

**РЕКРЕАЦИЯЛЫҚ  
ГЕОГРАФИЯ ЖӘНЕ  
ТУРИЗМ****РЕКРЕАЦИОННАЯ  
ГЕОГРАФИЯ  
И ТУРИЗМ****RECREATION  
GEOGRAPHY AND  
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**The historical sketch of social tourism development in USSR**

This article discusses the methodological foundations of organization social tourism in USSR. This article provides information about the history of formation social tourism during communism and socialism. Article covers all period of functioning the Soviet system. Also article gives review to types of social tourism in USSR, some statistics about number of social tourists.

**Key words:** Tourism, Social tourism, Tourism in USSR, Soviet tourism, Children tourism, Tourist service, Social tours, Excursions.

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**КСРО кезеңіндегі әлеуметтік туризм дамуының тарихи очеркі**

Бұл мақалада КСРО кезеңіндегі әлеуметтік туризмнің ұйымдастыру және құрылу мәселелері ашылған. Мақалада КСРО кезеңіндегі әлеуметтік туризмнің даму тарихы, оның таралуы және түрлері туралы ақпарат және статистикалық мәліметтер арқылы КСРО кезеңіндегі әлеуметтік туризмнің жұмыс реті туралы жалпы сипаттама берілген.

**Түйін сөздер:** туризм, әлеуметтік туризм, КСРО туризмі, жасөспірімдер туризмі, туристік қызметтер, әлеуметтік турлар, экскурсия.

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**Исторический очерк развития социального туризма в СССР**

В данной статье рассматриваются основы организации и формирования социального туризма в советский период. В статье приведена информация об истории становления и развития социального туризма в годы СССР, о видах социального туризма и статистические данные, которые раскрывают общую картину функционирования социального туризма в период СССР.

**Ключевые слова:** туризм, социальный туризм, туризм в СССР, детский туризм, туристские услуги, социальные туры, экскурсия.

The need to consider the history of the development of social tourism and its positive trends for the modern development of social tourism in USSR is obvious. In order to improve the model of development of tourism in the current market conditions it is necessary to analyze, examine and take into account the experience in management and

operation of social tourism, which existed during the Soviet period. Consequently, given the particular development of tourism in the USSR, and also taking into account the experience of development of social tourism abroad. We can formulate proposals for the construction of a new model of development of tourism in market conditions adapted for Russia [1].

Consideration of the history of the development of tourism should be started from the USSR, because state-controlled and organized basis of it was set in the Soviet Union in 1920. In the Soviet Union has historically dominated social tourism, in whose development we can distinguish several stages.

The first phase (1920-1936) is characterized by the creation of socio-economic conditions, the emergence and organizational establishment of the excursion and tourist traffic. In terms of rehabilitation and reconstruction of the national economy and Cultural Revolution are established the first institutions of proletarian tourism. They were designed to promote public recreation of workers to meet their needs in cognition of cultural values and nature of the motherland. In the tours, trips and journeys were involved thousands of workers. Created before the October Revolution «Russian society of tourists» that existed until 1928, later reorganized as the Society of proletarian tourism. Within a short period of activity (1928-1930 years), it has managed to unite in its ranks 75 thousand people. In accordance with the program society allots its members several tasks, such as getting acquainted with the country for self-education, develop moral and physical qualities, better use of opportunities for recreation, active participation in socialist construction, helping backward peoples in the development of cultural heritage, conducting research work to identify natural resources [2].

According to the organizers tourism in the future should become a necessary part of life, not just a private matter, and the massive socio-political movement.

In its work, the Society of proletarian tourism was based on the institutions, industrial enterprises, collective and state farms, with clubs and reading rooms. Its local and the regional scale offices were available in all the republics. There were designed itineraries, published methodological literature, organized tours and travels for 200 pedestrian, boating, cycling and mixed routes in the near and distant parts of the country. In general, the activities of the Society were characterized by political commitment, good management, close connection with the general public.

In 1930 there was incorporation of the Society of proletarian tourism with the Joint Stock

Company «Soviet tourists», which was organized earlier on the basis of tour organizations People's Commissariat of Education, People's Commissariat for Internal Affairs, the Supreme Council of National Economy, regional executive committees and other government agencies. Association is carried out to eliminate the tendency of turning tourism into a purely commercial entity that has become noticeably manifested in the activities of JSC «Soviet tourists».

As a result of the confluence of two organizations was created the All-Union Voluntary Society Proletarian Tourism and Excursions. Among the main objectives of All-Union Voluntary Society Proletarian Tourism and Excursions were: development of mass tourist traffic, a combination of education and ideological work with the organization of cultural activities, moral and physical development of the individual and others.

In 1930, tourist traffic is already covered 500,000 people, including 95 thousand participants in the distant travels. Changed the contingent of people resting on camp sites and participating in All-Union routes. In 1930, the workers and peasants accounted for 31% of their total number in 1931 year – 59%.

By this time, the national tourism have developed and acquired a mass distribution of two main areas: hiking of workers, especially young people, within the frames of active tourist excursions and travels on scheduled routes. Both directions were equally demanding constant attention and creation of favorable conditions for its further development [3].

The second stage of tourism development (1936-1969 years) is characterized by the introduction of new organizational forms of governance. There was re-established of tourist and excursion companies, places for cultural and tourist excursions.

In 1936, in accordance with the decision of the USSR on Trade Unions and its local bodies is imposed the direct stewardship of sightseeing activities, mass tourism and mountaineering in the country. The same year the organization of tourist and excursion work began to provide a union territorial tourism and excursion control. The Soviet trade unions and their tourist and excursion agencies under the leadership of party bodies with

broad participation of the Komsomol committee, and active support of government and commercial organizations transformed tourism and excursions into a mass movement, covering millions of workers.

Since June 1958 in international youth exchange in the Soviet Union was engaged the Bureau of International Youth Tourism «Sputnik.» In the development of youth tourism were marked the following main areas:

- international youth tourism connections (receiving foreign groups of young people and the organization of Soviet tourism overseas);
- internal Soviet travel and stay at youth camps.

In 1962 basing on a system of TEC Tourism Council, administered by the Central Council of Tourism of Trade Unions. In 1969 was further formation of management of tourism and sightseeing activities. There was created a system of councils on tourist and excursions, whose activities were coordinated by the Central Council to significantly increase the scale of tourist and excursion traffic in the country to involve in the management of large public assets, extensive use of resources related sectors of the economy, the possibility of economic and transport associations. All this contributed to the improvement of the recreation and tourism in the country, an increase in tourist services provided to citizens, improvement of service quality. Active participation in the development of tourist and excursion business took: Voluntary Sports Society of Trade Unions, Central Children's tourist excursion station of USSR Ministry of Education, USSR Ministry of Culture, USSR State Committee for Foreign Tourism [4].

Tourism development in this period was closely linked with the activities of labor collectives and their unions. Tourism performed not only recreational, but also educational role. Social programs have included: activities confined to celebrations in the life of the party, states, nations, and the progressive association of workers and youth, trains, flights and cruises of friendship, including informal communication, experience exchange, exchanges of delegations and working groups between the twin cities and regions, at festivals, days and weeks of solidarity and friendship, travel thematic routes.

The third phase (1970 - mid 80's) is characterized

mainly by extensive development of intra-and foreign tourism in the USSR, as well as further changes in management structure.

Important role in improving the organization and management of tourism and tours in the country played a performance of the USSR Council of Ministers and the Trade Unions “on measures to further promotion of tourism and tours in the country” (1969 year) and “on further development and improvement of tourist sightseeing business in country”(1980 year). Government, economic, trade unions and Komsomol organizations have been focused on solving problems of large-scale expansion of the material and technical base, improvement of tourist and excursion agencies in the field of media and making tourism a major industry service [5].

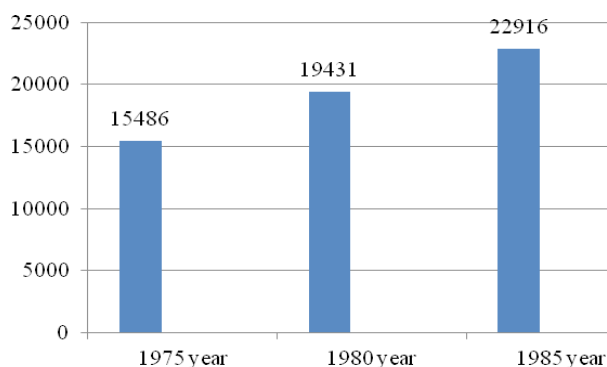
In 1971 year, the Komsomol Central Committee adopted a decree «On measures for further development of youth tourism», which outlined specific ways of implementation of a broad program of activities. Under the jurisdiction of the Komsomol committee were created tourist bodies to ensure the efficient use of channels of tourism, tours and youth exchanges.

Much work was conducted by the organization of social tourism. During these years, almost four times increased the number of tourists who have spent holidays in tourist resorts or destinations. In 1985, the organization of the Central Council for Tourism and Excursions provided service for 38 million people. The number of tourists increased five times. In 1985 there were 210 million tourists.

Continued to expand the route network. Their number has increased in fifteen years, more than six times. The total volume of services significantly increased. In 1985 year, workers and students were given more than \$ 2 billion rubles, four times more than in 1970 year [1].

By 1985 year in the system of the Central Council for Tourism and Excursions worked more than 960 tourist hotels, camping sites and databases with a total capacity of about 400,000 people. Services and comfort of these enterprises improved.

Thus, tourism and tours were the most popular forms of recreation in the country. They increase social activity and cultural level through the rational organization of free time, and also promote good health and prevention of disease in populations (Figure 1).



**Figure 1** – Number of block trips to their native land (1975-1980 years) [1]

Figure 1 describes growth of block trips to their native land from 1975 to 1980. In 1970-85 has significantly increased the number of people involved in the active forms of tourism. Foremost amateur tourism, which was annually attended by over 30 million people. Trade union bodies have discovered more than 30 thousand tourist clubs, a lot of rental centers of special tools and equipment. About 88 thousand sections worked in teams of physical enterprises and educational institutions. The work of control and rescue services was improving. More than half a million public tourist asset was united in a federation of tourism councils in tourism and excursions.

There has been designing specialized tourist facilities for families. In 1976 was organized by about 300 union and local routes for parents with children, which has been served 600 thousand people. By the end of the eleventh five-year period their number increased and reached more than 2 million people.

By the end of the tenth Five-Year Plan in the Bureau of international youth tourism «Sputnik» functioned 14 Republican, 6 territories, 137 provincial and 48 municipal and regional organizations. In 27 hotels, youth centers, tourist centers and camps, there were 9,048 seats, including the 2167 – for summer vacations. Only in 1974 - 1982 on domestic routes of “Sputnik” traveled nearly 33 million boys and girls. In those years, eight thematic tourist routes of Union expedition «My Motherland - the USSR» traveled 50 million young people.

Considerable contribution to the development of school and children’s tourism in the 70’s and 80’s have made Central Children’s tourist-excursion

station of USSR Ministry of Education and the management of long-distance travel, the Ministry of Education of the RSFSR, which organized trips around the country for almost 400 thousand of pioneers and schoolchildren.

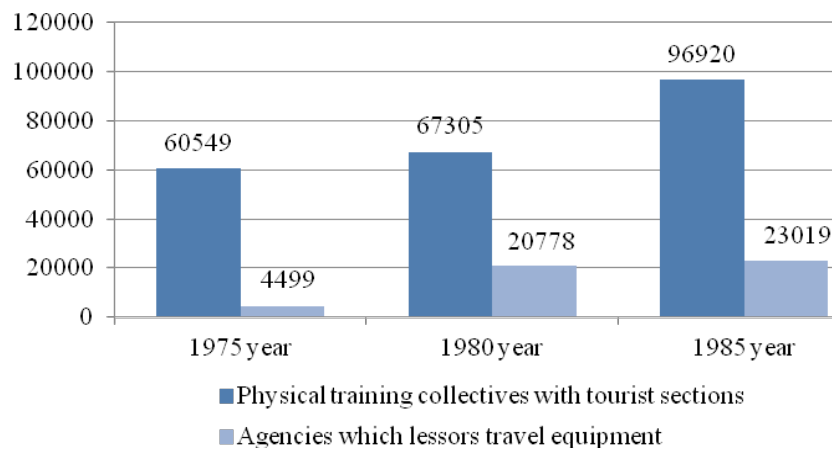
During these years, continued strengthening of material-technical base of the army tourism. Only during the ninth and tenth Five-year plan in tourist centers have rested more than 1.7 million people. For special dates in the lives of people and the state were confined mass tourism activities, 15 thousand trips and excursions among military personnel.

Actively developed amateur tourism, that is, travel routes, developed by the tourists or the recommended tourist clubs. Organization and conduction of travels was built largely on principles of self-reliance and self-service. But this does not mean that the amateur tourism was uncontrolled and unorganized. It had its own organizational forms, under the control of the tourism organizations. Management of amateur tourism was conducted by the Central Council for Tourism and Excursions and its local bodies. As for the institutional strengthening of amateur was created Tourism Federation which had the most experienced and qualified professionals.

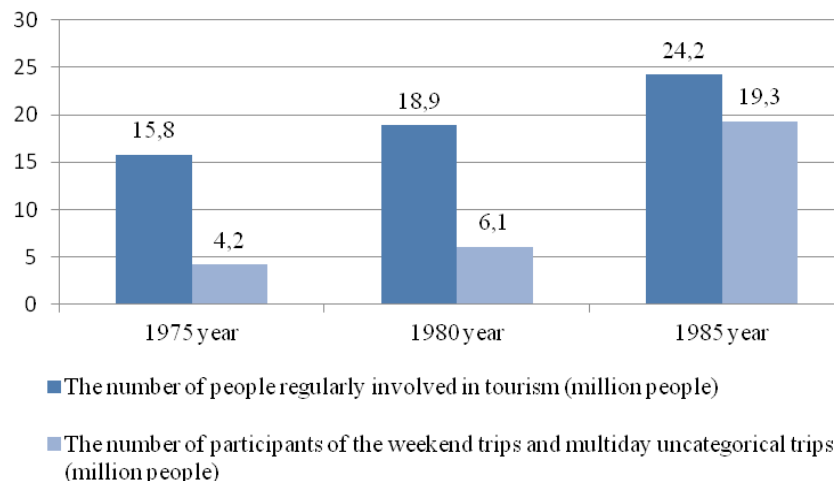
Amateur tourism attracted millions of Soviet people, especially young workers, students, technical workers and intellectuals. It promoted physical recovery of the body through a natural dose of physical activity, had greater cognitive and educational values directly affected the development of personality, in particular, its moral qualities, helped affirmation of rights in the struggle with difficulties, such as the elemental forces of nature. Thus, the most important social functions of

tourism were recreational, educational and others inherent to amateur tourism. The dynamics of the

amateur tourism from 1975 to 1985 can be shown in the following diagram (Figures 2, 3).



**Figure 2** – Development dynamics of amateur tourism objects from 1975 to 1985 years [6]



**Figure 3** – Dynamics of the amateur tourism from 1975 to 198 (million pers.) [6]

It is known that the main role in the organization of tourism and tours to the Soviet Union belonged to the Soviet trade unions. They talked about the growing social importance of tourism, its role in recreation, health promotion, as tourism has a great impact on social processes in society. At the Congress of Trade Unions of the USSR was stressed the need to further develop of tourism and tour business in the country, as an important means of educating workers and improving their health, raise the level of tourist service, to improve the types and forms of services.

Figures 2, 3 shows rapidly growth of development of social tourism in USSR. They paid attention to the wider use of tourist trips as a

means to encourage the best producers and winners of socialist competition, recreation workers and students during vacations, holidays and weekends. This was the main objective of the tourism-excursion organs and agencies of the Soviet trade unions.

Leading authority in the tourist and excursion activities of Soviet trade unions were Central Council for Tourism and Excursions of AUCCTU. It relied on the extensive system of its field offices and has been working closely with trade unions and tourist excursion asset. Central Council focuses its activities on the implementation of decisions of the Central Committee of the CPSU, the Council of Ministers and the Trade Unions on the improvement of tourist-excursion business, provides a uniform

policy in the organization of tourism and sightseeing, improves the quality of service of tourists and sightseers, material base of the sphere, develops amateur tourism, training development of tourist and excursion offices [7].

Summarizing the development of tourism in the USSR we can mark the following features.

The main characteristic was that by the end of 80-s in the Soviet Union established structure of tourist service involving health resorts. There was standardization of services, but also a high level of medical care. In the Soviet Union operated more than 10 thousand centers for recreation and tourism of sustained operation for approximately 2 million places and up to 3 thousand agencies short-period recreation for more than 200 thousand places.

Every year, there rested about 60 million workers and their families. Over half of holidaymakers spent their vacations on 12 thousand all-union and local routes and camp sites. 40 million people used long-term treatment and recreation services and nearly 20 million people participated in one-two-day vacations and weekend trips. During summer, about 30 million children and adolescents were resting in the pioneer and school camps, excursions and tourist resorts or went on summer holidays in chalet areas with children's agencies. The total capacity of children's leisure facilities was over 5 million people. With this capacity the resort and recreational network of the country had about 8 million sites that allowed annually serve over 100 million people (Table 1).

**Table 1** – The number of free vouchers issued by the funds social insurance for spa treatment and recreation of workers, employees, and their children, thousand [8]

	1945 y.	1950 y.	1955 y.	1960 y.	1965 y.	1969 y.
The number of vouchers to pioneer camps	1679	2479	2500	3360	5500	6300
The number of vouchers to rest houses	485	1362	1711	2368	3096	3839
The number of vouchers to sanatoriums	129	543	775	1080	1495	2830
All vouchers	2293	4384	4986	6808	10091	12889

Characteristically, during three summer months on vacation were more than half of the adult population and 90% of children. To the smoothing of the summer peak contributed the development of winter sports and active involvement in the resort and winter recreational facilities of rural residents. In addition, to mitigate the seasonality were used the principle of differential pricing of recreational services, depending on the season (for example, in winter in Sochi price of staying in hotels has been reduced by 20%).

Considering the organizational and management structure of the resort and recreation network we can highlight the following points:

- 2/3 of treatment, recreation and tourism facilities were managed by the All-Union Central Council of Trade Unions;

- more than 2/3 tourism agencies were owned by Central Council for Tourism and Excursions;

- 40% spa funds were inherent to the Central Council of resort management;

- almost 50% of spa facilities conformed to the USSR Ministry of Health and the Ministry of Health of the Union Republics;

- 10% belonged to other ministries and departments,

- various ministries were in charge of bases and camps, most of the pioneer camps, children's cottages, enterprises and institutions in the country, and a number of pioneer camps of sanatorium type, Trade Unions and the Komsomol were in charge of All-Union and Republican pioneer camps;

- All-Union Voluntary Sports Society owned and managed climber camps. Another feature of tourism in the Soviet Union was that it was designed for the mass consumer. The mass was provided by subsidies - this was the main feature of social tourism complex of the USSR. For the financing of capital investments were used union budget, the social

consumption funds held by State Social Insurance Fund, as well as funds of enterprises (Foundation for Socio-cultural activities, housing and public works). Decentralized capital investment, that is, deductions from profits, credits, and money involved etc. in terms of improving economic mechanism had a tendency to increase.

Thus, in the early 80-s in the USSR, there was a strong social system that smoothed the material and economic stratification of society. The relative social homogeneity of society allows the population to have some financial and material resources, which were formed under conditions of scarce economy [6].

In general, speaking on developments in

domestic and foreign tourism in the USSR, it should be noted that in addition to the positive moments there also were significant shortcomings. For the development of the industry were weakly attracted personal savings of people, proceeds from membership in voluntary associations and tourist clubs and cooperative activities. In the work of agencies engaged in services for tourists and sightseers was preponderant desire to achieve the planned targets due to accommodation services, catering, transport, etc. That is, the investment policy was aimed primarily at building material and technical base, which led to inconsistencies and impeding the realization of important social functions.

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