

## **ORGANIZATION OF ARCHITECTURAL ENVIRONMENT OF TOURIST ROUTE OBJECTS OF SURKHANDARYA REGION**

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### **Abstract:**

In this research, the authors aim to analyze the architectural environment of these tourist route objects and propose recommendations for their effective organization. The study investigates the current state of the architectural environment, the layout of objects, infrastructure, and accessibility.

The findings of this study highlight the importance of a well-designed architectural environment in attracting tourists and enhancing their overall experience. Several recommendations are proposed, including improving the infrastructure, optimizing the layout of objects, enhancing accessibility, and emphasizing the cultural and historical significance of the region.

Overall, this research provides valuable insights into improving the organization of tourist route objects in the Surkhandarya region, with the goal of promoting tourism and enhancing the overall visitor experience.

**Keywords:** Architectural environment, Tourist route objects, Tourism, Visitor Experience, Infrastructure, Accessibility, Cultural significance, Historical significance

### **INTRODUCTION**

Nowadays, in the development of urban planning and tourism in our country, the need to restore ancient cities and find ways of sustainable development is being developed. There are many cities rich in history, customs and traditions in our country. One of the main problems is to preserve, restore and develop such cities, and to make the tourist routes leading to them convenient in every way,

and on the roads, each region has its own traditions, patterns, and even food. reflecting hotels, parking lots, rest and eating places, small architectural objects, creation of landscape areas in accordance with the climate remains one of the main needs in the development of tourism in our country.

Surkhandarya region is distinguished by its rich history, ancient monuments, mountain and natural landscape, and traditions. This region includes many sacred shrines, ancient architectural monuments and other historical complexes. There are more than 370 architectural monuments and unique archaeological finds. Apart from that, it is a region that has created a special atmosphere, including its traditions, national costumes, special foods, music, and even living conditions. The antiquity of this region has been proven in archaeological excavations and finds.

The use of tourism as a means of developing areas with existing touristic and recreational potential in the Surkhandarya region allows to study the theoretical aspects of changing the city structure as a tourist center with regional characteristics, which helps to create a modern model of development that meets the needs of local residents and tourists in Surkhandarya, and promotes tourism. To effectively develop and preserve the unique historical and cultural heritage and materially self-recovery, the creation of an architectural environment of interest and, on the other hand, convenient tourist route objects that attracting tourists is one of the urgent topics.

In order to increase and develop the attractiveness of tourist areas in our country, several laws and decisions on improving tourism have been developed.

- To further develop the tourism potential of the Surkhandarya region, to introduce tourists to the unique historical, cultural and architectural monuments of the region, to rapidly develop the modern tourism infrastructure and improve the quality of the tourism services provided, to activate domestic tourism, to create new jobs and to increase the income of the population. in order to stimulate its growth, the decision of the Cabinet of Ministers dated May 27, 2020 No. 332 was approved.
- In 2021 - 2025 - to increase the share of the tourism industry in the country's economy. In this direction, by developing the necessary infrastructure and promoting the tourism potential of the republic in the world market, bringing the share of tourism in the country's gross domestic product to 5% (by the end of

2017 — 2.3%), as well as by the end of 2025 9 it is planned to attract more than a million tourists, including 2 million tourists from far abroad.

- On additional measures for comprehensive socio-economic development of the Surkhandarya region and further improvement of the population's standard of living in 2022-2026. The deputy governor of Surkhandarya region for the development of tourism, culture, cultural heritage and mass communications - a decision was made regarding the rapid development of tourism, the effective use of the tourist potential of the region, the improvement of tourism infrastructure, the development of domestic and pilgrimage tourism, and the creation of new tourism products.

## METHODS

The research study on the Organization of Architectural Environment of Tourist Route objects employs a combination of qualitative and quantitative research methods. Here are some key methods used in the study:

**Site visits:** The researchers conduct field visits to various tourist route objects in the Surkhandarya region to gather firsthand information about their architectural environment.

**Interviews:** Experts and stakeholders in the tourism industry, such as architects, local authorities, and tourist guides, are interviewed to gain insights into the existing organizational practices and challenges.

**Surveys:** Tourists visiting the Surkhandarya region are surveyed to understand their perceptions and experiences related to the architectural environment of the tourist route objects.

**Literature review:** Existing literature on architecture, tourism, and organizational design is reviewed to gather relevant information and insights.

**Case studies:** The researchers analyze case studies of successful tourist route objects from other regions to identify best practices that can be applied in the Surkhandarya region.

These methods are utilized to collect data, understand the current state of the architectural environment, and propose recommendations for effective organization of the tourist route objects in the Surkhandarya region.

The main tasks and methods of the research are to determine the causes of problems, shortcomings and inconveniences on the roads leading to prominent historical monuments and archaeological objects of Surkhandarya region; to reveal the main factors necessary to create comfort for foreign and local tourists on tourist routes; determining the antiquity and level of touristic potential of historical monuments and archaeological objects; development of road signs and QR code locations to ensure that tourists reach the desired destination correctly and without problems; to reveal the factors necessary to obtain complete information about historical objects and archaeological objects; stop on the roads between one area and another area identification of tourist routes leading to historical objects located close to each other. In addition, in the article there is a recommendation to regulate the tourist routes of the Surkhandarya region through the "design code" and thereby generalize all the nationalities of the Surkhandarya region.[3]

## RESULTS

The current state of the architectural environment of the tourist route objects in the Surkhandarya region is inadequate, which negatively impacts the visitor experience.

The layout of the objects is not optimized, resulting in a lack of coherence and continuity in the tourist route.

The infrastructure of the objects, such as restrooms and information centers, needs improvement.

The accessibility of the tourist route objects needs to be improved to make them more accessible and user-friendly.

The cultural and historical significance of the tourist route objects needs to be emphasized to create a more engaging and meaningful experience for tourists.

Based on these findings, the study proposes several recommendations for effective organization of the tourist route objects. These include optimizing the layout and infrastructure, enhancing accessibility, and emphasizing the cultural and historical significance of the region. These recommendations aim to

promote tourism in the Surkhandarya region and enhance the overall visitor experience.

## DISCUSSION

The discussion section of the study on the "Organization of Architectural Environment of Tourist Route Objects of Surkhandarya Region" provides a detailed analysis of the findings and proposes several recommendations to address the identified issues.

The researchers highlight the importance of a well-designed architectural environment in attracting tourists and enhancing their overall experience. They also emphasize that improving the infrastructure, optimizing the layout of objects, enhancing accessibility, and emphasizing cultural and historical significance can create a more engaging and meaningful experience for tourists. The study further suggests that effective organization of tourist route objects can have significant economic benefits for the region by promoting tourism and generating revenue. The researchers also acknowledge the potential challenges in implementing the proposed recommendations, such as lack of funding and community support.

Overall, the discussion highlights the importance of a collaborative approach involving stakeholders, local authorities, and the community in implementing these recommendations. It also suggests that further research is needed to evaluate the effectiveness of these recommendations in improving the organization of tourist route objects and promoting tourism in the Surkhandarya region.

In the article, it is proposed to design the landscape solution of tourist routes with climate-friendly plants and to design landscape small architectural objects using heat-resistant raw materials using the forms of historical objects of Surkhandarya.

## CONCLUSION

In conclusion, the study on the Organization of architectural environment of tourist route objects of Surkhandarya region identifies various shortcomings in the current state of the architectural environment in the region. The study

emphasizes the importance of improving the organization of tourist route objects to enhance the visitor experience and promote tourism.

The research findings highlight the need for optimizing the layout of objects, improving infrastructure, enhancing accessibility, and emphasizing cultural and historical significance. Implementing these recommendations can create a more engaging and meaningful experience for tourists and contribute to the economic development of the Surkhandarya region.

However, the study acknowledges challenges such as limited funding and community support that may arise during the implementation process. It emphasizes the importance of collaboration among stakeholders, local authorities, and the community to successfully implement these recommendations.

Overall, the study concludes that by improving the organization of architectural environments of tourist route objects, the Surkhandarya region can attract more tourists, enhance the visitor experience, and contribute to the sustainable growth of the tourism sector in the region.

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