

Analysis of zendevari (lifelikeness) in Iranian traditional markets using SWOT technique (A Case Study of Qeisarieh market in Isfahan)

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Abstract

Market means a place for sale and supply of goods. Markets in Iran formed in Sasanid period in cities where business was booming. As a socio-economic institution, markets formed skeletal of cities and large villages. architectural principles have certainly been applied in the construction and operation of traditional markets. One of these principles is lifelikeness. Therefore, the purpose of this paper is to study the lifelikeness approach in the traditional markets of Iran. In this regard, using the SWOT technique, this approach was evaluated in traditional markets. The results show that in seven layers of lifelikeness studied in three traditional market in the country, there are total of 12 strengths, 8 weaknesses, 7 opportunities and 8 threats. It is worth noting that seven lifelikeness layers in this study with a total average score of 42.16 on the strengths, total average score of 27 on the weaknesses, total average score of 23.5 on the opportunities, and eventually total average score of 19 on the threats show that Gheisarieh market is in a good condition in terms of lifelikeness, and still performs the functions of a traditional market, especially in the provision of goods and basic needs of the people. SWOT analysis results show that total weaknesses and threats with a score of 42.5 are at a lower level than total strengths and opportunities with a score of 69.16.

Key words: traditional markets of Iran, lifelikeness, SWOT technique © 2015 BBT Pub. All rights reserved.

Introduction

Market has had an important role in the recent history of Iran in the field of political, social and economic developments, and in all steps of developments, the name of market has been one of the most influential coherent structures in the society (Lynch, 2011: 118). Market was the most important axis and communication highway in the old cities, and the most movements of people took place in it. Market was the most important channel in cities, where people not only were present, and goods and capital were exchanges, but also information, news, and notices were announced to citizens through it, and often some herald shouted news on the city's main market (Gharehnejad. 2002. 34). The term market is very old and were used in some ancient languages. In Middle Persian, market was used as wazar in combination like wazarak (saleman) and Wazargan (businessman), and in Persian was used as Vazha. The basic core of markets were usually formed around the gates of the city and expanded and continued along the main routes (Shafaghi. 2008. 50). Market formation and the development and organization of space depended on function and economic growth of the market. This main element, that has a specific status in Islamic architecture, consists of two rows of numerous opposite shops which were usually linked with a beautiful ceiling (Esmaeili and Omrani 2008. 65). In urban constructions, market was so important that the formed the nucleus of a neighborhood after mosque, so that in large cities, every neighborhood had one or more small markets, and a large market that supplied the needs of the people. Given the importance of the market and its vital role, its architecture and construction, type of material, and the other layers of its formation has been very important. Therefore, the main purpose of this article is analyzing lifelikeness approach towards the construction, decoration, materials, relation to the environment, needs of the people, and so on. Therefore, in this article, using SWOT techniques, it is attempted to analyze the series of strengths, weaknesses, opportunities, and threats of seven live layers of lifelikeness in traditional markets.

The research importance and necessity

Explaining and analyzing the patterns and approaches common in ancient and traditional indigenous architecture and taking inspiration from them through correspondence, balance, consistency, appearance, multiplicity, and other principles and branches in modern architecture (Naghizadeh, 2007) is one of the most important topics in analyzing lifelikeness approach in traditional markets, to be applied to the today's commercial centers. On the other hand, access to the basic of principles such as lifelikeness, stagnation, scale, and organism in the new architecture will provide the context for satisfaction, user friendliness, and welcome of new designs by the people of the present day. From another perspective, this intensifies the requirements of sustainable development and its extensions in proportion to the sustainable economic, social and environmental issues (Maddahi et al. 2011).

Research background and literature

It should be noted at the outset that lifelikeness approach in architecture is a new discussion, and should be addressed with the application of new scientific methods to analyze and to implement it in all architectural themes. On the other hand, it should be noted that many studies have been performed on the market, each have studied it from a specific perspective. Economic, political, social, cultural, and physical analyses and even concepts of specialized markets such as the oil market, or black market are also in this context. However, what is intended by the researchers in this study, is to address aspects of lifelikeness approach based on multiple layers of

lifelikeness for the market, its position, and its functions. According to the novelty of this topic, two studies are referred to in this regard. In an article entitled Lifelikeness approach in rural homes of mountainous regions of Iran (Javam and Iravani: 2014), the authors analyzed lifelikeness layers in qualitative and survey methods. The results of this study show that considering the natural factors such as soil and water in climate-based design, including orientation, building form, how building is established, relationship between empty spaces, and other architectural features are particularly important in terms of lifelikeness approach. The results also show that towns and villages have been completely built based on context and attention to the environment, and it is believed that the balance between architecture and the environment can be contributing and amplifying factor for both the work and its context. Therefore, buildings in rural areas are interacted with their environment, and have reached balance due to this interaction with environment and the building. In another study entitled Lifelikeness: A New Framework Derived from Sustainability for Development in the Built Environment, the author compares the architecture of two cities with almost similar climatic conditions, and different social, historical, and cultural conditions, Zavarreh in Iran, and Santafeh in the United States. The relative similarity of architecture climatic layers in the cities justified the relative similarity of sub-climate layers of the architectures, and similarities are mostly effective in the physical shell of the buildings. However, the interior spaces distribution and communication is influenced by social layers, that is significantly different in two cities (Iravani, 2015).

Table 1. Introduction of the markets under study

Remarks	Year of record	year	period	title	market	row
Gheisarieh market is built in two high floors, where the higher floor had administrative and commercial performance, and in the lower floor, various trade shops were stationed together. Other markets were driven from this large and luxurious market, and some of them are still active and include different jobs	1317	1029 GH.H	The safavids	Gheisarieh	Isfahan	1

Markets have had a main role in all major cities and were important as a main highway and passage of the city. Gheisarieh market also had such a role. This important communication aspect caused the fact that in addition to the Jame' mosque, big religious schools, commercial centers, offices, which were usually held in Timcheh, and all other important public affairs formed surrounding the market. So, in addition to economic role, the market was also considered a social and communication space (Rajabi, 2008, Kim, 1998). Therefore, market, was not only an economic arena, but worked as a place for the interaction between different social groups, and hence was considered one of the most elite cultural, religious, and economic areas. With regard to what mentioned as the research objective, it is also necessary to provide a definition of lifelikeness. Lifelikeness is a quality formed in balance of forces in the context of sustainable development. In the balance between economic, social, cultural, environmental and behavioral aspects with lifestyle of people in exchange of behavioral patterns with nature, a sort of lifelikeness will be realized. Lifelikeness has 25 layers, and the effective layers will be specified in interaction between internal and external pulses.

Research Methods

Based on the methods in other studies, this paper uses qualitative methods and analysis, as well as field surveys and documentary studies. After collecting data using interviews (six experts based on the Delphi technique), the SWOT method was used to analyze the data. SWOT is a valuable analysis tool. In order to determine the lifelikeness layers in traditional markets, national documents were referred and experts were questioned. Using the results of other studies and face to face interview with experts, a list of weaknesses, strengths, opportunities and threats was prepared based on seven lifelikeness layers, including economic, social, spatial geometry, legal, aesthetic, communication and training layers. It is worth mentioning that based on the expert opinions on lifelikeness layers, and achieving the desired result and effective analysis of this concept in traditional markets, seven layers were selected. It should be noted that due to the high degree of activity of the seven layers in the realization of lifelikeness in Gheisarieh market, and the relationship between internal and external pulse of this concept, it is expected that by electing seven layers of 25 lifelikeness layers, the highest balance be obtained and strengthen the center. The comments of the interviewees indicated that the seven layers in the realization of the concept of lifelikeness in market analysis, they will be extended to other 25 layers, to provide the context to reach the balance in internal and external pulse of lifelikeness. Then, using a questionnaire, weight of each component of the weaknesses, strengths, opportunities and threats were identified by experts. To determine the weight of each of the four elements of SWOT, Likert scale as very high: score of 5, high: score of 4, average: score of 3, low: score of 2, and very low: score of 1 is used.

Analysis of Results

After collection, summarization, and extraction of data from field studies, documents, interviews and questionnaires, the SWOT analysis was used to assess limitations (weaknesses and threats) and advantages (strengths and weaknesses). SWOT analysis was performed for the definition and implementation of lifelikeness

approach in traditional markets in conformity with its applications.Explaining the most important strengths of lifelikeness layers in traditional markets introduced;
 Explaining the most important opportunities of lifelikeness layers in traditional markets introduced;
 Explaining the most important weaknesses of lifelikeness layers in traditional markets introduced;
 Explaining the most important threats of lifelikeness layers in traditional markets introduced.

Internal factors affecting lifelikeness approach in traditional markets

To identify strengths and weaknesses, the internal environment of market was examined in terms of seven layers of lifelikeness. The results are presented in Table 3.

Table 3: Internal factors affecting the market position and performance change

weaknesses	strengths	Lifelike layer
Decentralized economic trends in traditional markets	1. A variety of products 2. Ordering and product-based occupational segregation	economic
Inadequate distribution of customers in different seasons	1. Social centers in the market, such as the mosque	social
The fragile physical structure of the market Environmental hazards in the market	1. classification based on orders, rooms, timchehs, and doors 2. The high density and proportion of shape of the market	spatial
Lack of familiarity of people with many diverse previous functions of market	1. Judgment and arbitration position in the market 2. Just people among shopkeepers and traders	legal
Burnout decorations	1. Various decorations 2. Use of color, water and light in beautifying	aesthetic
Changing communication role due to media	1. Establishing communication between people	communicative
Specialization of training and weakening this layer of market	1. Training centers such as schools 2. debate centers such as seminaries	educational

External factors affecting lifelikeness approach in traditional markets

To identify opportunities and threats, the external environment of market was examined in terms of seven layers of lifelikeness. The results are presented in Table 4.

Table 4: External factors affecting the market position and performance change

threats	opportunities	Lifelike layer
Disturbing the surrounding tissue adjacent to the market with development economic approach	The willingness of the private sector to create diversity in the market	economic
Population density and unnecessary traffic in the vicinity of the market Increasing social offenses with customers to market	The increased interest among the people of the city to visit specialized markets	social
The loss of peripheral tissue of market in its function	Designs and different design features	spatial
Failure to comply governmental organizations to develop equipment and facilities of the market	Agents interested in using market capabilities in governance	legal
Decorating damage due to climate change, sediment, and people	Religious materials and ideas for decorating	aesthetic
Weakened market position in the circumferential vicinity	Proximity to other urban applications such as mosques and palaces	communicative
Establishing training centers (seminary, schools, old style schools) outside the market.	Students at different age levels	educational

Analysis of strengths, weaknesses, opportunities and threats

According to studies, 12 internal strengths versus 8 internal weaknesses , and 7 external opportunities versus 8 external threats have been determined. In sum, 19 strengths and opportunities as advantages, and 16 weaknesses and threats as limitations of seven layers of lifelikeness in market were identified, and assessed by a questionnaire using Likert scale. Table 5 shows the total weights, and the average weights for each of the components of the strengths, weaknesses, opportunities and threats.

Table 5: Analysis of strengths, weaknesses, opportunities and threats

Average weights	Total weights	Strengths analysis
3.5	21	.S1
4	24	.S2
3.8	23	.S3
3	18	.S4
3.3	20	.S5
3.1	19	.S6
4.5	27	.S7
4	24	.S8
4.3	2.6	.S9
2.8	17	.S10
3.3	20	.S11
2.3	14	.S12
Average weights	Total weights	Weakness analysis
2.8	17	.W1
2.6	16	.W2
2.5	15	.W3
3.1	19	.W4
3.3	20	.W5
4.1	25	.W6
4.6	28	.W7
3.6	22	.W8
Average weights	Total weights	Opportunity analysis
3.6	22	.O1
3	18	.O2
3.8	23	.O3
4.3	26	.O4
3.1	19	.O5
2.8	17	.O6
2.6	16	.O7
Average weights	Total weights	Threat analysis
2.5	15	.T1
2.3	14	.T2
2	12	.T3
2.8	17	.T4
2.6	16	.T5
2.3	14	.T6
2.5	15	.T7
1.8	11	.T8

Summary and Conclusion

Application of lifelikeness approach in the patterns and structures of traditional and modern architecture is a context for birth of proportionality, balance, and harmony in accordance with the host country on the one hand, and dynamism and user satisfaction on the other hand. Extending the architecture principles like lifelikeness, introversion, stagnation and scale always provides the context for sustainable architecture in design and implementation. Thus, the lifelikeness as an important and effective element deserves particular emphasis and promotion, separated by its specialized layers. Therefore, this study analyzed the situation of seven layers of lifelikeness in Gheisarieh market at Isfahan. The results indicate that of the 12 strength points based on seven layers of lifelikeness, only two components are lower than the average Likert score. On the same basis, of 8 weakness points based on seven layers of lifelikeness, three components are lower than the average Likert score. Moreover, in terms of opportunities, two components are lower than the average Likert score. It is worth noting that all of the threats contained in seven layers of lifelikeness are lower than average Likert score, suggesting their ineffectiveness or less effectiveness seven layers of lifelikeness in Gheisarieh market. seven lifelikeness layers in this study with a total average score of 42.16 on the strengths, total average score of 27 on the weaknesses, total average score of 23.5 on the opportunities, and eventually total average score of 19 on the threats show that Gheisarieh market is in a good condition in terms of lifelikeness, and still performs the functions of a traditional market, especially in the provision of goods and basic needs of the people. SWOT analysis results show that total weaknesses and threats as limitations with a score of 42.5 are at a lower level than total strengths and opportunities with a score of 69.16 as advantages. seven lifelikeness layers in this study with a total average score of 42.16 on the strengths, total average score of 27 on the weaknesses, total average score of 23.5 on the opportunities, and eventually total average score of 19 on the threats show that Gheisarieh market is in a good condition in terms of lifelikeness, and still performs the functions of a traditional market, especially in the provision of goods and basic needs of the people. SWOT analysis results show that total weaknesses and threats with a score of 42.5 are at a lower level than total strengths and opportunities with a score of 69.16. The analysis

results suggest conscious extension of lifelikeness layers of Gheisarieh market in various aspects, including design, construction, use, and so on.

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