



KAPITEL 14 / CHAPTER 14¹⁵
**HOSPITALITY ESTABLISHMENTS AND RESTAURANT ENVIRONMENT
IN KYIV AS CENTRES OF URBAN CULTURE AND TOURIST**
DOI: 10.30890/2709-2313.2024-32-00-027

Introduction

Restaurant businesses are a vital component of urban infrastructure and culture. They play a significant role in satisfying one of the fundamental human needs and serve as focal points that attract the public, fostering a positive psycho-emotional state. Food preferences, dish recipes, and consequently, the overall condition of the restaurant business largely depend on political, economic, and social conditions, as well as the nature and dynamics of change.

The global rise in population living standards has led to an increase in dynamism, including in tourism. Recently, alongside tourists' interest in visiting historical landmarks and viewing works of art, there has been increased activity in gastronomic tourism. This trend is characterised by interest not only in local cuisine but, more importantly, in its prominent representatives - specific restaurants, cafes, and other establishments. Undoubtedly, the combination of a popular establishment's name with the reputation of its chef creates a double effect.

It is widely known that some hospitality establishments located on tourist routes are geared towards one-time customers, and as such, may not always take sufficient measures to develop and maintain their image over the long term. Consequently, experienced tourists often gravitate towards places popular among local residents, where authentic dishes of consistently high quality are offered at reasonable prices.

Considering this, it is advisable for every world-class tourist centre, including Kyiv, to have its own kind of tourist "compass" - a guide to the city's hospitality establishments. Such a restaurant guide should contain comprehensive information about national cuisine, recommended establishments, and historical insights.

Naturally, the restaurant and hotel industry has been among the most affected

¹⁵*Authors: Mamchenko Liudmyla Yevgenivna, Niemirich Oleksandra Volodymyrivna, Skyrda Olena Yevgenivna, Mykhailov Bohdan Volodymyrovych, Lytovchenko Oleksandr Mykhailovych, Penkina Nataliia Mykhailivna*



sectors of the Ukrainian economy due to Russian aggression against Ukraine [1]. At the same time, despite extraordinary wartime conditions, this sector of the Ukrainian economy is adapting to complex modern conditions and demonstrating positive results in certain regions of the country.

Materials and Methods

The study utilised research from Ukrainian and foreign scholars and practitioners in the restaurant business, media publications, electronic communications, and other sources of information dissemination and preservation. The reliability of the data was ensured through expert evaluations of restaurant establishments directly at their locations.

Results and Discussion

The preservation of historical and unique hospitality establishments in any city or village is a crucial factor in maintaining a stable and comfortable socio-economic and psychological environment for local residents. Over time, successful establishments become independent tourist attractions (sometimes on a global scale) that play an important role in the economy of a particular area. The longevity of iconic establishments depends on numerous objective and subjective factors, such as the lasting historical memory of the individuals associated with them (e.g., celebrities). However, the main factor for success is the management's ability to consistently maintain high service standards, comply with Hazard Analysis and Critical Control Points (HACCP) requirements, and preserve the historical appearance of the premises while remaining faithful to traditions.

The realisation of Ukraine's potential in the hospitality sector significantly depends on national policies and the ability of municipal city authorities to support entrepreneurial initiatives.

Historically, Ukraine has had original forms of hospitality establishments, such as taverns or korchmas - an inn that sells beverages. It is known that innkeeping, i.e., the production and sale of alcoholic beverages, was widespread in the territory of modern Ukraine during the Grand Duchy of Lithuania, the Polish-Lithuanian Commonwealth, and the Hetmanship. King Alexander (1501-1506) granted Kyiv a charter for



Magdeburg rights, which was confirmed by Sigismund I in 1544. According to this charter, Kyiv burghers were allowed to produce and sell alcoholic beverages, provided that they used standard measuring utensils. From the 16th century, the right to open inns was a privilege of the Cossack nobility. Innkeeping was usually a family business among Cossack families who owned distilleries and taverns (which were often leased or rented out).

As an element of historical ethnographic memory and a manifestation of loyalty to the Ukrainian language, many modern restaurants in Kyiv and throughout Ukraine include the word “korchma” in their names. This is also a marketing tactic designed to emphasise the authenticity of Ukrainian cuisine, national design style, and atmosphere. A typical example is the network of hospitality establishments "Korchma Taras Bulba."

A unique aspect of Ukrainian cuisine is its traditional methods of raw material processing. National Ukrainian dishes are typically boiled, stewed, simmered, and baked in an oven at a low heat. The most common method of preserving vegetables is fermentation through pickling. Such dishes are an essential part of the menu in traditional Ukrainian restaurants.

It is worth noting that the toponymy of the city of Kyiv and the Kyiv region is closely associated with hospitality establishments. Notable examples of the connection between former establishments and Kyiv’s localities include the Krasny Traktir or Krasny Shynok district— a historical location in Kyiv, a former settlement, which was located on the territory of the modern National Complex "Expo-centre of Ukraine" (former "Exhibition of Achievements of the National Economy"). The inn was located on the Old Vasytkivskui way and also served as a postal station with stables and a forge, as well as functioned as a hotel for travellers. It was first mentioned in 1799. Interestingly enough, there are two main versions regarding the origin of the name of the institution. According to one - in the ancient Russian language "red" has the meaning of “beautiful”. But there is another version according to which "red" may mean “main one” or “leading”. The settlement was liquidated at the turn of the 1940s and 1950s.

Kukhmisterska Slobidka was a former village that is now absorbed by the Kyiv



residential area of Berezniaky. Established on the left bank of the Dnieper River in the early 18th century as part of the Gogol company of the Kyiv regiment of the Hetmanship, it was named after the German “Küchenmeister” - cook. One version suggests that it housed canteens serving the troops building the Old Pechersk Fortress from 1706-1715. Eventually, after the fortress’s construction, Kukhmisterska Slobidka was transferred to the Kyiv-Pechersk Lavra. Accordingly, the contingent of clients changed also: monks fed pilgrims, as well as beggars and the poor.

The Venetian Island located on the Dnieper River opposite the central part of Kyiv takes its name since the late 19th century and is associated with the summer park “Venice” and the restaurant “New Venice” that opened on the island in 1890.

Kyiv cannot compete with other European capitals regarding hospitality establishments with a long-standing history due to the turbulent and often tragic modern history of the country. Before World War I, in 1913, Kyiv Governorate had 344 inns and restaurants, 398 buffets, 2,464 beer shops, and over 380 wine cellars [2].

Among Kyiv’s many successful hoteliers and restaurateurs, the former serf Opanas Dyakov stood out. His restaurant “Davnya Rus” (located on the first floor of his building at Volodymyrska St. 21/20, Kyiv) remains to this day and is an architectural landmark important for the historical and architectural surroundings of the Saint Sophia Cathedral (recognized by the UNESCO World Heritage Program), which currently is in need of restoration and is waiting for investors.

Another prominent figure in Kyiv’s hotel and restaurant business was the well-known public figure, philanthropist, and merchant of the 1st guild, Hryhoriy Gladynyk. However, the 1917 revolution, wars, and the establishment of the communist regime led to the abolishment of private property. This caused a long decline in the restaurant business, resulting the loss of traditions and experience.

The devastating consequences for historical hospitality establishments included the destruction of infrastructure, destruction of architectural monuments due to military actions, as well as large-scale reconstruction and redevelopment of central Kyiv. Food shortages, especially the lack of quality ingredients, along with the industrialisation and standardisation of food preparation processes, led to the simplification and, to a



large extent, the loss of recipes and cooking technologies. According to the renowned Ukrainian restaurateur and Chef Yevhen Klopotenko, "... today, Ukrainians have lost 90% of all authentic dishes. Only modified versions of "kholodets", "borscht", dumplings ("vareniki") and "salo" (Ukrainian version of pancetta) remain" [3].

As a result of post-World War II socio-economic recovery, Kyiv experienced a restaurant boom from the late 1960s, with the opening of several new establishments in ethnographic style, such as "Dubky," "Mlyn," "Vitryak," and "Natalka". They uniquely combined the traditions and architecture of the Ukrainian "Korchma" with modern standards. Additionally, the preparation for the 1980 Olympics, which included certain football matches held in Kyiv, further boosted the hospitality sector. Hotels like "Rus" and "Bratislava," along with their namesake restaurants, were built specifically to accommodate athletes and fans.

The next hospitality wave swept through a few years later due to the large-scale celebration of Kyiv's 1500th anniversary. Many regions of Ukraine have opened their establishments in the capital city for public catering. This is how the restaurants "Vinnychanka", "Krim", "Chernihiv" and others were established. By the mid-1980s, there were 49 restaurants in Kyiv.

Each Kyiv restaurant had its unique character. At "Krakow," one could try Polish dishes prepared by Polish-trained chefs; at "Leipzig," traditional German dishes like Hamburg-style steaks and Hoppel-Poppel; at "Verkhovyna," Carpathian sausages; and at "Prague," Czech spiced sausages along with Pilsner beer or "Senator" beer.

The "perestroika era" brought significant harm to many traditional hospitality establishments, leading to severe food shortages and a decline in the population's welfare. The anti-alcohol campaign also negatively impacted customer bases. Eventually, the permission for the so-called cooperative movement, followed by the full legalisation of the private sector, led to the renaissance of the restaurant business, although most establishments opened as greenfield projects.

The Russian armed aggression against Ukraine posed a severe test for the hospitality sector. In regions near the frontlines, many hospitality establishments were physically destroyed. Large-scale reduction of interregional tourist and business



travellers resulted in a decrease in revenues to local budgets from the collection of tourist tax in affected regions (14 regions). However, the forced internal migration of Ukrainians brought some benefits to the western regions, especially Lviv, Zakarpattia, and Ivano-Frankivsk [4].

Foreign tourism has faltered to nothing. According to the media resource "Reve ta stogne restorator", in April 2024 in Ukraine, compared to December 2021, the number of restaurant business establishments decreased significantly, namely: bakeries (-9%), cafes (-13%), pubs (-16%), deliveries (-17%), restaurants (-17%), bars (-32%), confectionery (-34%), hookah bars (-35%). Instead, the number of coffee shops (+35%) and fast food establishments (+15%) increased [5].

During the war, restaurants, cafes, and coffee shops became community hubs, attracting not only regular customers but also local residents. During blackouts, these establishments provided essential economic and socio-psychological services, offering temporary shelter, charging facilities for devices, and access to the internet.

As is well-known, particular in residential areas with multi-storey buildings, almost all means of life support depend on electricity supply, namely: water supply, heating system, sewage system and elevator management, therefore blackouts have resulted in an uncomfortable stay in a residential building. On the other hand, the majority of restaurant establishments already have their own independent sources of electricity supply (stationary and mobile generators), water and food supplies, and Internet connection. Therefore, provided that the owner is socially responsible, restaurants and cafes are transformed into places for a comfortable temporary stay for people, especially with children. In addition, visitors have the opportunity to charge their own communication devices (smartphones, tablets, etc.). Similar, the form of mutual support requires owners, management, staff and guests of the establishments to observe a balance of interests and an unspoken code of conduct. In particular, this refers to guests taking into account the fact that the restaurant, cafes, coffee shops, etc. bear constant costs for their maintenance and remain primarily commercial establishments.

The state and local authorities acknowledge the role of hospitality establishments as "islands of safety and hope," and they may be included in support programs as



official “points of resilience” if they meet state requirements [6].

Due to martial law in Ukraine, hospitality establishments face the challenge of managing personnel under new conditions, where many men are subject to mobilisation. HR departments are striving to ensure workforce stability by considering gender and age factors.

A distinctive feature of the present day is the opening of new hospitality establishments by war veterans, whose target audience includes other veterans, active military personnel, and volunteers. Prominent examples include “VeteranoPizza,” “VeteranoCoffee,” and “Quiet Place.” In 2024, veterans S. Kucheryavy and S. Shendryk founded the café “5.45.” Considering the unique clientele, new approaches to menu creation and venue design are emerging, contributing to the formation of a new urban subculture.

Despite all the socio-economic and political changes, risks and challenges of today, several institutions that are memorable for 2-3 generations of the native inhabitants of the city continue to function in Kyiv, which are at the same time symbols and bearers of the traditional city restaurant culture.

The cult cafe "Yaroslava" (Yaroslaviv Val St. 13, opened in 1947) has probably the longest history of existence among the restaurants operating in Kyiv. Its signature "calling" card is pastries, in particular pies with various fillings. Most likely, the "secret" of longevity of "Yaroslavi" is a combined number of factors, namely: a convenient location for native Kyivians in the centre of the place on the tourist route, next to the "Golden Gate" monument, faithfulness to traditions regarding the composition of the menu; compliance with requirements regarding the quality of dishes; maintaining moderate prices for a long time; attractive interior and decor (with a historical flavour, stylized according to ancient Slavic decor); correct positioning in the limited market of restaurant services. In general, "Yaroslava" is for Kyivians a symbol of stability and a reminder of their youth, and for tourists an additional opportunity to touch the history of the city and taste traditional Ukrainian dishes.

Another "long-timer" of the Kyiv restaurant business is the restaurant "Prague" (Akademika Hlushkova Ave, 1), which has undergone many transformations since its



opening in 1956 under the name "Lebyd" [7]. In 1959, after the Czechoslovak exhibition was held on the territory of the VDNG complex, the restaurant received a second breath of fresh air and was renamed to "Prague". With the help of Czech specialists, the restaurant was rebranded: the interior was replaced, the chefs learned recipes for preparing Czech and German dishes. Products, branded Czech beer, tableware and employee uniforms were delivered directly from the Czech Republic. The foreign style of the establishment, high quality of dishes and service were the key to its popularity among Kyiv residents and tourists. In 1973, "Prague" was visited by Prince Philip, the Duke of Edinburgh and Princess Anna, who participated in the European Equestrian Championship. The Prince, as President of The International Equestrian Federation, became an honorary judge in the competitions. It is said that in the "Prague" restaurant, he was treated to Ukrainian borscht with a bread accompaniment "Pampushki" and Chicken Kyiv cutlet. The restaurant closed in 1989 and re-entered the market after restoration in 2011. Undoubtedly, interesting events related to the history of the institution are an additional factor for its visit, especially by foreign tourists. However, for the people of Kyiv, the restaurant has an additional meaning. For many of them, it became the place for hosting special events - such as wedding celebrations. The lake, located next to the restaurant, is surrounded by the avenue of love. Its sidewalk tiles include the names of couples who got married there. The swans that are on the lake also add additional symbolism. In general, "Prague" benefits from its location in almost the largest park area of the city.

A vivid example of an ethnic restaurant is "Verkhovyna", the history of which also dates back more than 60 years (Beresteiskyy Ave, 135, Kyiv). At one time, the corresponding hotel and restaurant complex became a successful attempt to transfer the atmosphere of the Ukrainian Carpathians to the park area of Kyiv. The highlight of the establishment was initially the traditional Hutsul dishes, which were served in an accompanied traditional interior.

Today, "Verkhovyna" specializes in holding banquets during which dishes of Ukrainian and European cuisine are served.

A successful example of the continuity of the operation of the hotel and restaurant



complex is the modern five-star "Premier Palace", which for the longest time (since 1953) was known under the name "Ukraine". Its building is a historical and architectural monument, an important element of tourism and business infrastructure. The history of the institution began in 1909, when construction of the Palast-Hotel began at the corner of Bibikivsky Boulevard (now Taras Shevchenko Boulevard) and Pushkinska Street (now Yevgena Chikalenko Street). At that moment in time it was the largest hotel in the city (it had 150 rooms for guests) with a fashionable restaurant that occupied the entire first floor. Yakov Zellermeier, the then owner and manager of the Palast-Hotel, a subject of the Austro-Hungarian Empire, often reminded his employees: "Our hotel should be a cosy place to relax, serve as a second home for travellers and visitors after their homestead" [8].

When the First World War began, his property, as a representative of an enemy country, was expropriated. The history of the hotel is closely intertwined with Ukrainian history, in its tragic times. It was here that Hetman Pavlo Skoropadskyi signed a document on renunciation of power. In memory of the historical events, a themed suite called "Hetman" was arranged in the hotel. Modern management tries to comprehensively maintain the atmosphere of the beginning of the 20th century.

In particular, the bar "BAR 1909" is named after the year the hotel was founded.

Unfortunately, the hotel "Leipzig" with the restaurant of the same name disappeared from the tourist map of Kyiv in the 1980s. However, its beautiful red building at the intersection of Volodymyrska and Prorizna streets was fortunately preserved after wars and numerous restorations.

The restaurant, like the entire building, was built according to the project of the architect Karl Szyman on the order of Peter Barskyi (merchant in hunting weapons). According to the plan the latter was supposed to be the most luxurious building in Kyiv. There were almost 150 seats in the four halls of "Leipzig". It is interesting that in Soviet times no one followed a gender policy, and therefore the service staff of the institution consisted exclusively of men. To provide German authenticity to the menu, all the chefs of the restaurant trained in the GDR. Optimistically looking to the future, we look forward to the revival of the hotel and restaurant "Leipzig" in the historic building.



Conclusions

The analysis of the data clearly demonstrates that Kyiv entrepreneurs play a crucial role in preserving historical material and spiritual heritage, positively influencing social processes and the psycho-emotional state of the population. Despite significant losses due to the war, the hospitality sector continues to play a stabilising role in society. The Ukrainian government must carefully consider business interests to maintain entrepreneurs' trust in these challenging times.