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**MARKET ROLE IN THE DEVELOPMENT OF URBAN ARCHITECTURE SPACE AND
TOURISM (CASE STUDY: KERMAN CITY)**

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ABSTRACT

Market considered for a long time not only as a sensitive center of trade and determine the economic fate of cities but also had a special place in political and social issues and in general at cultural and architectural structure. Market was the place to do business and meeting point of business people and also university to teach morality and wisdom. On the other hand there are numerous mosques indicate commitment and adherence to religious beliefs among merchants. In today's society, in addition to above effects and with increase in human population trip the market is a potential for attract of tourists that look the more information or the joy of understanding such traditional spaces. The aim of this research is presenting function and position and form of traditional markets in Iran particularly in large market of Kerman city that could be play a very important role in a pervasive industry such as tourism. The methodology of this article is descriptive and analytical methodology and done through library studies and use of books, journals and visiting Internet sites, as well as field visits and in term of purpose is both theoretical and practical. In direction of necessity and importance of research and role of market in the field of tourism industry should first understand and examined the its concepts and physical system. Before anything else, understanding of any Phenomenon is needed for a comprehensive definition of the phenomenon and it is clear that whatever this definition is more comprehensive and complete it will be easier to understand the phenomenon. The results of this study will help that identify the status of market as a major and impact potential for attracting eager tourists to traditional space of historical cities of Iran especially Kerman city.

Key words: Market, Tourism, Inn, Physical Development.

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INTRODUCTION

The rapid developments in economic, social, cultural and techniques of new significant changes has brought in the function and physical space of traditional markets. According to emergence of chaos that achieved as a result of the loss of traditional cities axis means market, in this study, we have tried that examined the functional changes and its course in largest context of historical of Iran cities and one of the highest row of Iran markets means traditional market of Kerman. Markets that have been from most important components of commercial manufacturing cities play an important role in the growth and development of cities particularly Kerman city. Initial core of most markets is formed near one of most traffic of city gates. This core primarily is formed on the back gate and gradually drawn into the city. Market expansion conducted inside the city through most important ways of city communication that led to gates and market extended to city center and initial core. Sometimes it may be due to the expanding of market gates be connected on both sides of city by continuously market. Markets have an important role in development of Iranian - Islamic city so that a new city that was constructed, market first was built in spacial relation with Grand Mosque and seat of government that this issue can be seen clearly in case of Kerman market that in fact, connection axis between the Grand Mosque in East and Square Citadel in West. Gradually, with development of market in Kerman more houses were collected around it. Guided the city growth and extended around this route. By studying physical of initial core of Kerman city as well as historical – cultural axis of city easily can be observed expansion how of city in physical space around of market in different periods.



Picture 1. Market location in historical context of Kerman city

Gradually with development of market into outside lands of city or to side of gate, many of its streets divided into neighborhoods. Thus is formed different branches and new crossroads. In Market research of Kerman in different historical periods (for example from Muzaffarieh to the Safavid and Qajar) exhibit this type of physical expansion of city. All city neighborhoods by alleys were connected to market. In other words, the city center in that time was formed the market area.

Markets have been often linear growths such as Kerman market that market row it with approximate length of 1,200 meters is the longest market row of Iran, but in addition to the linear path to equip themselves by occupying spaces of around and they have converted to necessary functions. Thus markets constituted integrated and complete sets, spaces such as inn, timcheh, bathroom, coffee house, dock, warehouse, school, mosques, community places, water storage, etc. All these constituted the components of a complete market of urban in the cities. It can be admitted that one of the main cores the formation of traditional cities have been market and accessories to it. The principal aim of tourists of visiting the traditional Iranian cities at first is meeting of this space of huge and impressive. In the past, each convoy that entered to market, it is comfortable placed in market and took advantage of its services. Now the newcomers tourists go to traditional cities to visit and enjoy and understand the traditional spaces of market. Although that market and its components serve to citizens through urban centers. Over time the concept of market developed from a purely commercial function to functions of cultural, political and social and now has function of tourist attract that in following this function can be recognized the establishment of diplomatic, cultural relations and etc between a city and other cities and even in worldwide.

The primary purpose of this study is Investigates the role of general a category that called market in formation of Iranian city and especially Kerman and finally a brief acquaintance of the market, types of market and its role in present time as a potential for attracting tourists and the increasing development of tourism industry is as the industry to exchange technology and the relationship between our land culture with the world.



Picture 2. Coppersmith market of Kerman

The theoretical framework: People of urban and organized always need to public place for that they can to establish the relationship between the themselves and with others.

We have seen the forms of this public places with various tribes or nations and know some features of its main and primary. What was common in mentioned experiences in this summary was that every cultural environment, in accordance with the traditions and constraints and targets that is in moments of his life creates this space and in how to shape it avoided from make closed spaces and remember that closed this space purpose both in the practical sense and space sense. Both in public space of the city shall be easily went and could be without risk and easily found their way into it and this causes the formation of spaces such sponge around public places, flexible and permeable. On the other hand, in the sense of space being free will be asked in both directions. In vertical direction, which is open to toward sky and in the horizontal direction that is open toward main structure or residential parts of the city. market is the most prominent symbol of urban living in large and middle habitats in Iranis public place of citizens that occurred with significant differences compared to the Agora and Forum and Square that in the context of research tried based on the theoretical basis of the above, market be studied as an element affecting the structure of traditional Iranian cities especially Kerman city.

methodology:

In terms of method this study is considered a historical – interpretation. This research is trying to answer the two basic questions:

- Do have practical, cultural and physical factors influenced in the formation and development of the city?
- Do there are a significant correlation in the city of Kerman among the elements of the market and the tourism industry at the present time?

On this basis independent variable of research is market phenomenon as an element of cultural, political, social and economic and dependent variables is the rate and direction of development of tourism industry in Kerman. The population under study is kerman city and historical - cultural axis and data collection is methods of documentation, library and personal information of writer.

Research time period is from emergence of the early stages of Kerman city core along with the physical structure of the market and focus in studies particularly in urban spaces the Islamic era Until the present time. The main sources of data collection are books, articles and research and also the use of web-networks about history and social - fabric developments of Kerman market.



Picture 3. Inn of Ganjali Khan of Kerman

History of research: In this research used a number of documents that following will be discussed as the most important of cases. One of the reliable books is the book "Geography and functions of Kerman market" by Ahmad Pourahmad that is investigated the Kerman market since the beginning during different historical periods and also its effect on the physical body of Kerman and its accessories. The other book is " formation of architecture in experiences of Iran and the West" by Mohammad Mansour Falamaki that paid to market as theoretical and practical in system of formation of Islamic cities in Iran and the book of "Analysis of the characteristics of urban planning in Iran " that by Nasser Mashhadizadeh Dehaghani is written, is used by the author. Of course, in relation to the subject exist the diverse sources including books, articles, magazines, etc. that in general structure of this research have been referred Some of them.

Findings: Market is Persian words that has rooted in culture of thousands of years ago of Iranian and indicate the existence of a public place that dealt with both unpretentious and free movements and also to work of related to trade. Market to its true meaning is a collection of shops that are connected by a closed space and the concept of virtual encompasses a diverse range of meanings: from reliability to power, from suitability to flourished, from Decoration to skirmish and pretend yourself.

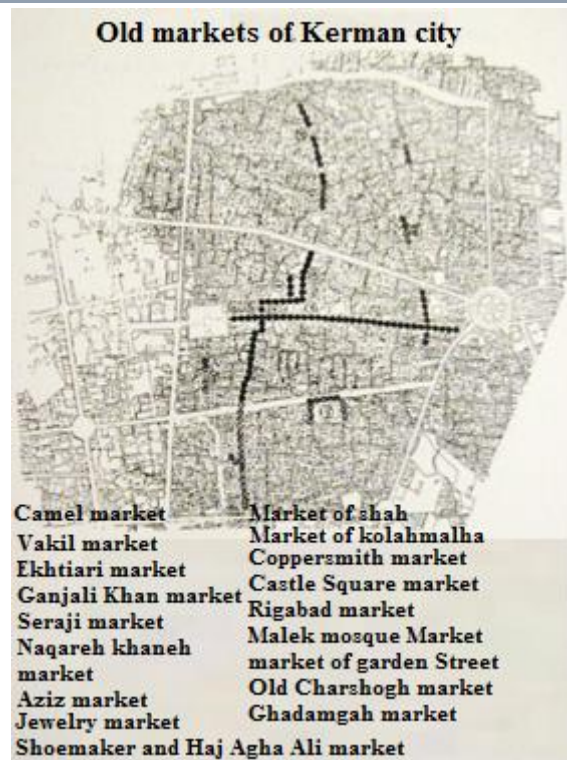


Picture 4. Ganjali Khan market of Kerman

The markets divided into different types that in a division include the following:

1 - permanent markets 2- periodical markets 3. urban markets 4- Small markets.

Market in towns and cities considered as the most important the communication space that Grand Mosque and some of the great mosques of the city, some religious schools, inn and numerous arcade and other commercial spaces were beside it or in close association with it. Kerman market row leads on the one hand to Grand Mosque and on the other hand to Citadel. market rows and various arcades surrounds market and have joined to it. Theological schools such as Mahmudiyah school and school of Ibrahim Khan including schools around of market. Many inns are joining to Kerman market including of Hindus caravansary, caravanserai of Mirza Ali Naghi, caravanserai of CharSuq, caravanserai of wakil and etc.



Picture 5. Types of market in the old city of Kerman

The mosques except of Grand Mosque including Ganj Ali Khan mosques, mosques of Ibrahim Khan. Therefore market and its surrounding land uses have had many effects on traditional texture of city so that axis of historical - cultural of Kerman is formed around the market that this part of the city can be easily has traditional texture and is dependent on traditional primary facilities separated from physical development of the new city. There are around of market parking, cafes and many spaces of touristic that tourists can took advantage From of their visit.

The tourism industry in the present is one of the most important activities of each country and there is such potentials for physical in traditional cities of Iran can as well have a profound impact on this industry. In the different definitions, Tourism have defined as persons activities to relax, work and other reasons to travel to outside of their usual residence and stay maximum for a consecutive year or residents of a country that travel for a maximum period of twelve months to place in their own country that is outside of their usual environment of life and its main purpose of this trip performed not work that its outcome is wage receive from site of visit.



Picture 6. Citadel Square of Kerman

Table 1. Specifications of plan documents related to tourism industry in country In at periods of before and after the Islamic Revolution

after Islamic Revolution	before Islamic Revolution	Field of planning	Time range	Geographic level
National targets for the period (1382-1362 solar)	Long-term strategy of Land Use	Macro Spatial planning of Land use planning	20 years	National - Regional
-	Five-year plans of third, fourth, fifth and sixth of development (1346-1342solar) (1351-1347 solar) (1356-1352 solar) (1361-1357 solar)	Social - Economic planning	5years	National
-	Master plan of tourism development in Iran (1368-1352 solar)	Tourism	15years	National - Regional
-	Social - Economic Studies of Bethel Group (1356-1352 solar)	Social – Economic	5years	National - Regional
Five-year plans of first, second, third and fourth of social - economic, cultural development (1373-1368 solar) (1378-1374 solar) (1383-1379 solar) (1388-1384 solar)	-	Social - economic and cultural	5years	National

Source: Plan and Budget Organization, the history of planning in Iran, 1377 solar, documents center of economic - social, Tehran.

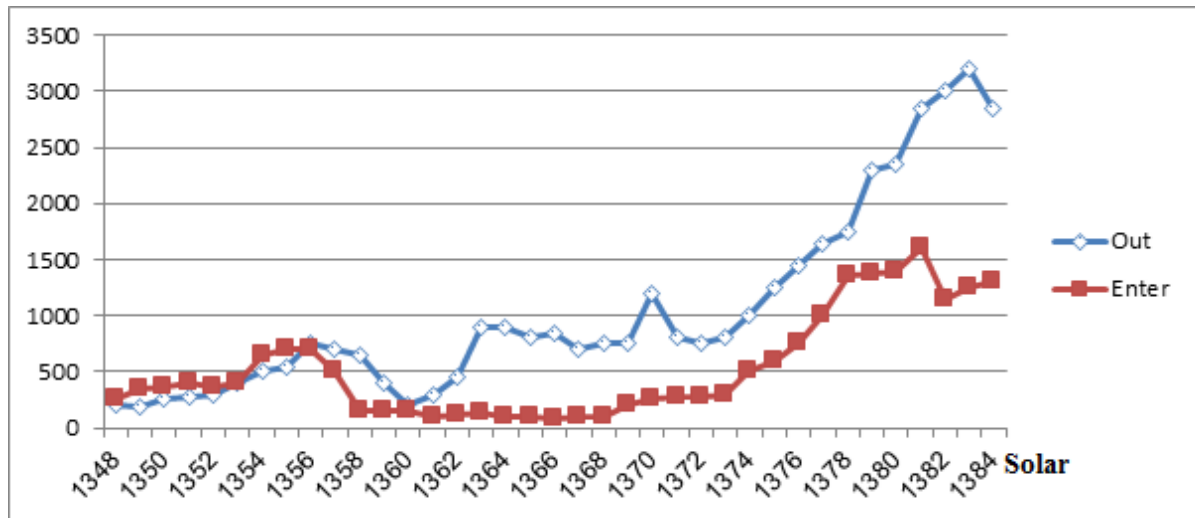
Tourism is a multi-disciplinary and broad activity which include the various branches and guilds for this reason ministries, organizations and various institutions from the past to the present have participated In the this activity.

A look at the members of the decision-making authorities At provincial and national levels proves this subject. In the process of preparation, adoption and implementation of tourism plans involved various of institutions and organizations. Organization of Management and Planning and Organization of Cultural Heritage and Tourism are two major institution that created during the past decades and in process of developments of various organizations and in planning and management of tourism sector have responsibility of basic and significant tasks. Over the past decades frequently have changed titles, institutions and tasks as well as the nature of the activities of these organizations.

When the tourism industry can grow effectively and increasingly that in the city such as Kerman With urban axis of active, cultural and historical considered multiple items and also be considered in planning. The following table shows a system of balance between the amount of tourists and condition of bazaar in Kerman. Discussed issues that should be in the studies and planning to be considered. Weakness in any of the cases can be its negative impact in the a timeframe as well as make appearance. Market is one of the most complete and most complex the spatial -place form of traditional cities of Iranian that includes major centers of economic - political, social and cultural. In Kerman is visible concentration and diversity of urban activities types of affecting on the market that in this regard, over time has experienced the many changes. Indeed all cases that

indicate the physical condition of the market and specifies the needs of internal and external tourists can to be effective in the furthering the objectives of tourism industry In Kerman.

Chart 1. Compare the number of citizens out of country and the number of tourists into the country from 1348 to 1384 solar



Source: Masoumi, Masoud, planning history of tourism development in Iran, 1392solar

Sustainable tourism is philosophy and a new concept for people that seeks to protection of this industry against greedy activists in this field. In the past decade many countries viewed from the perspective of sustainable development to tourism. Sustainable development is development that satisfies the current needs of society without a dealis performed on ability of future generations in meeting the their needs(World Commission on Environment and Development, 1987solar). International Tourism Organization and the United Nations have joined hands with same aim and has been launched a ten-year program. Sustainable tourism is means to get to the root in the method of nature conservation, build the environment and preservation of culture and civilization in local communities. Links between tourists, host communities, tourist attractions and environment is Mutual and complex communication. Each element must coexist itself with others continue through the development of bilateral relations of positive and beneficial. Definition of sustainable tourism is difficult for many branches but key elements are the following:

- Maintaining the current resource of base for future generations
- The preservation of biodiversity and avoidance of environmental change of reversible
- Ensure equity within and between generations
- The protection of cultural and historical heritage in the region

In general, in order to create of sustainable tourism should be balance between the satisfaction of tourists that will increase the number of visits as well as the condition of physical and structure of market and its accessories. Details related to condition of physical location and the site of market as a tourism potential can be investigate in items such as the historical value of market in the past and present periods. This means that market is part of early structure of Islamic cities that has a multi-functional land use, special architectural features as well as extensive accessories that in fact, the city has been shaped and developed based on it. Kerman market is one of the most important the current land uses in historical - cultural axis of Kerman and we can say that this axis its expansion in the West - East and partly north - south There is indebted to the main bazaar row of Kerman and also bazaar of north – south.

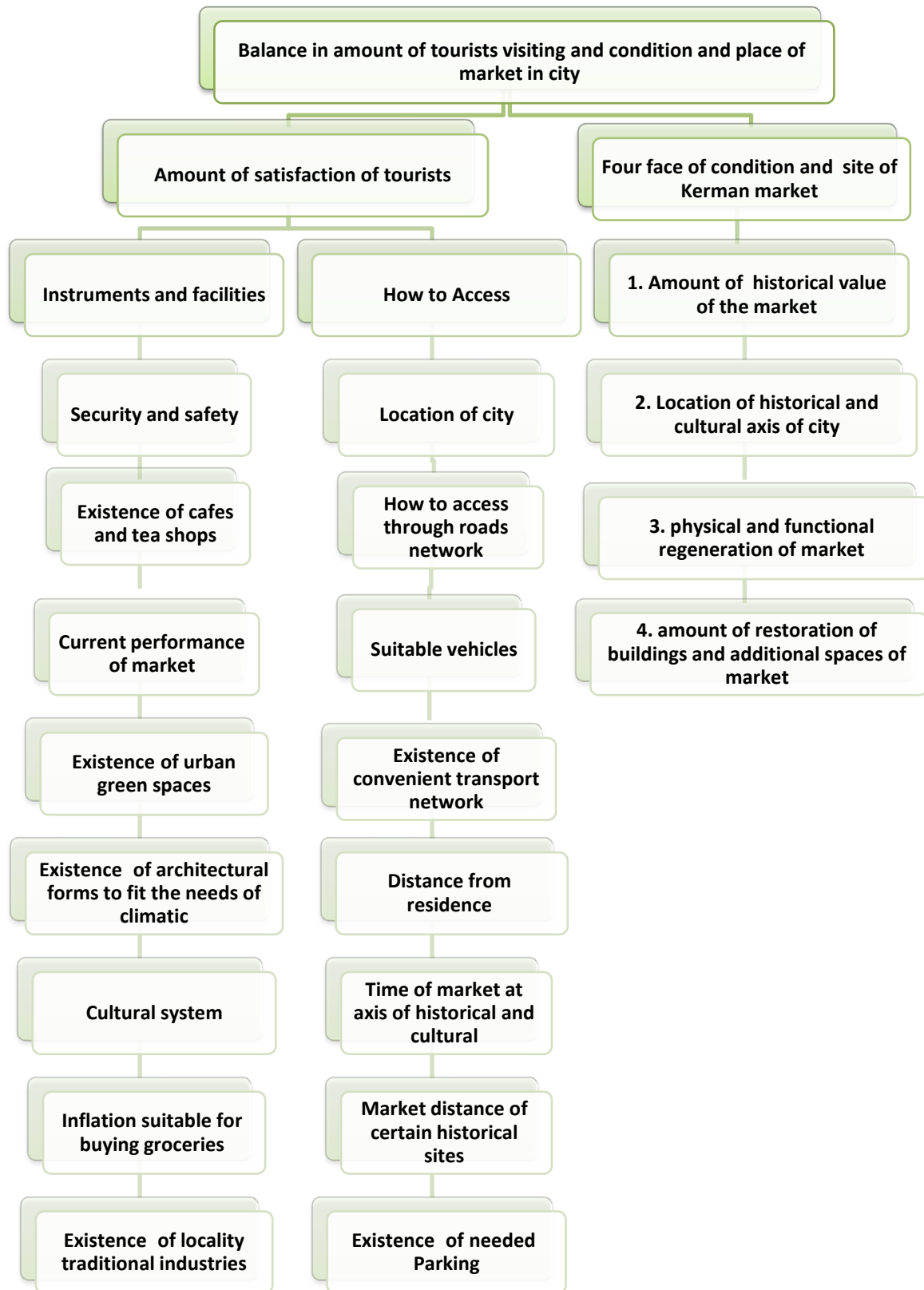


Figure 1. Market situation and satisfaction of tourists (Source: author)



Picture7. Chaharsoogh of Kerman market

Attention to the primary structure of the market and the land uses around it, restoration of appropriate in terms of strength and also being light significant items that can cause market honor among traditional buildings of Kerman. Such restorations accelerated in recent years in Kerman and every time we are witnessing the restoration of a part of collection of Kerman market. Of course keeping of primary function of many market spaces is another problem that has been special attention to it in Kerman. This means that clearly can be old and traditional functions observed along with rooms with new functions.

Tourists satisfaction is very important that generally can be divided into two categories: accessing and equipment and facilities for tourists. Investigations such as the location of the market in the city, its distance from tourist resorts, axes and transport networks of vehicles the available and suitable and Urban parkings, all are of items of proper access to the market.

Satisfaction of tourists is an issue that simply cannot be ignored. From cases testable in this section can be referred to issue of peace and security that sometimes its seem more important from neighborhoods offer a variety of foods as well as issues related to settlement. Security that should in different sections considered considerable and planning such as security of social, economic and cultural. In this regard is very important accommodation, how preparing different kinds of foods, health and cleanliness in public places and food supply. Rest spaces and the presence of appropriate capita for land uses that can provide pause and resting places of tourists, It has a special place and finally maintenance the primary function of market and change numbers of service rooms according to today's needs can be effective in maintain of market Position as a business pole. Function that is reminiscent of type of land use it in past historical periods and tourism can with passing through it partly understand islamic urban space such as Kerman in past periods. Therefore, the physical status of market. Therefore, attention to physical status of market and focusing on different issues in order to tourists satisfy is two point that provides the core of development of tourism industry in city such as Kerman.

Conclusion: By summarizing changes of Kerman market from Past to present the comparatively have been summarized the changes and in the end to improve and restore of functions of Kerman market presented some suggestions.

Table 2. Market structure in past and present

The current functional structure of the market	Market structure in the past
Apart from religious spaces more space is limited to business functions.	market spaces was different and multiple functions.
Market influence sphere is for part of townspeople and surrounding villages.	Sphere of influence of market was national and regional.
Market is not as a major commuting road and network.	Market performance was transport and communication.
Market is lack of discipline and overcrowded	Market have safety and security.
Market access is done by vehicles.	Market access was by foot.
Up houses is abandoned and disabled.	Up houses were used for settlement and warehouses.

In this regard we can mention dozens of other case. Finally, in order to avoidance of degradation and loss of market it is essential that market and historical context of the city Considered in attention priority of authorities and officials of the city that with planning and policy-maker maintain health and originality and identity of the city.

Suggestions:

- Prevent from construction of commercial centers that not have compatible with architecture of old texture.
- Coordination and harmonization restored between market in terms of architectural structure and urban planning with its peripheral environment.
- Any construction in around market must be provided by a comprehensive plan and act to it.
- Prevent from irrelevant constructions that done mostly by local residents.
- Conditions of cultural heritage seriously followed.
- Planning and offer comprehensive and detailed plan for market and its vicinity prepared by effectively consultants and fully implemented to be maintained by it, originality and identity of market and its collection and historical - cultural axis of city.

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