

Study of Tourist Areas in Samarkand and its Principles

Urokov Olimjon Xayitboyevich
arx.f.b.f.d (PhD), SamDAQU

Yuldasheva Iroda Bokhodir
Samarkand State University of Architecture and Construction, 3rd grade student

Abstract:

In the article, it was determined that the localization of tourist areas, the factors that implement and create the need for tourism are the "reasons" of the formation of tourist areas and the group of dominant factors.

Keywords: *recreational motives, tourism, localization, dominant, infrastructure, macroregion.*

The interaction of dominant factors, their interpenetration and levels of architectural complementarity are considered in the first place in the formation of the architectural environment of tourist areas. These factors in scientific research are "the nature of the environment or individual characteristics. It is considered as a determining factor, the cause and driving force of touristic processes" [17].

Zorin I.V. group of "reasons" and dominant factors for the formation of tourist areas proposed by [11] [il. 2-11]:

1. localization factors (geographic location of the territory);
2. implementing factors (availability of resources);
3. creative factors (related to the needs of the local population and the tourist contingent).

Localizing factors have a maximum impact on the formation of the geography of tourist centers, the modern development rate of tourist areas, the emergence of new tourist centers in countries and regions with gradual localization of tourism: Southeast Asia, Mexico, Oceania, Turkey, etc. In these examples, the main localization factors are: proximity to the sea, mountains and forests, coastline, nature, location of the region on important transit routes, etc. [13].

In world practice and tourism statistics, six major tourist regions (macroregions) are distinguished: 1) Europe; 2) Near (and Middle) East; 3) Asia-Pacific region; 4) South Asia; 5) Africa; 6) America [7].

In the period of the former union, complex zoning schemes of regions were developed according to their main characteristics: recreational (level of recreational development of the region, structure of recreational functions - medical, health, tourism, excursion) and touristic (according to natural and climatic conditions favorable for tourism) [6]:

- B. Likhanov and V. According to the Preobrazhenskys, the main functions of recreation zoning regions [5] for health recovery and health restoration-
- Yu.S. Putrik and V.V. According to Sveshnikov, tourist zoning is based on the main sports, educational and recreational tourism function of the area [7].

Recent studies are based on the physical and geographical characteristics of the regions: terrain, climate, flora, fauna, availability of geothermal resources, availability of cultural and historical potential, and development of tourist infrastructure [7].

One of the important factors of tourism development is the realization factor or resource potential of the area. Resource potential is "the sum of all resources with favorable characteristics for recreational activities that can be used to organize recreation and health recovery of a certain contingent of people" [9].

The group of tourism development factors that contribute to the formation of the system of tourist areas includes natural and man-made objects, as well as creative features that can arouse tourist interest [6]. The main driving factor is the historical and cultural potential of these regions. The group of implementing factors includes the architectural and tourist potential of the area and objects of tourist development of the infrastructure: development of transport and communications, information services, hotel sector, catering sector, etc. [7].

The factor influencing the development and formation of tourism is evaluated by the demand for various forms of recreation. This determines the thematic development of the system of tourist centers, implementation of some types of recreational activities [8].

Factors creating the public need for tourism include: motivational level of the population, touristic interest, health restoration, the need to satisfy spiritual and cultural needs. In order to achieve a high level of tourism demand in the region, providing maximum motivation to consumers is the main catalyst for the formation of a tourist center. The motivation of the tourist is determined by determining a specific need to organize a tourist trip or entertainment activity in a certain area. Cultural exchange and involvement of social groups are the leading factors of social motivation [10].

V.A. According to Stolbov: "all recreational motives can be classified as personal and social. The personal motivations that determine the actions of tourists include: physical activity, entertainment, change of activity and sensory stimulation" [11].

During the study, two main forms of tourist activity were identified, which affect the spatial organization of tourist complexes: public - universal for all tourist groups and specific - including individual and specific needs of small tourist groups.

The demand for recreational areas and short-term vacation places is determined by the number of residents, at the same time "peak", that is, vacationers on the summer public holiday, and vacationers are located even in the place of residence of the population. is represented by the indicator [12].

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