

Studying the Causes of Vitality in Traditional Markets of Iran (Case Study: Shoemaking Order of Central Market of Hamadan)

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Abstract: Urban space is a phenomenon organized by information manifested in various forms, functions and meaning. It is the bed of forming and improving social life of a society, representing culture and urbanization of a culture. The importance of the issue is to the extent that magnificent cities of the history are recognized by their urban spaces. In traditional cities of Iran, market has very important role. Its importance is to the extent that Iranian city experts consider market as the backbone of the city. In another word, by accurate viewing of traditional markets, it becomes clear that these spaces are bed of vitality and many activities; and modern thinking have not be able to decrease its social and human prosperity. This research investigates causes of vitality in traditional markets of Iran using library studies on vitality and field study in shoemaking order of Hamadan market. Results of the study show that integrity of Iranian bazaar and its pleasance cause vitality in Iranian markets.

Key words: Iranian market • Vitality • Hamadan • Market order • Iranian city

INTRODUCTION

In Islamic-Iranian cities, market is considered as one of the main urban spaces and functional element which always act as backbone of cities. Before capitalism, urban elements of Iranian cities have generally been formed in close relation with markets, which play detrimental role in body, economic, social and religion of city [1]. Position and urban place of market along with main city centers and also the importance and role of shopkeepers in urban life makes market not to be only an economic space, but changes it to a place for many social activities; for example, a place to mourn and celebrate religious and national ceremonies. However, its inner and covered space could be used as a place for recreation and spending leisure time [2]. Urban space parameters were used in studies due to the concept of urban space of markets in traditional cities of Iran. On the other hand, accurate viewing the image of people in traditional cities of Iran represents that from their viewpoint, Iranian markets are vital and dynamic places. In this research, it's tried to study ideas of experts to find constituting elements of vitality and the cause of vitality in Iranian traditional markets using these elements.

Shoemaking order of traditional markets of Hamadan is studied. Orders of markets are sub-spaces that form market, each of which sell special merchandise. This market with old historical background is placed in down town of Hamadan.

Research Method: The following steps were followed during research: initial question, exploratory studies, research question, analytic modeling, analyzing data and conclusion [3]. Correlation analysis and questionnaire were used to codify analytic model.

Traditional Markets of Iran as Urban Spaces: Urban space is nothing but an ordinary life space which consciously or unconsciously is considered by citizens in their way from home to work [4]. Due to the importance of a public place in development of a city, most of city planners and designers have focused on it [5-9,]. Rogers believe that big cities are recognized by their magnificent urban spaces. One of the criteria of evaluating bigness of city is its ability to create recreation and natural beauties in public space for citizens [10]. Furthermore, public spaces of cities create reliance in people and increase their relationship with each other [11]. Today, rapid growth of

cities in developing countries has changed their urban spaces to abandoned spaces [12]. On the other hand, traditional markets of Iran as backbones of cities and place of civil efforts of art and technology of society reflects socio-economic relations, place of spiritual and physical places of human to produce and distribute commodities. Bed of publishing characteristics of these markets can be described in three groups: body, social and economic [13]. Markets are generally made of two store order in front of each other and roof of Bazaar relate them with each other and have special texture. Buildings such as caravansary, mosque, school, reservoir, etc. are their derivatives [14]. Body structure of an Iranian market include orders, main order, secondary order, inns, façade, vestibule, porch, chamber, house of stairs, patio, yard, warehouse and services, in which the main design of inns are in the form of inns with porch and thoroughly patio in each floor, inns with thoroughly patio in three sides, inns with patio in one of the floors, inns with patio in two floors, inns with ice edges, inns with covered apron, covered spaces of markets and Gheissarieh and square [15]. According to above mentioned fact that market is considered as backbone of Iranian city, traditional markets of Iran can be considered as urban space of Iranian cities and studies on market can be evaluated by its public space.

Livable Public Spaces: In urbanism dictionary of Robert Cowan, vitality and viability are considered as characteristic of big and small successful downtowns [16]. Lynch describes vitality based on human-oriented criteria: “to what extent the form of city supports vital functions, biological needs and human abilities and how it makes survival possible” [17]. In his classification, Lynch considers mainly biological and ecological criteria and considers vitality only with this approach; he ignores social and cultural factors that are as significant as ecological one. Therefore, to achieve a vital and dynamic environment, the issue can be regarded from more extended view to offer more complete classification [18].

In his book “Creating a Live Downtown”, Paumier, describes effective factors on vitality of a successful and live public center as follow: “a successful public space should host many people, besides, be near retail centers and attract and activate people” [19]. Jacobs, describes four main conditions in creating diversity in streets and urban spaces and vitality of the city: 1) the area have more than two main functions, 2) blocks usually be small, 3) the area should be a combination of buildings with various ages and conditions, 4) there should be sufficient compact density of people, ignoring the cause of their presence [20]. In first condition, he talks about diversity of application, in second and third ones about physical diversity and in forth condition about diversity in activity; in fact, he believes diversity makes vitality [18]. However, another important factor effecting vitality of city is diversity in application and activity and physical diversity. Yohn Gehl (1996) believes that vital spaces are places in which “optional” and “social” activities occur in extended range of time [21]. Other researches indicate that traffic mitigation [22] and reducing street noise pollution [23], are factors that play significant role on vitality of streets and revitalization of urban space. Table 1 lists criteria that can be used to measure vitality of used space.

Case Study, Questionnaire Test and Collecting Urban Space Characteristics of the Case Study

Sample Case

Genral Understanding of Hamadan Market: Hamadan, with its long history in urbanism, contains big markets in various periods of time. This city is placed in commercial highway of west to east, relating Mesopotamia to Plateau of Iran and plays significant role in forming the markets. It has been formed of conference hall, religious-cultural elements, orders and plaid passages from north-west to south east. Primary role of bazaar is obvious in this length of texture and entry way of urban network. This order and Caravanserais of Golshan, Mirza Kazem, Mirza Bagher and Hassan Khan, Grand mosque and monument of Prince

Table 1: Investigating characteristics of vitality and their measurement from view point of theorists and authors [24]

Theorist	Criteria of vitality	Measuring way
Kevin Lynch	Ecological and biological characteristics of urban spaces	Questionnaire (measuring comfortable space from viewpoint of users)
Jacobs	Diversity in application, physical and activity in urban space	Questionnaire (measuring types of activities)
Paumier	Hosting many people; proximity to retail centers in a way to attract and activate people	Questionnaire (studying various members using these spaces)
Gehl	Optional and social activities in extended range of time	Studying diversity and nature of behavior of users (questionnaire) Recording time table of users from the space (questionnaire)



Fig. 1: Place of shoemaking order, its orders and surrounding inns



Fig. 2: Relative position of market comparing to central square of city

Hussein beside adjacent orders such as big and small shoemaking, bindery, Gheissarieh form the first set of bazaar [25]. During Pahlavi period, constructing new streets limited the market to Shourin, Ekbatan and Baba Taher streets. Today, accessibility to this market is provided through these three streets and square of down town [26].

Recognizing under Study Area: In this research, shoemaking order of traditional market of Hamadan is studied. This order is architecturally important due to its one floor bodies and brick vaulted ceiling. It's placed in north eastern corner of Golashan inns and its branches initiate from Golashan inns to Alagheband's order in which shoe and bags are sold (with slope of 9/0% from north east to south west). Its length is 120 meters, with 3 m width and 6 m height. All its functionalities are commercial and most of traded commodities are shoes, bags and leather products. Figures 1-4 represent limited area of shoemaking order and its current position.



Fig. 3: Shoemaking order of Hamadan



Fig. 4: Shoemaking order of Hamadan

Statistical Analysis and Demographic Characteristics of under Study Space: The research method is deductive-inductive and applicable type. The information was gathered by standard questionnaire. Based on previous data and using Cochran's sampling formula, 45 samples were selected and questionnaires were distributed among them randomly and required data were collected. Reliability and viability was controlled by alpha Cronbach test ($= 87\%$). In total of respondents, 51% of the, were males and 49% were females. The most frequency was related to their age in range of 20to30 years which are 40%.

Hypothesis: Vitality criteria of traditional markets of Iranian cities are affected by comfortable space from view point of users, physical diversity, applicability and activity, hosting many people and proximity to retails and optional and social activities in wide range of time.

Table 5: Analysis of statistic tests about vitality, authors

Variable	Sig	Pierson correlation coefficient
Comfort space from viewpoint of users and vitality	0.000	0.44
Physical + application I+ activity diversity and vitality	0.000	0.48
Hosting many people and vitality	0.000	0.20
Social activities and vitality	0.000	1.2

The correlation test used for testing this assumption and rate of correlate for every component with depend variable compute, at the follow the results of correlations are represent.

Relationship Between Comfortable Space from View Point of Users and Vitality Based on Kevin Lynch's Model: There is a direct significant relationship between utilization and comfortable space. The rate of correlation between them is 0.44 and in meaningful level of 0.99 (sig<0.01)

Relationship Between Physical, Application, Activity Diversity and Vitality Based on Jacob's Model: Based on correlation coefficient, the relation between physical diversity, application, activity and vitality is approved. The rate of correlation between them is 0.48 and in meaningful level of 0.99 (sig<0.01)

Relationship Between Hosting Many People and Proximity to Retails and Vitality Based on Paumier's Model: Based on correlation coefficient, the relation between hosting many people and proximity to retails and vitality is approved. The rate of correlation between them is 0.20 and in meaningful level of 0.99 (sig<0.01).

Relationship Between Optional and Social Activities in Wide Range of Time and Vitality Based on Gehl's Model: Based on correlation coefficient, the relation between optional and social activities in wide range of time and vitality is approved. The rate of correlation between them is 1.2 and in meaningful level of 0.99 (sig<0.01)

Based on Friedman test, ranking the variable related to measuring vitality are represented in the following graph.

CONCLUSION

As it was mentioned, this research aims to investigate causes of vitality in Iranian markets, especially Iranian market orders. Firstly, variables of vitality in urban spaces were gathered according to studies on this subject and studying thinking of experts. From its initiation, Iranian

market play significant role in Iranian urban spaces which leads to use urban space variables to study this vital space. Results of the analysis show that hosting many people creates vitality in markets; the fact that seems unusual because in each order only one type of product is selling and attracts special type of consumers. With accurate viewing of this phenomenon, it can be clear that it's rooted in strong relation in body and orders of Iranian markets. In another word, market space induces people to pass different ways to reach the order they want. Another factor affecting vitality of market orders, is comfortable spaces of these paths which is formed by special native architecture and using appropriate materials. The effect of this factor is to the extent that in some seasons with inappropriate climate which disables surrounding streets to answer customers, peddlers enter these spaces and create vitality.

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