

COFFEE TOURISM IN LVIV

The main goal of this article is to explore the history of coffee in Lviv, proposing the best places of delicious drinks in this city. The article summarizes representative statistics, data on the state of the coffee tourism offer in Lviv.

In recent years, the interest of tourists in one of the forms of gastronomic (culinary) tourism – coffee tourism – has been growing in Lviv. The paper describes the stages of development of coffee tourism in Lviv from the nineteenth century to 2023.

Coffee traditions in Lviv are one of the oldest in Ukraine, and they are more than three hundred years old.

It develops on the basis of interesting recipes created over many decades, the traditions of making, serving and tasting of coffee, as well as famous coffee houses.

Among the varieties of gastronomic tourism, coffee tourism has been constantly showing one of the highest growth trends in the last two decades. In the world market coffee is one of the most common and favorite drinks in the world [4].

Nowadays, Lviv (one of the oldest cities in Ukraine, whose historical and architectural environment is included in the UNESCO World Heritage Site) aims to become one of such promising destinations for coffee tourism. Therefore, the aim of the paper is to analyze coffee tourism as a new direction of tourist activity as well as the rebranded specialization of hospitality infrastructure in Lviv, and thus to describe the strategy of city appearance on the map of top destinations of coffee tourism in the world.

The highlight of coffee tour in Lviv, which attracts groups of tourists, is a coffee mine. Located in the heart of Lviv, on the Rynok square, Lviv Coffee Mining Manufacture is the first in Ukraine longest coffee shop-bookstore.

30 types of coffee beverages are prepared here, and at the same time, the cafe promotes Ukrainian books. But the main “trump card” of the coffee shop is the mine. And every visitor, wearing a helmet, can go down right in the cafe and see how they extract coffee, as according to the concept, coffee is a mineral that we can mine like coal or peat.

You can only see more coffee at Lviv Coffee Festival, which takes place in Lviv every year in late September. It is a big event for the city [2].

The popularity of coffee in Lviv is increasing at a breakneck speed. You can see people with a cup of coffee in the streets more and more often. But it wasn't always like that. Soviet authorities almost destroyed the traditions of coffee drinking.

However, there were coffee houses in Lviv during the reign of “Grandma Austria”. And they were exquisite, with free newspapers. Those were places for wealthy and influential intellectuals and creative bohemians to gather. But nobody knows for sure what was the first coffee shop in the city.

Many people believe that it was “Videnska Kaviarnia” (1829) located at the same place as now – on Svoboda Avenue behind the monument to Taras Shevchenko.

But there is a document which certifies the existence of Levanovskiy's coffee shop before that – in 1802.

But there is a person in history associated with one of the first coffee shops in Europe. And that is Yurii Kulchytskyi, a Ukrainian nobleman from Halychyna, a native of the village of Kulchytsi, (hence the name – Kulchytskyi), who opened one of the first coffee houses in Vienna in 1686. Yurii Kulchytskyi is considered to be the author of the “Vienna Coffee” recipe [1].

Before the coffee houses appeared in Lviv, Europe learned about coffee thanks to our countrymen -known Yuriy Frants Kulchycky. Even in his youth he came to Zaporizhzhia Cossacks, got to the Turkish captivity, where he learned the Turkish language and addicted to coffee. After liberation from captivity he opened his own commerce in Vienna. From a historical perspective, his figure is quite controversial.

The legendary coffee shop which has many regular customers and is famous for its delicious pastry and aromatic coffee is “Svit Kavy”.

«Lviv Coffee Mine» (Lvivska kopalnia kavy) is a good place for romantic meetings, communication with friends, a real center of coffee culture. Lviv's biggest and most famous coffee house is the Coffee Museum in Lviv. This is the only place in the world where the coffee beans are carefully raised up from deep dark dungeons as precious minerals. And you can enjoy here an exclusive «flaming coffee».

In «Lviv Coffee Manufactory» you always get freshly roasted, fresh-milled and freshly brewed gourmet coffee! Here you can taste a wonderful elixir of cheerfulness by own unique recipes. And also – everyone selflessly share emotions and warm feelings.

If previously advanced coffee establishments appealed to drink coffee not only without sugar, but also without milk, today minimalistic attitude to coffee is no longer relevant. Baristas gave the will of imagination, and now they easily use to mix coffee-latte with olive oil or beetroot syrup, also they can add to the raf-coffee a nostalgic taste of «Prague» cake, and to the milk foam can add a little bit coal [3].

In Lviv, everyone can find a coffee shop to their taste. Of course, it is difficult to choose among such an enormous diversity.

Lviv today is not just a city where delicious coffee is made in coffee houses. This is a successful example of the rebranding of tradition and cultural heritage in the historic urban environment in accordance with the principles of sustainable development. In the context of globalization, simplification of tourist formalities and transport accessibility, Lviv is successfully consolidated on the map of world tourist destinations as the top destination of coffee tourism in Central and Eastern Europe.

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