

The Development of Local Coffee Industry: A Case Study of Gukeng

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Abstract

The object of this study is the development of Gukeng via the localizing process in the coffee industry. There are some coffee farmers of Taiwan drawing on different ways of the production. Producing coffee locally not only makes farmers have better benefits, but also promotes the local place to become more popular. The coffee industry in Taiwan has been going through many changes in terms of the production, in the colonial period under the Japanese occupation and in the post 921 Earthquake's community building, respectively. In particular, The Joint Commission on Rural Reconstruction (JCRR) redesigned the way of developing the coffee farms after the 921 Earthquake that showed the coffee industry's dependence on the reconstruction of the government. The local government has learned to promote the coffee industry as a local brand for the farmers and communities. This process of branding the place via localization of the coffee industry is framed in this research to explore the identity of the place. In addition to the textual analysis, the interview is the main method adopted in the research.

Key words: Globalization, transnational corporations, Gukeng, local industry