

Visual perception aspects of excursion route composition

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Abstract – Research dedicated to the influence of visual perception on landscape excursion routes composition should be based on the characteristics of human perception of the environment. During forming of excursion route an important part is design of visual frames as the primary compositional elements of visual impressions. The general visual impression of the route is characterized by two parameters: the level of attractiveness of objects and the level of attractiveness of route.

Key words – urban planning, architecture, composition, landscape, excursion route, visual perception, reconstruction.

I. Introduction

Historical and cultural heritage is the main tourist potential area. Its studying, conservation, development of methods of improvement are the most important theoretical and practical tasks. You often can see that guides put first the text portion of excursion formation work, forgetting that the sightseers are much more affected by visual route content. This is due primarily to the low percentage of attraction of architects to the formation of tours.

The key members in this process, except other professionals should be architects, both at the stage of scientific justification promising environment for recreation and tourism in the country, and at the stage of its design [1]. Detailed preliminary analysis made by designers will impact the most skillful use of the positive features of the urban areas and removing negative.

During excursion route designing it is important to see how aesthetic perception comes down to perception and acquisition of architectural masses, colors, linear trends in the change of perspective, light and air. In architecture, the perception of information is largely determined by the organizational and spatial conditions, the situation of visual perception [2].

II. Main part

Visual perception of architectural environment is largely due to the perception of the landscape. However, if the architecture creates visual structure which is dependent of architect solutions and social aspects, the landscape is perceived in purely natural aspects. Analysis of specific landscape during excursion tour planning can identify the optimum scheme, which includes disclosure of the major panoramas and prospects.

Perception of excursion routes composition is largely due to natural features of the landscape and its development. Active using of the landscape aesthetic potential is an important factor in the formation of its personal appearance. It is advisable to take into account the complex effects of natural and anthropogenic factors on the composition of excursion routes.

Moving along the route, the perception of spatial information occurs in the rhythm. For example, landscape views, which strung on a route, create changes in a rhythm. While they are related and a subject to compositional main idea. Since human eyes are in constant motion, we must consider the possibility of changing the direction of view and expand the frame. In these cases suggest panorama than the frame [3].

In the process of the excursion route design attention should be paid to the study of showing objects in their natural environment. Visitation route is organized during the creation of a new excursion route.

M. Pokolodna indicates that the bus excursion is characterized by four types of display [4]:

1) A guide comments and shows objects in the course of the bus from windows at a speed of 50-60 km /h. The criteria for the characteristics of perception determining and information processing speed are the characteristics of urban transport and the duration of the open spaces avenues and roads.

2) Supervision from the windows during the slow movement of the bus. This type of display gives the opportunity to see the historical and cultural monuments, to get a superficial impression. It is usually used to explore the additional objects.

3) Observation of objects during the bus stop without departing tourists from the bus. The object is shown from the bus windows. The ability of using instructional show techniques is limited.

4) Tourists get off the bus to have a deeper impression. Pedestrian traffic is usually associated with the perception of the foreground surrounding buildings. The low speed of movement, the visual permeability of the closed spaces, the length of time strongly influences on the processing information.

In the first, second and fourth cases, we are dealing with a dynamic visual perception. There is a direct dependence on the nature of traffic in the transport or pedestrian communication.

Landscape composition of excursion routes should be based on the features of human perception of the environment that includes architectural objects. The principle of the landscape compositions forming lies in the differentiation on basic spatial plans: first, second and back plans. There are three types of landscapes: simple, complex and panoramic landscapes. The human perception of space is determined by the horizontal and vertical angle of perception [5].

Excursion routes can have these basic flaws: violations of visual aesthetic properties of streets; oversaturation of information and advertising elements or conversely lack of or absence of referential information ; bad organization of show plots. In such situations only professional architects can eliminate discomfort.

Routes that are designed with taking into account the city planning system can serve a visual framework, a system that connects the city as a whole.

Dealing with the route, we understand that it combines heritage that is situated on the distance between objects. Tourist's impressions on the route is quite influenced by

the visual perception, including the area between the objects.

Visual perception of excursion sites can be divided into static perception - with one fixed point and movable point when the apparent pattern of architectural space consists of series of perceived posts [2]. Static perception is primarily dependent on the characteristics of human vision, the main characteristics of which are areas with limited angles. The features of architectural perception depend on the visual range. This factor determines the long-range and short-range plans of perception. These plans are differ in quantitative ratio of visual information.

An excursion objects show needs special conditions. Properly chosen point of view, the best time to show, using methods like movement of tourists reception preparedness tourists to observe objects has a very influence on the perception. It is important to distract tourists from objects not related to the theme and focus their attention to the object, that bears the architectural and artistic value. Sometimes it is appropriate to use the panoramic showing. Tourist expression is formed according to the orientation of the compass, as the availability of light and shadow can distort perception.

The most important aspects that should be considered when designing the excursion route or regulation of existing are the principles and characteristics of visual perception:

- The designer must take into account the principles of sequential visual perception as we approach to the display objects ;

- During the movement along the route excursion, objects display can be seen from different angles;

- Consideration of the possible vision angles.

The characteristics of the architectural environment composition which affect on the perception of the route:

- Landscape composition is formed on the basis of relief, nature of terrain and landscape;

- To use a compositional division to complete spatial chains;

- To apply an effect of surprise in areas with the most interesting natural and architectural situations;

- To use the repetition effect to enhance emotional and aesthetic impact;

- To group closely spaced objects with rhythmic display of outdoor spaces;

- To focus on tall dominant and to perform a visual connection of separate parts and to enter of visible landmarks in the picture of the environment.

There are two different approaches of rerouting. First approach is to change the path of the route, the second one - landscape views. The first principle provides the following methods: detour of areas with low attractiveness by new route; addition of a new showing objects (attractors) that were not included in the route. The second principle involves the following techniques: demolition of existing objects; reconstruction (restoration) of existing objects; construction of new objects; masking of unattractive objects.

Conclusion

Design of excursion route is associated with an analysis of existing conditions, which have already appeared in the network of future routes. A multi-faceted character that includes different objects often have distance from each other, create complex logical transitions from one subtopic to another. There is a need to the logical link between objects, that are shown together. Excursions experience needs a permanent, extremely dynamic updates. Each city develops modern buildings, institutions of science and culture, sports facilities, new monuments. All changes are instantly reflected in the urban environment on excursions, that leads to positive or negative consequences.

During the regulation of tour routes it is important to explore the entire route, including display objects and the areas between them. The overall visual perception, including the area between the objects display has a great affect on the tourists impression of the excursion routes. The overall visual impression of the route is characterized by two parameters: the attractiveness degree of showing of objects and the degree of route attractiveness.

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