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CULTURAL AND COGNITIVE ASPECT AND FACTORS INFLUENCING THE ORGANIZATION OF THE ARCHITECTURAL ENVIRONMENT OF THE ARALSEA REGION TOURIST ROUTES.

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Abstract: The article examines the cultural and cognitive aspects and the role of archaeological sites in the development of modern tourism. The factors influencing the organization of polyfunctional complexes as part of the tourist routes of Karakalpakstan have been studied. New methods are proposed: stylistic solution of objects of the architectural environment, improvement of the existing infrastructure and the creation of a "Tourist Oasis". Examples of the use of objects and elements of archaeological heritage are given.

Today, the tourism sector plays a significant role in the economies of countries and regions, and at the same time ensures the preservation and wider use of the cultural, historical, natural and ecological, information and cognitive resources of the territory.

The active development of the tourism sector has led to the fact that today it accounts for more than 10% of the turnover of the production and service market of the planet, 11% of consumer spending, about 6% of world GNP, 7% of world investments, 5% of all tax revenues. According to experts, the average annual growth of investment in tourism is about 30%, in addition, every 16th worker of the entire land is directly or indirectly involved in the tourism industry. Thus, tourism occupies an important position in the economy and is second only to oil production and refining in terms of profitability (Table 1). The tourism industry is characterized by a high level of efficiency and a quick return on investment and significantly increases the demand for goods from local producers, which improves the business climate and contributes to the growth of the well-being of the population [1].

Table 1

Dynamics of world tourist flows and income (according to WTO data)

Indicators	1950	1960	1970	1980	1990	2004	2020 forecast
Number of tours (million)	25,3	71,2	169,7	284,8	425,0	700,0	1561,0
Income (\$ billion)	2,1	6,8	27,9	102,4	230,0	480,0	2000,0

In recent years, Uzbekistan has begun to pay much more attention to the development of the tourism sector. The President of the Republic of Uzbekistan signed the Decree "On measures to ensure the accelerated development of the tourism industry of the Republic of Uzbekistan" dated December 2, 2016. According to the document, tourism is given the status of a strategic sector of the economy. The main attention is paid to its transformation into a powerful sphere of the state, the effective use of the tourist potential of the regions, increasing the influence of tourism on improving the standard of living and prosperity of the population.

In his Address to the Oliy Majlis, the President identified one of the most important tasks facing the state - ensuring the growth of the flow of tourists to 7.5 million people a year. According to statistics, in 2019, 6,748,500 tourists visited our Uzbekistan, while in 2018 this figure was 5,346,200 people. The largest number came from the Central Asia region - 5,764,500 people, and from the CIS countries - 495,600. The number of visitors from non-CIS countries amounted to 488,400 people. Most came from Kazakhstan, Tajikistan, Kyrgyzstan, Turkmenistan, Russian Federation, Turkey, Afghanistan, China, Republic of Korea and India. However, more than 80 percent of them came to visit relatives and friends, and only 15.5 percent - for recreation. It is planned to ensure an increase in the flow of foreign tourists to ten million in 2022 and to 12 million in 2025. Thanks to this, the export of tourism services will be brought to \$ 1.5 billion this year and up to \$ three billion over the next five years [2].

In this regard, the issues of studying the development of tourism and assessing its role in the modern economy are very relevant today. For most regions of the Aral Sea region, with its socio-economic and environmental problems, the tourism industry may be the main, and sometimes the only source of income.



Figure 1. Highway Kungrad - Muynak

Nowadays, many areas of the Aral Sea region are marked by discomfort, both ecological and aesthetic - the monotony of the landscape, especially the roadside areas of highways connecting settlements. The Kungrad - Muynak highway, which is the main axis of the tourist frame of the Aral Sea region, is no exception, and the problems of the Aral Sea, which have long turned into a global ecological disaster, are increasingly worsening the landscapes of these places (Figure 1).

A radical improvement in the living conditions of the local population and the conditions for the stay of visitors in the Aral Sea region is a priority task for the Government of the Republic of Uzbekistan and is of great importance for the development of these territories.

In the normative legal document of action plans for five priority areas of development of the Republic of Uzbekistan in 2017-2021. Section I. of the action plan adopted - Priority directions for improving the system of state and public construction, the action strategy "Year of active investments and social development" in cities and rural areas of the Republic of Karakalpakstan in order to improve the living conditions of the population indicates the construction of new facilities - based on the target program for In the territory of Muynak district of the Republic of Karakalpakstan, it is planned to create a modern town with all the necessary infrastructure. [3]

On the basis of this, in January 16, 2019, a Resolution of the Cabinet of Ministers of the Republic of Uzbekistan was adopted on comprehensive measures of socio-economic development of the Muynak region in the Republic of Karakalpakstan [4]. For the same purposes, it is planned to create an international tourism cluster in the Muynak region. In particular, it is planned to build a trade and tourist complex "Moynaq City Center" with a proposal of unique tourist products. [five].

Tourism is the subject of research by scholars from various disciplines. The disciplinary problems of tourism are very diverse. At the same time, most of the research tasks for the most part are focused on organizing the economic development of tourism as an industry, while other aspects seem to be secondary. Meanwhile, tourism is also important for the humanitarian sphere, since it contributes to the growth of mutual understanding between representatives of different cultures and the establishment of intercultural communication.

In the world structure of tourist trips, the leading role belongs to cultural and cognitive motivations. The share of tourism with cultural and educational purposes in the global tourist flow is at least 40% and is constantly growing. All over the world, cultural heritage sites and cities rich in architectural monuments and historical sights are becoming places of visit for an increasing number of tourists. In this regard, many countries and cities are purposefully engaged in the promotion of their territories and the formation of their own brand, which determines the tourist attractiveness of the area [6].

In our world, "tourism" is like real forms of open intercultural dialogue, capable of promoting the synthesis of life experience and the concentration of emerging opportunities that peoples can offer each other. In these "dialogues", World Cultural Heritage sites have exceptional value and appeal. The preservation of cultural heritage sites and their promotion is important for future generations. Only with the effective use of the historical and cultural heritage is the development of the personality and the formation of a new ideologically stable generation.

For many years, the interaction between tourism and other sectors, the environment and recreation has been the focus of researchers. But for many reasons, tourism planning and development has shifted the focus to the relationship between tourism and cultural heritage management.

Tourism and culture are often viewed as two opposing areas. Since the beginning of the XX century and today, the cultural and educational type of tourism has become one of the most large-scale and rapidly developing spheres of economies and tends to develop in the future. The role and influence of cultural and educational tourism is gaining momentum, the problem of rational use of the possibilities of this phenomenon for the future development of the tourism industry in Uzbekistan becomes urgent.

Architecture and tourism, especially monuments of ancient architecture, are perhaps the most interconnected and close to each other. Historic cities in countries such as Italy, Spain and Turkey are in great tourist demand for their architectural heritage. Objects of the architectural environment can give a tangible impetus to the development of the tourism industry in Uzbekistan. But there are also cases when the needs of the tourism sector dictate the architecture and volumetric-spatial solution of recreational areas, and sometimes entire cities. Las Vegas is a prime example of a city built to serve tourists.

Objects of the architectural environment are characterized by their stable presence, which have an important impact on the image of the place in the minds of both visitors and local residents. New architecture environments should always evolve from local, temporal and cultural contexts. Discreet minimalist forms can be appropriate for one architectural object, while luxurious elements can be a catalyst for transformation or a unique engine of demand for another. Based on this, when developing a project for a new tourism environment, it is necessary to have complete knowledge of the local situation, as well as the interdependence between modern tourism practice and the built environment.

The architectural environment and tourism are very closely related and dependent on each other. Architecture has always played a very important role as a tourist attraction. Mosques and temples erected in honor of the gods, tombs built for great thinkers and other monumental public buildings to this day draw large crowds of visitors. These objects personify and characterize a particular culture and society in which they originated. Objects of the architectural environment are an expression of the way of life and the spirit of the eras in which they arise. Many cities around the world are perfect examples of how the spirit of the era still lives on in the architecture of buildings. The realizing factor of tourism and its development is based on the monuments of architecture, as well as on the cultural characteristics of the society belonging to the era when architecture was created. This means that objects of the architectural environment are a source of information about history and an element that defines a region, nation and country.

Foreign experience of the relationship between the tourism industry and cultural heritage sites allows you to preserve, revive and create new forms of existence of these sites. Elements of objects of ethnic culture can be used in different industries, become more modern and develop rapidly. The same trends can be seen in Uzbekistan, as every day there are more and more representatives of the authorities in the field of culture, who are considering new opportunities and prospects for tourism

in the development of regions and, in particular, the territories of Karakalpakstan.

The main goal of our research is to identify methods of interaction and development of tourism and architectural heritage.

As a result of the formation of tourism, cultural and educational tourism began to be considered as a separate type of human life. Its main component is the historical and cultural potential of the region, which includes local traditions and customs.

Many territories of Uzbekistan have resources for cultural and educational tourism, but for high-quality development, it is necessary to accumulate objects of historical and cultural heritage in one region. The main objects are:

- archaeological sites;
- museums, theaters, exhibition halls;
- historical cities;
- cult and civil architecture;
- monuments of landscape architecture;
- rural settlements. [7].

Cultural and educational tourism can significantly contribute to the development of various spheres of the economy, culture, preservation and rational use of objects of historical heritage and architectural monuments.

Architectural monuments are considered to be immovable objects of material and spiritual creativity that have national and interstate significance.

Cultural and educational tourism combines objects of cultural heritage, consisting of historical, cultural and traditional characteristics of the people.

The safety of the architectural heritage is directly related to the well-coordinated and efficient work of employees of travel organizations. The condition and integrity, beauty and aesthetics of architectural monuments depend on their organized work. Designers and restorers are key workers in this chain. The most urgent task is a careful and respectful attitude to architectural monuments, their appearance and safety [8].

Architectural ensembles, fortifications, other architectural complexes are increasingly involved in the tourism sector. It is necessary that the infrastructure and engineering communications of these facilities meet all the necessary requirements and technical standards, this is an important component of the quality of the services provided.

Therefore, the adaptation of many objects of historical architecture, old buildings, and especially archaeological sites for recreation centers is often unprofitable. The problem of preserving the historical and architectural heritage requires more attention of specialists who are directly involved in their restoration. Architectural monuments used for tourism purposes are subjected to a variety of restoration and reconstruction works. A significant problem is the lack of compliance with technologies for the use of architectural monuments for new multifunctional projects.

According to the Decree of the President of the Republic of Uzbekistan "On measures for the further development of the tourism sector in the Republic of Uzbekistan" dated August 13, 2019 in order to increase the efficiency of ongoing reforms in the tourism sector and a dramatic increase in foreign citizens entering the republic by solving the existing

problems of the tourism infrastructure, improving the quality of services provided and active promotion of the national tourism product in world markets, strengthening the human resources of the tourism industry, as well as in accordance with the main directions of the Concept for the development of tourism in the Republic of Uzbekistan in 2019 - 2025 [9] in the Republic of Karakalpakstan, effective work is underway to develop tourism infrastructure, provide tourist services at the level of international standards.

In order to improve the infrastructure of the framework of tourist routes, the Decree provides for reconstruction measures [9]:

- A-380 motorway in the direction of the pilgrimage site "Sulton Uvays" (Beruniy district);
- highway 4P-173 in the direction of Kungrad - Muynak, on the site of the pilgrimage site "Hakim Ota" (Figure 2), 10 km of the internal road (Muynak district);
- motor road 4R-182 in the direction "s. Shark yulduzi - s. Tuprok kal'a", a place of pilgrimage "Sulton Uvays-Bogep", on a section of 20 km (Ellikkala region).
- Highway 4K-102 "Zhanbas" on a section of 47 km (Turtkul district);
- highway 4N-98 in the direction of "Kizil kala" on the territory of the gathering of citizens "Kizil kala" on a section of 13 km (Beruni district);
- Highway of the archaeological site "Zhampik kal'a" (Karaulyak district).

It should be noted that all these highways included in the reconstruction program lead to the monuments of the cultural heritage of Uzbekistan.



Picture 2. Tomb of Sulaiman Bakrgani "Hakim ota"

By this decree, in addition to the improvement and construction of objects of the architectural environment of tourist routes in the Republic of Karakalpakstan, special attention is paid to cultural and educational activities, namely [9]:

- organization of a festival of national cuisine and organic food (fruits, vegetables and melons) at the world level;
- holding a series of exhibitions "Art Caravan" about the historical and cultural heritage of the Republic of Uzbekistan;

- organization of the annual international sports and tourism project "Games of the Bogatyrs" in the Uzbek national style, dedicated to the memory of Pakhlavon Mahmud, in historical places on the territory of various regions of Uzbekistan;
- formation of tourist streets in large cities of the country with souvenir shops, coffee shops, restaurants, teahouses, special zones for "free" artists, artists and artisans.

The territory of the modern Republic of Karakalpakstan, as the heir to most of the ancient state of Khorezmshahs, is a kind of "archaeological reserve". There are over 300 archaeological sites in this area today. In Karakalpakstan, no less interesting prospects are opening up for pilgrim tourism. On the territory of Karakalpakstan, there are historical and archaeological complexes, sacred places, attractive for pilgrims.

Information about some of the archaeological sites in the region:

Toprak-Kala, 1st-4th centuries A.D.

The Toprak-Kala settlement is located on the territory of the Ellikkala region of the Republic of Karakalpakstan, opened in 1938 by S.P. Tolstov. In 1940, the first exploration work was carried out at the site. The work was carried out until 1992. The settlement covers an area of 500x350 meters. Rectangular in plan, it is surrounded by fortress walls preserved in the form of a rampart, sometimes reaching a height of 8-9 m (Figure 3).

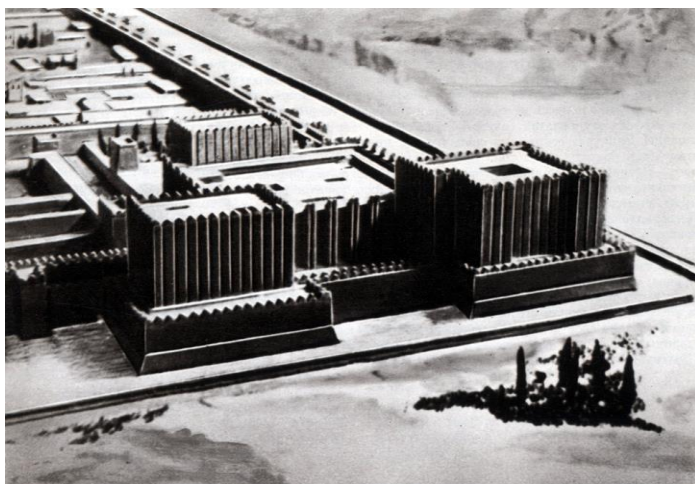


Figure 3. Toprak-Kala. Reconstruction of the citadel and the palace ensemble (the palace was built in the 3rd

It has been established that one of the quarters was occupied by temple buildings that were traditionally built here throughout the history of the city.

In another building, horns of an argali ram decorated with bronze gilded bracelets were found, around which on the floor lay numerous offerings, glass vessels, jewelry, fragments of alabaster sculptures and numerous wall paintings in the form of dancing fantastic masks, in the hall of warriors - figures of warriors, and a hall kings - a sculptural image of the figures of kings made of unbaked clay.

Koykrylgan-kala. Religious building of the IV century. BC. - IV century. AD

Koykrylgan-kala is a round structure with a diameter of approx. 80 m. In the center there was a cylindrical two-storey building 44.4 m in diameter. The defensive wall with nine towers was a reliable fortification.

When examining the central building, it was found that during the construction the ancient architects proceeded from calculations that made it possible to use the building as an astronomical observation point. Observation capabilities were incorporated in the building design, in the arrangement of the windows. It is assumed that the star Fomalhaut is one of the brightest and most revered stars and was the astral symbol to which the Koikrylgan-kala temple was dedicated. Fomalhaut translated from Arabic means "the end of water in the mouth of the southern fish", which connects the star with the water element. And the cult of water in the agricultural Khorezm was of great importance. Here, on Koykrylgan-kala, fragments of ceramic statuary ossuaries were found, some of which are now kept in the State Museum of the Peoples of Uzbekistan.

Kyzyl-Kala, I-II centuries, XII - early. XIII centuries.

The fortress is located 27 km north of the town of Biruni. The monument was first discovered in 1938 by the staff of the Khorezm archaeological and ethnographic expedition. The fortress stands on a plain and has a shape almost close to a square, 65x63 m in size. It is oriented with corners to the cardinal points. The outer wall was cut with two tiers of arrow-shaped loopholes. It was probably erected as a defensive fortress and was part of the chain of Khorezm fortifications created by the state to protect the north-eastern border of ancient Khorezm.

At the same time, the fortress was the center of an agricultural area and a junction of caravan routes through the Sultanuizdag mountain range.

Big Guldursun is a fortress of the III-IV centuries. BC, XII-XIII centuries. AD (Figure 4.5).



Рисунок 1. Руины крепости Большой Гульдурсун

Located 20 km. east of Biruni. Surveyed in 1937 by archaeologists Ya.G. Gulyamov, in 1940 continued by S.P. Tolstov and in 1987-1994 - O.T. Dospanov.

Big Guldursun is one of the largest border fortresses of Khorezm, built on the basis of a desolate ancient fortress. In plan, it is an irregular rectangle 350x230 m in size, oriented with corners to the cardinal points. Inside, during archaeological excavations, a large number of antique and medieval ceramics, bronze crafts and ornaments, antique and medieval coins were found. Judging by the finds of coins, it can be determined that the last period of settlement of the monument belongs to 1220, to the time of the reign of Muhammad Khorezmshah, i.e. by the time of the invasion of Mongolian troops in Khorezm.



Figure 5. Variant of reconstruction of the Big Guldursun fortress

Mizdahkan (Gyaur-Kala Khojeilinskaya). Archaeological and architectural complex of the 4th century BC. - XIV century. AD

The archaeological complex of the Ancient Mizdahkan is located on a significant area of more than 200 hectares, along major highways on the way to Kunya-Urgench (Turkmenistan) and the northern regions of the Republic of Karakalpakstan - Kungrad and Muynak and on the Ustyurt plateau. Its main parts are located on three hills located on the southwestern outskirts of Khojeyli. They include the Gyaur-Kala fortress, the Shamun Nabi mausoleums, Mazlumkhan Sulu, Khalfa Erezhep, Karavan Saray. Unique assuaric burials, coins, utensils, glass, highly artistic gold products.

Dzhanbas-Kala, a fortress of the 4th century BC - 1st century A.D.

It is located on the northwestern slope of a flat rocky upland that closes a chain of hills stretching to the southeast from Sultanuizdag.

In 1946-1948 the fortress was first photographed from the air. Rectangular in plan, dimensions 200x170 m.

The collected materials, mainly ceramics, are characteristic of the early antique (Kanguy) culture of Khorezm.

Mausoleum of Mazlumkhan Sulu.

Located in the western part of the northern half of the upland. The monument is half buried. Only the domes and the portal of the entrance towered above the ground. Down, through a vaulted corridor, a staircase leads from the portal to a small intermediate domed structure. From here, a second staircase descends to the central room.

According to the coin data, the construction of the mausoleum is dated to the first half of the XIV century. It is associated with the flourishing of the trading cities of the Golden Horde Khorezm, one of which was Mizdahkan, which found itself on the busy routes of international trade.

Dzhanpyk-Kala. Ancient settlement IX-XI centuries, XIII-XIV centuries AD

The settlement is located 6 km southeast of the village of Karatau, on the southwestern spurs of the Sultanuizdag ridge. One of the most picturesque monuments of the right bank of the Amu Darya.

The settlement has a complex configuration. In the eastern part, the citadel has been preserved in the form of a rectangle of pakhshy walls. The walls are decorated with closed semi-columns and the tops end in pairs of stepped arches.

Archaeological excavations made it possible to clarify the chronology of the settlement. The oldest pottery belongs to the 4th century. BC. - I century. AD The date of the last habitation is determined by coins of 1319-1320. and 1345-1346.

During the excavations, numerous finds were discovered, previously brought from various countries of the East and West. (China, Egypt, Russia, Europe, India). The settlement served as a port city in the Middle Ages. On the outskirts of Dzhanpyk-Kala, you can see the endless expanses of the Badai Tugai reserve.

Of course, the tourism business has long drawn attention to these and many other archaeological sites of Uzbekistan. At the moment, most tourist destinations do not disregard them. But so far, despite the adoption of many state programs, steps in this direction are insignificant and require substantial financial support [10]. Meanwhile, the tourist potential of archaeological sites is huge, for example, they can be used to create historical and ecological parks, as well as venues for events. So, today the development of the tourism business of Karakalpakstan should be conditioned by the most complete preservation of the unique historical and cultural heritage of the region. Of course, these territories have good potential in this regard, which is associated with the reconstruction and development of local historical sites. Each of these objects can act as a pivot for creating a separate tourism product. In this context, the problem of preserving the historical and cultural heritage should be considered as an important element in the development of the special economic zones of Karakalpakstan. But it is necessary to note some aspects of the archaeological sites of ancient Khorezm. Firstly, due to their historical formation, the dictated changes in the channel and water volume of the Amu Darya River, these objects turned out to be scattered over large territories, remote from each other, which is perhaps the most basic problem. Secondly, in most situations there is no possibility of supplying engineering communications, the problem of water supply is especially urgent. And, thirdly, the level of preservation and ongoing restoration work, which often do not leave a trace of the real object, significantly reduce tourist demand.

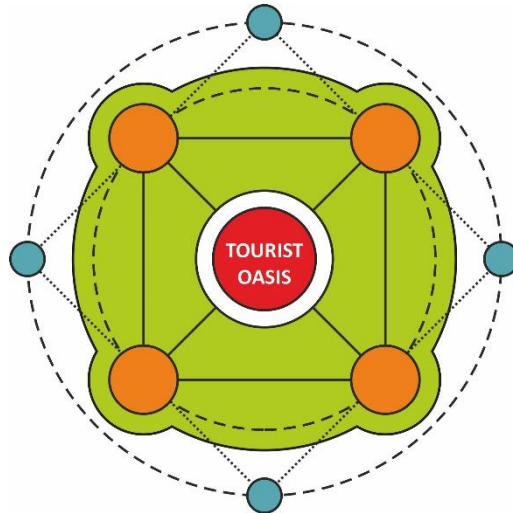


Figure 6. Type of organization of the tourist center

Taking into account the current state of affairs, we propose to apply a network type of organization of tourist centers and routes in the Aral Sea regions (Figure 6). It is necessary to create new multifunctional complexes in the territories of congestion of objects of tourist interest and supplement them with the missing components of the tourist infrastructure. These "tourist oases" will be the centers of the tourist frame and will be able to act as a kind of springboard for trips and walks to the objects of attraction.

In our opinion, "Tourist oases", in addition to meeting the basic tourist needs related to catering establishments, accommodation facilities, leisure time, active recreation, etc. will be able to ensure greater safety of cultural heritage sites. Ethno Aul will serve as the flagship of ethnic tourism and the main object of the multifunctional center. To ensure the life of the "oasis" in the low tourist season, events will be organized aimed at cultural and environmental education and enlightenment of the population of the republic. It can be informational, educational and sports events (conferences, competitions, exhibitions, fairs, festivals, master classes, trainings) with the participation of regional and state bodies.

Ethnic tourism in Karakalpakstan can become an integral part of a single socio-cultural space. It is known that the inclusion of the local population in tourism causes an interest in the preservation of traditions and monuments of nature and culture. The Aral Sea regions have rich ethnic resources associated with the culture of the Uzbeks, Karakalpaks and Kazakhs. Rational use of this potential will contribute to the solution of various socio-cultural problems. Not unimportant is the fact that it will become a certain source of income and material well-being of the local population. Ethnic tourism should be considered as one of the main components of sustainable and harmonious development of the entire region.

The modern world of tourism is undergoing major transformations. More recently, the historical heritage was the basis of cultural and architectural tourism. Now we can say with great confidence that modern architecture has the same power of attraction that can turn cities into a tourist

attraction. Dubai is a shining example and proof of this transformation, becoming a popular tourist destination in recent years.

Thanks to this, tourism and trade play a critical role in the country's economy, now outstripping revenues from oil production. Modern architecture can become a landmark, but when it is placed in the context of a city, region and environment, it becomes a symbol not only of the author's work, but also a symbol of the city, region, country, society. Such objects can contribute to better positioning of the city in the system of tourist routes.

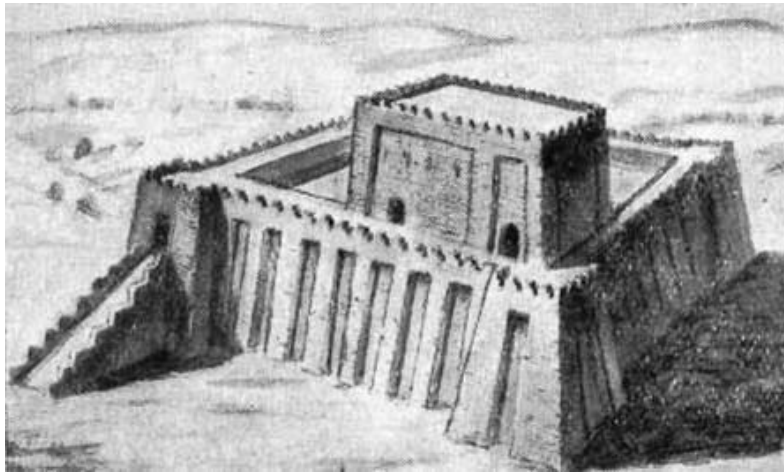


Figure 7. Variant of application of elements of archaeological monuments in new architectural objects

According to Urry, “architects and architectural practitioners play an important role in shaping the modern tourist vision” [11].

In order to create new architectural attractions in the context of the tourist routes of the Aral Sea region, we propose to take as a basis the objects and elements of archaeological monuments of ancient Khorezm (Figure 7, 8, 9) in combination with elements of the ethnic culture of Karakalpakstan.



Figure 8. A variant of the use of elements of archaeological monuments in new architectural objects.

The modern interpretation of the forms of historical fortifications and fortresses of the Khorezm region will make it possible to form an original architectural and artistic appearance of tourist routes and cultural and tourist complexes [12].

New objects should not repeat the stylistic techniques used in the architectural monuments of the Islamic period, differing in their style and color from the representatives of the "golden three" - Khiva, Bukhara and Samarkand. The combination of characteristic architectural and planning elements and modern techniques can serve as one of the methods for creating an architectural environment for tourist routes in the Aral Sea region.



Figure 9. Architectural elements of the adobe structures of the yurt camp (left). Variant of reconstruction of the Yakke-Parsan castle (right)

In the existing design conditions, the exteriors of buildings should be made sufficiently deaf, taking into account the requirements of insulation. Due to the climatic conditions of the region and the desire for unity with the environment, the coloristic solution of the facades will mainly be decided in light colors. The use of natural materials and textures will also help to blend in organically with the environment. The presence of elements in the form of small protrusions and depressions will allow for greater expressiveness based on the play of light and shadow. Traditionally, the internal composition of Central Asian architecture is created more expressive than the external image. The architectural concept of the complex should be revealed in the closed spaces of the courtyards, as well as in the interiors of buildings.

As for yurt camps, it is completely natural here to use traditional Karakalpak yurts and their modern counterparts - not felt wagons on a wooden frame, as was the practice in the past, but stylized structures made of new construction and finishing materials that are more comfortable for rest and overnight stay. The very configuration of the layout of the yurt camp, combined with elements of adobe construction, which has deep local traditions, opens up a wide field of activity for the

architect-designer, who is faced with the task of creating an extraordinary environment of seasonal camping with a national flavor (Figure 10).

Based on the generalization of the results of the analysis of all the above sources, it can be concluded that the Aral Sea regions have significant potential for organizing cultural tourism and recreation, due primarily to the presence of a large accumulation of archaeological sites.

It also identified factors that reduce the tourist potential of the region and problems that need to be eliminated: lack of the necessary tourist infrastructure, poor physical condition of cultural heritage sites and existing opportunities for the destruction of environmental sites.

The examples of preservation and rational use of the architectural historical heritage for the benefit of the region, its economy, tourism industry and cultural development allow us to see the creative potential for the development of this sphere in Uzbekistan and consider the given methods as a design tool for architects and economic activities for managers. The proposed methods allow us to combine innovative international experience and cultural heritage of our country. This will provide an opportunity to create an interesting tourist environment, presenting the region in a dignified way.

Summing up, it can be noted that the further development of the Aral Sea territories as a center of tourism and recreation requires comprehensive scientific research and assessment of the architectural and cultural heritage of Karakalpakstan, the development of appropriate state programs that provide a strategy for the rational use and active reckoning of historical architectural objects and structures to the tourist infrastructure of the region. ...

Thus, we do not propose the restoration of architectural monuments, but the recreation of their replicas in a modern interpretation. This will help to popularize little-known objects of historical heritage and create a stylistically new tourist environment based on its own archaeological sites.

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