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Coffee Tourism in Lviv in the Context of World Coffee Tourism

Turystyka kawowa we Lwowie w kontekście światowej turystyki kawowej

Abstrakt: W ostatnich latach we Lwowie wzrosło zainteresowanie turystów jedną z form turystyki gastronomicznej (kulinarnej) – turystyką kawową. Jest ona rozwijana nie tylko w oparciu o ciekawe, opracowywane przez wiele dekad receptury i przepisy dotyczące przygotowania oraz serwowania kawy, lecz także przez słynne kawiarnie.W artykule opisano etapy rozwoju turystyki kawowej we Lwowie od dziewiętnastego stulecia do 2020 r. Omówiono koncepcje i pojęcia związane z tą formą turystyki, zidentyfikowano grupy docelowe zainteresowanych nią osób. Scharakteryzowano też cechy i ważne elementy zasobów wykorzystywanych do rozwoju turystyki kawowej we Lwowie oraz sposób jej funkcjonowania. Szczególną uwagę zwrócono na działania lokalnej społeczności i branży, współpracujących na rzecz opracowania strategii rozwoju, obejmującej promocję, rozszerzanie specjalistycznej infrastruktury, kreowanie produktów turystycznych – specjalistycznych towarów i usług, a także wydarzeń związanych z turystyką kawową. Celem tej strategii jest stworzenie jak najlepszych – przyjaznych zarówno dla mieszkańców, jak i dla turystów – warunków pobytu, umożliwiających zaprezentowanie na skalę światową ponad dwustuletniej wieloetnicznej kultury kawowej Lwowa, osadzonej w jego historycznym centrum wpisanym na listę światowego dziedzictwa UNESCO. W artykule zestawiono reprezentatywne dane statystyczne i dane dotyczące stanu oferty turystyki kawowej we Lwowie oraz omówiono wyniki badań sondażowych dotyczących funkcjonowania turystyki kawowej we Lwowie.

Słowa kluczowe: turystyka kawowa; turystyka gastronomiczna; kawowe tradycje; kawowe atrakcje; Lwów

Abstract: In recent years, the interest of tourists in one of the forms of gastronomic (culinary) tourism – coffee tourism – has been growing in Lviv. 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. The paper describes the stages of development of coffee tourism in Lviv from the nineteenth century to 2020. The concepts and definitions related to this form of tourism

are discussed. The target audience of coffee tourism is identified. Features and important elements of the resource base for the development and functioning of coffee tourism in Lviv are characterized. Particular attention is paid to the activities of the local community and business, which work together on a strategy for the development and promotion of specialized infrastructure, tourist products – specialized goods and services, as well as coffee tourism events. The aim of this strategy is to create a comfortable urban hospitality space that will be welcoming to both citizens and tourists; presentation to the world of more than two hundred years of multiethnic coffee culture of Lviv and the unique coffee urban environment of the city whose historical center is included in the UNESCO World Heritage Site. The article summarizes representative statistics, data on the state of the coffee tourism offer in Lviv, and discusses the results of a survey on the functioning of coffee tourism in Lviv.

Keywords: coffee tourism; gastronomic tourism; coffee traditions; coffee attractions; Lviv

1. INTRODUCTION

Over the last two decades, we have seen the emergence and trendy promotion of innovative types and forms of mass tourism, as well as increasingly fierce competition between traditional and new mass tourism destinations. Today, in order to keep the attendance rate high in tourist destinations (in particular, the cities of historical and cultural centers and resort cities), it is not enough to be guided by a marketing strategy to support the popularity of the tourist destination.

The world is globalizing and the tourism product is diversifying more and more. The coastal resort cities of Spain and Croatia compete for tourists and expand the types of beach activities. The resort cities of Turkey are establishing new luxury conceptual Hotel-Resorts and launching new exclusive touristic products (polygastronomic on the system "ultra all inclusive", wellness & hammam, etc.). The EU's historic cities follow a combination of historical, cultural, festival and gastronomic tourism. However, hundreds of destinations in Asia, America and Africa have been actively competing for gourmet tourist over the last decade. The recipe for their success is simple: a combination of local ethno-cultural exotics and ethnogastronomy in the conditions of simplification of formalities, transport logistics and the cost of travel to these destinations. Therefore, there are fewer and fewer "white spots" on modern gastronomic tourism maps (including wine and coffee tourism); and new-fashioned destinations outside the EU and the US are increasingly pressuring traditional gastronomic travel destinations in economically developed countries.

Among the varieties of gastronomic tourism, coffee tourism has been constantly showing one of the highest growth trends in the last two decades (Jolliffe 2010; Mak *et al*. 2012; Diyah Setiyorini 2018). In the world market coffee is one of the most common and favorite drinks in the world (Fig. 1). World

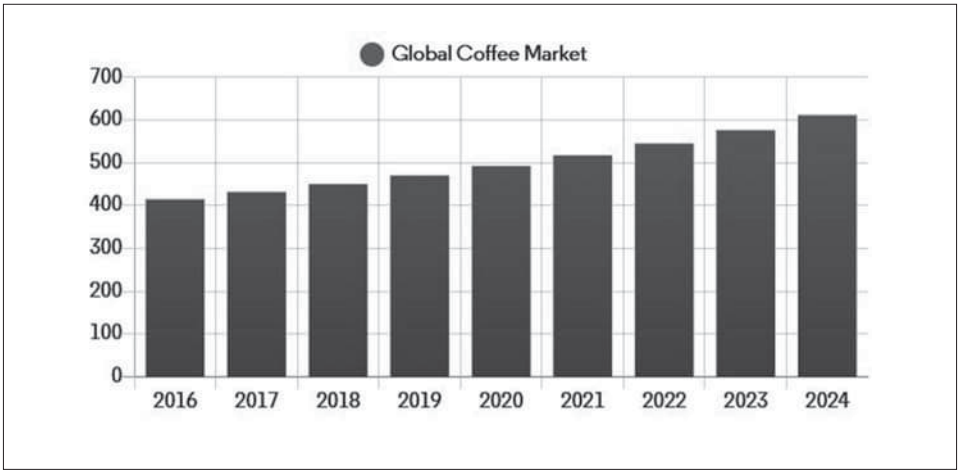

Fig. 1. Global Coffee Market, in USD Billions (2016–2024) (Source: Coffee Market 2018)

coffee exports rise to 109.41 million bags in Oct 2018 – Jul 2019 period (World coffee exports 2019). The European Union alone imported over 3 million tonnes of coffee in 2018, 12% more than 10 years ago; these imports were worth EUR 7.8 billion. The gross volume of industrial production, retail sales and consumption of coffee is steadily increasing. Global specialty coffee market to hit USD 83.5 billion by 2025 (Coffee Market 2018).

Moreover, a generation of coffee lovers has formed in the world. These are millions of consumers who choose destinations related to the unique characteristics of the culture of growing and making coffee, coffee festivals, ceremonies and even coffee SPA.

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.

2. LITERATURE REVIEW

Coffee tourism is gaining momentum in the world and newly opened coffee tourism locations are increasingly competing with classic tourist locations (architectural ensembles, museums etc.). This fact is stated by dozens of independent tourism researchers from different continents and countries.

At the end of the twentieth century some authors outlined the prospect and potential of this new tourist direction for revitalizing the well-being of local communities (Banks *et al*. 1999). During the first two decades of the 21st century, coffee tourism has grown from a single start-up of dream entrepreneurs on the periphery of lively mass tourism flows into a complete highly profitable industry, attractive both to individual local communities and to outside investors and international tour operators. Coffee tourism is recognized as an effective direction for the implementation of the idea of sustainable development for a number of economically disadvantaged traditional coffee growing areas (Wintgens 2004; Novelli 2005).

The first analytical estimates of the commercial and socio-cultural potential of mass coffee tourism can be found in the works of Pendergast (2001), Douglas *et al*. (2001), Hjalager and Richards (2002), Boniface (2003), Hall *et al*. (2003), Long (2004), or Daviron and Ponte (2005).

In particular, Boniface (2003) was one of the first to clearly distinguish coffee tourism among the varieties of tasting (gastronomic) tourism, emphasizing its accessibility for average tourists, compared to tours of Michelin restaurants or wine tourism locations in the south of Europe. The prophetic conclusion of this group of independent authors is that the popularity and commercial importance of tasting tourism (including coffee tourism) in the modern world will grow dynamically (Boniface 2003; Hall *et al*. 2003).

Further research and publications have deepened the theoretical base and the amount of applied fact in the field of gastronomic tourism, including coffee tourism. In particular, Weissman (2008) detailed the birth process of a new culture of coffee connoisseurship in America. He portrayed a sociological and motivational-cultural portrait of a new generation of mobile gourmets inclined to travel in search of new taste discoveries.

Ivanovic (2008) described culinary tourism as an integral part of each country's cultural tourism. Stewart *et al*. (2008) focused on informational promotion to varied segments of the culinary target market sub-sets to deal with differences in consumer motivations and preferences. Kleidas and Jolliffe (2010) stressed the importance of such a component as attraction in coffee tourism which predetermines the novelty of emotional impressions associated with a particular destination.

In 2010, the collection of works *Coffee Culture, Destinations, and Tourism* was published and its authors identified the following key trends: the locations with unique forms of coffee production and heritage may use this in destination branding; the idea of branding a coffee destination is emerging; coffee-related tourism clearly has potential as an instrument of social change in the form of sustainable development project (Jolliffe 2010).

Tucker (2011, 2017) systematized and summarized the modern concept of coffee culture through its connection with local agro-cultural practices, ethnic traditions and the globalized world of coffee consumption and the cultural diversity of the world through cultural and coffee tourism. She presents coffee as a commodity that ties the world together, from the coffee producers and pickers who tend the plantations in tropical nations, to the middlemen and processors, to the consumers who drink coffee at home and coffee-tourists who are inspired to travel the world with an interest in their favorite drink.

Coffee tourism revitalizes the tourist movement also outside the regions where coffee beans are grown. In recent years, territories in North America, the Mediterranean, the Middle East, South Korea, Hong Kong, and more have become the new top destinations for coffee tourism. Increasingly cities, tourist clusters, regional and national tourism organizations include coffee tourism in marketing strategies for the development of relevant tourist destinations (Okumus *et al*. 2007; Eftychiou, Philippou 2010; Kotler, Keller 2011; Brown *et al*. 2013; Akinci, Kasalak 2016; Çalişkan, Yilmaz 2016; Smith *et al*. 2019).

Today, coffee tourism is creative tourism, that is, the creator of new tourist locations, tourist routes, and tourist fashion. U-Seok Seo (2019) described this process with the example of the city of Gangneung in South Korea. The authors of this article invite readers to follow the evolution of creative coffee tourism on the example of the city of Lviv in Ukraine.

A unique indicator of the globalization of the spread of a new socio-cultural phenomenon – coffee tourism – can be considered the publication of the guidebook *Global Coffee Tour* (2018) of the tourist publishing house Lonely Planet. It is a practical advisor for active coffee lovers, experienced tourists of the variety of aromas and cultural traditions of coffee hospitality. The authors of the guidebook emphasize that coffee and coffee traditions are the "treasures" of the ethnocultural diversity of our civilization; this is what unites people with different religious views and skin colors; it is something that promotes intercultural dialogue and inspires travel.

The original author's interpretations of the evolution of tourism in Ukraine over the last decade, based on a critical analysis of statistical sources, are contained in the works of Kiptenko *et al*. (2017), Ivanov *et al*. (2017), Zayachkovska (2017). The pluralism of the conclusions formulated in these works illustrates the breadth of views of Ukrainian scholars on the progress of tourism in Ukraine, and at the same time leaves the space for further discussion, identification and outlining of new circumstances, patterns and trends. For example, changing the political system by electing a new President and deputies of the Verkhovna Rada of Ukraine against the backdrop of stabilizing macroeconomic indices has led to another emotional

upswing among the broad sections of the Ukrainian nation – and as a consequence – to the steep rise in tourism indices since the beginning of 2019.

3. METHODS

This paper is based on research approach aimed at sociological assessment of the key factors and features of the indices and trends of the development of coffee tourism in Lviv in the context of globalization processes in the world tourism. The study of the tourism dynamics, the changes of the geographical vectors of tourism streams and other tourism transformations involve the use of the system of methods that allow assessing the modern processes in them and determine their impact on the development of the destinations concerned. In this study, general and special-scientific methods were used. For correct analysis of data arrays from various agencies in Lviv and survey data of a sample of respondents who identified themselves as coffee tourists, we used the sociological methods described in the works on quantitative methods in tourism (Baggio, Klobas 2011; Altinay, Paraskevas, Jang 2015).

4. PRESENTATION OF THE MAIN RESEARCH MATERIAL

4.1. Coffee tourism today: definition, target audience, locations and resources

Consumption of coffee in a globalized world plays an important role in human nutrition and communication. Coffee activates the cultural and economic components of life and is one of the most common beverages in the world. There are many recipes for making coffee. Ancient cafes are the decoration of many historic centers of cities (Markman 2004). Some locations have introduced coffee festivals as a means to promote their coffee production or consumption (Jolliffe *et al.* 2009). Coffee museums, new specialized stores, selling everything for coffee ceremonies, centers for coffee and spa treatments and more are opened each year. That is why coffee tourism is gaining in popularity. The cohort of coffee tourism fans, who travel to coffee producing countries and countries with special coffee traditions to get acquainted with the process of growing coffee beans or the culture of drinking coffee and the secrets of making their favorite drink, is growing dynamically.

Coffee tourism is a kind of gastronomic tourism, which provides acquaintance with regional and local traditions of growing and further processing of coffee beans, with technologies for preparation of coffee and coffee-containing products. But first of all, coffee tourism involves tasting national coffee recipes

and acquaintance with the local traditions of the culture of making and consuming coffee of different ethnic communities of the world. Lee Jolliffe in *Encyclopedia of Tourism* formulated the following definition: coffee tourism "is being related to consumption of coffee history, traditions, products and culture of a destination" (Jolliffe 2014).

Considering that coffee tourists are represented by different categories of population, the target audience of coffee tourism includes:

– gourmet tourists,

– tourists who use coffee tourism to study and acquire professional skills,

– representatives of travel companies traveling to explore this type of tourism,

– tourists who want to immerse themselves in the culture of the country through the study of its national cuisine and culinary traditions.

Like every type of tourism, coffee tourism has its own characteristics, among them:

– compulsory visits to coffee tourism locations, including themed objects: coffee plantations, manufactories and factories for packing coffee beans, coffee museums, shops and coffee houses,

– acquaintance with the history and technology of growing this product,

– acquaintance with the coffee culture of the destination and direct participation in the preparation and tasting of the drink,

– participation in exhibitions, fairs, coffee themed festivals,

– attending courses and workshops on mixing, roasting, grinding and preparation of drink within the framework of the relevant professional tour,

– purchase of thematic souvenirs.

Jolliffe has identified three basic types of coffee destinations. "First, coffee-producing countries have distinct locations that could be considered as «coffee-producing destinations». Second, locations where significant café cultures have emerged could be «coffee culture destinations». Third, particular locales associated with the history of the production, sale and consumption of coffee can be considered «coffee history destinations»" (Jolliffe 2010).

The resource base for the development of coffee tourism is represented by the following elements: coffee farms around the world; installed monuments related to coffee culture; coffee parks; historic coffee houses and coffee shops; coffee sightseeing tours in coffee growing locations; coffee festivals etc. Coffee tours may include staying in the coffee-related rooms, for example, hotel accommodations with a coffee plantation view. In this case, coffee is often included in the menu. In addition, the development of coffee tourism is also influenced by the holding of coffee fairs and festivals. For example, important centers for coffee tourism

events in recent years have been: "American Food & Beverage Show" (Miami Beach), "Cafe Show China", "Cafeex Shanghai", "Coffee Fest New York", "Dubai International Coffee & Tea Festival", "Malaysia Coffee Fest", "Philadelphia Coffee & Tea Festival", "Seoul Int'l Cafe Show", "Taipei Int'l Coffee Show", "The Canadian Coffee & Tea Show", "Vietnam Int'l Cafe Show", as well as European coffee festivals in Amsterdam, Birmingham, London, Paris, Istanbul, Helsinki, Tallinn, Warsaw, Lviv, etc. (Jolliffe *et al.* 2009; Jolliffe 2010; Çalişkan, Yilmaz 2016; Tucker 2017; Diyah Setiyorini 2018; Global Coffee Tour 2018).

4.2. Coffee tourism in Lviv – historical preconditions and coffee traditions

At the end of 19th and the beginning of 20th century, Lviv was called one of the "coffee capitals" of the Austro-Hungarian Empire in the then popular Austrian guidebooks, and was characterized as a city of fusion of the multicultural traditions of the West and the East, where the gourmet traveler and the esthetic traveler discovered a lot of interesting things. And today, in the 21st century, Lviv maintains a favorable business environment of coffee hospitality and makes marketing efforts to position itself on the international market in the status of "Lviv – the capital of coffee tourism in Ukraine".

The coffee history of Lviv begins with a good coffee legend about nobleman Jerzy Franciszek Kulczycki (1640–1694) from the outskirts of Lviv, and his role in the introduction of tradition of drinking coffee in Vienna and Lviv (Jerzy Franciszek Kulczycki 2020). Kulczycki initiated the tradition of coffee consumption in the Habsburg monarchy, was the founder of the first coffee house in Vienna, and later in the capital of his home province in Lviv.

The first documented coffee house in Lviv was the Yakub Levakovsky café. Historians have found in the Lviv archives a document in which this cafe is mentioned, dated December 28, 1802. The first connoisseurs of the exotic drink were the Viennese and regional aristocracy who came to Lviv every year to conclude trade agreements and bring their family members to "secular get-togethers". After the revolutionary Spring of Peoples in 1848, the tradition of drinking coffee has embraced wide layers of burghers in Lviv. The cost of coffee in coffee shops has become much cheaper. Coffee has become affordable (Fig. 5) and fashionable, and leisure in Viennese coffee houses with a cup of coffee and a fresh newspaper has become an attribute of involvement in a progressive European culture (Peniston-Bird 2005). So, in the second half of the 19th century, the foundation of the Lviv coffee subculture was laid. And the aroma of coffee, according to the apt remark of the chief editor of *Lviv Gazette*, has become an aroma business card of Lviv for travelers from the Austro-Hungarian, Prussian and Russian empires.

Traditions of multicultural and bohemian coffee tourism in Lviv were developed by the owners of the guest cafe chain at hotels. At the beginning of the twentieth century, the hotel infrastructure of Lviv was represented by establishments of all categories: from the aristocratic Grand Hotel to the cheapest Jewish hotels in the suburbs. The hospitality industry in the capital of the crown land was served by very solid hotel and restaurant complexes focused on serving VIP guests: the Polish and Austrian aristocracy, high imperial officials from Vienna, and wealthy travelers from Europe, Russia and the East. Restaurants and cafes located in hotels usually had the same names as the establishments where they were located. The combination of accommodation and food services, cultural and informational leisure with a cup of coffee attracted customers.

Since 1901, the luxury George Hotel has served as hotel and tourist business card of Lviv. The corners of the palace-hotel complex were decorated with four allegorical statues from different parts of the world – Europe, Asia, America and Africa. Thus, the George Hotel visually emphasized its exclusive status as Lviv hospitality center, where the ways of travelers from different continents and parts of the world intersected. In 1905, the George Hotel welcomed the most titled

Fig. 2. Persian shah and his friends in Lviv pose at the table with Lviv coffee and sweets, 1905. In the photo: 1 – shah Mozaffar ad-Din, 2 – his son, 3 – his grandson, 4 – Grand Vizier. Author: Lviv photo studio "Kordyan" (Source: Lviv newspaper *Kurjer Lwowski*, 1905)

and the most demanding coffee tourist in the history of Lviv. The George Hotel provided the exclusive service of the Iranian shah Mozaffar ad-Din (1853–1907), his numerous family members, courtiers, security guards and servants (Fig. 2). During the three days at the George Hotel, shah and his accompanying members were able to taste more than two dozen exclusive coffee drinks in Lviv (from traditional "Arabic coffee" to modern European recipes "Parisian coffee", "Viennese coffee" and "Lviv coffee").

In the prewar and interwar periods of the 20th century, the glory of tourist and gastronomic locations of the capital of Galicia was enhanced by exclusive restaurants and cafes (Fig. 3), such as:

– a group of the best restaurants (outside hotels): "Ludwig", "Szkowron", etc.,

Fig. 3. Advertising of the most fashionable coffee houses ("kawiarnia") in Lviv, at the beginning of the 20th century – "Union", "Imperial", "American coffee house", "Habsburg's coffee house", "Roma" – with a description of the accompanying concert programs and other elements of Lviv's cultural coffee leisure on the pages of the daily city newspaper *Kurjer* Lwowski (Source: Lviv newspaper *Kurjer Lwowski*, 1905–1913)

– exclusive Lviv coffee houses: "Renaissance", "Grand Café" (a meeting place for Jewish business circles), "Sans-Sousi", "Amerykańska", "Europejska" (a meeting place for Galician bankers and oil workers), "Szkocka", "Teatralna" (a meeting place for Galician artists), "Centralna", "Kryształowa" (in the passage of Mikolyash, a favorite resting place for shopping tourists, excursionists and guests of neighboring elite hotels), "Roma", "Warszawa" (Fig. 4),

Fig. 4. Postcard of the 1930s. Interior of Lviv's "Warsaw coffee house", which was popular among tourists in the 1920s and 1930s (Source: the author's private collection)

– exquisite candy stores for real gourmets of world sweets: Benetsky's sweets (the leader of this market segment), Zalevsky's sweets,"Sotschek", etc.,

– stylish dairy cafes with branded coffee and cocoa, delicious dairy desserts and cakes: "Filip Schweitzer", "Belkovich" and other.

Top-ranking of the most famous coffee tourism establishments of Lviv at that time was headed by the Café Club "Amerykańska" and "Viennese Café".

The Café Club "Amerykańska" operated on the second floor of the stone house, built in 1900–1901, on the present Sichovikh-Strilciv Street. The main feature of the establishment was the spacious reading room, a separate isolated hall, where over 500 copies of newspapers from all over the world could be viewed over a cup of coffee. There was a separate hall in the cafe where the orchestra performed, entertaining the public from 8 o'clock in the evening until 1 o'clock at night. The cafe closed at 3 o'clock at night.

Fig. 5. Advertising of one of the most popular producers of natural coffee in Lviv, at the beginning of the 20th century on the pages of the daily city newspaper *Kurjer Lwowski* (Source: Lviv newspaper *Kurjer Lwowski*, 1911)

The "Viennese Café" is one of the oldest in the city, built by merchant K. Hartmann in 1829. In 1902–1903, it was rebranded; a summer pavilion was added to the café, given the daily influx of tourists. Lviv Bohemians enjoyed getting together in this cafe. Speakers and actors competitions, concerts and debates, festive meetings of the Central European intelligentsia were held here. To this day, the "Viennese Café" is famous for the atmosphere of high coffee culture of the Habsburg Empire. The owner of the cafe today promotes the trademark "Coffee from Lviv 1829" (2020) (Fig. 10b) in the international market and is the main business partner of the City Hall in the field of development of coffee tourism infrastructure, coffee shopping, coffee animations and festivals in Lviv.

The opening of each fashionable coffee house in Lviv was held with great solemnity and thanks to advertising gathered thousands of Lviv residents and tourists. For example, we quote a note in the newspaper *Kurjer Lwowski* on December 28, 1909:

New cafe in Lviv. Today at 10 o'clock there was a consecration of the new "Avenue" cafe located on the ground floor of a new four-story tenement house by Dr. Strojnowskiego at the corner of Karol Ludwik and Kopernik streets. The ceremony of consecration was attended by the president of Ciuchciński, a number of famous personalities in Lviv (...). Café "Avenue" (...) today is the most amazing local café in Lviv. It occupies the entire first floor of a giant house with a beautiful view of the the Hetman Walls and Marjacki Square. The interior is decorated in white and gold tones, with mahogany, the walls in the Empire style. Behind the huge premise for men there is a separate salon for ladies and non-smokers, covered with carpets. The equipment

is European. House of Dr. Strojnowski together with Mr. Huget's cafe began a new European era for the most beautiful part of the city… (Nowa kawiarnia we Lwowie 1909)

The events of the Second World War and the further development of Lviv within the USSR under the socialist system led to a certain leveling of the tradition of high coffee culture and the functioning of a special cultural and coffee space in the urban environment of the historic city center. However, Lviv remained one of the largest centers of industrial coffee production in the USSR. Founded in 1932 by a group of Ukrainian cooperators, the Lviv Coffee Factory continued to function successfully as a state-owned enterprise in the socialist era. And since 1994, this company has further strengthened its market position. "Galca Ltd" became a subsidiary (Ukrainian-English Company) in the structure of the corporation "E.D. & F.Man Coffee Limited" (one of the largest producers of coffee in Europe).

Since 1991, when Ukraine became an independent state, community and business of the city have been working to revive traditions of special multicultural coffee culture and hospitality in order to consolidate Lviv as the top destination of coffee tourism in the world.

4.3. Coffee Tourism – a rebranded specialization of hospitality infrastructure in Lviv

The hospitality infrastructure of Ukraine, including the city of Lviv which is located near the EU border, has been developing dynamically over the last two decades, focusing on high standards of service and requests from tourists from Central and Western Europe, Canada and the USA. In 2018, 2.2 million tourists visited Lviv, spending an average of EUR 74 a day. According to the results of the first half of 2019, 1.2 million people visited the city, which is 16.5% more than in the first half of 2018. By the end of 2019, it is expected to reach 2.6 million tourists (Tourism Office of Lviv City Council 2020).

Leading experts agree that effective tourism rebranding and the evolution of the city's brand as a creative destination for coffee tourism have great potential for sustainable development (Hall *et al*. 2003; Jolliffe *et al*. 2009; Jolliffe 2010; Chan, Marafa 2018).

Community and business of Lviv united around idea of revitalization of specialized coffee tourism infrastructure and representation to the world of more than two hundred years of multicultural coffee culture and the unique coffee urban environment of the historic city center (included in the UNESCO cultural heritage list). Infrastructure and tourism projects are regularly supported by an effective media campaign. Today, each respondent is asked, on the basis of the annual sociological surveys, "What city would you call the Coffee Capital

of Ukraine?" – 100% answers – "This is Lviv" (Tourism Office of Lviv City Council 2020).

Today, coffee and coffee houses are tourist business cards and symbols of Lviv, recognizable brand among tourists from different countries. There are 822 cafés, cafeterias, canteens, pizzerias and restaurants with baristas in Lviv, more than 70 of them in the historical center, which are included in the top rating of locations and routes of mass gastronomic and cultural excursion tourism. For example, the 78 most attractive places are featured on TripAdvisor (TripAdvisor: Cafés in Lviv 2020).

According to the criteria of tourism marketing, the location of tasting and coffee tourism & culture we can divide into the following categories:

1) *Original conceptual coffee houses, oriented to serve individuals and groups of foreign and domestic tourists.* They have partnership agreements with tour operators and city tour bureaus to cooperate and maintain organized tourism flows. The first of these was "Kryivka". In recent years, the original establishments of coffee culture "Masoch café", "At the Golden Rose", "Gas Lamp", etc. have been opened and have already acquired the status of top tourist locations in Lviv.

2) *Small authentic cafés in rooms (often semi-basements), set aside for gastronomy establishments in the 1870s–1930s.* They represent, first and foremost, the authentic ancient traditions of coffee culture of Europeans of the "golden epoch", where the coffee house served as the main place of daily leisure and communication of the intelligentsia, and a cup of coffee and a newspaper or book were traditionally on the coffee tables (now offer a product of hospitality: a cozy atmosphere in "coffee & book" or "coffee & laptop" format). The top rankings in this category are led by coffee houses: "Under the Blue Bottle", decorated in the style of the Austro-Hungarian Empire, "Cafe 1" and "Na Bambetli".

3) *Ancient, from generation to generation beloved by Lviv families, low-budget and so-called student cafes.* Here anyone can afford coffee and traditional coffee baking at relatively low prices. They originated in the 1980s (at the end of the Soviet era) and in the economically difficult 1990s for Ukrainians. Unpretentious interiors and a small assortment of affordable-price dishes and coffee drinks distinguish this economy class category of coffee shops. Top rating in this category is led by establishments: "Za kulisami" at the Lviv Philharmonic, the cafeteria of Lviv National University, "Ekolan", etc.

Entrepreneurs open new creative cafes in Lviv almost every year – synergistic locations for tasting & animation & cultural-representative & ethnic & artistic leisure spaces for coffee-tourists. Among the successful projects in recent years that currently lead the global popularity ranking in the TripAdvisor service are the following described below.

Fig. 6. "Lviv Coffee Manufacture" coffee house & animation museum (Source: Tourism Office of Lviv City Council 2020)

"Lviv Coffee Manufacture" – an area of coffee mythology, legends and adventure for tourists in the heart of the city (Fig. 6). This company positions itself as a manufactory where Lviv coffee is born, as "the only coffee mine in the world where coffee is extracted from the Market Square in front of visitors". The company gives visitors an unforgettable experience. In addition, you can also taste the exclusive Lviv coffee recipes. Due to this, the location received the highest rating of British tourists (Tripadvisor: Coffee mining in Europe 2020).

Instead, Ukrainian tourists have recognized the most original coffee house "Selfie Coffee Lviv", where guests are served coffee with their own selfie portrait. This is the first coffee house in Ukraine where a customer's photo is applied to milk foam with a food printer (Tripadvisor: Selfie Coffee Lviv 2020).

The coffee house "At the Golden Rose" represents leisure, cultural and gastronomic traditions of the Jewish population of Lviv in the 19th century and the first half of the 20th century. In the 19th century, Lviv Jews developed a coffee business and promoted a culture of coffee consumption. At the end of the Habsburg Empire in 1913, 62% of Lviv coffee houses were owned by Jewish entrepreneurs. Today, excursions that introduce the Jewish heritage of multicultural

Fig. 7. Traditional souvenir from Lviv: coffee from Lviv's producers of natural coffee (Source: official internet sites of producers of natural coffee)

Lviv do not miss the cafe "At the Golden Rose" with its original recipe and culture of coffee service and accompanying animation and educational program for tourists.

In 2019, Ukraine imported almost USD 100 million worth of coffee. Lviv maintains and dynamically develops the industrial status of the center of import, commodity production (Fig. 7) and sale of natural coffee in Ukraine. Today the city has a unique favorable competitive business environment for the development of powerful enterprises:

1) import of coffee to Ukraine,

2) roasting and coffee packing of a number of popular brands,

3) distribution of coffee products through extensive trading networks,

4) import and manufacture of coffee shop equipment (from coffee machines to disposable coffee cups with appropriate marking and coffee stickers),

5) production of related products of coffee tourism (from branded cups to thematic printing and magnets),

6) souvenir shops and family shops with a variety of products for guests to remember about visiting Lviv and visiting its colorful animation-gastronomic and event-gastronomic locations.

The largest producers of natural coffee in Ukraine are Galka Ltd and "Viennese Coffee", which are located in Lviv. The joint Ukrainian-English enterprise Galka Ltd produces a wide range of coffee products, 22 of which were awarded for high quality at domestic and international coffee competitions. According to the results of 2018, Galka Ltd increased its gross profit to more than EUR 5,000 million, operating profit – to more than EUR 2,500 million. Joint Ukrainian-Austrian enterprise "Viennese Coffee" was established in 1992. Operating profit in 2018 was over EUR 50 million. The company has more than 60 varieties and recipe combinations of high quality arabica and robusta from around the world. Lviv Confectionery Factory "Svitoch" (96.9% of the shares are owned by the Swiss company Nestle) is a leading national producer of instant coffee and coffee blends. The company's net income in 2018 was EUR 93 million. The largest buyers of coffee and coffee blends from Ukraine are traders from Moldova, Belarus, Georgia, Lithuania and Armenia.

4.4. Sociological research of geographical flows and structure of coffee tourism in Lviv

At the request of the Lviv City Council, the Institute of the city together with the Center for Tourism Development conducts sociological research of tourism in Lviv. The results of sociological research are periodically published on the website of the Lviv City Council (Tourism Office of Lviv City Council 2020). In particular, the results published by the City Council are noteworthy: 43% of all guests of the city are guests from Ukraine, mostly young people. They often return to Lviv two or even three times a year. In second place are Poles (16.6%), in third place are Belarusians (7.1%), followed by Turks (5.8%), Germans (4%) and the US citizens (3%). Favorite types of leisure for tourists in Lviv: 57.7% visiting cultural institutions, 66.9% individual city walks, 72.5% sitting in cafes and restaurants. The average length of stay of a tourist in Lviv is 4.4 days, in particular, the American tourist is in the city for an average of 9 days, the German

tourist – 5.5 days, Polish – 3.6 days. Ukrainians stay in Lviv for an average of 3.9 days. Total expenses of Ukrainian tourist during the stay in Lviv are EUR 138, and foreign tourist – EUR 561 (Tourism Office of Lviv City Council 2020).

However, sociological research of selected types of tourism at the request of the Lviv City Council has not yet been conducted. Therefore, below we present the results of a sociological survey of guests of 50 city cafes conducted by students of the Lviv Institute of Economics and Tourism using the face-to-face method in May and September 2019.

Student-interviewers talked to tourists who spent their leisure time drinking coffee in the open areas and in the halls of cafes in the historic city center. Some of the tourists met in the cafe agreed to identify themselves as "coffee tourists". Then the interviewers offered these coffee tourists to give short oral answers about themselves and impressions from the visit to Lviv.

The survey was attended by the guests of the city who answered positively to the introductory question "Do you consider yourself a coffee tourist (gourmet tourist)?" A total of 1,000 people were interviewed (500 in May and 500 in September). The sample included both organized and individual tourists from Ukraine and other countries of different age, gender and social status. The results of the survey were processed according to the method described in the works on quantitative methods in tourism (Baggio, Klobas 2011; Altinay, Paraskevas, Jang 2015).

On the one hand, the representativeness of such a survey is somewhat lower. In fact, the peak of the influx of tourists to Lviv still accounts for summer and winter. On the other hand, spring and autumn are the periods that show the highest growth rates of tourist visits in Lviv in recent years.

A sociological research of the geographical flows and structure of coffee tourism in Lviv in 2019 gave the results which are presented below.

32% of Ukrainian tourists and 56% of foreign tourists gave a positive answer about self-identification as a coffee tourist (gourmet tourist).

Out of the 100% of "real coffee tourists" surveyed (tourists whose motivation to come to Lviv was influenced by media information or feedback from friends about unique coffee attractions, coffee animation or coffee festival) 53% were tourists from other regions of Ukraine, 47% were from other countries.

By age, out of 100% of respondents (surveys conducted only among adults aged 18+), the dominant socio-age segments were clearly distinguished, in particular:

– 27% – young couples and youth companies aged 18–24 and 25–30,

– 19% – young families aged 18–35 with children,

– 41% – individual or arrived as part of tour groups middle-aged tourists (aged 31–40 and 41–50) of both genders,

– 13% – elderly coffee tourists aged 51–68 (the oldest woman in the sample was 68 years old; as a rule, elderly guests identified themselves as cultural and sentimental tourists, so the survey was attended by a few coffee tourists in this age group).

Gender structure of all surveyed tourists: 52% – female, 48% – male.

Among Ukrainian coffee tourists, 44% are residents of the capital of Kyiv, 31% are residents of major cities of the center and east of the country, and 25% are residents of others towns and villages. For 1–2 nights of stay they are ready to spend about EUR 40–60 to visit the locations of coffee tourism, purchase high quality coffee for home cooking and coffee souvenirs from Lviv.

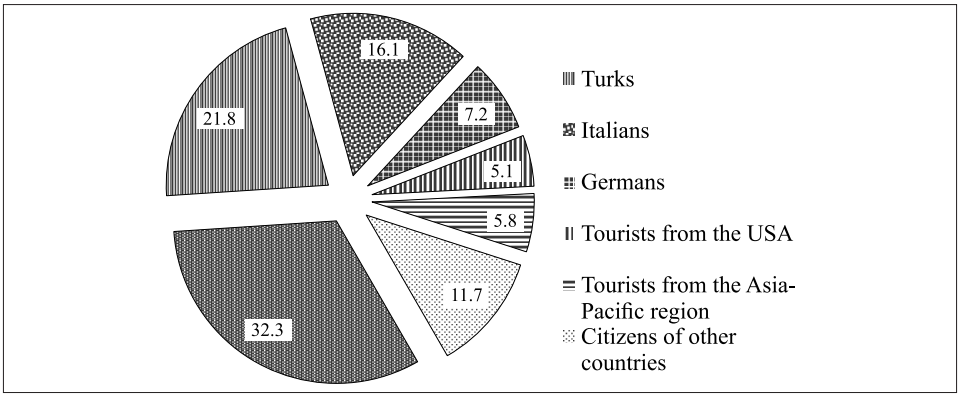

Fig. 8. Geographical structure of foreign coffee tourists in Lviv,%. (Source: own study)

The geographical structure of foreign coffee tourists in Lviv looks like this: 32.3% – Poles, 21.8% – Turks, 16.1% – Italians, 7.2% – Germans, 5.1% – tourists from the USA, 3.2% – Belarusians, 3.1% – British, 5.8% – tourists from the Asia-Pacific region, 4.7% – citizens of other European countries, 0.7% – Latin American citizens (Fig. 8). Age structure of foreign coffee tourists: 41% of youth 18–30, 38% of middle-aged 31–50 years, 21% of persons over 50 years (Fig. 9). Gender structure of foreign coffee tourists in Lviv: 53% – female, 47% – male. Moreover, ethnicity is sometimes linked to gender: for example, among the Turks surveyed, 73% are men, among English and Germans, 61% are women.

Choosing an institution for coffee leisure in Lviv, 84% of foreign tourists used Tripadvisor's recommendations and pre-viewed coffee houses sites. To navigate a city with more than a hundred coffee houses, 92% of tourists used the Google Maps app. For 1–2 nights of stay in Lviv they are ready to spend about 100 EUR to visit the locations of coffee tourism, purchase high quality coffee for home cooking and coffee souvenirs from Lviv.

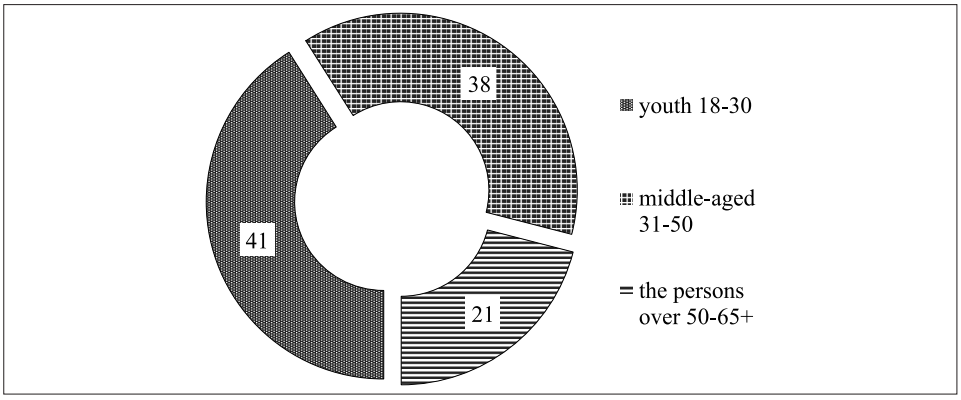

Fig. 9. Age structure of adult foreign coffee tourists in Lviv,% (Source: own study)

To the last questions of the questionnaire "Would you like to visit Lviv again for its coffee attractions?" and "Would you recommend Lviv as a top destination of coffee tourism to your friends?" 98.4% of the respondents answered in the affirmative.

4.5. Event-coffee tourism. Coffee and tourist PR in Lviv

The Lviv community and business today jointly implement the strategy of building and promoting specialized infrastructure, tourist products, excursion and cultural locations, specialized goods and services, as well as events of coffee tourism. The aim of the strategy "Comprehensive strategy of Lviv development 2012–2025" is: 1) creation of a comfortable urban space of hospitality, welcoming to both citizens and tourists (complex measures to counteract overtourism); 2) representation to the world of more than two hundred years of multicultural coffee culture and the unique coffee urban environment of the historic city center (included in the UNESCO cultural heritage list).

Lviv is constantly developing a network of excursion coffee tourism locations for individuals and organized excursion groups. Some locations are related to outstanding stone houses, others associated with themed coffee exhibitions in museum cafes and coffee houses, and others with real-life celebrities and heroes of coffee legends.

On October 22, 2013, a monument to the outstanding Jerzy Franciszek Kulczycki (1640–1694) was set up in the center of Lviv near the oldest coffee house "Viennese Café" (Fig. 10a). It is the third monument to J. Kulczycki in Europe (the first was erected in Vienna, the second in his native village of Kulchytsy near Lviv).

Fig. 10. *a*: Monument to the nobleman from the outskirts of Lviv, the founder of coffee-houses in the territory of the Habsburg monarchy Jerzy Franciszek Kulczycki. *b*: Traditional coffee cup with the brand slogan "Coffee from Lviv" (Source: https://en.wikipedia.org/wiki/Jerzy_Franciszek_Kulczycki)

Tourists in Lviv are offered more than 15 themed coffee excursions and tours. The program of such excursions, as a rule, includes visiting the most famous coffee houses in the city, getting acquainted with the traditions of coffee making and ends with a coffee tasting and themed show program in one of them. Examples are given in Table 1.

Table 1. Top five most popular coffee excursions in Lviv

No.	Name of the excursion	Tourist enterprise	Cost / person (EUR)
1	Lviv with a taste of coffee	Open Lviv	20
2	Coffee tasting in the coffee city	Andreolli Tour	20
3	Lviv is a city of coffee and chocolate	Youth tourism	15
4	Coffee Legends of Lviv	Vidviday	12
5	Lviv coffee houses charm	Galintur	10

Source: own study

Since 2007, for the purpose of international promotion of coffee tourism, Lviv City Council has been organizing Lviv Coffee Festival in September in cooperation with coffee producers, coffee houses, and enterprises of show, exhibitions, and hotel and tourist business. Over the past 12 years, it has become one of the most massive tourist events in Lviv. In 2009, the International Coffee Fair within the framework of the festival was held in Lviv for the first time. Since 2010, Lviv Coffee Festival is a member of the international organization Specialty Coffee Association of Europe (SCAE). In 2012, Lviv held national championships according to SCAE rules for the first time, and the number

of festival guests exceeded 50,000. In 2014, the festival hosted the international CoffeeEXPO. In 2015, the Lviv Coffee Festival™ brand was rebranded. In 2019, 150 thousand tourists and Lviv citizens visited the festival in 4 days (Lviv Coffee Festival 2019).

Lviv Coffee Festival annually holds a competition to determine the best coffee house in the city. This is not just an honorary title, but a real challenge for the cafe network, the highest business and tourism distinction. It's an incentive for fair competition among the numerous cafes in Lviv. Consumers, Lviv citizens and numerous tourists, determine the top rating of gastronomy establishments and coffee culture in Lviv by voting. Certificate with the inscription: "The best coffee house in Lviv" became a real accelerator of success for the next year, a pledge of guaranteed visits of organized tour groups and gourmet individuals.

The culmination of the festival is a coffee tour of the Coffee King and Queen. They travel to coffee houses in Lviv, taste coffee, and at the end on the main stage of the Lviv Coffee Festival announce the winner – the best coffee house in Lviv.

In 2016, 2017, 2018, coffee house "Virmenka" was chosen as "The best coffee house in Lviv" within the framework of the Lviv Coffee Festival. "Virmenka" is an iconic coffee house, which has existed since 1979. For two decades, it has been a place for informal communication of the bohemian of Lviv – musicians, artists, scientists. Today the atmosphere of bohemian comfort is revived here. In the evenings, poetic and musical coffee-flavored parties are arranged for esthetic guests.

In 2018, coffee house "Rocket Espresso" won in the nomination "The Best Author Coffee", coffee house "Dominicanes" – in the nomination "The best coffee in *cezve*", coffee house "Coffee Lab" – in the nomination "The best coffee with you", coffee house "Lviv coffee manufacture" – in the nomination "The most hospitable coffee house", Gallery-Café "Shtuka" (Handiwork) – in the nomination "Artistic coffee house".

Favorite activities of tourists at Lviv Coffee Festival are: International Coffee Fair with an animated show program, Kulchytsky Coffee Cup, Coffee Kids, CoffeeEXPO, Coffee Academy, presentations of coffee history and traditions, retro-style musical performances and a culminating jazz concert.

In 2018, Lviv introduced the Lviv City Card, which gives tourists 24/48/72 hours of unlimited travel in the city's electric transportation, the opportunity to visit more than 20 museums for free, climbing the Town Hall Tower, free walking and bus excursions (including in English "Lviv – the city of UNESCO"), as well as discounts on a number of galleries, restaurants and coffee houses of the city. In 2019, 82% of the top tourist coffee houses in the historical center of Lviv were active partners in Lviv City Card service.

Infrastructure and tourism projects are regularly supported by an effective media campaign for advertising, PR and coffee tourism publicity (Lviv Coffee Festival 2019; "Coffee from Lviv 1829" 2020; Tourism Office of Lviv City Council 2020, etc.).

Ukrainian cultural figures, journalists and travel bloggers are actively working to promote the cult of tasting exclusive coffee-making recipes in Lviv's ancient cafes. In particular, a book by the top Ukrainian writer Yuri Vynnychuk *Mysteries of Lviv Coffee* was published in 2008, in which the author described the two hundred year old Lviv traditions of coffee culture and suggested readers to take a historical and literary journey to the coffee houses of the city.

The bestselling novels by Ukrainian writer Natalia Gurnitskaya *Melody of Coffee in a Cardamom Tone* and *Melody of Coffee in a Tone of Hope* were published in 2014 and 2017, respectively. These are new art stories about Lviv of the "golden age" of the Habsburgs, about the life of the city and the culture of Lviv, about coffee houses and love in Lviv. Today, artistic characters and literary texts are actively integrated into the excursion-tourist atmosphere of Lviv hospitality. So today, breathing in the aromas of coffee while strolling through the historical streets of Lviv, tasting family recipes for making coffee and reading art books "with a taste of coffee" are attributes of cultural leisure for the tourists (gourmet, aesthetist and intellectual) in Lviv.

5. CONCLUSIONS AND DISCUSSION

According to the Lviv Economic Development Strategy for 2012–2025, tourism and information technology were recognized as priority sectors of the city's economy (Tourism Office of Lviv City Council, 2020). This decision was justified, and the city became attractive for investment, including in coffee tourism projects. Growth trend achieved: 100 thousand tourists visited Lviv in 2006; in 2016–2020, more than 2 million tourists visit the city every year. The city is more often ranked in the top 20 best tourist destinations in Europe (Lonely Planet's "Best in Europe" list 2016). And today, one of the "engines" of development is gastronomic tourism, including coffee tourism.

On the map of top destinations of international tourism in Europe and on the world map the city of Lviv (Ukraine) is gaining a more permanent position in the cohort of leaders of consumer sympathies. Moreover, in recent years, the "tourist face" of the city has been increasingly expressed (individualized), making it more clearly positioned on the market alongside competing cities of Central and Eastern Europe. Today, the city is attracted not only by static historical and cultural monuments, the city produces and promotes a special "living tourist

space" on the foreign market, but also promotes itself as one of the capitals of cultural & gastronomic tourism in Europe, where guests are invited for a few days to dive into the special atmosphere of tasting various dishes of Ukrainian cuisine, or beer tourism, or chocolate tourism or coffee tourism.

The following facts testify to the success of Lviv's tourism strategy. In 2018, Lviv (the only city of Ukraine) was included in the annual rating of Euromonitor International "100 World Travel Destinations". In 2019, Lviv topped the ranking of tourist cities for the weekend, where UK residents have most often booked accommodation for the past year, compiled by the Airbnb Temporary Accommodation Booking Service and Post Office Travel Money. In addition, Lviv was the cheapest city in this ranking.

Lviv coffee tourism infrastructure is constantly diversifying. More than 70 coffee houses and coffee bars in the historic city center (as locations) are involved in daily mass tourism routes and themed excursions and coffee tourism routes. Marketing strategies of leading coffee producers in Ukraine (for example, "Coffee from Lviv 1829" 2020); tour operators, coffee shop owners and producers of traditional Lviv souvenirs are focused on serving the growing segment of coffee tourists. In this way, coffee tourism integrates more than ten industries (from the printing industry to the IT sector) into the coffee cluster and stimulates job creation in Lviv, revitalizes domestic and inbound tourism, fills the city budget. So, Lviv in line with the Sustainable Development Strategy implements new social initiatives and finances measures to improve the living environment of Lviv citizens.

Lviv City Council and business are working on a number of innovative projects in the coffee cluster. Among the projected innovations for the next decade to improve the coffee tourism environment in Lviv are:

– coffee tourism routes for amateurs through the streets of old Lviv, represented in the app on the Google Play platform and marked with QR codes in the area,

– creative IT promotion of Lviv coffee tourism attractions,

– diversification of the range of coffee houses and coffee shops,

– development of mass events of coffee tourism (competitions of coffee producers, competitions of Lviv baristas, etc.),

– the constant introduction of seasonal novelties in the menu of top coffee houses,

– conducting coffee-making workshops for foreign tourists in English, Polish, Turkish, Chinese and other languages of the largest segments of visitors in Lviv,

– development of individual coffee houses as locations for informal communication of coffee lovers and artists,

– creation of coffee-themed quests for children's groups of different age categories,

– promotion of startups in the coffee tourism cluster of the city.

Thus, 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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