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**THE IMPORTANCE OF ARCHITECTURE AND LANDSCAPE DESIGN IN
IMPROVING TOURISM INFRASTRUCTURE****Daminova U.O. Safiev T.Sh.****Tashkent University of Architecture and Civil Engineering, Uzbekistan****umidadaminova89@gmail.com**

Abstract This article highlights the importance of the harmony of architecture and landscape design in the tourism sector and the development of the national style. The author argues that in the development of modern tourism in Uzbekistan, not only building facades, but also the landscape design of the environment should be formed on the basis of national traditions. It is noted that landscape design provides not only aesthetic beauty, but also functionality and environmental sustainability. The article also provides practical proposals for the preservation and development of the national style on the example of projects that can be created using national patterns, historical forms and local plants. The author points out the problem of the disappearance of the national style in the context of globalization and emphasizes the need to introduce national design views into the system of training young specialists in this area.

Keywords: historical, architecture, tourism, style, national, landscape, history, ensemble, culture, monuments.

Today, architecture and landscape design are closely intertwined. If we give a definition, it would be appropriate for the stylistics of architecture and landscape design to belong to a single style. In any country, tourism and architecture are one of the most profitable industries.



Exterior of a national-style shopping mall(photo 1)

Tourists who come here want to see not skyscrapers, but preserved and refined architecture and landscape design in the national style, reflecting our beautiful homeland of Uzbekistan. It is not enough to design the exteriors of architecture, their decorations and styles in the national style, so we must also bring the surrounding landscape design into a single style(photo 1).



Exterior of a national-style shopping center (photo 1)

To give a brief definition of landscape design, landscape design is not just about decorating the environment with green plants, but also the art of creating a balanced and functional environment. Today, while impression and aesthetic appearance are becoming a decisive factor in choosing tourist destinations, the role of architecture and landscape design is increasingly increasing[1].

The first impression of a tourist is formed not only by historical monuments or natural landscapes, but also by the appearance of the entire territory - parks, the coast, hotel complexes and recreation areas. High-quality landscape design increases the aesthetic value of these places and makes them more attractive and convenient for photography. Modern landscape design takes into account not only beauty, but also comfort. Properly designed infrastructure (paths, recreation areas, umbrellas, lighting, landscaping) provides a comfortable and safe environment for tourists. This is especially important for resorts, mountain trails, parks and nature reserves[2].

Landscape design serves to preserve and restore the natural environment. It includes elements such as managing ecological water flows, planting native plant species, and preventing soil erosion. This is especially important in ecotourism - an industry that requires a careful attitude towards nature.

Landscape design can showcase the cultural and natural features of a region. Using local materials, traditional forms, and historical symbols, it creates a unique image of the region. This strengthens the tourism brand and helps it stand out from the competition[3].

Investments in landscape design often pay off. Increased tourist arrivals, higher property values, and longer stays all contribute to a region's reputation. Beautiful landscapes foster the development of small businesses (cafes, tours, and souvenirs) and encourage repeat visits[4].

So, as a proposal, it is worth repeating the idea that in addition to preserving the appearance of our neighborhoods, which have been preserved as an ancient heritage, it would be appropriate to adapt the new residential areas being built in the surrounding area to the style of these historical neighborhoods. However, we must emphasize that if we also design our parks and gardens, which are interesting for tourists, in a national style, the project will be even more interesting and unique[5].

A student of the Design Department of the Tashkent University of Architecture and Construction developed a landscape design using our national patterns as a proposal for a national-style garden park theme(photo 2).



The proposal project of the park in the national style (photo 2)

The proposed project skillfully uses not only our national patterns and small memorial figures, but also brings them into a single national style, that is, the national style is applied not only in the design of the main structure, but also in the design of the small memorial figures that make up the landscape design(photo 3).



The project of offering a garden park with small memorial figures in the national style (photo 3)

So, in our place, we need to realize that in landscape design, not only the style we choose in history is important, but also the style of our small memory forms that form it.



Another proposed project, in which the national style is used, is the design solution for a shopping mall presented as a graduation qualification work by a graduate of the “Design” department of the Tashkent University of Architecture and Construction[6].

Such projects are the majority, so that modern youth in higher education institutions are more interested in our nationality and values

Conclusion Architecture and landscape design are powerful tools in the tourism industry. They shape not only the appearance of the area, but also the emotional impressions of visitors. Investments in quality architecture and landscape design are an investment in the sustainable development of tourism, increasing the attractiveness of the area and serving the well-being of the local population.

The national style serves to reflect the cultural heritage, traditional values, and historical identity of the region in architecture and landscape design. This style creates a space enriched with architectural elements, national patterns, plants, and natural materials. As a result, tourists get to know not only the beautiful landscape, but also the spirit and culture of this country. Landscape design in the national style gives the region its uniqueness, distinguishes it from other places, and increases its tourism potential.

The disappearance of national style in landscape design remains a serious problem in today's era of globalization. In many cities and tourist areas, uniform, mass design patterns are used, as a result of which local traditions, national ornaments and historical forms are gradually disappearing. As a result, territories lose their uniqueness and turn into similar, soulless spaces. This situation leads not only to the depreciation of cultural heritage, but also to a decrease in the attractiveness of tourism. Tourists often seek uniqueness and cultural diversity, but architecture and landscapes that abandon national style cannot satisfy this need. Therefore, preserving national identity in landscape design is not only an aesthetic, but also a cultural and economic necessity.

Today, in Uzbekistan, it is appropriate to use the national style not only in architecture but also in landscape design, and it will also lead to the further intensification of tourism, one of the income-generating sectors for our country. If we use the national style not only in the landscape around neighborhoods or residential areas, but also in public parks and gardens, we will be able to preserve not only tourism, but also our identity and traditions.

In order to achieve the above effect, it is necessary to include such views in the programs of universities that educate our growing minds, that is, the future generation.

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