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THE ECONOMIC INFLUENCE OF ARCHITECTURE ON TOURISM INDUSTRY

Abstract: This paper investigates the economy impact of architecture in tourism industry, analyzing architecture styles, research and development architecture. The main objective is to work out a direction control for basic leadership units in the travel industry architecture advancement. Imaginative and inventive business people ought to be bolstered and spurred to utilize "architecture and structure" as a financial achievement instrument. The capacity and plan of concepts and the basic arrangement of neighborhoods are not considered. What must be remembered is that structures developed in such a way shape the scenes and what's more, influence the vacationer's view of such environment. On this case, research shows effect on social, practical and ecological advancements.

Keywords: architecture, lodging, exigency, fascinations, sightseers, economy, design organizations, market needs, patterns.

Introduction. Tourism is becoming as one of the best and most different industry in the world. It has an extremely astounding effect on social, practical and ecological advancements. So it has progressed toward becoming to a field of concentrate among the development. Architecture has an extraordinary importance, except to any sort of tools, keeping in mind the end goal to attract in traveler and broadcasting for lift travelers' measurements in a nation. All architecture performance impact on improvement of tourism measurements. The thing that is essential, is the architecture of destinations where are granted to home of sightseers. At the perspective of tourism, architecture has two principle personifications, which are: exigency and fascinations. The main point in this work, which will be considered, is exigency. Exigency plays important role in the field of tourism foundations. The primary things, because of its architecture the exigency are settled mostly in the direction of lodgings or tourism living arrangements.

Main part. Architecture is a standout amongst the most essential factors that impacts on working, life, amusement and treks. In reality, a large portion of the human exercises that are performed amid the movement and relaxation, happens in spots where have been outlined by planners. Keeping in mind the end goal to accomplish information about organizations which have connected contemporary engineering, a poll study has been conveyed to in excess of 300 organizations. Each one of those business people have been working with high esteem design (somewhat new, expanded or recreated structures); over half of the aggregate example restored the survey. The way that 49 organizations were visited by and by allowed a closer understanding and examination which was supplemented by organized meetings.

Lately there has been a noteworthy change. Until a couple of decades, recorded legacy

(landmarks) were the premise of social and design tourism, today magnificent Modern engineering has a similar intensity of fascination, what makes urban communities incredible increment in the quantity of vacationers and transforming urban communities into another vacation destination. Present day engineering is a business, regardless of whether it be on the premises or on the setting in which it is made. The building itself is a fascination, an incredible publicizing that its shape focuses to the recreation offices, yet when set with regards to the city, the area and the earth in which it is found (area, atmosphere, alleviation, cityscape) at that point turns into an image of the creator's work as well as rather the image of the city, locale, nation, society. A perfect precedent is Poi Kalyan square(Mir-Arab Medressa, Great Minaret Kalyan, Friday mosque) is a genuine case of the effect that design can have, not just the area at which it is produced, yet in addition to the worldwide culture. Area of the property influences the motivation for the state of the protest, which outwardly ought to be a sail on the high oceans.

With respect to the business segment design and tourism, craftsmanship and expressive engineering is positively an extravagance where monetarily fruitful venture usefulness of the building esteemed adequate. With the end goal of clarification must be noticed that for this situation we're discussing compositional plan that is decreased to the base necessities set by one such a utilitarian building. Vacationer property for the most part have esteem on the off chance that they are gainful, no get no esteem. Engineering costs and normally duplicates the venture contrasted with the office that is diminished to unadulterated usefulness. As of now at the phase of business arranging themes engineering is the principal basic point and requires an expert efficient spending plan and profoundly proficient estimation of the area and outline of items. Conversely, great or irregular design expands the enthusiasm of the market and, contingent upon the item assessment, can give another area, alluring appearance. This again expands request and genuine value, which thusly makes for a bigger business accomplishment than it would maybe be accomplished by ordinary utilitarian development. Design makes likewise new usefulness, or causes by utilizing this new usefulness that all acquired and old diverse encounters, along these lines offering the likelihood of tourism advancement of new items.

Tourism and architecture at no other time were so firmly together on the advancement of items, for example, is the situation today. This again shuts the hover of common achievement. Albeit today by and large this design is functional and hard changing to present day types of development works and the city life, it must be safeguarded and utilized in the arranging of feasible improvement of the city similarly as a feature of the tourism business. Present day design, dissimilar to the engineering of social legacy, is seen from the part of amusement and display, regardless of whether we discuss capacity of the structure, area or shape. Uncommon and dubious shape that uses every one of the advantages of present day innovation unquestionably draws in the consideration of guests, yet this isn't in every case enough. Area which gives the specific situation and capacity that brings the financial feasibility and the likelihood of proceeded with utilization of room is likewise one of the imperative elements for the exchange of a work of engineering in the marked item. Present day urban areas these days give careful consideration to exactly such tasks, as drivers of further advancement and city extension, and additionally the locale, now and again and nations. Extraordinary engineering, not just that it advances financial and social improvement, however it turns into an item that business sectors itself as an image that surpasses target gathering and everybody's must-see vacationer goal.

Research and Improvement. Market research fills in as a reason for structural task advancement near the market needs just as fruitful execution of engineering in the travel industry advertising Data with respect to market needs, patterns and openings, potential objective gatherings and assessment of clients and visitors concerning contemporary design. Further investigations with respect to engineering and the travel industry, particularly concerning the subject "provincial impacts and high worth design" Achieving supportability through the connection of various parts of exchange, and so on. Advancement of vitality proficient advances for brief living spaces Improvement on vitality effectiveness just as an expansion in the

environmental maintainability accomplished by the travel industry organizations, with an extraordinary spotlight on the lodging business. Quality guaranteeing procedures filling in as the reason for the subsidizing of structural quality in the travel industry matters Development of compelling and productive procedures, which cultivate great task thoughts

Results of findings and analysis

Fantastic architecture represents capacity and prosperity: Direction, usefulness and nature of room are clean factors and because of this explanation are essential for visitor fulfillment. Short separations, great openness all things considered and counteractive action of intersection focuses among front and behind the stage maintain a strategic distance from clashes and increment visitor fulfillment.

Great architecture represents corporate character: The plain early introduction of visitor and potential clients is for the most part enmeshed in engineering. Erotic observation and noteworthy shapes, and additionally their representation make recollections. Exceptional plan can undoubtedly be recalled and in this way emphatically impacts the basic leadership process.

Amazing architecture converts into upper hand: Good design organization is something exceptional and unanticipated. The contribution of history and condition gives it the possibility to separate it from contenders.

Brilliant design remains forever style: Prevalent environment pulls in clients who esteem quality amid recreation time and occasions very. Contemporary design produces open consideration through media and first adopters and turns into the focal component in the informal condition. An appealingly planned condition speaks to way of life, which enlarges the engaging quality for organizations and motivator offers.

Great architecture remains for personal satisfaction for workers: Business visionaries building spaces by utilizing contemporary design make their own working feeling in light of their own goals. This reality empowers them to work and act legitimately for their clients and visitors. Additionally, superb spaces empower representatives to work in a productive and viable way.

Excellent architecture represents supportability: Very much arranged architecture can without much of a stretch be adjusted to changing requests after some time, and is in this way cost proficient. So as to keep its incentive after some time, excellent engineering guarantees the most elevated levels of arranging similar to nature of room, area, and the direction of structure openings are concerned – factors that can't be changed once the development procedure has been finished. Inside space, then again, can be effectively adjusted to patterns and requests.

Architecture is a powerful advertising tool in the travel industry

Top notch architecture remains for maintainability: All around arranged design can undoubtedly be adjusted to changing requests after some time, and is along these lines cost productive. With a specific end goal to keep its incentive after some time, top notch design guarantees the most abnormal amounts of arranging similar to nature of room, area, and the introduction of building openings are concerned – factors that can't be changed once the development procedure has been settled. Inside space, then again, can be effectively adjusted to patterns and requests.

Architecture is a great promoting device in the tourism business: Making a critical brand contact through engineering. Through basic plan, qualities and way of life of brands can be experienced. Therefore, regular, extraordinary, one of a kind and unmistakable components are passed on to the objective gathering.

Enlarging the item esteem through engineering: Architecture is a solid method for articulation that influences its observers inwardly. Besides, it sets the structure for sound examination. Amazing architecture expands the social incentive and in addition the experience estimation of an item.

Utilizing architecture as a point in correspondence and in showcasing matters: Tourism spaces and structures make messages through two channels: straightforwardly and by means of impressions. Through style and nature of engineering, certain objective gatherings are

tended to. Additionally, uncountable stories can be educated through engineering and regarding design. Moreover, contemporary design makes energy which cultivates media inclusion.

Proficient origination and stringent acknowledgment: What means the visitor is the general experience that encompasses a solid thought. Fruitful tourism organizations put their vision at the focal point of their corporate and brand ideas. They characterize values, goals, target gatherings and procedures and make an ordeal in view of the acknowledgment of their thought. This is accomplished through sensible value setting, appealing item outline and vibe creation, fruitful correspondence and showcasing endeavors. The item must be all encompassing for the customer to encounter it to its maximum capacity.

Architecture contributes substantially to the guest's overall experience. Architecture gives shape to the idea and corporate philosophy, assists business operations, defines the atmosphere and stages themes.

The development of a business and marketing concept has to be coordinated closely with the business, marketing and architectural concept. The early involvement of architects increases the efficiency, as well as highlighting the opportunities and limitations of architectural design.

Most tourism concepts build on grown structures in regard to the products, therefore such structures have to be taken into account. Conceptual development, tradition and innovation, as well as regional spatial structures are important topics to be discussed and put into a contemporary context. In family-run businesses personal objectives and life plans of the entrepreneurs influence the concept strongly.

The realization of the concept idea has to be given shape. This continuous design line has to be found everywhere e.g. interior space, furniture design, exterior design (building surrounding), but also in the corporate design and all marketing matters.

Design contributes considerably to the visitor's general involvement. Engineering offers shape to the thought and corporate rationality, helps business activities, characterizes the climate and stages topics.

The advancement of a business and promoting idea must be composed intimately with the business, advertising and design idea. The early contribution of draftsmen builds the proficiency, and also featuring the chances and confinements of compositional outline.

Most tourism ideas expand on developed structures with respect to the items, in this way such structures must be considered. Theoretical advancement, custom and development, and in addition local spatial structures are imperative subjects to be talked about and put into a contemporary setting. In family-run organizations individual goals and life designs of the business people impact the idea firmly.

The acknowledgment of the idea thought must be given shape. This ceaseless outline line must be found wherever e.g. inside space, furniture plan, outside outline (building encompassing), yet in addition in the corporate outline and all promoting issues.

Architecture situation in the extent of correspondence and PR: It frequently requires investment for new things to be acknowledged – this specifically applies to contemporary engineering. From this reality stems the need to disclose the engineering idea to guests and visitors. It ought to include history and explanations behind formal outline. Spotlight ought to likewise be put on fascinating subtle elements and individual points of interest from the development. By disclosing the idea to guests and visitors the objective gathering must be considered. One should take the gathering's past learning, premium and data propensities into record.

Structural position for clients and visitors: Clarifications concerning engineering and configuration increment the intrigue and enhance the experience of visitors. This point of discussion and picked up information is an additional incentive for visitors which can fill in as a reason for verbal proposals.

Conclusions. Excellent architecture is an alluring point – particularly for media with a modern target gathering. Proficient media work ensures that exposure and acknowledgment is ensured. Great pictures, data and stories fill in as a reason for an effective media introduction

which results in a higher interest after opening. As a rule, squeeze reports are for nothing out of pocket and are a fundamental help all through the market situating process. Clarifications concerning design and architecture increment the intrigue and enhance the experience of visitors. This point of discussion and picked up information is an additional incentive for visitors which can fill in as a reason for verbal suggestion. Very much arranged architecture can undoubtedly be adjusted to changing requests after some time, and is along these lines cost effective. So as to keep its incentive after some time, excellent architecture guarantees the most significant levels of arranging similar to nature of room, area, and the direction of structure openings are concerned – factors that can't be changed once the development procedure has been concluded. Inside space, then again, can be effectively adjusted to patterns and requests.

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I.Davronov, L.Navruzzoda, X.Ziyavetdinov Arxitekturaning turizm sanoatiga iqtisodiy ta'siri Annotatsiya: Ushbu maqolada asosan arxitekturaning turizm sohasiga ta'sirini, arxitektura uslublari, tadqiqot va rivojlanishi tahlil qilinadi. Asosiy maqsad sayyohlik sanoatida arxitekturaning rivojlantirishda asosiy yetakchilardan bo'lmish boshqarish tizimini rivojlantirishdir. Ixtirochi odamlar "arxitektura va struktura" dan moliyaviy muvaffaqiyat uchun vosita sifatida foydalanishlari kerak. Bu kontseptsiya hajmi va dizayni joylashuv muhim rol o'ynaydi. Shuni yodda tutish kerakki, bu tarzda yaratilgan tuzilmalar landshaftni shakllantiradi va qo'shimcha ravishda mehmonlarning bunday atrof-muhitga bo'lgan munosabatiga ta'sir qiladi va unga qiziqish uyg'otadi. Bunday holda, tadqiqotlar ijtimoiy, amaliy va atrof-muhit rivojlanishiga ta'sir qiladi. Kalit so'zlar: arxitektura, turarjoy, nafislik, diqqatga sazovor joylar, iqtisodiyot, dizayn tashkilotlari, bozor ehtiyojlari, naqshlar.	И.Давронов, Л.Наврुззода, Х.Зияветдинов Экономическое влияние архитектуры на индустрию туризма Аннотация: В данной статье исследуется влияние архитектуры на индустрию туризма на экономику, анализируются архитектурные стили, архитектура исследований и разработок. Основная цель - разработать систему управления направлениями для основных руководящих подразделений в развитии архитектуры туристической индустрии. Творческие и изобретательные бизнесмены должны быть поддержаны и побуждены использовать «архитектуру и структуру» в качестве инструмента финансовых достижений. Объем и план концепций и базовое расположение окрестностей не рассматриваются. Следует помнить, что структуры, разработанные таким образом, формируют сцены и, более того, влияют на взгляд отдыхающего на такое окружение. В этом случае исследования показывают влияние на социальные, практические и экологические достижения. Ключевые слова: архитектура, жилье, востребованность, экскурсанты, экономика, проектные организации, потребности рынка, дизайн.
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