

DEVELOPMENT OF MODERN URBAN ENVIRONMENT AS A FACTOR OF EXPANSION OF TOURIST GOALS

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Abstract: The urban environment is an important structural element of the city's potential, due to which it directly fulfills its historical function as a source of development. A diverse and interconnected urban environment promotes the emergence and development of new ones in the most diverse areas of human activity. A comfortable urban environment for people directly ensures the physical, psychological and social well-being of the city's inhabitants, and the harmonious, social and economic well-being of the city.

The urban environment acts as a multifunctional complex of natural, natural-anthropogenic and socio-economic factors that have a large and diverse impact on the population of the city. The urban community of modern human life is the living environment of the house, the artificial environment outside the house - (organizations, streets, roads, transport, etc.), the environment of cultural landscapes (theme parks, etc.), the natural environment, as well as , socio-psychological and socio-economic environment, all these are the sum of living environment.

The basis of the attractiveness and comfort of the urban environment is the "framework infrastructure" (housing, engineering, transport, social, ecological, historical and cultural) created during the long-term historical period of the development of the city, which is the "material" basis. The framework infrastructure provides the potential for sustainable development of the city and includes many facilities that are in the communal ownership of the settlement. Cities that are attractive for life must have a strong and high-quality framework infrastructure - this means sustainability and long-term urban development.

Cities should have developed social infrastructure, including subsystems of socially important objects to provide favorable conditions for population life and objects of choice interests. The network of health, educational, cultural, physical training and sports facilities of the city service level is formed by objects in accordance with social standards and filled with the elements most demanded by the population.

Preservation of the historical and cultural basis is an important task that determines the quality level of the urban environment and ensures its uniqueness. The introduction of cultural heritage objects into the economic and social spheres of a modern city, if it is necessary to preserve historical values, becomes one of the locomotives of the city's development, a factor that increases its competitiveness.

The ecological framework helps to create a basis for the preservation of natural potential, ensures environmental quality and includes the entire system of "green" areas, water bodies and open spaces. If all these six types of framework infrastructure are of high quality, the city will not only improve the quality of life, but also be economically successful[1].

The result of the analysis of foreign experience shows different approaches to determining the parameters of the urban space that ensure sustainable development.

Evaluation of the quality of urban space should be based on three classification blocks:

- 1) the quality of the "framework" infrastructure of the city (housing, engineering, transport, social, environmental, historical and cultural);
- 2) the quality of the urban environment:
 - availability of common areas and places;
 - comfortable and people-oriented urban environment (improvement, landscaping);
 - integration of the cultural-historical heritage into the daily life of the city;
 - saturation with elements of service facilities and recreational facilities;
 - preservation of the unique "face" of cities and urban landscapes;
 - favorable environmental conditions;
- 3) safety and comfort of living and access to services for all socio-demographic categories of the population (children, pensioners, disabled, youth, working citizens, tourists, etc.) [2].

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The formation of the tourist environment of the city is related to the nature of the existing settlement system, planning and socio-demographic conditions. The tourist environment consists of a combination of several components:

- natural environment (gardens, parks, reservoirs, forests, etc.);
- cultural-historical environment (historical-cultural monuments, architectural objects);
- recreational environments (medical tourism facilities: sanatoriums, boarding houses, hospitals, sports facilities and facilities, swimming pools, etc.);
- service environment (accommodation, food, transport, trade, etc.);
- ethnic environment (ethno-cultural centers, ethnic villages, ethnic parks, craft centers and workshops, folk art);
- event area (exhibitions, festivals, fairs, contests, jubilees, theater seasons)[3].

TurStat analytical agency has compiled a ranking of ancient historical cities of the CIS. Thus, it specified the types of tourism and cities that are popular among tourists due to their rich historical and cultural heritage. It is known that the most famous historical cities of the CIS countries among tourists are located mainly on the Great Silk Road in Central Asia and in the Caucasus region. Thus, Turkestan (Kazakhstan), Samarkand (Uzbekistan), Bukhara (Uzbekistan), Taroz (Kazakhstan), Ganja (Azerbaijan), Vitebsk (Belarus), Khiva (Uzbekistan), Gumri (Armenia), Khojand (Tajikistan) and Marv (Turkmenistan) cities are included. The rating was compiled based on the analysis of tour offers and information from regional tourism offices.

According to the President's Decree No. 5611 of January 5, 2019 "On additional measures for the rapid development of tourism in the Republic of Uzbekistan", development of new tourism programs taking into account promising types of tourism in the regions of our country, including the potential of gastronomic tourism task is defined.

On the first day of 2022, the popular British online publication "The Independent" reported that an article titled "Best places to travel in 2022" was published. The publication announced the 10 most popular travel destinations in 2022. The Channel Islands, Northern Ireland, Canada, Spain, Italy, Turkey, Egypt, Bhutan and Uzbekistan were included in this list. Speaking about Uzbekistan, Helen Coffey, the tourism editor of the publication, noted that a trip to a country with a rich heritage, which is located in the cultural and historical heart of the Silk Road, will be full of impressions. Also, it was noted that several years ago, Uzbekistan eased visa requirements for citizens of Great Britain, and now they can stay in the country for up to 30 days without a visa. Those planning a trip to Uzbekistan are advised to include international festivals and other major cultural events planned for this year in their schedule. Helen Koffi "Lazgi" international dance festival held in Khiva, "Stikhiya" music festival in Moynok, international crafts festival organized in Kokan, "Sharq Taronalari" international music festival held every two years in Samarkand, Tashkent and He listed the "Silk Road" literary festival in Bukhara, the Kokan International Festival of Craftsmen and the Tashkent International Film Festival. In addition, the attention of art and architecture lovers is focused on the Center of Islamic Civilization, which is expected to be opened this year, and the renovated State Art Museum[4].

On May 24-31, 2022, the 60th anniversary of the traditional "Flower Festival" was organized at a high level in the city of Namangan. This holiday with a 60-year history was held for the first time in Namangan - "Flower Exhibition" on August 19-20, 1961. 2022, according to the government order, preservation and restoration of floriculture traditions in Namangan region, carrying out scientific studies and researches in the field, exchange of experience, history of floriculture, learning experience of cultivation of flower varieties brought from abroad, young generation Systematic work was carried out to create interest in the art of floriculture, attract foreign tourists and turn the city of Namangan into a center of flowers. In addition, within the framework of the festival, a "Bayram Parade" consisting of 150 vehicles decorated with special flowers was held on the main streets of Namangan city. The Zahiriddin Muhammad Babur Culture and Recreation Park in the center of the city hosted an exhibition of handicrafts, books, photographs, and national costumes. In a word, the international "Flower Festival" will serve to increase the flow of tourists, develop tourism, and expand the existing spheres of cooperation while introducing the whole of Uzbekistan, including Namangan, to the world.

In recent years, the tourism sector has become one of the strategic sectors of the national economy in our country. In this regard, more than 90 normative legal documents aimed at rapid development of the industry

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were adopted. Namangan region has opportunities to develop eco, ethno, mountain, agro (fisheries, orchards, livestock), gastronomic, pilgrimage, extreme, medical tourism. In 2022-2026, work will be carried out on the establishment of tourism villages "Chodak" in Pop district of Namangan region, "Nanay" in Yangigurgan district, "G'ova" in Chust district, "Almazor" in Kosonsoy district. In the city of Namangan, an ecotourism facility "Gullar Park" will be created, and the brand "Namangan - City of Flowers" will be further popularized, and tourism and service facilities will be established along the international road passing through the region. In addition, eco- and agro-tourism projects are implemented on the banks of the Syrdarya and Norin rivers, which flow through the region, and accommodation, catering, and entertainment services are organized for tourists.

The tourist environment of the city is dynamic and is built on the basis of the economy by the system of relevant institutions and relations. The bigger the city, the wider and more diverse its tourist environment, the higher its level of diversification, the stronger the intensive market competition involved in the implementation of its tourist functions, the greater the number of business entities. It will be.

It should be noted that the urban environment is a complex of anthropogenic, natural and natural-anthropogenic elements. The urban environment is a whole system of various complexes that are in continuous and constant interaction with each other. The process of urban growth and development, that is, urbanization slows down but still continues, the number of rural residents decreases and the growth of the urban population increases. In this regard, there is a need to plan and organize recreation and leisure in the urban environment and nearby areas. The organization of rest and recreation deals with the tourism sector, which is an integral element of the life of every person in the world.

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