



SOME ASPECTS IN EQUIPPING TOURISM MAPS

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Annotation

In this article, the main printing methods for the development, equipment and selection of cartographic imaging methods for the content of Tourism maps, as well as the design of conditional signs for tourism cartographic works are considered.

Keywords: Design, semantics, legenda, ergonomics, semiotics, landscape, engineering psychology, Technical Aesthetics, differential printing, unification.

Introduction

With the tremendous growth of travel around the world, the importance of tourism cards and the demand for them is growing as well. The essence of such maps, as well as the color, content, and equipment of the subjects that can be reflected in them, is of great importance. One of the most important concerns in today's cartography research is the full examination of theoretical, methodological, and practical aspects of tourism development. In this regard, special attention is paid to the creation of Tourism maps, ensuring the reliability of the cartels that are being created, in the study of national and regional tourism problems, including in the United States, China, Germany, Spain, Korea, France, Italy, Canada, Russia, and other economically developed countries, as well as the actual scientific and practical issues of modern cartography.

Tourist maps should be suitably comprehensive, with no unnecessary information. The card should be easy to read, clear, expressive, and well-designed. In addition to the exquisite effect, the clear image allows the visitor to make less appeal to the tale, while the lovely adornment serves as a good advertisement for tourist maps.

Famous cartographers in the equipment of cartographic works I.P.Zaruskaya, P.A.Skvarsov, K.Bocharov , in the selection and development of the theory of cartographic imaging methods-



A.F.Aslanikashvili, M.Baransky, V.S.Preobrajensky, K.A.Salishevs conducted scientific research. R. in the development of theoretical and practical design of tourist cartographic works.V.Purposefully [1, 2, 4, 5], A.A.Beydik [3], S.Vasmut [4, 5], E.E.Markova [6], A.L.Smirnova [7], E.E.Shiryaev [8]and others worked in the environment.

The most important aspect. Tourism maps are a specific type of cartographic work with a variety of design aspects whose objective is to give visual representation and advertising of tourism and tourism infrastructure services, as well as to define the peculiarities and attractiveness of the territory in general. It is vital to rely on the theoretical foundations of such sciences as engineering psychology, technical aesthetics, and semiotics in the development of tourism cartographic works. Tourists consider technical and technological perfection, ergonomics, simplicity of application, artistic beauty, and aesthetic value when evaluating the quality of a cartographic product, in addition to its usefulness.

When it comes to tourism equipment, Due to the unique geographic peculiarities of socio-economic events, cards are used. The distribution of tourist amenities, the status of quantitative indicators, the split in space, the numerous stages of territorial systems, and other issues are all taken into consideration while equipping the cards.

The equipment of photographic items is dictated by the card's purpose, function, and needs, as well as its intended application. When creating a tourist itinerary map on the water, for example, a good knowledge of water routes is required. When it comes to photographing objects for tourism review cards, combining different ways yields a good imaging output, as well as the content of the events recounted.

In the description of the population's punching, tourist maps employ improved cartography approaches, cartographic modeling and automation, as well as elements from Aero and space models. On tourist maps, the sign technique is primarily used to describe the punks in which the population lives; nevertheless, scales, which are flexible, can belong to any place or area, are occasionally employed. Depending on the function of the maps, cartographic conditional signals and ways of displaying them are also developed differently when portraying transportation networks in tourism cards. Because the roads on the tourist route card are the most visible part of the card's information, it's important describing their hue as more prominent. The issuance of tracks on the map by means of cartographic conditional signs and imaging methods must necessarily be carried out in the general style of card equipment, such as conditional signs and imaging methods of other objects.

The cartographic imaging technologies used on tourist cards differ from those used on cards of other subjects when equipping the release. In addition, when explaining the release on tourist cards, there are unique laws and standards that must be taken into account. Because, in tourism cards, when there is a desire to show the image visually, voluminous or clearly metric in size, it is sometimes attempted to describe the morphological similarity of the release, or to indicate these requirements on a single card, in the first place in the description of the release.

Special cartography methods of expressing landscape photos, such as line markers, Equal lines, quality color, and areals, are used in tourism cards. When designing a landscape card with a middle and small scale, or when falling to the lowest level of taxonomic units, it is ideal to be tricked by the process of



barcoding. In addition, the way of defining landscapes and the manner of describing the release should be in sync.

The sign approach is commonly used to indicate special objects on tourist cards. The character technique and its types are primarily used in the card. The color of the icons is determined by the card's overall design. The card is painted in a variety of colors. When multiple colors are used on the card to make it thicker on a bright background, conditional signs are easier to see. The conditional sign of tourist objects is placed on the fan of the card, so the reading of brighter signs will be worse than the printing. To increase the reading of brighter characters, you need to perform them on a white background.

The system of conditional signs used to create tourist cards has now been standardized. In general, archaeological monuments, architectural monuments, monuments of monumental art, conditional signs of attractions, that is, geographical, tourist routes, tourist service items, and objects of material cultural assets, are developed. These conditional signs can be used to equip both tourist and topographic cards using the sign approach.

The review of published tourist cards reveals that their manufacture necessitates a complicated and methodical scientific coexistence. In the design of modern tourist cards, it is required to follow the theoretical rules of fields such as engineering psychology, technical aesthetics, and semiotics. When evaluating the creative quality, ease of use, technical and technological perfection of cartographic works for tourism, it is necessary to start with the artistic quality. The application of computer graphics methods in card equipment work considerably improves the card's visibility and readability.

The design of the card determines the quality of cartographic works. The sociologist investigates the evolution of the social need for tourism and recognizes its development in this or that place; the economist calculates the economic components of the card on which the cartograph is generated; and the cartographer resolves technical concerns related to the card's publication. This is sufficient for other sorts of cards, however cartographic design cannot be used for generating tourist cards. Because the degrees of scale accepted on the tourist cards, colors and their hungry or fullness, the dimensions of the inscriptions and inscriptions, as well as color and barcodes, artistic decoration and other features must also be explained.

The goal of the design is to create attractive assets that can be adopted by a large number of people. Well-equipped tourist cards do not provide a realistic assessment of tourist attractions; instead, they elicit a negative attitude toward them, whereas well-equipped, high-visibility cards are aesthetically significant, leaving a pleasant impression on the user. It is preferable that the design activity for trip cards be carried out by cartographers-engineers with extensive theoretical and technical training.

The popularity of cartographic works in tourism is determined by the fact that the issues addressed on the card are targeted directly. The form's applicability to the anthropometry data is required by the terms of use and ergonomics. When determining the format of the card, the horizontal and vertical flattening takes into account the characteristics of the image reception. The basis of the composition solution of the form of the travel card is its component. The main requirements of the component are as follows:



- Show the main element and submit to it the rest;
- Balance of all elements of the card on the sheet and rational use of the sheet area;
- The card's clarity.

The harmony, expressiveness, and suitable embellishment of the figure explain its composition solution. All of the suggestions have been summed up (size, color and other). The fact that the card relates to the structure of the appearance determines the expressiveness of the shape. Color is the foundation of expressiveness; without it, the form cannot be accepted. Design looks to art as a means of training aesthetic sense when it comes to finding expressive means.

Conclusion. The use of tourism cards to fine art prints is a mix of science and art. However, this should not be interpreted as a transfer of visual means to the mass display of tourism cards. The transformation from an art instrument to a design takes place during the artistic construction process. The fact that Bandai is not a literary promoter of compositional thought and creativity should serve as the foundation for developing new tourism cartography works.

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