

Ernazarov Fayzullo Narzullaevich

Professor, Doctor of Historical Sciences, Department of World History, Uzbek National Pedagogical University named after Nizami, Tashkent, Uzbekistan,
E-mail: Ernazarov.Fayzullo@mail.ru

Abstract. World experience shows that the socio-political, economic and cultural development of countries is largely dependent on their attitude to tourism. Some countries in the world, based on their capabilities, ensure the economic stability of the country at the expense of income generated by the development of tourism. Tourism, by its very nature, also plays a significant role in the development of inter-civilizational harmony. As we study the history of tourism in depth, we can determine the future priorities of this sector. This article was prepared taking into account these aspects, and historical facts about the main features, problems, shortcomings and achievements of tourism policy in Uzbekistan in 1945-1991 were studied and analyzed. Also, while reading the article, a clear picture of the tourism policy of Uzbekistan in 1945-1991 will emerge.

Keywords. Tourism, national culture, USSR, Intourist, Uzbek SSR, international tourism, excursion tourism, socialism, international relations.

Introduction. Since ancient times, the national culture, beautiful nature, ancient and preserved cities of Uzbekistan have always attracted tourists. For example, famous Chinese travelers Zhang Qian (2nd century BC) and Xuanzang (7th century), Italian Marco Polo (13th century), Arabian Yakut Hamawi (13th century), Moroccan Abu Abdullah ibn Battuta (14th century), Spanish Rui Gonzalez de Clavijo (14th century), German Johann von Schiltberger (14th-15th centuries), British Anthony Jenkinson (16th century), Hungarian Arminius Vampyre (19th century), French Gabriel Bonvaldo and Joseph Martin (late 19th century), and American Raphael Pampelli (early 20th century) visited our ancient country and left behind a lot of information about their travels. In this regard, foreign interest in Uzbekistan has never waned.

The development of the tourism sector in any country allows people to broaden their consciousness, understand their national identity and pride, and further raise their cultural and spiritual level. This, first of all, shows the great importance of gradually studying the stages of historical development of tourism.

Materials and methods. Studies on the history of Uzbekistan's cultural relations with Asian countries in 1945-1991 by the School of Oriental and African Studies (SOAS), the Institute of European, Russian and Eurasian studies (IERES), and the Institute of Iranian Studies of the Austrian Academy of Sciences have scientifically substantiated and investigated the extent to which the strong political influence of communist ideology on the tourism sector of the national republics, and in particular Uzbekistan, during the Soviet period, the Soviet state's internationalist-based attitude to changes in the cultural life of the peoples of the Asian continent, and the inculcation of socialist ideas in cultural relations, and the negative impact of Soviet policy on the tourism development of the peoples of Uzbekistan led to changes in the thinking of society.

Research in this area should be conducted based on new conceptual and methodological approaches to historiography, based on periodic and problematic principles. It is advisable to study them in two groups. Accordingly, they can be divided into literature created during the years of Soviet rule and studies studied during the period of independence. It should be emphasized that the main basis of these studies is the establishment of the Institute of History and Archeology of the Academy of Sciences of the Uzbek SSR (since 1970 the Institute of History) on November 4, 1943 under the Academy of

Sciences of the Uzbek SSR, including the Institute of Language, Literature and History of the Uzbek branch of the Academy of Sciences of the USSR.

In the literature on this topic, the Soviet era interpreted Uzbekistan's tourism relations as a part of the international relations of the former Soviet Union. The main attention was paid to the victory of socialism, its propaganda work in the domestic and international arena. The authors developed conclusions reflecting the policy of the ruling party as the results of the research.

Results and discussion. The foreign relations of each state are determined by its domestic policy, level of socio-economic development, attitude to the principles operating in international relations, goals and objectives. International relations are carried out in the form of establishing diplomatic relations with states, opening representative offices in international organizations or becoming members of them, establishing mutual relations at various levels. Foreign policy can also include the exchange of information, signing bilateral and multilateral treaties and agreements, and using other means of showing goodwill for the development of mutual relations.

International relations are considered the main attribute, fundamental aspect, integral part and task of every modern state. In this sense, through foreign policy, the state not only acquires a geographical and spatial dimension, but also manifests itself as a unique historical, socio-cultural, civilizational and, ultimately, geopolitical integrity. The current world development is proceeding in such a way that today any state can maintain its primacy in international politics only through an openly enlightened foreign policy and achieve legitimacy accordingly. The only way to have a significant impact on the system of the political process in the field of international politics is through enlightenment, that is, foreign policy activities that completely reject the use of force. De-ideology of foreign policy is an important guarantee of ensuring security, and it should be built not on certain ideological dogmas, but on the basis of all recognized rules and criteria of international law.

The basis of the principle of cooperation between different peoples is national spirituality. Therefore, in the past and today, different peoples strive to establish and develop cultural ties, make their contribution to human civilization, and strive to become closer to each other. Spirituality brings people of different peoples and countries closer together on the basis of mutual respect. Therefore, any foreign policy of a country imbued with spirituality, especially foreign cultural relations, will be effective.

In this process, the laws of interaction and enrichment of interethnic cultures not only contribute to the creation of universal cultural values, which are an integral part of modern civilization, but also have a significant positive impact on the development of each national culture. Cultural relations of peoples make a significant contribution to the improvement of the cultural level of a particular people in each historical period. In the cultural relations of the peoples who have lived in the present territory of Uzbekistan since ancient times with other countries, the principle of the inextricable connection of lifestyle with culture has gained great importance.

Also, the country's involvement in international tourism has a direct impact on the development and improvement of production in industry, culture, transport and other communication sectors. For this reason, today it is impossible to find a country that is not interested in the development of tourism.

In 1985, the World Tourism Organization defined cultural tourism as tourism undertaken by people based on their interest in the culture and customs of other peoples, their study, and their familiarity with art.¹ Foreign experts, having studied the main characteristics of tourism, recommend dividing it into three main groups:

- recreational or health tourism. This mainly includes the activities of recreation and treatment facilities;

¹Ruziev S.S. The cultural tourism market of Uzbekistan and its prospects: Candidate of Economic Sciences. ...dissertation. – Tashkent, 2010. – P. 21-22.

81	ISSN 2277-3630 (online), Published by International journal of Social Sciences & Interdisciplinary Research., under Volume: 14 Issue: 12 in December-2025 https://www.gejournal.net/index.php/IJSSIR
	Copyright (c) 2025 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/

- excursion tourism, that is, helping those interested in learning about the world to get acquainted with places of natural, cultural, and historical interest and thereby gain impressions;
- Scientific tourism means travel for the purpose of learning and improving skills, organization of scientific conferences²;

It is worth emphasizing that tourism is recognized as one of the primary factors in the development of international cultural relations between certain countries. Accordingly, among the many forms of international cultural relations, the sending of delegations and tourists, establishing personal contacts, and meeting with peoples of different countries is one of the most active forms of international tourism. This is an event of significant social and political significance in strengthening cultural exchanges between the peoples of the world and is one of the important elements of international cultural relations. In addition, the development of international tourism is carried out through the construction of modern airports, tourist bases, roads, shops, cinemas, the prosperity of cities, the establishment of monuments, etc. In addition to sectors closely related to tourism, the economy's automotive, food, textile, clothing, and handicraft industries also have an impact.

During the years of Soviet power, foreign tourism, including the first visits of citizens to European countries by the Proletarian Tourism Society, began in 1930. In the second half of the 1950s, the emergence of the "Tourist Revolution" in international relations, changes in the geography of international tourism, an increase in income for the needs of the population, developments in the transport sector, the development of the media and civil aviation led to an increase in demand for tourism.³This situation became the basis for the establishment of international tourism organizations after World War II, including the International Hotel Association in 1946 and the International Association of Official Tourism Organizations within the UN in 1947.

After World War II, the USSR needed to implement important reforms in the field of international tourism. First, this contributed to overall economic growth and the development of underdeveloped regions. Second, it was due to the establishment of relations with states in international relations and a change in political goals. In particular, since the 1950s, the development of tourism in the external relations of the former Soviet Union has led to the rapid growth of the country's tourism infrastructure. Depending on the infrastructure, enterprises, sectors providing the main types of services to tourists (the increase in modern hotels, motels, camping sites, boarding houses, and catering establishments), tourist companies, transport organizations, information and advertising services engaged in the training and retraining of personnel in the tourism sector, the establishment of tourism management bodies, and the activities of branches producing goods for tourists have been somewhat developed.⁴ This process required the establishment and development of tourism in former Union republics as well.

It should be emphasized that the most effective cooperation of the Soviet state in international relations was associated with international tourism. Because cultural ties with foreign countries in the field of tourism were used as one of the means of attraction of the Soviet Union, "the first socialist country in the world."⁵ During the years of Soviet rule, international tourism became an important point for educating young people and workers in the spirit of internationalism. Therefore, the state attached special importance to the formation and development of this sector.

According to the Constitution of the former Union, the union republics, including Uzbekistan, had the right to establish and develop international relations as sovereign republics. Section II of the

²Berezovaya L.G. "Inturist": he istokov foreign tourism in the USSR // *Sovremennye problemy servisa i turizma*. T. 10.–2016.–No. 4.–P. 10-19.

³Divided Dreamworlds?The Cultural Cold War in East and West. Edited by Peter Romijn Giles Scott-Smith, Joes Segal.–Amsterdam: Amsterdam University Press, 2012.–P. 61-68;Orlov I.B. The first day of foreign tourism in the USSR...–S. 67-79; Bagdasaryan V.E. Featured article.

⁴Putrik Yu.S. Foreign tourism in the USSR: exposure in scientific and educational literature... - S. 96-101.

⁵Fedotova L.N. Inostrannyi turist kak istochnik informatsii o USSR; Dvornichenko V.V. Tourist-excursion case in the USSR.–M., 1985; Dolmatov G.M. Problemy povysheniya obshchey effektivnosti inostrannogo turizma v USSR // *Problemy inostrannogo turizma v USSR*. Vyp.1.–M., 1976.

Constitution of the Uzbek SSR, adopted in 1978, stipulated the need to develop friendship and cooperation with the peoples of other countries and to contribute to the strengthening of world peace.⁶ However, this right was not implemented in practice due to subjective reasons. This indicates that the declaration of the constitutional rights of sovereign republics had only a propaganda character. Therefore, Uzbekistan, being within the strict influence of the Soviet state, did not have the opportunity to directly enter the international arena, did not have its own foreign policy institutions, and was not given the right to independently establish external relations. International relations were carried out only with the permission of Moscow and under its strict control. As a result, the republic's external relations were distinguished by their class-ideological orientation and deformation.

The adoption of a special decree on international tourism in the USSR by the Central Committee in July 1953 initiated new measures in the field of international tourism. As a result, the number of foreign visitors to the USSR increased from 2,000 to 5,000 that year.⁷

The weakening of the "iron curtain" in international relations took the first steps in the direction of tourism in 1955. In 1964, the Department of Foreign Tourism and the Council on Foreign Tourism were established within the USSR Council of Ministers. In 1966, this department was accepted into the World Union of Tourist Organizations and the International Federation of Tourist Agencies as the official tourist organization of the Soviet Union. In 1983, the Department of Foreign Tourism within the USSR Council of Ministers was transformed into the State Committee on Foreign Tourism in the USSR. In 1989, the activity of this Committee was completely terminated⁸. In this process, Intourist functioned as the main commercial organization in the Soviet Union, and its branches were established in various republics. On August 8, 1955, by order of the USSR Ministry of International Trade, a new regulation of Intourist was adopted, which, unlike the regulation adopted in 1929, opened the way for the development of any tourism in the Soviet Union and beyond. Traveling abroad from the USSR was not only possible through the "Intourist" route, but was also carried out by the Central Tourist and Excursion Department (VTsSPS⁹) and since 1958 the Sputnik International Youth Tourism Bureau under the youth organization (UNBMT¹⁰) was involved.

In the 1960s, there were five main areas of tourism throughout the Soviet Union. These were: professional tourism (Central Council for Excursions and Tourism (CCTiE)); intourism (State Committee on Foreign Tourism under the USSR Council of Ministers); youth tourism (Sputnik); military tourism (Department of Tourism and Excursions of the Ministry of Defense of the USSR); school tourism (Ministry of Education of the USSR).

The organization of tourism in the Uzbek SSR dates back to the 20s-30s of the 20th century.¹¹ The Bureau of the Lecture and Excursion Association was established under the USSR People's Commissariat of Education, and branches of the joint-stock company "Soviet Tourist" were established in the allied republics, in the cities of Central Asia, in particular in Uzbekistan. In 1936, the visa for conducting tourism and excursions was entrusted to the Central Committee of the All-Union Trade Union. Its organization was under the Council of Trade Unions of Uzbekistan and was engaged in the development of local and long-distance excursions.

In Uzbekistan, which was part of the former Soviet Union, the international tourism sector began its main activity in the system of cultural relations in the 1950s as "excursion tourism". In this

⁶Burikhodjaev T.N. Constitution of the Uzbek SSR in 1978 - the constitution development of socialism: abstract diss. sugar walk Nauk... - Tashkent, 1982. - 22 p.

⁷Nigel Gould Davies. The logic of Soviet Cultural Diplomacy // Diplomatic History. The Society for historians of American foreign relations. Published in USA. Vol. 27, No. 2, April 2003. - P. 193-214.

⁸Borisov K.G. International and legal aspects of international tourism // Sovetskoe gosudarstvo i pravo. – 1965. – No. 7. – S. 138-142.

⁹VTsSPS - All-Russian Central Soviet Professional Union.

¹⁰BMMT - Bureau of International Youth Tourism.

¹¹Uzbek Soviet encyclopedia.–Tashkent, 1981.–256 pages.

process, in the 1950s, a special social organization was created to develop cultural cooperation with the peoples of foreign countries.–The creation of the Uzbek branch of the All-Union Society for Cultural Relations with Foreign Countries, in turn, accelerated the development of international tourism in Uzbekistan. This organization was transformed into the Uzbek Society for Cultural Relations with Foreign Countries (UzOCS) in 1953. From that year, foreign tourists from almost all countries of the world visited Uzbekistan. This process not only directly contributed to the economic stability of the former Soviet Union, but also served to increase the international prestige of the ruling ideology and political system.

Uzbekistan, which was part of the former Soviet Union, has become one of the sources of development of international tourism as a point of interest for the countries of the world with its historical places and historical monuments. The 50s of the 20th century are characterized in the history of the former Soviet Union as the years of post-war reconstruction of the national economy. Uzbekistan, due to its historical conditions, rich historical and architectural monuments, ancient traditions and customs, is considered one of the regions of the former Soviet Union in the international tourism system. As noted in archival documents, visits of foreigners to Uzbekistan are classified according to their content and essence in the following areas: for diplomatic purposes, for tourist tourism, and for other international political, social and cultural relations.

The establishment of international cultural ties in the field of tourism with Asian countries, as well as the relative commonality of ancient traditions and customs in international cultural ties with Asian countries, were considered favorable factors for the development of tourism.

It is appropriate to analyze the practice of international cultural relations between Uzbekistan and Asian countries in the field of tourism, conditionally dividing it into the following three main stages.

The first stage is the period of formation of Uzbekistan's tourism activities with Asian countries (1950-1960s).

The second stage is the period of growth of Uzbekistan's tourism activities with Asian countries (1960-1980).

The third stage is the period of extensive development of Uzbekistan's tourism activities with Asian countries (1980-1990s).

In the 1950s, visitors to Uzbekistan from countries in the Asian region were impressed by the "great successes of Soviet national policy and the remarkable achievements of the Uzbek people in building communism."¹²The most important task for tourism organizations is to familiarize themselves with the

Not only organizations engaged in tourism, but also trade unions and youth organizations of the republic actively participated in this process. Their main task was not to show tourist attractions in the cities of Samarkand, Tashkent and Bukhara, but to acquaint them with the lifestyle of the population, to demonstrate the achievements in industry and agriculture. Of course, this can be said to be a propaganda tool designed to increase the political significance of socialism in international relations. By this time, Uzbekistan had become one of the most important parts of the international tourism system of the former Soviet Union, where it was possible to receive a large number of tourists, mainly from Asian and African countries, on a large scale.

According to the data of the Uzbek branch of the Society for Cultural Relations with Foreign Countries, which began its activities in the 1950s, specifically in the field of tourism, in 1956 1,113 foreigners from 54 foreign countries visited. According to the report of B. Saidov, Deputy Chairman of the Uzbek Society for Cultural Relations with Foreign Countries, the main share of foreign tourist arrivals in 1957 was accounted for by tourists from the Asian region. For example, in 1956, out of

¹²UzMDA, fund R-837, list 37, collection 8464, sheets 3-6.

84	ISSN 2277-3630 (online), Published by International journal of Social Sciences & Interdisciplinary Research., under Volume: 14 Issue: 12 in December-2025 https://www.gejournal.net/index.php/IJSSIR
	Copyright (c) 2025 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/

150 tourists, more than 60 were tourists from Asian countries, while in 1957 this figure exceeded 100. In 1958, this figure increased further, reaching 2,041 foreign tourists from 51 countries.¹³

The guidelines developed for international tourism policy state that "it is necessary to reward administrative management as much as possible in all areas, and that cultural work with other countries be organized in such a way that the entry of foreigners into the country is constantly monitored."¹⁴In this sense, the control and "punishment machine" of the dominant ideology was also constantly in operation in the field of international tourism, another important link in the system of cultural relations. Moreover, the current policy shows that tourism became an important direction of state policy in the 1950s, while the ideological field was being attacked in a wide range.

The communist ideology began to implement its vast mechanism of propaganda and mass political work on an international and domestic scale more actively in the 1960s. As in all aspects of cultural relations, ideological and political pressures and restrictions began to intensify again in international cultural relations carried out through international tourist organizations. At this historical stage, the communist ideology began to invent new methods of propaganda that would serve the interests of the state.

The complete and decisive victory of socialism in the USSR in the late 1950s (XXI Congress of the CPSU, January-February 1959) also removed some restrictions in the field of international tourism.¹⁵ This political process is reflected in the activities of tourist centers in Uzbekistan. In the field of tourism, there has been an intensification of ideological propaganda and agitation in the reception, service provision and monitoring of foreign tourists. In particular, the following measures were taken to receive foreign tourists and familiarize them with the historical monuments and socio-cultural life of the population in the republic:

- To familiarize with the spiritual heritage, cultural wealth, and ancient historical monuments of the people of Uzbekistan;
- scheduling meetings with management, employees, and workers of large manufacturing enterprises;
- organizing visits to kindergartens and health institutions in the republic;
- organization of meetings in agriculture (collective farms and state farms);
- organizing a visit to the sights and educational institutions of the capital.

It can be seen from the content of cultural events that during the visit of tourists and their observation, an attempt was made to show the Soviet way of life in bright colors and artificially.

Most researchers studying cultural issues in the USSR note that the sphere of culture was not a separate, but an ideological component of the activities of the CPSU. There was a single policy of the state and the party in this area. In this process, not only were they separated, but even if the decisions of the congresses adopted by the Central Committee of the Communist Party did not specifically mention culture, decisions made in the field of foreign relations and ideological struggle had their own impact on the management of cultural processes.¹⁶In this sense, in the late 60s and early 80s, the USSR Council of Ministers and the Central Committee adopted a number of resolutions on events dedicated to certain dates and anniversaries in the field of propaganda.¹⁷

¹³UzMDA, fund R-837, list 38, collection 8464, sheet 6.

¹⁴UzMDA, fund R-837, list 38, collection 8464, sheets 6-7.

¹⁵Bagdasaryan V.E. "Inturist" kak ideologicheskii faktor Kholodnoy Voyny; Kirsanova I.A. Organization of excursion work with Soviet citizens and foreign tourists in 1960-1980-e gg. (na primere Kuybyshevskoy oblasti) // Izvestia Saratovskogo universiteta. Series History. International relations.–2015. Vol. 15, issue 2.–P.115-121.

¹⁶Beloshapka N.V. Cultural policy in the USSR in the second half of the 80s // Vestnik Udmurtskogo universiteta. History. 2005. No. 7 – S.182-189.

¹⁷For example, In 1960, "O podgotovke i proveniyu prazdnovaniya 1 Maya", in 1963 "Ob utverzhdenii oblastnoy komissii po podgotovke i proveniyu prazdnovaniya 46-y godovshchiny Velikoy Oktyabrskoy sotsialisticheskoy revolyutsii", in 1963 "O podgotovke i proveniyu prazdnovaniya 46-y godovshchiny Velikoy Oktyabrskoy sotsialisticheskoy revolyutsii", published by the Presidium of the

On July 20, 1962, the All-Union Central Council of Trade Unions adopted a resolution “On the Further Development of Tourism,” which indicated the need to establish republican, regional, and oblast councils on tourism. This organization was later renamed the “Council for Tourism and Excursions.” These councils became the body responsible for developing and managing tourism and excursions in the country. In the 60s and 70s, an excursion bureau was created in Uzbekistan, and tent camps were established in picturesque places in Chimyan, Shakhimardon, Shirmonbulak (Andijan region), and on the banks of the Paccha-ata River (Namangan region).

Late 50s–In the early 1960s, due to the development of international tourism, interest in the Soviet Union, and in particular Uzbekistan, increased. As a result, the republic's international tourist relations began to develop. The All-Union Joint-Stock Company's Intourist hotel in Tashkent received 100 foreign guests. In 1960, it received 2,000 guests from 30 countries of the world.-¹⁸Responsible tasks such as welcoming tourists, sending them along the required route according to the plan, providing them with qualified guides, and ensuring their safety were completed on time and to the required standard.

The United Nations' designation of 1967 as the International Year of Tourism provided even greater opportunities for the Soviet state's propaganda activities abroad. In 1967, the republic's report "On the Reception and Service of Foreign Tourists" specifically emphasized that the international tourism system was one of the most important areas for the wide promotion of propaganda activities abroad.¹⁹

It is precisely in these years that the main propaganda that should be introduced to foreign tourists visiting the republic should be carried out by demonstrating the achievements of Uzbekistan, which was part of the Union, before the "50th anniversary of Soviet power", and the development process in the fields of national economy, economy, science and culture through various printed products.²⁰These tasks were carried out by printing a color photo album, postcard, brochure, special guide for tourists, and map-schemes. It is obvious that almost all of these photo albums, as well as printed products, reflected the "achievements of Uzbekistan, a beloved member of the Soviet family, during the years of Soviet power" and were promoted to a certain extent by foreign tourists. Advertising products were distributed free of charge to tourists, and the main focus was on promoting the Soviet way of life.

Delegations visiting Uzbekistan also expressed their dissatisfaction with this situation. Because natural phenomena have required annual repairs of historical monuments built many centuries ago. It was emphasized that these historical monuments should demonstrate their rich charm, and the creation of new expositions, exhibits, wall displays in museums, as well as photo collections of the past and present, would be beneficial not only for foreign tourists, but also for Soviet citizens.

The main goal of international tourism, which was established in the USSR, was not to acquaint foreigners with the past of the republic, the history of statehood, but to vividly show the past of the USSR, the first socialist state in the world, and the way of life of Uzbekistan within it. As in other areas of cultural exchange, the process of international tourism was also directed towards these goals. In order to propagate ideology to Asian countries, which have almost similar historical roots and universal human values, Uzbek tourism was also subordinated to act as an important political intermediary. On the other hand, in the years 1945-1991, tourism was developed in the former Soviet Union, including Uzbekistan, under certain restrictions and control. However, in the conditions of

Supreme Council of the USSR. I. Lenina - April 22, Dnya Konstitutsii USSR - October 7 and Dnya obrazovaniya USSR - December 30, etc. See Gosudarstvennye ofitsialnye prazdniki Sovetskogo Soyuza. Electronic resource: <http://anonado.ru/>

¹⁸UzMDA, fund R-2753, list 1, collection 34, sheets 2-5.

¹⁹UzMDA, fund R-2753, list 1, collection 34, sheet 2.

²⁰UzMDA, fund R-837, list 38, collection 8464, sheet 3.

86	ISSN 2277-3630 (online), Published by International journal of Social Sciences & Interdisciplinary Research., under Volume: 14 Issue: 12 in December-2025 https://www.gejournal.net/index.php/IJSSIR
	Copyright (c) 2025 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/

totalitarian propaganda, attention was paid to using tourism not as a means of developing international cultural ties, but as a means of promoting the superiority of the socialist system, the communist ideology, and the Soviet way of life.

Also, visits to the republics from foreign countries by statesmen, correspondents, and various propagandists who opposed the policies of the Soviet state were observed. In this case, special instructions were given to the guide-translators, instructing them on how to answer various provocative questions in order to conduct an ideological debate. Special questions were formulated for the translators, and the answers to be given were determined. Propagandists in tourist groups were considered enemies of the country. They were given figures reflecting the health care, utility services, and tax payments of the population in comparison with the figures in capitalist countries. In this case, it was once again possible to gain confidence in the superiority of the Soviet state. The excursion program was intended to acquaint more with industry, agriculture, and the lifestyle of the population. Despite the fact that foreigners had questions related to the history of this state, they were often answered with general answers. The guide-translator had to have encyclopedic knowledge, give professional answers to the questions asked, and be fully familiar with the faculties of leading universities and the objects designated for the excursion. A question-and-answer card index has been created in specialized organizations engaged in tourism activities, uniting 20 specialized departments.²¹

This created the impression among foreign tourists that "in the Soviet Union, communication is shared only in specially prepared cities", as measures to eliminate this situation, it was suggested to print comments for them in foreign languages, and even to issue brief comments on some of the displayed works of art in the form of booklets and distribute them to tourists.

In 1969, the resolution of the Central Committee of the CPSU, the Council of Ministers of the USSR and the All-Union Central Council of Trade Unions "On Measures for the Further Development of Tourism and Excursions in the Country" gave a significant impetus to the development of tourism in Uzbekistan. As a result of the revival of the organizational activities of the republican tourist and excursion bodies, 11 regional Councils for tourism and excursions, 29 travel and excursion bureaus, 5 hotels for 1,400 tourists, 12 tourist camps for 4,600 people, 2 camping and household production complexes for 415 people, and a number of car farms were built in the republic.²²The issue of providing full conditions for tourists visiting Uzbekistan has become one of the priorities of state policy. In addition, the demand for services to tourists has increased.

In the 1970s, there was a period of some relaxation in the international relations of the Soviet state, the development of external relations with Asian and African countries, and a significant increase in tourism activity. We can see this in the increase in the number of foreign tourists visiting our republic, that is, this indicator increased by 20-30 percent.²³Within the former Soviet Union, Uzbekistan ranks fourth in terms of tourist arrivals, after Russia, Ukraine, and Georgia. This indicates that interest in Uzbek culture has increased to some extent among the republics.

Soviet Union tourism was open to all countries. In the USSR, the system that the state paid special ideological attention to in the field of international tourism was excursion work. During the excursion, the introductory text and objects were under constant control. In 1975-1985, 50 million tourists from 162 countries visited, and their visit was not limited only to tourism, but also to the task of promoting the ideological views they received from tourism in their own country. Receiving tourists from socialist countries caused some difficulties due to internal contradictions in these countries. In some cases, it was recommended to treat tourists based on their nationality. In this

²¹Bagdasaryan V.E. "Inturist" kak ideologicheskyy actor holodnoy voyny // Sovremennyye problemy servisa i turizma. T. 10. No. 4. 2016. - S. 63-70.

²²Look. Uzbekskaya Soviet encyclopedia. - Tashkent, 1981. - 256 p.; Culture of Uzbekistan. March-October 1980.

²³UzMDA, fund R-1753, list 1, collection 60, sheet 1.

process, the Uzbek Department of the All-Union Society for Cultural Relations for the Development of International Relations and special propaganda departments of party organizations clearly defined high-level tourist routes, excursion text, and places to be shown.

In 1971-1975, 15 million rubles were allocated for the development of the material and technical base of foreign tourism. Work was carried out to build modern hotels in Tashkent, "Uzbekistan", "Intourist" for 930 places, "Samarkand" for 368 places in Samarkand, and "Bukhara" for 378 places in Bukhara. In the mass tourism regions of Uzbekistan, including Tashkent, 6,800 foreigners, 29,000 Soviet tourists, Samarkand - 5,643 foreigners, 7,000 Soviet tourists, Bukhara - 5,500 foreigners, 5,300 Soviet tourists, who had the opportunity to get acquainted with the spiritual heritage, material and spiritual culture, historical monuments, architecture and art, urban planning, farming and pottery cultures.

In the 70s and 80s of the 20th century, the dynamics of increasing the number of tourists from the former Soviet Union and abroad to Uzbekistan was observed. In 1978 alone, the Republican Council for Tourism provided services to 563 thousand Soviet and 38 thousand foreign tourists. 3482 people participated in the excursion. According to the data, the arrival of 162028 tourists and travelers to Uzbekistan in 1978 alone played an important role in the development of cultural relations, and an analysis of the history of this process shows that the cities of Samarkand, Tashkent, Bukhara, Khiva became centers of mass tourism in the republic. Tourist districts began to form in the 70s in places that are charming with their beautiful nature, such as Aktash, Chimyan, Shakhimardon, Arslanbob, Paccha Ata, Shakhrisabz, located in mountainous areas, as well as in the regions of Tashkent, Samarkand, Jizzakh, Fergana, which attract with their historical and architectural monuments.²⁴

The opening of 38 tourist destinations in Uzbekistan in the 1980s was of great importance for the development of tourism. In the 1990s, the processes of instability in the socio-political and economic spheres that began in the former Soviet Union, including Uzbekistan, began to negatively affect the development of tourism in our country. Due to conflicts between the metropolis and dependent national republics, as well as between some nationalities and ethnic groups, the flow of foreign tourists to Uzbekistan has decreased.

According to researchers, the ideological struggle of the Soviet state in the field of tourism justified itself in the country. In this process, the "Intourist" organization, the All-Union Society for Cultural Relations and its activities in the republics were able to withstand the ideological propaganda of opposing structures, but the state's efforts to conquer "minds and hearts" did not justify themselves. This experience was used to somewhat reduce anti-Soviet propaganda abroad. In the context of the "Cold War" relations, one can see the high contribution of America in the struggle in the field of tourism. As an example, the impressions of politician B.N. Yeltsin's visit to the United States in 1989 should be recognized as another result of the ideological and psychological struggle.²⁵

Conclusion. The territory of Uzbekistan has made a certain contribution to ensuring inter-civilizational cultural contacts of different peoples. The history of the period from 1945 to 1991 is characterized by its extremely complex, rich in contradictions, ideological struggles between the capitalist-socialist camps, the restoration and development of the national economy of the former USSR, the promotion of the Soviet system, a number of complex issues awaiting their resolution, and events related to the struggle for the realization of national identity in dependent national republics, and the processes of striving for state independence. A comparative analysis of the activities of foreign tourist organizations in the Soviet Union during this process shows that all tourist and excursion organizations in the USSR were considered ideological and ideological organizations. In particular, the International Society for Cultural Tourism in Uzbekistan also carried out propaganda

²⁴Rustamov U.A. Sovetsky Uzbekistan and Mejdunarodnoy Arena. - Tashkent: Uzbekistan, 1979. - 207 p.

²⁵See: Bagdasaryan V.E. "Inturist" kak ideologicheskyy aktor holodnoy voyny // Sovremennyye problemy servisa i turizma. T.10, No. 4. 2016. – S. 63–70.

88	ISSN 2277-3630 (online), Published by International journal of Social Sciences & Interdisciplinary Research., under Volume: 14 Issue: 12 in December-2025 https://www.gejournal.net/index.php/IJSSIR
	Copyright (c) 2025 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY). To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/

activities taking into account the interests of the state. Most of these activities were noticeable in the development of tourist relations with Asian countries, and the main goal of the Soviet state was to form a positive attitude towards socialism. At the same time, the activities of tourist organizations were fully controlled, and the employees of these institutions were professionally trained at a high level. At the same time, a corps of personnel working with tourists was not formed. Only organizational work was carried out, based on the possibilities for the development of tourism.

REFERENCES

1. National encyclopedia of Uzbekistan. Volume 12. Editorial board: A. Azizkhojaev, B. Alimov, M. Aminov and others. T.: 2006.
2. Enio de Nolfo. History of international relations (1918-1999). V 2-x tomax. T. 1. – M., 2003.
3. Ruziev S.S. The cultural tourism market of Uzbekistan and its prospects: Candidate of Economic Sciences. ...dissertation. – Tashkent, 2010.
4. Berezovaya L.G. "Inturist": he istokov foreign tourism in the USSR // *Sovremennye problemy servisa i turizma*. T. 10.–2016.–No. 4.
5. *Divided Dream worlds? The Cultural Cold War in East and West*. Edited by Peter Romijn Giles Scott-Smith, Joes Segal.–Amsterdam: Amsterdam University Press, 2012.
6. Fedotova L.N. Inostranny turist kak istochnik informatsii o USSR; Dvornichenko V.V. Tourist-excursion case in the USSR.–M., 1985.
7. Dolmatov G.M. Problemy povyshenia obshchey effektivnosti inostrannogo turizma v USSR // *Problemy inostrannogo turizma v USSR*. Vyp.1.–M., 1976.
8. Nigel Gould Davies. The logic of Soviet Cultural Diplomacy // *Diplomatic History*. The Society for historians of American foreign relations. Published in USA. Vol. 27, No. 2, April 2003.
9. Borisov K.G. International and legal aspects of international tourism // *Sovetskoe gosudarstvo i pravo*. - 1965. - No. 7.
10. *Uzbekskaya Soviet encyclopedia*.–Tashkent, 1981.
11. In UzMDA, fund R-837, list 38, collection 8464.
12. UzMDA, fund R-2753, list 1, collection 34.
13. Bagdasaryan V.E. "Inturist" kak ideological actor Kholodnoy Voyny; Kirsanova I.A. Organization of excursion work with Soviet citizens and foreign tourists in 1960-1980-e gg. (na primere Kuybyshevskoy oblasti) // *Izvestia Saratovskogo universiteta*. Series History. International relations.–2015. Vol. 15, issue 2.
14. Rustamov U.A. *Sovetsky Uzbekistan and Mejdunarodnoy Arena*. - Tashkent: Uzbekistan, 1979.
15. Bagdasaryan V.E. "Inturist" kak ideologichesky actor holodnoy voyny // *Sovremennye problemy servisa i turizma*. T.10, No. 4. 2016.
16. www.uzbektourism.uz