

URBAN ENVIRONMENT DESIGN ON THE BASIS OF TOURISM AND RECREATION DEVELOPMENT

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Until recently, the main urban planning strategies covered all aspects of urban planning, both aesthetic and practical: streets, facades, parks, sewers and water structures, state and municipal facilities, commercial centers and public monuments. But today, cities are facing new challenges, and urban planning is adapting to them. Administrations must take into account the future of our cities in the context of globalization and address issues such as climate change mitigation, social inclusion and the preservation of cultural heritage.

The emergence of urban design. In the first half of the twentieth century, the dynamics of design and its transition to the industrial stage, the formation of its independent methodological and design tools (including the method of "corporate identity", "ergonomic design") led to a significant expansion of design boundaries.

Which in turn laid the foundation for the birth of a new field of design - urban environment design (urban design) and a comprehensive approach to the organization of subject-spatial environment of the city.

A significant moment in the development of urban design was the appearance in the 1960s in the centers of many European cities of landscaped pedestrian streets, equipped with sets of street furniture and equipment, visual communication systems, enriched with facade supergraphics, urban genre and game sculpture. These design elements were designed to create an urban environment with a high level of comfort.

There is now a need to ensure the optimal use of natural resources, which are a key element of tourism development, helping to conserve natural resources and biodiversity and minimize the damage that climatic conditions can cause to humans.

It is also important that modern design solutions in the urban environment meet the goals of sustainable development. Thus, the project "BIG Oceanix City" - a unique floating city with a population of up to 10,000 people was designed by the architectural firm Bjarke Ingels Group. The organization considers the rise of the world's oceans due to climate change as a very urgent task, to which appropriate solutions must be found. "By 2050, 90% of the world's largest cities will experience the problem of rising ocean levels. Most coastal cities will be at risk of coastal erosion and floods, millions of people will be uprooted from their usual places during the evacuation, millions of homes and kilometers of infrastructure will be destroyed," the press release said.

To ensure a low center of gravity and eliminate the negative effects of winds, houses in the new floating city may not have a height of more than seven floors. They will be made of environmentally friendly materials such as bamboo, and their wide roofs will be a convenient platform for installing solar panels.

Part of the city's buildings on the water will act as marine farms for growing algae and mollusks on the underwater part of the platform. It will be possible to move between houseboats on light electric transport, using various unmanned technologies and sharing services.



Picture 1. Project "BIG Oceanix City"

The importance of urban design.

Modern city, and especially small and medium-sized cities, to build its image and positioning, both regionally and globally, must get a new image to become hospitable to tourists and attract professionals to the city. Hospitality should confirm or even exceed the expectations formed by urban design, landscaping and branding of the city - a system of unique objects that create a unique look of urban areas.

Key words: urban design, sustainable development, subject-spatial environment

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