

UDC 338.48:656.079(477.83-25)“1960”
DOI 10.24919/2519-058X.31.306359

Hanna SIROMSKA

PhD (History), Assistant Professor of the Department of Social, Behavioral, Humanitarian Sciences and Economic Security, Lviv State University of Internal Affairs, 26 Horodotska Street, Lviv, Ukraine, postal code 79007 (asiromska@yahoo.com)

ORCID: 0000-0002-5322-4994
Researcher ID: 4294371/anna-siromska

Ruslan SIROMSKYI

PhD hab. (History), Professor of the Department of Modern World History, Ivan Franko National University of Lviv, 1 Universytetska Street, Lviv, Ukraine, postal code 79000 (sir.ruslan@yahoo.com)

ORCID: 0000-0002-6744-6379
Researcher ID: 3708948/ruslan-siromskyi

Ганна СІРОМСЬКА

кандидатка історичних наук, доцентка кафедри соціально-поведінкових, гуманітарних наук та економічної безпеки, Львівський державний університет внутрішніх справ, вул. Городоцька, 26, м. Львів, Україна, індекс 79007 (asiromska@yahoo.com)

Руслан СІРОМСЬКИЙ

доктор історичних наук, професор кафедри світової історії модерного часу, Львівський національний університет імені Івана Франка, вул. Університетська, 1, м. Львів, Україна, індекс 79000 (sir.ruslan@yahoo.com)

Bibliographic Description of the Article: Siromska, H., & Siromskyi, R. (2024). “Intourist” department in Lviv: legal basis, economic condition and excursion activity (the mid-1960s). *Skhidnoievropeiskyi istorychnyi visnyk [East European Historical Bulletin]*, 31,121–129. doi: 10.24919/2519-058X.31.306359

**“INTOURIST” DEPARTMENT IN LVIV: LEGAL BASIS, ECONOMIC
CONDITION AND EXCURSION ACTIVITY (the mid-1960s)**

Abstract. *The purpose of the research is to determine legal basis, economic condition and excursion activity of “Intourist” department in Lviv in the mid-1960s. The research methodology is defined by an interdisciplinary approach (history, law, economics) and is based on general scientific and special scientific methods, first of all, retrospection and historical analysis. The scientific novelty of the research is that on the basis of the Central State Archive of Higher Authorities and Administration of Ukraine there have been reproduced the peculiarities of “Intourist” department activity in Lviv. The acquired information makes it possible to understand the principles of the tourism sphere functioning under the conditions of a full state control and refutes the stereotypes about the high level of provision and service of foreign citizens. The Conclusions. In the mid-1960s, the Soviet leadership focused on improving the country’s image among foreigners and increasing the management efficiency in the tourism sector: For this purpose, in particular, the Department of Foreign Tourism under the Council*

of Ministers of the Ukrainian SSR was established. The All-Union joint-stock company "Intourist" operated in its structure, the department of which operated in Lviv. In the 1960s Lviv was inferior to several Ukrainian cities in terms of the number of tourists, but the number of foreign visitors grew every year. Obviously, their number could be significantly higher in the city, but there were objective reasons that inhibited the development of tourist activity (closedness of the country, artificial restrictions on visits to Lviv due to the "uncharitable" nature of many of its residents, impossibility of deviating from the approved route without special permission, constant problems in the service, etc.). Therefore, an integral part of the activities of "Intourist" was ideological and propaganda work with foreigners, aimed at eliminating the shortcomings of a domestic nature. Excursion routes were determined in such a way as to illustrate the "greatness of socialism". At the same time, the Department of Foreign Tourism sought to increase foreign currency income due to the stay of foreigners in Lviv. That is why, "Intourist" focused on selling of souvenirs in currency, but their variety was limited and did not meet the needs of tourists. A similar situation arose with the sale of jewelry, besides, the packaging and labelling of such goods left much to be desired. Since the supply of services did not meet the demand of tourists, a "shadow market"/speculative trade developed outside the walls of "Intourist". Despite all the difficulties, the economic and financial condition of the Lviv department of "Intourist" was better than in other regional branches of the company. The management efficiency in the tourism industry was reduced by the lack of a competition and the command-administrative economy, which restricted the freedom of activity and made the initiatives dependent on the decisions of the centre. A promising direction of the research remains the study of the so called "individual work" with foreign tourists and the practice of office power abuse by "Intourist" employees.

Key words: foreign tourism, "Intourist", propaganda, excursions, legal status, economic development, deficit.

ВІДДІЛЕННЯ "ІНТУРИСТ" У ЛЬВОВІ: ПРАВОВІ ЗАСАДИ ФУНКЦІОНУВАННЯ, ГОСПОДАРСЬКИЙ СТАН ТА ЕКСКУРСІЙНА ДІЯЛЬНІСТЬ (середина 1960-х рр.)

Анотація. *Мета дослідження* – визначення правових засад діяльності, особливостей господарського розвитку та організації екскурсій відділенням ВАТ "Інтурист" у Львові у середині 1960-х рр. *Методологія дослідження* визначається міждисциплінарним підходом (історія, право, економіка) і базується на загальнонаукових і спеціально-наукових методах, передусім ретроспекції та історичного аналізу. *Наукова новизна дослідження* полягає у тому, що на основі документів Центрального державного архіву вищих органів влади та управління України відтворено особливості діяльності відділення ВАТ "Інтурист" у Львові. Набута інформація дає можливість зрозуміти принципи функціонування туристичної сфери в умовах повного державного контролю та спростовує усталені стереотипи про високий рівень забезпечення й обслуговування іноземних громадян. **Висновки.** У середині 1960-х рр. советське керівництво перейнялося поліпшенням іміджу країни серед іноземців та збільшенням ефективності господарювання в туристичній сфері. З цією метою, зокрема, було утворене Управління з іноземного туризму при Раді Міністрів Української РСР. У його системі діяло Всесоюзне акціонерне товариство "Інтурист", відділення якого функціонувало у Львові. Хоч за кількістю туристів у 1960-х рр. Львів поступався декільком українським містам, чисельність іноземних відвідувачів з кожним роком зростала. Вочевидь, їхня чисельність у місті могла бути суттєво більшою, проте існували об'єктивні причини, які гальмували розвиток туристичної активності (закритість країни, штучні обмеження візитів до Львова через "неблагонадійність" багатьох його мешканців, неможливість без спеціального дозволу відхилитися від затвердженого маршруту, хронічні проблеми у сфері обслуговування тощо). Отже, невід'ємною частиною діяльності "Інтуристу" виступала ідеологічно-пропагандистська робота з іноземцями, покликана нівелювати недоліки побутового характеру. Екскурсійні маршрути визначались у такий спосіб, щоб показати "велич соціалізму". Водночас Управління з іноземного туризму прагнуло збільшити валютні надходження від перебування іноземців у Львові. Саме тому значну увагу в "Інтуристі" приділяли продажам сувенірів за валюту, проте їхній вибір був обмеженим і не відповідав запитам туристів. Подібна ситуація склалася і з продажем

ювелірних виробів, до того ж, проблемним залишалося упакування і маркування таких товарів. Оскільки пропозиція послуг не задовольняла попит, поза стінами “Інтуристу” розвивувався “чорний ринок” / спекулятивна торгівля. Попри всі труднощі, господарсько-фінансовий стан львівського відділення “Інтурист” був кращим, аніж в інших регіональних відділеннях товариства. Ефективність господарювання у туристичній галузі знижувалася відсутністю конкуренції та особливостями командно-адміністративної економіки, яка звужувала свободу діяльності, ставила їхні ініціативи у залежність від рішень центру. Перспективним напрямом дослідження залишається вивчення “індивідуальної роботи” з іноземними туристами та практики службових зловживань працівниками “Інтуристу”.

Ключові слова: іноземний туризм, “Інтурист”, пропаганда, екскурсії, правовий статус, господарський розвиток, дефіцит.

The Problem Statement. During the post-Stalin period (“Khrushchov thaw”) political changes in the Soviet Union, in particular the declaration of the principle of “a peaceful coexistence of two systems”, directly affected the development of a foreign tourism. The communist regime became obsessed with improving its image in the international arena suddenly, seeking for forming a positive image of the socialist system among tourists (Siromskiy, 2018 – 2019, p. 243). There is no need to talk about the observance of human rights in such a context (Siromska, H., Gaivoroniuk, N., 2023, p. 285). Due to the “closedness” of the country, the number of foreigners who visited the USSR was small. The world “tourist revolution” of the 1950s acquired a peculiar character in the country – it was not so much about creating new educational routes or expanding the geography of tourists, but about effective propaganda work and increasing financial income to the state treasury (Assipova, Minnaert, p. 218). In the 1950s and 1960s, if it were not paradoxical, but the Soviet officials even began to study the experience of other countries in the development of tourism, including outside the “iron curtain” (this is confirmed by analytical notes on the development of tourism in Czechoslovakia, France, Spain, etc.). However, the management system, based on the state ownership and a rigid centralized planning, prevented the implementation of many initiatives. How it looked in practice, let’s take a look at the activity of the Lviv branch of the All-Union Joint Stock Company (JSC) “Intourist” in the mid-1960s.

The Review of Sources and Recent Researches. The issue raised in the article is insufficiently covered in historical research. However, some of its aspects, primarily the economic activity of “Intourist” and the role of propaganda, were elucidated in the researches by the Ukrainian scholar Olha Radchenko (Радченко, 2013). The researches by Zhanna Assipova and Lynn Minnaert are important (Assipova, Minnaert, 2014), and Andrii Kozovoi (Kozovoi, 2014), which focused on the Soviet policy in the field of foreign tourism. Some components of the issue, in particular, the regulation of tourist activities, personnel policy of “Intourist”, control over foreign tourists by the State Security Committee (KGB) were studied by the authors of this article (Сіромський, 2019; Сіромська, 2021).

The research is based on the documents of the Central State Archive of the higher authorities and administration of Ukraine in Kyiv (The Central State Archive of Higher Authorities and Administration of Ukraine – далі CSAHAAU). The key in this case was the Fund of the Department of Foreign Tourism under the Council of Ministers of the Ukrainian SSR, which contains correspondence of the management of the Lviv branch of “Intourist” with higher authorities, years reports, minutes of republican meetings, certificates, development plans, reports, etc.

The purpose of the article is to determine the legal basis of activity, features of economic development and the organization of excursions by the branch of VAT “Intourist” in Lviv.

The Results of the Research. In 1955, a new charter of VAT “Intourist” was approved – a monopolist organization responsible for receiving foreign tourists. The institutional transformation of the tourism sphere reflected a change in the state course aimed not only at strengthening the role of tourism within the economic complex, but also using it as a component of the state’s foreign policy (Zake, 2018, p. 44). In 1964, “Intourist” was removed from the jurisdiction of the Ministry for Foreign Trade and incorporated into the structure of the newly created Department of Foreign Tourism under the Council of Ministers of the USSR. The Administration established in the Ukrainian SSR was subordinated to the Republican Council of Ministers and the All-Union Main Directorate for Foreign Tourism under the Council of Ministers (Siromska, 2021, p. 54). In the spirit of the times, the administration was given the task of “implementing the party and government directives on inbound and outbound tourism in the Ukrainian SSR, ensuring a constant control over the implementation of these directives by Intourist branches and agencies, ministries, departments” (CSAHAAU, f. 4672, d. 1, c. 3, pp. 22–23).

In the Ukrainian SSR “Intourist” had a number of regional offices, one of which operated in Lviv. In 1940, one of the oldest hotels in the city – Hotel “George” in Mickiewicz street, 1 was renamed “Lviv” and entered into the hotel chain of “Intourist” OJSC (Lemko, Mykhalyk, Behliarov, 2009, p. 60). At the time, its main clients were, as a rule, representatives of the delegations of the social camp countries who visited the city (Poland, Czechoslovakia). Changes in the tourism industry in the 1960s, initiated by the top Soviet leadership, led to the development of the infrastructure of the “Intourist” and “Suputnyk” branches (Kozovoi, 2014, p. 57). In the mid-1960s the priority tasks of the Lviv branch of OJSC “Intourist” were: construction of a new hotel, overhaul of an old hotel, construction of motels and campsites for the reception of foreign citizens. In addition, the management recommended establishing permanent control over the quality of service provision, studying the demand of foreign tourists, organizing advertising of goods for sale, etc. (Assipova, Minnaert, 2014, p. 221).

The field of service in the USSR/UkrSSR was relatively less developed than in Western, or even socialist countries, such as Czechoslovakia, Bulgaria or Yugoslavia. In the development of tourist infrastructure, the Office of Foreign Tourism focused on the situation in Kyiv, Odesa and Yalta. In the 1960s, Lviv was not considered a priority tourist destination, even despite its historical and cultural wealth. This fact can be explained by various reasons, one of which is the “political distrust” of Lviv residents, which greatly disturbed the state security authorities (Siromskyyi, 2021). In terms of the number of foreign tourists received in 1964 – 1965, the city was inferior to Kyiv, Odesa, Yalta and Uzhhorod (CSAHAAU, f. 4672, d. 1, c. 4, p. 23). For example, in 1964, the Lviv “Intourist” serviced 9,766 foreign tourists (a third of 3,662 were car tourists; 906 stayed at a campsite). Among them, tourists from “capitalist countries” – 2,725, “people’s democracies”, i.e. the socialist countries – 7,041 people. The increase in arrivals of foreign tourists to Lviv in 1964, compared to 1963, amounted to 29% (from socialist countries by 139%). Traditionally, the largest number of foreigners visited the city in the summer. From the middle to the second half of the 1960s, the number of foreign tourists in Lviv constantly increased: in 1968 – 19.4 thousand, in 1970 – 25.9 thousand, in 1972 – 32.8 thousand, and as of in 1979, in terms of the number of foreign tourists, Lviv was second only to Kyiv (CSAHAAU, f. 4672, d. 1, c. 7, p. 35). Obviously, the number of tourists could have been greater, but the closed borders for many categories of people wishing to visit the USSR/UkrSSR, the lack of hotel rooms and problems in the field of service stood in the way of the tourism sector development (CSAHAAU, f. 4672, d. 1, c. 7, p. 39).

What was planned to show foreigners in Lviv? The tourist guide published in 1961 contained 46 objects for display, it began with a preface and a photo of the monument named after Volodymyr Lenin. Brief information about the airport and the central railway station – “one of the best in the republic” was included. The compilers focused on the “Intourist” hotel at Mickiewicz, 1 Square and its history. In the guidebook, among the architectural monuments, there were the city council building (Town Hall), the historical museum, the museum of ethnography and artistic craft, the art gallery, the main building of the Lviv University, the opera and ballet theatre, the palace of pioneers (Svobody Prospect, 18), the monuments named after Adam Mickiewicz, tankers, etc. Interestingly, the list of objects for display also included churches, such as St. George’s Cathedral. However, the emphasis is not on the value of the baroque architecture and sculptural compositions of the temple, but on marginal events in the style of communist propaganda: “In 1921, in the basement of one of the buildings of the cathedral, without informing its owners, there took place an illegal convention (a very bold statement – *H. S., R. S.*) of the Communist Party of Western Ukraine” (Pashuk, Derkach, 1961, p. 129). The main goal of excursion programmes for foreigners was to get acquainted with “socialist achievements”. The guide began each tour with information about the country, its system, the role of the Communist Party, an inextricable connection between the Ukrainian and Russian history, plans for the next five-year plan (Radchenko, 2013, p. 109).

In 1965, it was decided to add new tourist facilities. At the time, in Lviv 85 objects were approved for showing to foreign tourists. Of them: 21 – industrial enterprises, 9 – higher educational institutions and libraries, 9 – museums, 21 – schools; 7 – kindergartens and nurseries, 5 – medical institutions, 5 – sports arenas, 5 – cultural centres, 5 – other facilities. The excursion routes were arranged in advance and any initiative and “self-activity” were not welcome. In 1966, the main excursion route was revised, which included new buildings of the city and “places of revolutionary glory” (CSAHAAU, f. 4672, d. 1, c. 23, p. 52). For example, in a later guide published later, special emphasis was on the “unforgettable autumn of 1939”, “the awarding of the city with the Order of Lenin” (Shved, 1971, p. 124).

Every year, in April the Regional Department of Trade, the Regional Commune Farm and JSC “Intourist” were tasked with checking the readiness of hotels, restaurants, camping sites, car service stations to welcome foreign tourists. After the inspection, Kyiv management gave a certain time to eliminate the drawbacks (usually it was possible to partially repair the furniture or sanitary equipment) (CSAHAAU, f. 4672, d. 1, c. 4, p. 18). A typical defect recorded in the Lviv branch of OJSC “Intourist” is a malfunction of buses for the transportation of tourists. For example, as of 1966, in the Lviv bus fleet 10 out of 23 buses were broken and there were not enough spare parts for their repair; the others had an “unsightly appearance” (CSAHAAU, f. 4672, d. 1, c. 23, p. 8). Before the opening of the tourist season (May 1), the Council of Ministers traditionally set the task of completing road works to ensure the normal passage of motorists: eliminate spring deformations, to fill potholes, to equip detours in the places of work, to improve landscaping in populated areas on tourist routes, to update road signs (these were constant wishes in Lviv and Stryi). However, it was not always possible to eliminate the shortcomings in full. In 1965 the government commission that inspected the condition of roads in Lviv region recorded the unsatisfactory condition of the Lviv-Mykolaiv and Lviv-Shehyni roads (“deformation of the road surface, which made it difficult for vehicles to move normally, the settlements near the highway are not in order, the passage through Lviv is not ensured relevant road pointers”) (CSAHAAU, f. 4672, d. 1, c. 7, p. 37).

No less acute was the issue of gas stations (gas stations) on the roads leading to Lviv. At one of the meetings on tourism, the representative of Holovnaftozbut A. Khlebnikov

drew attention to the fact that in the entire Ukrainian SSR as of 1965 there were only 103 gas stations (of which 15 were in Kyiv), while there were 100 in one Moscow, and about 4 thousand in the Netherlands. Of the mentioned 103 gas stations, only 25 were “designated” to operate for foreign tourists. There was a constant lack of gasoline at Lviv gas stations #1 and #2: instead of eight, there were only three types of gasoline at gas station #1, and six – at gas station #2 (CSAHAAU, f. 4672, d. 1, c. 7, p. 37). In order to refuel the car, a foreigner had to go to the city to get a special fueling ticket. Therefore, natural questions arise: What if the gas ran out? Wasn’t it more logical to issue such a ticket at the border?

Employees of the hotel and restaurant of the Lviv branch of “Intourist” faced a considerable number of problems. There was allocation issue of refrigeration equipment, coffee machines, cutlery, high-quality dishes, high-quality bed linen, menu cards in a foreign language (CSAHAAU, f. 4672, d. 1, c. 23, p. 47). A relatively small number of a service personnel spoke foreign languages, the service personnel did not have uniforms, badges, etc. How did the Foreign Tourism Office try to solve these problems? Mostly by administrative means: regional offices were tasked with bringing restaurants and cafes designed to serve foreign tourists into a proper condition, and when even this seemed insufficient, in 1966 they increased the prices for foreign tourists staying at hotels (CSAHAAU, f. 4672, d. 1, c. 19, p. 109).

The Lviv branch of “Intourist” had problems with providing vegetables and fruits. There was a constant demand for national dishes, fish delicacies, and confectionery (CSAHAAU, f. 4672, d. 1, c. 4, p. 46). Also, from time to time, there were problems in the supply of chicken and salmon in the “Intourist” branch. For example, as of 1965, the restaurant needed the supply of 1.5–2 tons of salmon per quarter, and the actual supply was 25–30% of what was needed. A similar situation was observed with the provision of dry wine: Zakarpattia riesling wine, Naddniprianske wine, Berehivske wine, Oksamyt Ukrainy wine, and Promenyste riesling wine were supplied infrequently, usually until May 1 or November 7 – i.e., on the occasion of the Bilshovyk holidays. The situation with cognacs (fortified wine) was almost the same. The head of the Lviv branch of “Intourist” H. Kozlov complained about this: “We get three-star cognacs. Vintage Ukrainian cognacs are supplied very rarely and in insufficient quantities” (CSAHAAU, f. 4672, d. 1, c. 23, p. 47). The Kyiv leadership had its own vision of the problem: insufficient resources for the purchase of the necessary and “the use of delicacies not for their intended purpose” (CSAHAAU, f. 4672, d. 1, c. 23, p. 54). We can assume that abuse of official position did take place, but this fact does not explain a significant shortage of products.

It is worth noting that the Kyiv leadership also saw systemic drawbacks in the service of foreign tourists. Volodymyr Boichenko, the chairman of the board of OJSC “Intourist” admitted: “There is no company paper, no company envelopes, etc. in the hotels. There is no even toilet paper in the hotel in Lviv. Dim light bulbs in the toilets” (CSAHAAU, f. 4672, d. 1, c. 23, p. 104). In Resolution No. 6 of the Department of Foreign Tourism of the Ukrainian SSR dated December 25, 1965 it was stated: “In a number of hotels of the Ministry for Communal Economy of the Ukrainian SSR that serve foreign tourists, luggage trays are not provided, there are no foreign currency exchange points and urgent laundry, dry cleaning, and repair clothes and shoes, service personnel do not have uniforms. In many hotels there are no service bureaus, and where they operate, their work is poorly organized. There were cases when foreigners were accommodated in rooms that did not correspond to the class of the purchased tour” (CSAHAAU, f. 4672, d. 1, c. 6, p. 9).

The requirements for the service of foreign tourists in the Ukrainian SSR did not meet the challenges of the time. A number of norms were established as early as 1948, in particular

the frequency of changing bed linen and towels in the rooms. At the time, there was no understanding of what a "Lux" room should look like. The above mentioned V. Boichenko emphasized: "In all rooms, where the price is 25 kr. (luxury), after two hours the maid should come in and change the towel... The bedclothes should be starched" (CSAHAAU, f. 4672, d. 1, c. 23, p. 103). Vadym Kryvoruchenko, deputy head of the Department of Foreign Tourism of the Ukrainian SSR, admitted that "hotel hunger forces customers to take what they are given and say 'Thank you'". At the time, the occupancy rate of hotels in socialist countries, in particular, in Czechoslovakia was 54%, in Yugoslavia – 63%, while in the USSR – 93% (CSAHAAU, f. 4672, d. 1, c. 23, p. 86).

In 1965 the analysis of complaints in the Lviv "Intourist" is interesting – there were four of them (in 1964 – 12) and all of them related to an improper service in the restaurant: a tactless behaviour with customers, a careless serving, tasteless dishes, lack of salads and poorly prepared barbecue (CSAHAAU, f. 4672, d. 1, c. 10, p. 183). Usually, those involved in such complaints were deprived of their bonuses. However, a positive feedback about the work of "Intourist" was also recorded, such as feedback from the Prague regional committee of Czechoslovak-Soviet friendship or the board of the Shestayovits agricultural cooperative (Siromska, 2021, p. 113).

In the documents of the Department of Foreign Tourism of the Ukrainian SSR, we record constant reports about the insufficient attention of the regional offices of "Intourist" to the trade in souvenirs, which was considered as a source of foreign currency income. In 1963 in the Ukrainian SSR, the actual revenue of foreign currency was only 9.1 thousand dollars. In 1964, as a result of the opening of ten new points of trade in souvenirs in foreign currency, revenues reached 72.5 thousand dollars (50% of the income were sent to the budget of the republic) (CSAHAAU, f. 4672, d. 1, c. 4, p. 20). But even despite the visible increase in income, the situation with souvenir trade did not look too optimistic. The assortment of souvenirs was limited – locally made caskets and statuettes of eagles predominated (by the way, a similar situation with the provision of souvenirs existed throughout the Soviet Union (Kozovoi, 2014, p. 58)). Foreign tourists, mainly representatives of the Ukrainian diaspora, lamented the lack of Ukrainian national souvenirs, photo albums with photos of the city's architectural monuments. Also, in limited quantities, goods that were in demand among tourists arrived in Lviv, for example, radio receivers, fountain pens, cognac (CSAHAAU, f. 4672, d. 1, c. 7, p. 40).

In Lviv, trade in cash currency was paid comparatively much attention, and the local branch of "Intourist" demonstrated better results than, for example, branches in Kharkiv and Yalta. In 1968, Yalta together with Simferopol gave 33 thousand dollars to the treasury (20 thousand foreign tourists), and Lviv – 36 thousand dollars (11 thousand tourists) and this despite the fact that in the Crimea there was a special store and a stall for trading in cash currency, and in Lviv there was only a stall at the hotel (CSAHAAU, f. 4672, d. 1, c. 23, p. 18). The Department for Foreign Tourism of the Ukrainian SSR encouraged expanding the list of provided services. In all hotel rooms there was such an unpretentious list – printed in Russian, Ukrainian and English. Additional services could be unscheduled excursions, language translation, car rental, organization of festive dinners (evenings), provision of hotel rooms for relatives of visitors, trips outside the city to nature (included food, entertainment games), etc. (CSAHAAU, f. 4672, d. 1, c. 23, pp. 21–22). In the documents of that time, we also find radical ideas aimed at earning additional money – not to install televisions in the rooms, but to provide them for a separate fee. In the report of the Lviv branch of

“Intourist” we also find such additional services as: extension of the tour, provision of higher class rooms, sale of theatre and cinema tickets (foreign tourists were served by the Shchors cinema, in which there were the Soviet films on). (CSAHAAU, f. 4672, d. 1, c. 23, p. 53). In 1965, the Lviv branch of OJSC “Intourist” received the equivalent of 8,144 krb 40 kopicks for additional services provided to foreigners (as compared to branches in Kyiv, Uzhhorod and the Crimea which received higher revenues) (CSAHAAU, f. 4672, d. 1, c. 15, p. 6).

“Jewelirtorg” and insufficient advertising of its products were periodically criticized. One of its employees, N. Polkovnykova, lamented at a special meeting in Kyiv: “What is preventing the development of trade? These are the prices... This is the processing, packaging and labelling of the product. Trade is also held back by the lack of proper conditions for work... We have colossal expenses for renting premises in hotels. Why do we have to pay for the rental of the stall space? That’s wrong” (CSAHAAU, f. 4672, d. 1, c. 23, pp. 96–97). As for the situation in Lviv, Polkovnykova noted that here “in stalls there are open displays (of jewelry products), but security is poor, so these products are hidden at night” (CSAHAAU, f. 4672, d. 1, c. 7, p. 19).

The Conclusions. Therefore, the legal principles of functioning and financial and economic activity of the Lviv branch of OJSC “Intourist” were strictly regulated by the Department of Tourism under the Council of Ministers of the Ukrainian SSR. This regulation led to dependence on the centre in many matters and reduced the efficiency of management. Although a material condition of economic facilities that made up the “Intourist” complex in Lviv (hotel, restaurant, camping) was better than that of the majority of the regional branches of the company, there were many shortcomings. They tried to solve them, as a rule, administratively, which did not always bring the desired results. Since OJSC “Intourist” was a monopoly in serving foreigners, the lack of competition restrained radical changes in the tourism industry. In the mid-1960s a certain increase in the attention of the Soviet leadership to the state of tourism allowed the Lviv branch of JSC “Intourist” to implement or plan some infrastructure projects (for example, the construction of a new hotel complex for foreign tourists). The number of foreign tourists in Lviv grew from year to year, but the development of tourism was held back by an insufficient material base, not a high level of customer service and the fact that the Soviet Union was behind the “Iron Curtain”.

Acknowledgments. We express sincere gratitude to all members of the editorial board for consultations provided during the preparation of the article for printing.

Funding. The authors did not receive any financial assistance for the research and publication of this scientific work.

BIBLIOGRAPHY

Assipova, Z., & Minnaert, L. (2014). Tourists of the world, unite! The interpretation and facilitation of tourism towards the end of the Soviet Union (1962 – 1990). *Journal of Policy Research in Tourism, Leisure and Events*, (6:3), 215–230. DOI: 10.1080/19407963.2014.907300 [in English]

Kozovoi, A. (2014). The way to a man’s heart: how the Soviet travel agency ‘Sputnik’ struggled to feed Western tourists. *Journal of Tourism History*, (6:1), 57–73. DOI: 10.1080/1755182X.2014.956809 [in English]

Leenko, I., Mykhalyk, V., & Behliarov, H. (2009). *1243 vulytsi Lvova (1939 – 2009)* [1243 Lviv Street (1939 – 2009)]. Lviv: Apriori. [in Ukrainian]

Pashuk, A., & Derkach, I. (1961). *Lviv. Korotkyi iliustrovanyi putivnyk* [Lviv. A short illustrated guide]. Lviv. [in Ukrainian]

Radchenko, O. (2013). “Intourist” v Ukraine 1960 – 1980 godov: mezhdu krasnoi propagandoi i tverdoi valyutoi: monografiya [“Intourist” in Ukraine 1960 – 1980 years: between red propaganda and hard currency: monograph]. Cherkassy: Izdatelstvo Chabanenko Yu. A. [in Russian]

Siromska, H. (2021). Viddilennia VAT “Inturyst” u Lvovi: rehlamentatsiia diialnosti, kadrova polityka ta problemy rozvytku u 1964 – 1965 rokakh [OJSC “Intourist” department in Lviv: activity regulation, personnel policy and development problems in 1964 – 1965]. *Istorychni pam’iatky Halychyny. Materialy VII Kraieznavchoi konferentsii (13 bereznia 2020 r.) – Historical sights of Galicia. Materials of the VII Local Studies Conference (March 13, 2020)*, (pp. 107–113). Lviv: Ivan Fanko National University in Lviv. [in Ukrainian]

Siromska, H. (2021). Pravovi pidstavy ta protsedura peretynu inozemtsiamy kordonu SRSR [Legal grounds and procedure for crossing the border of the USSR by foreigners]. *Sotsialno-pravovi studii – Social and legal studios*, (11), 53–59. DOI: 10.32518/2617-4162-2021-1-53-59 [in Ukrainian]

Siromska, H., & Gaivoroniuk, N. (2023). Civilizational and culturological aspect of philosophical and legal studies of observance of human rights. *Cuestiones Politicas*, 41(78), 284–295. DOI: <https://doi.org/10.46398/cuestpol.4178.20> [in English]

Siromskyi, R. (2018 – 2019). “Bez prava na svobodu peremishchennia”: obraz Ukrainiskoi RSR u viziiakh kanadskykh turystiv (kinets 1950-kh – 1960-ti roky) [“Without the right to freedom of movement”: the image of the Ukrainian SSR in the visions of Canadian tourists (late 1950s – 1960s)]. *Naukovi zoshyty istorychnoho fakultetu – Scientific notebooks of the Faculty of History, (19–20)*, 242–256. [in Ukrainian]

Siromskyi, R. (2019). *Pid pylnym okom KDB: inozemni turisti u Lvovi v 1960 – 1970-kh rokakh* [Under the watchful eye of the KGB: foreign tourists in Lviv in the 1960s and 1970s.]. URL: <https://uamoderna.com/md/siromsky-under-kgb-control/> [in Ukrainian]

Shved, I. (1971). *Lviv. Korotkyi putivnyk-dovidnyk* [Lviv. A short reference guide]. Lviv: Kameniar. [in Ukrainian]

Tsentralnyi derzhavnyi arkhiv vyshchykh orhaniv vlady ta upravlinnia Ukrainy [The Central State Archive of Higher Authorities and Administration of Ukraine –CSAHAAU]

Zake, I. (2018). Soviet Intourist and Foreign Travel to the Latvian SSR in the Post-Stalin Era: A Case of Ethnic Tourism. *Journal of Cold War Studies*, (20:2), 38–62. DOI: 10.1162/jcws_a_00816 [in English]

*The article was received September 14, 2023.
Article recommended for publishing 30/05/2024.*