

Improvement of The Architectural Environment of The Nanai Tourist Area

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Abstract: This scientific article provides a deep scientific analysis of the architectural and spatial system of the Nanay tourist area, located in the Chartok district of the Namangan region. The natural and landscape potential of the area, tourism infrastructure, settlement structures and architectural solutions are studied, and improvement measures that meet modern requirements are developed. During the study, observation, architectural and typological analysis, SWOT analysis, functional and recreational zoning methods were used. The recreational potential, ecological capabilities and issues of tourist flow management of the Nanay area are scientifically covered.

Keywords: Nanay region, tourism, architectural environment, landscape architecture, recreation, urbanization, infrastructure, ecotourism.

Introduction: In accordance with the Decree of the President of the Republic of Uzbekistan Shavkat Mirziyoyev dated August 13, 2019 No. PF-5781 "On measures for the further development of the tourism sector in the Republic of Uzbekistan", it is envisaged to establish a "tourist neighborhood", "tourist village" or "tourist village" in the regions, based on the existing opportunities.

In the 21st century, tourism has become one of the strategic sectors of the world economy. The correct organization of the architectural and urban environment is of great importance in the formation of tourist areas. Especially in regions such as Nanay, which are endowed with natural resources, the tourist potential can be increased several times by improving the architectural environment. The Nanay region is distinguished by its rich cultural heritage, ecological cleanliness and landscape diversity. Therefore, the scientifically based improvement of this region should be the focus of state policy and scientific and creative circles [1].

The eastern regions of Uzbekistan, in particular the

Namangan region, are distinguished by the abundance of natural landscapes, the attractiveness of mountainous areas and the breadth of recreational opportunities. The Nanay region is also one of the most prominent tourist destinations in this region, attracting thousands of guests throughout the year. Tourism in this region has been actively developing in recent years, but there are a number of pressing problems in terms of the architectural-spatial system, the design of public spaces, and the requirements for environmental sustainability. Today, increasing competition in the tourism industry, the requirements for creating comfortable conditions for guests, and the harmony of landscape and architecture are gaining importance. Although the Nanay region is very attractive in terms of nature, there is a need to improve the existing environment on a scientifically based basis. Therefore, this article scientific proposals for a comprehensive analysis and improvement of the architectural environment of the region have been developed[1].

METHOD

There are many scientific works on the development of

tourist areas, the organization of recreational landscapes and environmental sustainability. Kevin Lynch's "City Image", Glazychev's studies on urbanization, D. Weaver's scientific works on ecotourism provide theoretical foundations for the organization of space in tourist areas. The studies of Uzbek scientists Sh. Yusupov, A. Tokhtayev, N. Rasulov on the recreational potential of the eastern regions serve as an important theoretical basis for the Nanai region.

The analysis of this literature shows that there are sufficient scientific recommendations for the development of the architectural and spatial system of the mountainous regions of Uzbekistan, but there are very few special studies specifically aimed at the Nanai region[1-2].

Research methods: The following methods were used in the research process.

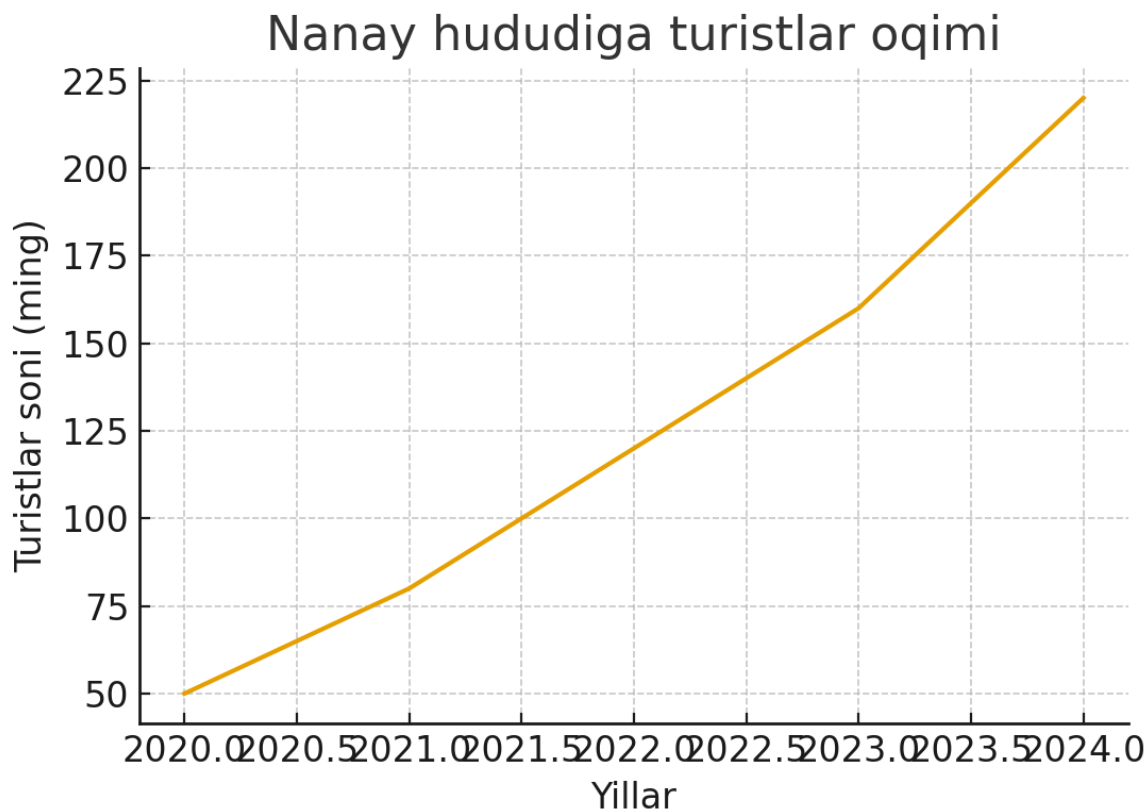
- field observation;
- functional-spatial analysis;
- architectural-typological analysis;
- SWOT analysis;
- landscape morphology and zoning;
- tourist flow assessment method.

RESULTS

General description of the Nanai region

The Nanai region is located in the northern part of the Yangikurgan district and is formed in harmony with the natural landscape in the foothills. The region has many springs, juniper groves, riverside promenades, small cafes and recreation areas. However, the location of these elements is not systematic[3].

Tourist growth graph:



Current state of the architectural environment: The current analysis has shown the following problems:

- a certain part of the infrastructure is outdated;
- conditions for the tourist flow are insufficient;
- chaotic trade and service points cause visual pollution;
- there is no single standard for architectural style;
- pedestrian infrastructure is not sufficiently developed[4-5].

Strengths: richness of the natural landscape, health-

improving properties of the mountain climate, geographical convenience.

Weaknesses: chaotic infrastructure, visual inconsistency, incomplete compliance with environmental requirements.

Opportunities: development of ecotourism, state tourism programs, the possibility of creating a regional brand.

Threats: ecological imbalance, overload, risk of landscape degradation.

Proposals for regional development: Development of a

unified architectural concept As a future tourist center, the Nanai region should have a unified design code, facade materials, color scheme, and system of indicators. It is recommended to use a modern interpretation of the national style in this regard[6-7].

Modernization of tourist infrastructure:

- design of a central entrance complex;
- standardized shopping pavilions;
- parking and bicycle parking lots;
- modern lighting system.

To use natural water bodies and streams in the region for tourism purposes, bridges, recreation areas, and viewing platforms can be built based on ecological design. These elements should be built in harmony with the landscape.

Tourist infrastructure is a set of systematic objects such as hotels, restaurants, information centers, sanitary facilities, and transport links. They should be interconnected and organized based on a unified design concept. Architecture becomes a factor determining the quality of tourism through these objects.

Improving landscape architecture:

It is necessary to build ecological corridors, bridges, panoramic observation decks, and lightweight recreation areas throughout the territory.

Introducing ecological tourism:

- use of environmentally friendly materials;
- waste management system;
- solar panels and other renewable energy sources.

Local architectural forms and aesthetics create a unique experience for tourists. Such an ecological environment allows you to feel the national spiritual traditions. In this regard, the architectural environment in Nanai should be a means of strengthening cultural awareness, along with the requirements of modern tourism.

Creating a regional brand:

A logo, visual identity, information maps, and direction indicators specific to the Nanai region should be developed[8-9].

CONCLUSION

The Nanai tourist area is one of the most promising tourist destinations in the Namangan region. Scientifically based improvement of its architectural and spatial environment, introduction of environmentally sustainable approaches, and development of tourism infrastructure will serve the long-term development of the region. The proposed

measures will increase the recreational potential of the region, turning it into an internationally competitive tourism center.

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