Principles Of Forming Public Centers On Tourist Routes

D.U. Sultanov

Samarkand State Architecture and Construction University, Republic of Uzbekistan, Mobile number: +998979108050. E-mail: dsl29@mail.ru

ABSTRACT

The formation of tourist centers plays a key role in the development of tourist infrastructure and increasing the attractiveness of historical cities. They ensure not only the preservation of cultural heritage, but also the creation of a modern, comfortable and sustainable space attractive to a wide range of tourists, which contributes to the sustainable development of tourism and the city as a whole.

Keywords:	Tourist route, tourist centers, architecture and landscape, tourism.

In the context of globalization and intensive development of the world tourism industry, the relevance of creating modern tourist routes that meet world standards is increasing every year. Tourism is becoming one of the key factors of socio-economic development, especially for countries with a rich cultural and historical heritage. Uzbekistan, with its unique architectural monuments such as the cities of Samarkand, Bukhara and Khiva, is increasingly in the spotlight of the international tourism community.

However, in order for the country's tourism potential to be fully realized, it is necessary not only to preserve historical sites, but also to introduce modern architectural and landscape solutions. These solutions must comply with world standards in the field of sustainable development, digitalization and innovative design. Particular attention is paid to the creation of a comfortable tourism infrastructure, which includes modern navigation systems, environmentally friendly technologies and elements of interactive interaction.

This study aims to develop tourist centers and routes in the cities of Uzbekistan, which is based on international standards and best practices in the field of architecture and design. The city of Samarkand, one of the key cultural centers of the country and a UNESCO World Heritage Site, was chosen as an example for analysis and design. The development of a model of tourist routes for Samarkand, taking into account innovative solutions in architecture and design, will contribute not only to increasing the tourist attractiveness of the city, but also to preserving its historical and cultural identity.

The formation of tourist centers on routes is a key aspect in the development of tourist infrastructure. These centers not only attract the attention of tourists, but also contribute to improving the quality of their service. Let's consider the basic principles that should be taken into account when creating such centers.

Historical authenticity:
Tourist centers should reflect the cultural and historical heritage of the area. For example, in historical cities such as Samarkand, the architecture and layout of the centers should emphasize the uniqueness of historical

buildings and objects to immerse tourists in the atmosphere of the past. *(Fig-1)*

Historical authenticity is the preservation and emphasis of the unique cultural, architectural and historical characteristics of a place when creating tourist routes and objects. This principle is aimed at preserving and emphasizing the identity and uniqueness of the area, respecting its historical past and traditions.

3.   Cultural traditions and events: Tourist routes should include elements of traditional cultural practices and events, such as local festivals, craft workshops, which can help tourists better understand the historical context of the place.

4.   Historical landscape: It is important to preserve natural and artificial

Fig. 1. Historical authenticity (Architectural harmony, Restoration and reconstruction, Cultural traditions and events, Historical landscape)

Key aspects of historical authenticity:

1.   Architectural harmony: It is important to preserve the appearance of historical buildings and structures, using appropriate styles and materials during reconstruction or new construction. This allows preserving the atmosphere of the era and conveying the spirit of the time to tourists.

2.   Restoration and reconstruction: Restoration should aim to restore the original appearance of objects, minimizing modernization that could distort their historical significance.

elements such as gardens, streets and squares that are part of the historical heritage, in order to highlight not only the architecture but also the atmosphere of the past.

Historical authenticity thus helps create a deeper and more meaningful tourist experience, allowing travellers to feel the uniqueness and historical significance of a place.

Functionality and comfort:

The centers should be convenient for tourists, with developed infrastructure (information centers, recreation areas, cafes, public toilets). Good navigation and accessibility of all key objects are important. *(Fig-2)*

Fig. 2. Functionality and comfort (Accessibility and orientation, Recreation areas, Security, Infrastructure for comfort, Inclusiveness, Functionality of spaces)

Functionality and comfort in the context of the formation of tourist routes and centers are aimed at creating a convenient and pleasant environment for tourists. These two aspects include several key factors:

1. ***Accessibility and orientation:*** Information signs, maps, signs and interactive elements should ensure easy navigation along the route. This includes clear signposting, QR code systems for self-guided tours, audio guides, and the use of modern technology such as GPS navigation apps.

2. Rest areas : It is important to provide rest areas on the routes - benches, shade, cafes, toilets. Such areas help make the journey less tiring and more enjoyable, especially for older tourists or families with children.

3. Safety: Tourist centres and routes should take safety into account, with well-thought-out traffic management, barriers in dangerous areas and good lighting in the evening.

4. Infrastructure for comfort: Infrastructure that increases comfort includes places to charge mobile devices, WI-FI, retail outlets providing goods and services needed by tourists, as well as accessible medical facilities.

5. Inclusiveness: Routes should be accessible to all categories of tourists, including people with disabilities. This may include ramps, lifts, special information systems, and tactile elements for visually impaired people.

6. Functionality of spaces: The layout of tourist centers should be thought out from the point of view of ease of movement, taking into account the flow of tourists, especially in popular places. This will prevent congestion and make walks smoother.

Creating comfortable and functional conditions makes the tourist experience more enjoyable and attracts more visitors.

Aesthetic harmony:

The architecture of tourist centers should be in harmony with the environment. This applies to both natural and urbanized areas. Landscape solutions should take into account the natural features of the area, helping tourists perceive its integrity. Aesthetic harmony in the design of tourist routes and
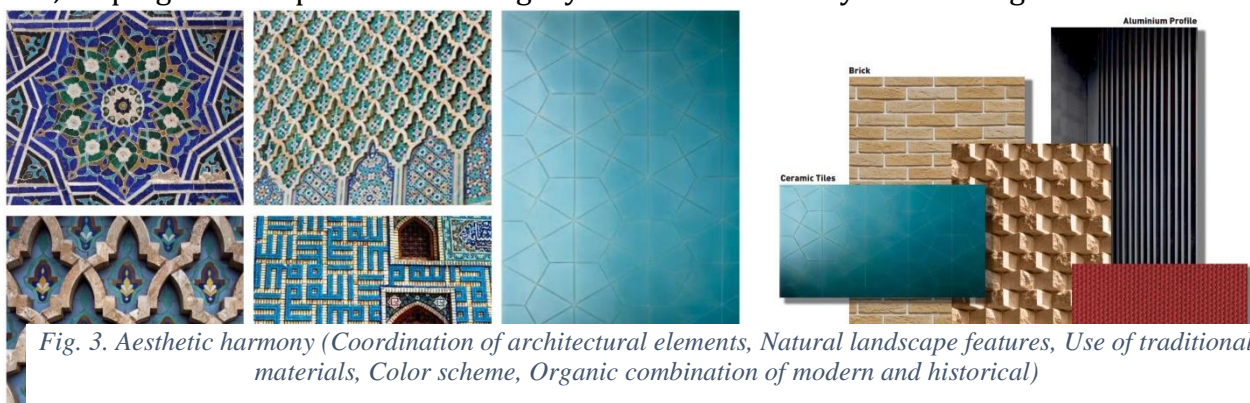

Fig. 3. Aesthetic harmony (Coordination of architectural elements, Natural landscape features, Use of traditional materials, Color scheme, Organic combination of modern and historical)

centers implies the creation of a balanced, visually attractive environment that combines with the surrounding nature, architectural style and cultural heritage of the place. The main aspects of this principle include: *(Fig-3)*

1. Coordination of architectural elements: Buildings, structures and small architectural forms should be in harmony with each other in style, color and form. In historical cities such as Samarkand, this is especially important to preserve authenticity and cultural heritage.

2. Natural landscape features: Aesthetic harmony should take into account the natural landscape. Tourist routes passing through natural areas should be designed in such a way as to emphasize the natural beauty of the area, minimizing interference with the natural environment.

3. Use of traditional materials: To create a harmonious appearance, it is recommended to use materials that are typical for the region, which emphasizes local identity and helps preserve cultural heritage.

4. Colour scheme: Colour palettes of buildings and architectural objects should fit into the overall landscape and correspond to the aesthetics of the region, especially in places with historical buildings.

5. Organic combination of modern and historical: It is important to find a balance between modern architectural solutions and preserving the traditional appearance. Modern buildings and structures should complement, not violate the aesthetics of the historical environment.

Aesthetic harmony helps to create a visually attractive and comfortable environment, which makes tourists' stay more enjoyable and helps to preserve the cultural and natural integrity of the route.

Integration with modern technologies:

Tourist centers in modern conditions should be equipped with innovative solutions: interactive maps, QR codes for self-guided tours, virtual guides and a "smart city" system that helps make the route as comfortable and informative as possible. Integration with modern technologies in tourist routes and centers plays a key role in improving the tourist experience and increasing the efficiency of route management. It covers various aspects of human-technology interaction that make travel more exciting, convenient and safe. The main areas of technology integration include:
(Fig-4)

Fig. 4. Applications that allow you to virtually view historical sites of Uzbekistan

1. Smart guides and mobile apps: Using mobile apps with virtual tours, maps and audio guides in various languages allows tourists to get information about attractions in a convenient and interactive way. Some apps use augmented reality (AR) to show historical objects in their original form or to reveal hidden details.

2. Contactless technologies and payments: The introduction of contactless technologies for purchasing tickets, booking excursions or ordering services facilitates the interaction of tourists with the infrastructure.

This speeds up service and minimizes the need for cash payments, which is especially important in the context of modern sanitary standards.

3. Interactive displays and information boards: Installing interactive displays in tourist centers and along routes helps tourists quickly find information about routes, nearby attractions and services, and change their route in real time.

4. Tourist flow monitoring and management systems : Modern technologies allow monitoring the density of tourists on routes using sensors and cameras, preventing overcrowding of popular sites. This helps to manage visitor flows more effectively and prevent mass gatherings.

5. Sustainable development and smart technologies: The introduction of eco-friendly technologies such as energy-saving lighting systems, solar panels, and environmental monitoring systems helps reduce the negative impact on nature and increases the attractiveness of routes for eco-tourists.

6. Social Media and Virtual Tours: Social platforms and 3D virtual tours are bringing attention to destinations and helping to promote them globally. This gives tourists the opportunity to "travel" to destinations from the comfort of their homes and plan their visits in advance.

Thus, the integration of modern technologies allows not only to improve the quality of service for tourists, but also to increase the efficiency of route and infrastructure management, making tourism more innovative and accessible.

Environmental sustainability:

One of the key aspects of modern tourist centers is environmental friendliness. The design of routes and centers should take into account the minimization of harmful impact on the environment, the use of energy-saving technologies and natural materials. Environmental sustainability in the design of tourist routes and centers implies the integration of methods and solutions that minimize the negative impact on the environment and contribute to its preservation.

The main principles of environmental sustainability include:

1. Minimize impact on nature: Tourist routes should be designed so that interference with ecosystems is minimized. This may include laying routes away from sensitive natural areas, using environmentally friendly materials and technologies, and minimal construction.

2. Use of renewable energy: Using solar panels, wind turbines and other renewable energy sources to power infrastructure on routes helps reduce carbon emissions and make facilities self-sufficient in terms of energy consumption.

3. Efficient water management: Implementing rainwater harvesting systems, reusing water for irrigation and energy-efficient water use helps conserve important resources and reduce stress on aquatic ecosystems.

4. Eco-friendly materials and construction: Using low-carbon materials and technologies such as green roofs or natural ventilation systems can significantly reduce the environmental impact of buildings. This also helps create a more comfortable microclimate for tourists.

5. Sustainable Waste Management: Separate waste collection, recycling and the use of eco-friendly waste disposal methods help to minimize environmental pollution and increase environmental awareness among both tourists and locals.

6. Preservation of biodiversity: Sustainable tourist routes should take into account the need to protect the flora and fauna in the regions through which they pass. This can be done by limiting visits to specially protected natural areas or using methods for monitoring the state of ecosystems.

7. Education and awareness: An important aspect of sustainable tourism is educating tourists about the importance of conservation. Installing information boards and conducting tours aimed at raising environmental awareness can help promote a more responsible attitude towards the natural environment.

These principles make tourism environmentally responsible and help preserve natural resources for future generations, promoting harmonious interaction between people and the environment .

These principles help to create tourist routes and centres that not only attract tourists, but also preserve cultural heritage and promote sustainable urban development.

In conclusion, it can be noted that the design of tourist centers and routes in historical cities requires a comprehensive approach that combines the preservation of cultural heritage and the introduction of modern technologies and environmentally sustainable solutions. The principles of forming tourist centers should take into account historical authenticity, functionality and comfort, aesthetic harmony, integration with modern technologies and environmental sustainability. It is important to ensure accessibility for all categories of tourists, both physically and in information terms, which will attract a wide audience and preserve the unique cultural heritage of the cities.

References

1. E.K. Bulatova O.A. Ulchitsky. A architecture of tourism and tourist complexes: a teaching aid / F FGBOU VO "Magnitogorsk State Technical University named after G.I. Nosov" Magnitogorsk 2017

2. Hasanli , A. N., & Aleskerov , R. E. (2022). Principles of Formation of Territorial-Planning Placement of Recreation and Tourism Complexes. *International Journal of Tourism* , *7* .

3. Sultanov, D. U., & Raximov, K. I. (2024). QISHLOQ JAMOAT MARKAZLARINI SHAKLLANTIRISH TAMOYILLARI. *Innovative: International Multidisciplinary Journal of Applied Technology (2995-486X)*, 33-35.

4. Usmanova Z. Xududiy objectlarning tourist-recreational salohiyatini baholashning nazariy masalalari. Iktisodyot va innovation technology // Ilmiy electron magazine No. 2, March-April, 2017.

5. Utkurovich, S. D. (2024). THE FORMATION OF IRRIGATION SYSTEMS OF THE CITY OF SAMARKAND AND THEIR IMPORTANCE IN CREATING MICROCLIMATE CONDITIONS FOR TOURIST ROUTES. *Innovative: International Multidisciplinary Journal of Applied Technology (2995-486X)*, 315-320.

6. Utkurovich, S. D. (2023). THE STAGES OF FORMATION OF CITY STREETS IN THE ARCHAEOLOGICAL AREA OF AFRICA IN THE IX-XIII CENTURIES. *JOURNAL OF ENGINEERING, MECHANICS AND MODERN ARCHITECTURE*, 252-257.