extensively change both to the current level of gross domestic product and the economic

growth of different countries as do investments in physical and human capital. By strengthening tourism industries through capital investments on coffee shops, the economy will surely develop.

The coffee industry employs roughly 100 million people worldwide, the majority of whom live in developing countries. Many small-holder farmers lack the business skills necessary to consistently produce quality coffee for the international market. Certifiers and roasters have invested in education programs since improved farming husbandry usually yields better coffee harvests and higher prices from companies looking for a stable and long-term supply of coffee. Farmers then use this money to access education, health care and food supply, thus raising their overall standard of living. Training programs also help farmers diversify their crops in order to weather price fluctuations that have historically hurt communities heavily dependent on one commodity (Lauren, 2011)

The results of the study reveal that the impact of coffee shop businesses on the tourism industry can be considered as a tool for development, and a chance for increasing the quality of life. Thus the coffee shops have already emerged from seaside to mountain resorts and from small villages to big metropolises like Tanauan City, Batangas City and Lipa City, Batangas, Philippines.

Once coffee shops become more stable and economically sustainable, it can have positive spillover effects on other areas of society as cooperatives and communities invest in improved facilities, risk management tools and education. Many organizations and cooperatives focus on institutional capacity building; gender-based programs that bring women into the formal economy or microfinance projects that support the local economy as it grows around coffee. These programs provide economic and social opportunities to young people who previously had to migrate to larger cities in search of work. (Medina, 2013)

CONCLUSION AND RECOMMENDATION

Lipa City has the most number of coffee shops because of its primary location with businesses for about 1-2 years only and a target market of mostly young adults who prefer Coffee and Tea as bestselling products. Coffee shops in the province of Batangas have environmental, economic and socio cultural impacts on the Tourism Industry. There is no significant difference on the impacts of coffee shop business to tourism industry when grouped according to profile variable. Coffee shop businesses are expected to prevent emotional traumas and insecurities among the residents of the surveyed provinces. In effect, there come the good behavioral patterns and the solidarity among

families which comprise the socio-cultural impacts of the coffee shops on tourism industry.

It is recommended that the coffee shop business may improve their overall set-up and train their staff to provide quality services which may generate more influx of tourist that will contribute to tourism industry. Managers, Supervisors and Coffee shop owners should ensure proper regulation and implications of rules by the local and provincial government to maintain the positive impacts of coffee shop business to tourism industry in the three cities of Batangas. The local government officials should have the strict implementation of Environmental code of Batangas City Ordinance No. 16 section 84 of the government and adherence of coffee shops to the no plastic and Styrofoam policy in order to increase positive environmental impacts. Coffee shop owners and businessmen who wish to put up their own coffee shops may opt to target the likes and dislikes of young adults when it comes to their preferences on coffee shops since majority of the coffee shop goers are millennials. Future researchers may consider other variables in the study in order to know more positive and negative impacts of coffee shops in terms of Economic, Environmental and Socio Cultural aspects.

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