

Exploring the Fusion of Specialty Coffee for Tourism Growth in Makkah and Madinah

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ABSTRACT

The integration of specialty coffee in the holy cities of Makkah and Madinah offers a unique opportunity to enhance the visitor experience, drive economic growth, foster cross-cultural exchange, and promote sustainability. This qualitative study explores the multifaceted aspects of specialty coffee in these revered cities through interviews, site visits, and thematic analysis. Specialty coffee shops provide a delightful addition to pilgrims' spiritual journeys, offering a balance of calm, enjoyment, and indulgence. The economic potential of the specialty coffee sector can lead to diversification, job creation, and entrepreneurial opportunities. By promoting indigenous coffee types and preserving cultural practices, Makkah and Madinah can become cultural hotspots globally. Understanding consumer preferences can guide effective marketing strategies, positioning Saudi specialty coffee in the global market and attracting coffee enthusiasts worldwide. The growth of the specialty coffee market also promotes sustainability through fair trade and responsible practices, benefiting local coffee growers and contributing to an environmentally responsible industry. This study emphasizes the importance of expanding the specialty coffee market in Makkah and Madinah, providing valuable insights and recommendations for cultural and economic enrichment in these sacred cities.

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INTRODUCTION

In the sacred cities of Makkah and Madinah, where millions of pilgrims gather annually in pursuit of spiritual fulfillment, a new layer of cultural and economic transformation is quietly emerging: the rise of specialty coffee culture. While these cities are globally revered for their religious significance, they have also experienced rapid urban development, infrastructural modernization, and increased international visitation in recent years (Almulhim & Cobbinah, 2024; Thimm, 2023). Amidst these changes, the specialty coffee industry presents an unexplored yet promising avenue to enhance visitor satisfaction, stimulate local economic development, and contribute to cultural diplomacy.

The integration of specialty coffee into the urban and spiritual landscapes of Makkah and Madinah offers more than just a modern consumer experience. Specialty coffee shops have become sanctuaries of rest and reflection for pilgrims, offering spaces that align with both sensory pleasure and spiritual contemplation. Their emergence within these sacred cities reflects a broader global trend where coffee is not merely a commodity but a curated cultural experience. However, the specific dynamics of how specialty coffee contributes to the holistic pilgrimage experience particularly in cities with such profound religious and cultural significance remain underexplored in existing literature.

Despite increasing global scholarly attention to tourism, urban revitalization, and coffee cultures, prior research has largely overlooked the intersection of pilgrimage tourism, local wisdom, and the specialty coffee economy in Saudi Arabia. This omission is particularly striking given the country's recent initiatives to diversify its economy under Vision 2030 and promote cultural and experiential tourism. Therefore, a critical gap exists in understanding how specialty coffee can function as a vehicle for cultural storytelling, economic participation, and sustainable hospitality within the context of religious tourism in Makkah and Madinah.

This study addresses that gap by investigating the multifaceted role of specialty coffee in enriching visitor experiences, supporting economic diversification, and preserving local heritage. It contributes to current tourism and hospitality scholarship by positioning specialty coffee not merely as a product, but as a cultural interface through which global visitors engage with Saudi traditions. By incorporating insights into Arabic coffee rituals, local sourcing practices, and consumer behavior, this research underscores how specialty coffee can enhance the cities' reputations as not only spiritual but also cultural destinations.

Moreover, this study introduces an original framework that integrates hospitality innovation with cultural preservation and ethical consumption. By exploring the potential of specialty coffee to foster sustainable and responsible practices such as fair trade, ecological sourcing, and waste reduction, it highlights how sacred cities can serve as global exemplars of environmentally conscious hospitality (Jaén et al., 2021). This novel angle positions the specialty coffee sector within a broader discourse on ethical urban tourism and aligns with the Kingdom's aspirations for cultural sustainability.

In sum, the novelty of this study lies in its context-specific analysis of specialty coffee within pilgrimage cities, its interdisciplinary approach that connects tourism, culture, and sustainability, and its contribution to reimagining Makkah and Madinah as multidimensional destinations. By illuminating how specialty coffee intersects with visitor satisfaction, local wisdom, and economic vitality, this research offers strategic insights for policymakers, entrepreneurs, and cultural heritage advocates seeking to harmonize sacred tradition with contemporary global trends.

METHODOLOGY

This study applied a comprehensive qualitative approach to investigate the specialty coffee market expansion in Makkah and Madinah, as the coffee market in Saudi Arabia and around the world is an important market (Maspul, 2022). It will include in-depth interviews with local baristas, coffee roasters, and coffee shop owners to gather their insights and opinions on the present situation of the market. The author chose Makkah and Madinah as the study's subjects because these cities are prominent religious and cultural centres that draw a considerable number of people. By exploring the specialty coffee market in these cities through interviews, site visits, and observations, the study hopes to provide valuable insights into the current market situation and the unique visitor experience, thereby contributing to a comprehensive understanding of the specialty coffee industry in this specific context.

Site visits and observations gave personal information about the visitor experience, environment, and operations of the region's specialty coffee shops. A detailed literature assessment was done, including scholarly articles, industry reports, and case studies, to lay the groundwork for a solid theoretical framework. Information was collected and evaluated using thematic analysis, which allowed major themes and patterns to be identified. However, it is crucial to emphasize that this study has several limitations, such as the emphasis on qualitative data and the reliance on a specific geographical location. Nonetheless, by combining the findings from these various sources, this study hopes to provide valuable insights and recommendations for improving the specialty coffee market in Makkah and Madinah, thereby contributing to the growth and development of this industry in these revered cities.

RESULT AND DISCUSSION

Makkah and Madinah, two sacred cities in Saudi Arabia, have enormous religious significance for Muslims around the world. These cities have developed into prominent pilgrimage sites, attracting millions of people each year for Hajj and Umrah. Makkah and Madinah have undergone tremendous urban growth, including changes in infrastructure, improved facilities, and the emergence of specialty coffee culture. This study delves into the in-depth alteration of these holy cities, analyzes the urban development theories that apply to their expansion, and investigates the function of specialty coffee in improving the visitor experience.

Urban Development Theories

Makkah and Madinah, two sacred cities in Saudi Arabia, have enormous religious significance for Muslims around the world. These cities have developed into major pilgrimage sites, attracting millions of travelers each year for Hajj and Umrah (Kayal, 2023; Niu, 2024). Makkah and Madinah's urban development have experienced substantial alterations to accommodate the increasing number of pilgrims and improve the overall visitor experience (Alanzi, 2023; Arif & Aldosary, 2023). These advances include infrastructure modifications, enhanced facilities, and the rise of specialty coffee culture.

The sacred tourism idea offers unique insights into the urban development of Makkah and Madinah. According to this view, religious sites have a distinct allure that draws people looking for spiritual experiences (Christou et al., 2023; Daskin & Pala, 2023). Makkah and Madinah exemplify this theory since they are considered Islam's holiest shrines, attracting travelers from all over the world seeking spiritual fulfillment and a connection

to their faith. The sacredness of these places, as well as the chances for religious acts, play an important role in their urban development.

In parallel, place branding theory offers light on cities' strategic positioning and promotion in order to establish a distinct identity and attract tourists (Rojas-García et al., 2024; Swain et al., 2024). Makkah and Madinah have been marketed as prominent religious tourism destinations, emphasizing their significance and the authenticity of the experiences offered. Efforts have been undertaken to upgrade infrastructure, create contemporary amenities, and enhance the overall visitor experience. These branding techniques seek to attract and keep pilgrims and visitors, so helping to the urban growth of cities.

One intriguing feature of urban development in Makkah and Madinah is the emergence of a specialty coffee culture. Specialty coffee shops have emerged in these places, providing pilgrims and tourists with an unforgettable sensory experience (Kwame Opoku et al., 2022; Maspul, 2023). The availability of specialty coffee adds a new layer to the tourist experience, allowing them to enjoy expertly created and high-quality coffee beverages. This addition of specialty coffee improves the overall experience by providing a moment of leisure and pleasure in the middle of pilgrims' and visitors' spiritual pursuits.

Religiosity is a major driver of religious tourism in Makkah and Madinah. Muslims worldwide have strong religious beliefs and practices that drive pilgrimage to these holy cities (Nabhan et al., 2023; Wahyono & Razak, 2020). The religious significance of Makkah and Madinah, together with the spiritual experiences on offer, strengthens the link between religion and tourism. Pilgrims and visitors are inspired by their faith to visit these towns, making religious tourism an important feature in the urban growth of Makkah and Madinah.

Theories like holy tourism and place branding have shaped Makkah and Madinah's urban development. These cities' particular attraction as religious destinations, strategic location, and concentration on building separate identities have all aided their growth and development. Furthermore, incorporating specialty coffee culture improves the visitor experience by offering a sensual trip that compliments the spiritual search. Religiosity is a driving force behind the rise of religious tourism, bringing millions of pilgrims and tourists to these sacred sites.

Urban Development and Infrastructure

Urban development and infrastructural improvements in Makkah and Madinah have played an important role in accommodating an increasing number of visitors and improving the overall pilgrimage and tourism experience. These cities have experienced substantial alterations to fulfill the needs of global tourism while also ensuring the comfort and accessibility of facilities.

The extension of the Grand Mosque (Al-Masjid al-Haram) is one of Makkah's noteworthy infrastructure projects. The Grand Mosque is Islam's holiest site, attracting millions of people annually. To accommodate the growing number of visitors, significant efforts have been made to increase the mosque's capacity. The extension project included the creation of new courtyards, prayer places, and circumambulation paths (Lestari, 2023; Wiryomartono, 2023). These developments aim to provide adequate space for worshippers while also facilitating easier mobility during peak times, allowing pilgrims to execute their rites with ease.

The Abraj Al Bait Clock Tower is a key landmark in Makkah's urban development. This landmark structure towers towering in the city center, representing modernism and elegance. Along with its remarkable architecture, the Abraj Al Bait Clock Tower houses magnificent apartments, shopping malls, and interconnected prayer facilities. The tower's presence shows Makkah's efforts to provide a varied range of amenities and services to meet the needs of its guests (EL-Refai & EL-Habashi, 2021; Maneval, 2020).

Similar infrastructure projects have been performed in Madinah, with an emphasis on increasing the capacity of the Prophet's Mosque (Al-Masjid an-Nabawi). To accommodate the expanding number of worshippers, more prayer spaces, courtyards, and facilities were built. The goal is to make the environment comfortable and friendly for guests, allowing them to pray and connect with the city's spiritual legacy.

In comparison, other global tourism towns have made significant investments in urban development and infrastructure to meet the needs of their guests. For example, Dubai, one of the world's most popular tourist destinations, has undertaken ambitious projects such as the construction of the world's tallest structure, the Burj Khalifa. This famous monument has become a symbol of Dubai's modernism and ambition, drawing visitors from all over the world (Charles et al., 2025; Morrison & Coca-Stefaniak, 2020). Similarly, cities such as Paris, London,

and New York have made investments in transportation networks, museums, cultural centers, and other attractions to improve the visitor experience (Ebejer, 2021; Maxim, 2020).

The urban development and infrastructure initiatives in Makkah and Madinah have centered on increasing the capacity of holy sites and providing modern amenities for pilgrims and tourists. The development of the Grand Mosque and the presence of landmarks such as the Abraj Al Bait Clock Tower demonstrate these cities' dedication to accommodating an increasing number of visitors while providing a seamless and engaging experience. These efforts mirror those of other global tourism destinations to improve infrastructure and construct distinctive landmarks that attract visitors from all over the world.

Specialty Coffee Culture

The rise of specialty coffee culture in Makkah and Madinah has added a new level of sophistication and sensory pleasure to the visiting adventure. Specialty coffee is a growing global trend that stresses high-quality coffee beans, precise roasting techniques, and skilled brewing methods (Maspul & Almalki, 2024). This approach has gained popularity in recent years, notably with the advent of what is known as the "fourth wave" of coffee.

Local coffee roasters, including Kiffa Coffee Roaster in Madinah and Camel Step in Makkah, have played an important role in introducing gourmet coffee to these holy cities. These enterprises not only function as coffee shops, but also as forums for promoting and demonstrating local coffee growers' craftsmanship. They are known for their dedication to procuring premium coffee beans, frequently from specific areas or single-origin farms, then roasting them to perfection to bring out their distinct flavors and characteristics (Fischer, 2022; Pavlovic et al., 2021).

In addition to valuing quality and craftsmanship, specialty coffee culture promotes sustainability. Many specialty coffee shops in Makkah and Madinah prioritize ecologically friendly sourcing techniques, such as direct trading partnerships with farmers, fair pricing, and advocacy for ethical and sustainable farming practices (Maspul, 2023). These programs not only improve coffee quality but also promote social and environmental responsibility in the sector.

Specialty coffee shops in Makkah and Madinah provide a unique dimension to the visitor experience. Pilgrims and visitors can now enjoy precisely made coffee beverages that provide a moment of rest and enjoyment in between their spiritual journeys. The pleasant atmosphere of these coffee shops invites guests to relax, interact, and admire the skill of specialty coffee production. The availability of specialty coffee enhances the spiritual journey by allowing people to engage their senses and generate memorable experiences (Chang, Ye Jin, 2021; Maspul, 2023).

The growth of specialty coffee culture in Makkah and Madinah is consistent with the global trend of the fourth wave of coffee, which stresses quality, craftsmanship, and sustainability. This trend has been noticed in a number of locations throughout the world, where specialty coffee shops have emerged as popular destinations for both locals and tourists seeking unique coffee experiences (Maspul & Almalki, 2023; Ratten, 2021). The addition of specialty coffee to holy towns increases their appeal as modern and cosmopolitan attractions while maintaining and conserving their religious and cultural history.

The advent of specialty coffee culture in Makkah and Madinah has expanded the visitor experience by allowing pilgrims and tourists to enjoy high-quality coffee beverages. The specialty coffee trend is consistent with the worldwide fourth wave movement, which values quality, craftsmanship, and sustainability. Local coffee roasters play an important role in demonstrating the craftsmanship and passion of coffee farmers, which contributes to overall urban development and visitor experience in the two holy cities.

The Significance of Specialty Coffee in Tourism

The importance of specialty coffee in tourism goes beyond its status as a beverage. It has the potential to improve the whole visitor experience by merging aspects of culture, food, and sensory enjoyment. Several hypotheses contribute to explain the role of specialty coffee in tourism and its impact on local economies.

One notion about the importance of specialty coffee in tourism is the concept of "experiential consumption." According to Pine II (2020), customers want experiences that are unique, authentic, and create a sense of personal fulfillment. Specialty coffee shops in Makkah and Madinah provide guests with an unforgettable experience that extends beyond simply drinking a beverage. The ambiance, scent, and attention to detail in the

brewing process provide a multimodal experience that stimulates the visitor's emotions and senses, leaving a lasting impression (Gilovich & Gallo, 2020; Maspul, 2023).

The economic impact of specialty coffee in tourism can be assessed using the tourist multiplier effect. This idea proposes that the entrance of specialty coffee shops causes a chain reaction of economic benefits in the local economy. Job creation is one of the immediate benefits, as specialty coffee businesses require baristas, roasters, and support workers. This increases employment options for the local populace, resulting in higher income and economic growth.

Furthermore, specialized coffee shops frequently prioritize buying beans directly from farmers or specific regions. This strategy promotes sustainable agriculture and fair trade ideals. The rising demand for high-quality coffee beans drives producers to prioritize quality control, resulting in better agricultural techniques and higher revenues for coffee growers. As a result, specialty coffee helps to establish sustainable agricultural systems and economically empowers coffee-producing communities (Ibnu, 2022; Winter et al., 2020).

The availability of specialty coffee in Makkah and Madinah is also consistent with the idea of destination branding. Specialty coffee shops that place a significant emphasis on local identity and craftsmanship help to shape the city's overall brand. According to Chen et al. (2021) and Seyitoğlu & Alphan (2021), these features distinguish Makkah and Madinah from other pilgrimage destinations, providing pilgrims with an unforgettable experience.

Specialty coffee contributes significantly to tourism by providing tourists to Makkah and Madinah with a one-of-a-kind, immersive experience. The concept of experience consumption emphasizes the multimodal character of specialty coffee, resulting in lasting memories for pilgrims and visitors. Furthermore, specialty coffee promotes economic growth by creating jobs, encouraging sustainable agricultural techniques, and improving city branding. Understanding the significance of specialty coffee in tourism allows us to grasp its broader impact on local economy and tourist experiences.

Unlocking Experiences and Driving Economic Growth with Coffee

The advent of specialty coffee culture in Makkah and Madinah has had a transformative impact on the tourism industry, adding to the cities' uniqueness and economic growth in a variety of ways (Bookman, 2014; Calero & Turner, 2020). The advent of specialty coffee has expanded the visiting experience by allowing pilgrims and tourists to enjoy in fine coffee that has been expertly produced with precision and care. This addition improves their overall experience and produces a memorable sensory journey, allowing customers to enjoy the flavors and fragrances of outstanding coffee.

Beyond just serving coffee, specialized coffee shops have become thriving sites of social interaction and cultural exchange. They serve as gathering places for people from various backgrounds, encouraging a sense of belonging and debate. The environment and aesthetics of these coffee shops create attractive settings for people to relax, connect with others, and contemplate on their spiritual path. The act of drinking specialty coffee becomes more than just a personal pleasure; it is a social activity that brings people together and fosters a sense of belonging.

The emergence of specialty coffee culture in Makkah and Madinah has a favorable impact on the local economy. These institutions actively promote sustainable agricultural methods by collaborating with local coffee producers and suppliers, thereby benefiting small-scale farmers' well-being and livelihood. The demand for specialty coffee has created job possibilities in the coffee sector, which benefits local populations and promotes economic empowerment. As a result, the economic benefits of specialty coffee spread across the local community, creating a more inclusive and successful environment.

Furthermore, the presence of specialty coffee shops contributes to the overall branding and reputation of Makkah and Madinah as modern and inclusive destinations. It highlights the cities' capacity to adapt to changing tourist tastes and meet a wide range of needs. The introduction of specialty coffee culture modernizes the historic characteristics of the holy cities, making them more appealing and vibrant to visit. This positioning adds to the long-term viability of Makkah and Madinah as sacred tourism sites by drawing a larger audience and ensuring their continuous growth and profitability.

The urbanization of Makkah and Madinah has been inextricably linked to the development of specialty coffee culture. It has enhanced the guest experience, increased community engagement, boosted local economies, and

contributed to the overall expansion of the tourism industry. Businesses in the religious tourism market have created a unique and unforgettable experience for both pilgrims and tourists by embracing the global trend of single-origin coffee. This trend not only increases economic value, but it also encourages cultural interchange, sustainability, and strengthens coffee-producing communities all over the world.

Enriching Islamic Economics through Specialty Coffee

Incorporating the essence of specialty coffee into Makkah and Madinah's sacred tourism business provides a unique chance to strengthen and sustain Islamic economics. Specialty coffee shops can have a significant influence by smoothly combining the cultural legacy of holy cities with the global demands of the coffee business.

One of the primary benefits is economic empowerment. The emergence of coffee cafes, roasteries, and specialty coffee-related businesses opens opportunities for local entrepreneurs and experts to succeed. This not only creates job opportunities but also fosters the spirit of entrepreneurship within the local community, promoting self-sufficiency and long-term economic growth in accordance with Islamic economic principles.

This integration may need ethical sourcing procedures. Specialty coffee shops can promote fair trade agreements and direct involvement with local and international coffee farmers and cooperatives to ensure equitable pay throughout the supply chain. By adhering to Islamic ideals of fairness and justice, these establishments contribute to the sustainable development of local communities and have a good impact on Islamic economics.

Preserving the cultural history related to coffee in Makkah and Madinah is essential. Specialty coffee shops can truly blend local traditions, rituals, and customs into the coffee experience, increasing the visitor's sense of spirituality and historical relevance. By immersing guests in the rich cultural tapestry of the holy cities, these institutions not only contribute to the sacred tourism industry but also to the preservation and celebration of Saudi traditions.

Furthermore, integrating specialty coffee broadens the local economy's scope beyond established industries. By presenting their distinct coffee options, Makkah and Madinah can attract coffee connoisseurs and travellers looking for remarkable coffee experiences. This diversification decreases reliance on a single industry, boosts the local economy, and is consistent with Islamic economic principles that promote economic diversity and sustainability.

Finally, the combination of gourmet coffee and religious tourism brings up new worldwide market opportunities. These businesses can capture worldwide consumers by advertising Makkah and Madinah as coffee destinations, as well as emphasizing the distinct flavours, brewing processes, and cultural value of Saudi coffee. This enhanced visibility and market access not only help the region's economic progress but also promote cross-cultural engagement and dialogue, demonstrating Islamic economics' global importance.

The combination of specialty coffee with sacred tourism in Makkah and Madinah is a unique chance to develop and sustain Islamic economics. Specialty coffee shops can have a long-term impact by leveraging the global coffee market demands while preserving cultural heritage, promoting ethical trade practices, and diversifying the local economy, aligning holy cities with the modern realities of the global coffee industry.

Supporting Local Wisdom in Saudi Arabia's Coffee Culture

Implementing these measures not only benefits economic growth and the visitor experience, but it also supports and promotes the local wisdom and cultural significance of Makkah and Madinah as pilgrimage and most sacred Muslim cities. When it comes to promoting local wisdom within the context of Saudi traditions and wisdom, specialty coffee shops in Makkah and Madinah can take the following approaches:

Incorporating Traditional Coffee Practices: Specialty coffee shops can honour Saudi coffee traditions by incorporating components such as the traditional Arabic coffee ceremony. This ceremony, known as "Gahwa," entails preparing and serving Arabic coffee in a certain manner with a "Dallah" (a traditional coffee pot) and little cups called "Finjan." By including these aspects, restaurants may highlight the local expertise of Saudi coffee culture while also allowing guests to experience the traditional style of serving and enjoying coffee.

Local Coffee Varieties: Saudi Arabia has a strong coffee legacy, with locations such as the mountains of Al-Baha and Asir well-known for coffee cultivation. Specialty coffee shops can acquire and emphasize local coffee kinds, such as the well-known Al-Khawlani grown in these areas. By highlighting these local coffee beans,

institutions may support and preserve the local knowledge of Saudi coffee agriculture, as well as the distinct flavor profiles associated with these places.

Promoting Arabic Coffee Etiquette: Specialty coffee shops can teach customers about the traditional etiquette and practices that surround Arabic coffee. This includes providing coffee with dates, which represent hospitality and charity. Educating visitors about these traditions promotes cultural interchange and appreciation for the local knowledge of Saudi coffee rituals.

Working with Local Coffee specialists: Bringing in local coffee specialists, such as Saudi coffee enthusiasts or Q-Graders (qualified Arabica coffee quality assessors), can provide insights into Saudi coffee traditions and wisdom. These specialists can hold seminars or workshops at the establishments to share their expertise of local coffee types, brewing processes, and coffee's cultural relevance in Saudi society. Collaborating with local professionals allows specialized coffee establishments to authentically represent and promote Saudi coffee culture.

Design and Aesthetics: Specialty coffee shops can add aspects inspired by Saudi culture and tradition. This can include traditional architectural influences, Arabic calligraphy, or artwork depicting local traditions and customs. Specialty coffee shops can engage tourists in the region's local expertise and cultural legacy by establishing an atmosphere that reflects Saudi cultural aesthetics.

Cultural Events and festivities: Specialty coffee shops can host cultural events and festivities to highlight Saudi traditions and customs. Hosting special events during religious festivals, such as Ramadan, allows guests to experience the distinct coffee traditions observed during these occasions. It may also include organizing cultural events, storytelling sessions, or presenting traditional arts and culture to immerse visitors in Saudi Arabia's local wisdom and cultural diversity.

Collaborating with Local Suppliers: Supporting local suppliers and producers helps to promote and conserve Saudi wisdom and cultural practices. Specialty coffee shops can purchase coffee beans, equipment, and other products from local vendors, which not only benefits the local economy but also ensures the preservation of traditional methods and workmanship.

Furthermore, by actively integrating these ideas, specialty coffee shops in Makkah and Madinah may embrace and promote the local knowledge of Saudi cultures, traditions, and coffee rituals. Not only does this improve the visitor experience, but it also helps to preserve and celebrate the region's distinctive cultural history.

CONCLUSION

The urbanization of Makkah and Madinah has made these holy cities into global pilgrimage destinations. The use of holy tourism and place branding ideas contributes to their growth and appeal. The Abraj Al Bait Clock Tower serves as an example of infrastructure expansion, demonstrating the commitment to offering world-class facilities for guests. Furthermore, the growth of specialty coffee culture has enhanced the whole visitor experience by providing a harmonious balance of spiritual and sensuous joys. As Makkah and Madinah evolve, they demonstrate the junction of religion, urban development, and cultural offerings.

Future research may probe into the long-term effects of adding specialty coffee; its role in driving economic growth, job creation, and entrepreneurial prospects inside holy cities. By thoroughly investigating the sustainable practices, cultural dynamics, and societal repercussions of this fusion, we can obtain insight into its revolutionary ability on both a local and global scale. Understanding consumer behavior and market developments in specialty coffee within the context of religious tourism is critical for meeting the different needs of travelers. Analyzing visitor demographics, motivations, and preferences can provide essential insight into crafting bespoke experiences that appeal to this demanding audience. Furthermore, by examining the environmental impact and supporting sustainable practices, we can ensure that this integration is consistent with Islamic economic principles, which encourage responsible resource stewardship.

Exploring the global market prospects for specialty coffee from Makkah and Madinah is an exciting path for economic growth. We can strategically place Saudi specialty coffee commodities in the worldwide arena while maintaining their cultural uniqueness by analyzing market demand, competition, and customer attitudes. This not only broadens economic opportunities but also promotes cross-cultural understanding and respect. Looking into this future research fields will allow for a better grasp of the possibilities, problems, and opportunities that lie ahead. Armed with this information, we can develop policies, plans, and activities to assure the long-term

viability and success of this amazing confluence. The integration of specialty coffee into the sacred tourism industries of Makkah and Madinah will continue to captivate the globe, proving the transformative force of this convergence as well as its significant impact on Islamic economics and the worldwide coffee scene.

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Conflict of Interest

The authors declare no conflict of interest related to the publication of this study.

Data Availability

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

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