

Architectural and Landscape Design of Tourist Infrastructure, Alternative New Tourism Routes

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Abstract: This article presents examples of the experience of cities with the most attractive and convenient features of the architectural and landscape design of the tourist infrastructure and the development of alternative new tourist routes for the Fatherland and abroad.

Keywords: infrastructure, alternative, multimedia technologies, audio guide, voice guide.

I. INTRODUCTION

The level of landscaping of tourist routes should not be lower than the indicators established for the areas of public centers: in the established territories - at least 35%; at least 30% in city centers with historical buildings. When landscaping tourist routes, various methods of planting trees and shrubs and their decorative design are used. The use of flowering trees and shrubs allows you to diversify tree and shrub compositions and place decorative accents.

It is necessary to design the structure of the base of the fence placed inside the wall (wall fences, wooden walls, nets) for climbing plants. Lawns and grasses in the soil layer are used for landscaping flat and sloping lands. They serve as an expressive background for trees, groups of shrubs, sculptures, flower beds [1]. On tourist trails, it is recommended to create flowerbeds using containers, which require less labor than manual planting and quick replacement.

II. MAIN PART

Tourist route - transport or pedestrian traffic (roads, footpaths, waterways, etc.), specially allocated and equipped for the movement of tourists. Tourist routes include urban, suburban, intercity, road, rail, pedestrian, bicycle, horseback, water and other ways.

City tourist routes - providing a connection between road, rail, pedestrian, bicycle, entrances to cities, transport hubs, facilities that receive and serve tourists.

The first impression of the city is formed by tourists when entering by car or railway. Therefore, aesthetic requirements for tourist sites and territories adjacent to buildings are increasing. It is important to form expressive architectural ensembles along tourist routes. Landscaping and gardening of these territories must also meet high architectural and artistic requirements [2].

In cities, automobile (bus) tourist routes are divided into main and additional parts. The main tourist routes provide a connection between the objects of mass tourist visits, additional tourist routes - additional links with objects remote from the main tourist routes. The main tourist routes are formed on the basis of the main streets and roads of the city, and additional roads are formed on the basis of streets and roads of local importance.

2.1. Providing information about tourism infrastructure and routes

Information equipment - routing schemes, information desks, posters, stands, signs that give tourists the opportunity to travel in an unfamiliar place.

Information stands, posters. Information stands with route maps and textual explanations are recommended to be installed at the starting points of tourist routes, at railway stations, on the banks of rivers and seas, in tourist centers of cities, tourist areas, at the entrances to national parks. It is very important to have tourist information in several languages [3].

Information about tourist roads is not only informative, aesthetic, but also ensures traffic safety. Information kiosks are recommended to be placed not on the side of the road, but in places of recreation, gas stations and car services, roadside eateries, overnight stays for tourists.

Tourist marking (marking) is a system of special signs and signs installed to indicate recommended tourist sites. Signs that have their own symbol, shape, color and information necessary for tourists about directions and distances to objects and services of tourist control, natural obstacles and dangerous zones, rules on the recommended or prohibited behavior of tourists on the route. Marking is one of the simplest and most necessary types of regulation of tourist areas.

Uniformity of signs and its clarity can be ensured through the limited use of textual signs and the use of signs that are generally understood by many. For road signs, warning, prohibition, command and indicating elements should be used. In any case, the drawing, symbol, image of the sign should not give the possibility of incompatibility, so that the misunderstanding of the tourist will create dangerous situations [3].

The aesthetic characteristics of tourist signs are of great importance. Tourist signs and signs can be permanent or temporary (seasonal, one-time), they are intended for one-sided, two-sided or circular viewing, mass or individual.

In world practice, it is customary to use a brown background for tourist information plates. However, white, blue, green tourist information signs can also be found in different countries.

Electronic travel information tools. We live in the "information age". As the amount of information grows at the same time, it becomes difficult to find information at the right time. Modern technologies make it possible to turn the "information error" into a clear and reliable tourist information system[3].

In the tourist route, "Multimedia technologies" can be divided into "audio" and "visual". "Audio" includes audio guides installed near individual objects, voice guides, etc. In Paris, inside the world-famous Notre Dame de Paris museum, there are special "informants" who, using special headphones, can listen to the tour in different languages along with the visuals. The phonomat inside St. Stephen's Cathedral in Vienna provides a wealth of information about the history of the site. Similar devices are installed on the streets of Vienna along the main highways, in front of important architectural structures. For one euro, you can listen to information in any of the 10 languages described in the menu[4].

2.1. Alternative new tourist routes

The social orientation of the tourist route, in particular, is characterized by alternative modes of transportation. Their distinguishing feature is environmental friendliness, mobility and ease of use.

Transportation of small groups of tourists along the tourist route is used in almost all tourist cities. Small tricycles for 2-3 people are used in Rome, Berlin and Vienna. Mechanized brigades are used in Wroclaw and Krakow. There are horse-drawn carriages in Prague, Vienna and Salzburg. It gives tourists a historical impression along the streets and reminds tourists of some of the events that are integral to the city's history.

Individual cars. Pedestrian systems and the organization of the corresponding roads create conditions for individual movement along the routes on roller skates and bicycles, which are

actively used in different countries. For example, in Berlin, cyclists travel on special roads that differ in the color and texture of the paved road. Vienna's streets are equipped with detailed markings for pedestrian and bicycle zones, as well as a signaling system that regulates the movement of pedestrians and cyclists. There are bike parks in Paris, Budapest, Vienna, Florence and a number of other tourist cities. They are located near shops, cultural centers and theatres. In the historical centers of Prague, Vienna and densely populated areas, tourists are offered special two-wheeled scooters. In Paris, many tourists prefer to rent scooters due to the size of the city and the presence of interesting monuments and routes in the suburbs. In many Italian cities, scooters are a common means of transportation not only for tourists but also for residents. In Rome, Florence, Naples, the scooter is superior to the car.

Tourist route for the disabled. Wheelchair access and special equipment are available in many urban areas. Tourist routes are continuously developed with the use of special ramps. In some hotels in Italy, special parking spaces for the disabled are equipped with pedestals for wheelchairs, and the height of the curb is 10 cm.

Creation of an area for people with visual and hearing impairments. In Wroclaw and Budapest, models of architectural objects were equipped with relief plates, which made them look like the original. Blind and hard of hearing people can see or feel the sights of the city on a par with ordinary tourists. Next to the model of the Wroclaw Cathedral are small sculptures of gnomes depicting people with disabilities. The use of slabs with relief surfaces at the border of sidewalks and roads in Berlin serves to improve the orientation of visually impaired people. On one of the Roman streets, the sign consists of embossed text in two languages, and at the bottom a special text is repeated for people with impaired vision and hearing. The relief scheme of this street is described among the texts [5].

III. CONCLUSIONS AND RECOMENDATIONS

It has been established that the development and implementation of tourist route projects as a system of architectural and landscape spaces that contribute to understanding the image of the city is one of the most important factors.

The existing pedestrian zones in the city center - University Avenue, Registan Square, Tashkentskaya Street - are fragmentary and do not correspond to the tourist functions of the city.

Virtually all existing walking routes are long, pedestrian and vehicle crossings are poorly managed, and poor pavement conditions, steps, cracks and potholes lead to injuries. There are a number of unique attractions in Samarkand, but there are no architectural, landscape, educational or thematic links between them.

IV. ACKNOWLEDGMENT

The author wants to acknowledge and expand his sincerity participants in this study; and SamSASEU thanks to the professors and teachers.

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