Analysis of Zavareh Bazaar Using SWOT Method

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Abstract: Current work analyzes traditional bazaar and historic city of Zavareh and considers advantages and disadvantages of the bazaar as well as the factors causing stagnation of historical and beautiful bazaar of Zavareh City. In this research, weaknesses and strengths of this bazaar are observed so that prosperity of this bazaar in this historic city is helped. Finding problems of stagnation of these historic places in Zavareh City may be helpful for other traditional Iranian cities which may have forgotten traditional markets and attracting attention toward merely modern spaces. Meanwhile, historic textures are not perceived and in the view of viewers, they are regarded as obsolete and old styles. It is not perceived that these spaces and philosophy of their form may be more important than their modernization. Current research is conducted using SWOT Method which is accompanied by integrated AHP Method. Strategic SWOT Method is useful for analyzing the problem and finding suitable solution.

Key words: SWOT, Zavareh bazaar, SWOT-AHP, bazar, Zavareh

INTRODUCTION

The term bazaar is used as bazaar in arabic, bazar in Turkish, bazar in French, bazzar in Italian, bazaar in English through Italian, bazar and basar in German, bazar in Russian and Hungarian and bazar in Indian languages (Shafaghi, 2002). In the current research, it is attempted to analyzed case bazaar of Zavareh using SWOT Method in order to perceive its weaknesses and strengths and provide suitable solutions for such bazaar as indoor bazaar of Zavareh City.

Statement of problem: Current research aims at finding the reason for lower feedback of traditional textures of historic cities compared to new and modern places. Despite of all advantages of traditional textures (e.g., being indoor) and stability of the buildings and their usability, why are they forgotten?

Bazaar: Bazaar in Iran constitutes the economic center of the cities and it is composed of independent units including shops, orders, khans (Serra and inns), teams and Timche, heads, corridors, squares, baths, mosques, schools, hospitals and other public places. These traditional centers are often roofed with wooden and brick doors and they are rarely made of stone and clay. There are no residential houses in the bazaar section of Iranian cities and residential districts and bazaar are clearly distinguished. One of the features of bazaars is approximation to great mosques of the city, e.g., city Jameh Mosque or holy shrines or Timche or inns. The bazaar is often the most important connection way and it

is natural that important locations are built along it. Role and status of bazaar is socially important and it has considerable effect on social-political events. One of the features of bazaar is approximation to religious schools or placement of these schools in the bazaar and small mosques. It was because of funding the costs (Shafaghi, 2002).

Characteristics of Zavareh City: Zavare City is the central section of Zavareh Region, one of two regions of Ardestan City which is situated at North and East North of Ardestan City. This region is bound by Garmsar City, Semnan Province from the North by Naeen City from the East by Garmsir Dehestan from the West and by Kachou and Naeen City from the South. In terms of geographical situation it is situated at 32° and 3 min to 34° and 25 min of North latitude and 52° and 15 min 52° and 12 min of East longitude (Ghafari and Zavareh, 1998).

Zavareh bazaar: Zavareh bazaar is one of the bazaars that most of its parts have been repaired and remained but it is not much booming due to lack of economic prosperity and most of its shops have been closed. It is one-floor bazaar and it ends to a mosque along its main path which is indoor.

Bazaar has high economic importance in Zavareh, since, it both provides needs of people and it is regarded as a connection path with districts, mosques, Imamzadeh Yahya holy shrine and inns of the city. It has about 100 m of length extended along East North of the city to indoor mosques. Then, it provides a pause space reaching to various districts. Prior to 1977, Zavareh bazaar was

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unusable due to destruction of its coverage and its economic activities were stopped. However, its repair and reconstruction was done by ancient works protection organization and its activities were initiated again. However, unfortunately it is not specially booming (Mohammadi, 2001) (Fig. 1).

Importance and necessity of investigating Zavareh bazaar is in following terms
Economic: Development and prosperity of Zavareh City is related to period where its economic character was dependent on active social relations of the residents and it has more important credit than Ardestan. It is situated at the paths which have surrounded it.

Environmental: Zavareh is in worst climatic conditions and injected values from large cities along with abundance of false needs will be entered in Zavareh in a close future and all of its main paths will be dependent on the outside environment.

Social-cultural: Majority of population in Zavareh is Muslim and Shite and they are highly loyal to religious

ceremonies and customs and religious events such as mourning and Ta'zieh ceremonies. However, a kind of duplicity in ethnicity of people of Zavareh (Sadats and indigenous people) has caused the differences between Sadat and other residents and reflection of this difference is a fierce competition in holding religious ceremonies in two mosques (these mosques are located near the bazaar and they have effect on the feedback for the bazaar).

Skeletal and organization: The city has a chess network and the great mosque is place of intersection of districts with the bazaar and it is regarded as a main node in the city. The way of connection of path with the square and its square form have caused specific situation in combination of dynamic and stationary spaces of the square (Mohammadi *et al.*, 2014).

MATERIALS AND METHODS

This research is an applied research in terms of purpose and it is descriptive-analytical in terms of implementation. In order to collect data and information, review of documents and field studies such as interview and questionnaire were used. Considering research variables, this questionnaire includes economic, social, structural and environmental items. Then, SWOT strategic matrix was specified by formulating internal and external strategic factors which are basis in formulation of strategies. Finally, considering views of experts and opinions of interviewees, SWOT factors were.

RESULTS AND DISCUSSION

Analysis of internal and external factors affercting spatial-skeletal tradtional texture of Zavareh bazaar: Internal and external factors are shown in Fig. 2.
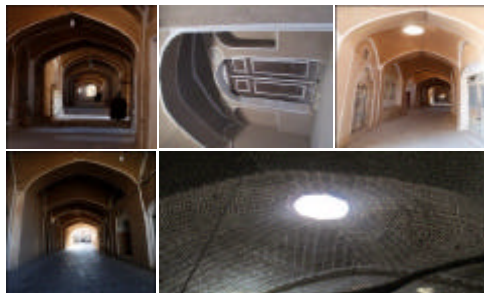

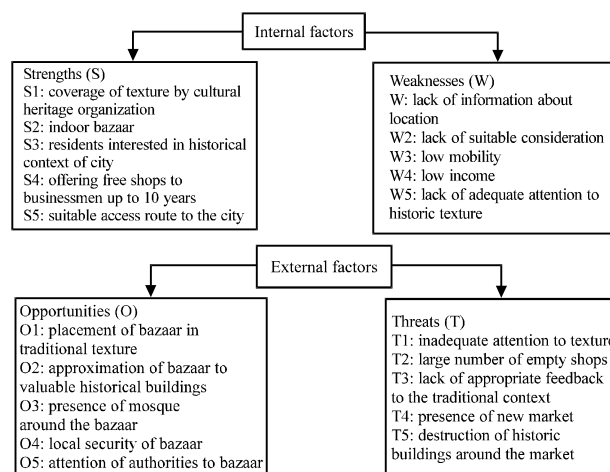Fig. 1: Zevareh bazaar (source of photographs: researchers)

Fig. 2: Analysis of internal and external factors affecting spatial-skeletal traditional texture of Zavareh bazar (studies of researcher (2014))

Analysis of Zavareh bazaar using SWOT Method and integration of AHP Method: This method includes three steps:

- Production of pair matrix
- Calculation of criteria weights
- Estimation of agreement ratio

Pairwise comparison in strengths Group 5: Figure 3 of final weight of the strengths of AHP-SWOT (depicted by researcher (Table 1).

Figure 4 of final weight of the weaknesses of AHP-SWOT (depicted by reseacher) (Table 2). Figure 5

of final weight of the opportunities of AHP-SWOT (depicted by researcher) (Table 3). Figure 6 of final weight of the threats of AHP-SWOT (depicted by researcher) (Table 4-5).

Fig. 4: Final weight of the weakness of AHP-SWOT; integrated method of SWOT-AHP, studies of researchers (2014)
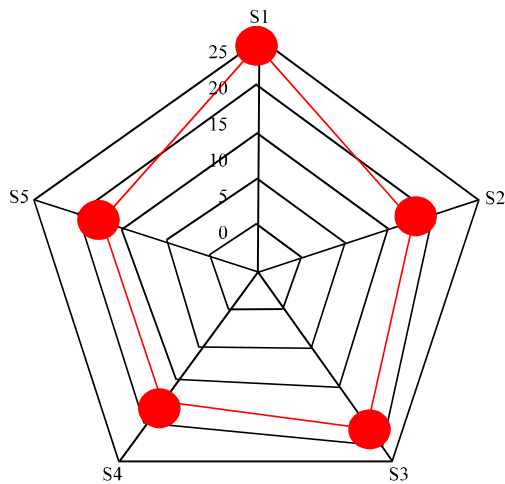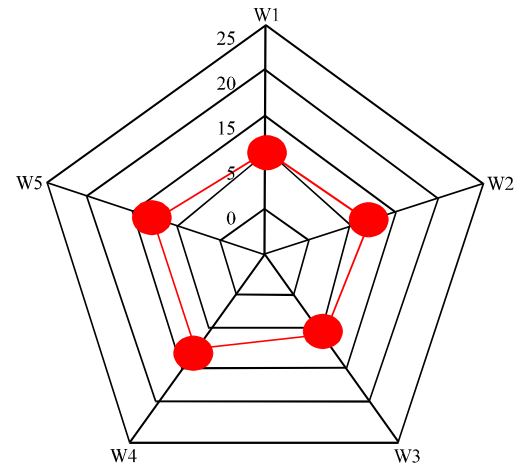

Fig. 3: Final weight of the strengths of AHP-SWOT; integrated method of SWOT-AHP, studies of researchers (2014)

Table 1: Final weight of the strengths of AHP-SWOT

Strengths (S)	S1	S2	S3	S4	S5	Relative weight
S1: coverage of texture by cultural heritage organization	1.00	4.60	6.7	4.60	3.40	0.249
S2: indoor bazaar	0.22	1.00	1.5	1.00	0.74	0.181
S3: Residents interested in historical context of city	0.15	0.68	1.0	0.68	0.50	0.203
S4: offering free shops to businessmen up to 10 years	0.22	1.00	1.5	1.00	0.74	0.181
S5: suitable access route to the city	0.30	1.40	2.0	1.40	1.00	0.196

Table 2: Final weight of the weaknesses of AHP-SWOT

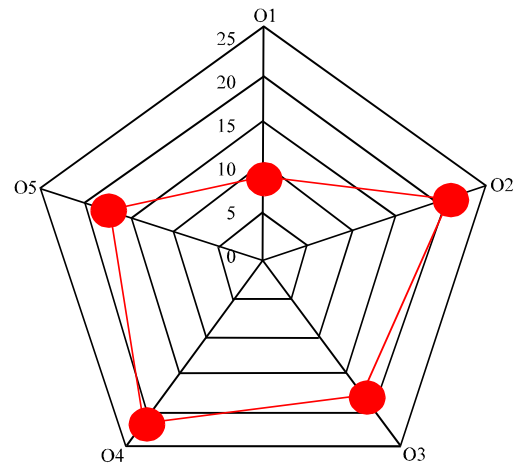| Weaknesses (W)	W1	W2	W3	W4	W5	Relative weight
W1: lack of information about location	1.0	0.74	1.0	0.74	0.74	0.113
W2: lack of suitable consideration	1.1	1.00	1.1	1.00	1.00	0.127
W3: low mobility	1.0	0.74	1.0	0.74	0.74	0.113
W4: low income	1.1	1.00	1.1	1.00	1.00	0.127
W5: lack of adequate attention to historic texture	1.1	1.00	1.1	1.00	1.00	0.127

Fig. 5: Final weight of the opportunities of AHP-SWOT; integrated method of SWOT-AHP, studies of researchers (2014)

Table 3: Final weight of the opportunities of AHP-SWOT

| Opportunities (O)	O1	O2	O3	O4	O5	Relative weight
O1: placement of bazaar in traditional texture	1.000	0.220	0.85	0.22	0.850	0.087
O2: approximation of bazaar to valuable historical buildings	4.600	1.000	4.00	1.00	4.000	0.232
O3: presence of mosque around the bazaar	0.900	0.250	1.25	1.00	0.172	
O4: local security of bazaar	4.600	1.000	4.00	1.00	4.000	0.232
O5: attention of authorities to bazaar	0.900	0.250	1.00	0.25	1.000	0.172
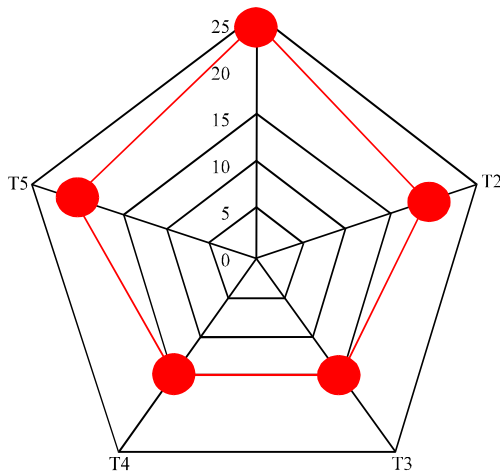
Fig. 6: Final weight of the threats of AHP-SWOT; integrated method of SWOT-AHP, studies of researchers (2014)

Table 4: Final weight of the threats of AHP-SWOT

Threats (T)	T1	T2	T3	T4	T5	Relative weight
T1: inadequate attention to texture	1.00	3.40	4.6	4.6	3.40	0.249
T2: large number of empty shops	0.30	1.00	1.4	1.4	1.00	0.191
T3: lack of appropriate feedback to the traditional context	0.22	0.74	1.0	1.0	0.74	0.102
T4: presence of new market	0.22	0.74	1.0	1.0	0.74	0.102
T5: destruction of historic buildings around the market	0.30	1.00	1.4	1.4	1.00	0.191

Table 5: Matrix of final priority among SWOT factors for optimal bazaar usage

SWOT factors	Final priority	Order of priority	Accumulative priority
S1: Coverage of texture by cultural heritage organization	0.249	1	1
S3: Residents interested in historical context of city	0.203	2	2
S5: suitable access route to the city	0.196	3	3
S2: indoor bazaar	0.181	4	4
S4: offering free shops to businessmen up to 10 years	0.181	5	5
W2: lack of suitable consideration	0.127	1	6
W4: low income	0.127	2	7
W5: lack of adequate attention to historic texture	0.127	3	8
W1: lack of information about location	0.113	4	9
W3: low mobility	0.113	5	10
O2: approximation of bazaar to valuable historical buildings	0.232	1	11
O4: local security of bazaar	0.232	2	12
O3: presence of mosque around the bazaar	0.172	3	13
O5: attention of authorities to bazaar	0.172	4	14
O1: placement of bazaar in traditional texture	0.087	5	15
T1: inadequate attention to texture	0.249	1	16
T2: large number of empty shops	0.191	2	17
T5: destruction of historic buildings around the market	0.191	3	18
T3: lack of appropriate feedback to the traditional context	0.102	4	19

Determining priorities: Considering results of SWOT, followings are priorities in strengths group in AHP form: S1-coverage of texture by cultural heritage organization (final wright: 0.249) and S3-residents interested in historical context of city (final weight: 0.203). Main weaknesses are as followings: W2-lack of suitable consideration (final weight: 0.127) and W4-low income (final weight: 0.127). Main opportunities include: O2-approximation of bazaar to valuable historical buildings (final weight: 0.232) and O4-local security of bazaar (final weight: 232). Main threats of bazaar include: T1-inadequate attention to texture (final weight: 0.249) and T2-large number of empty shops (final weight: 191). Thus, considering obtained results, among 20 priorities in strengths, weaknesses, opportunities and threats, 8 priorities are most important priorities including following cases:

- S1: coverage of texture by cultural heritage organization (final wright: 0.249)
- S3: residents interested in historical context of city (final weight: 0.203)
- W2: lack of suitable consideration (final weight: 0.127)
- W4: low income (final weight: 0.127)
- O2: approximation of bazaar to valuable historical buildings (final weight: 0.232)
- O4: local security of bazaar (final weight: 232)
- T1: inadequate attention to texture (final weight: 0.249)
- T2: large number of empty shops (final weight: 191)

CONCLUSION

Considering obtained results from final evaluation in SWOT Model in the form of AHP it is observed that coverage of texture by cultural heritage organization (final wright: 0.249) and residents interested in historical context of city (final weight: 0.203) are the main strengths. Lack of suitable consideration (final weight: 0.127) and low income (final weight: 0.127) are the main weaknesses. Approximation of bazaar to valuable historical buildings (final weight: 0.232) and local security of bazaar (final weight: 232) are the main opportunities. Inadequate attention to texture (final weight: 0.249) and large number of empty shops (final weight: 191) are the main threats. Hence, given obtained results, among 20 priorities in strengths, weaknesses, opportunities and threats, 8 priorities are most important priorities. Considering these findings, following recommendations are given for improvement of bazaar usage.

Solutions and strategies for improvement of usage of Zavareh traditional bazaar: the proposed strategies are investigated at four aspects including aggressive, diversity, revision and defensive.

Aggressive/competitive Strategy (SO): This strategy is based on internal strengths and external opportunities. Coverage of the texture by cultural heritage organization and approximation of the bazaar to traditional and historic texture adds value of the bazaar and the bazaar is placed in a valuable traditional and historic ground.

Interests of residents to historic texture of the city, developing popular places around the bazaar and paying attention to this district by the residents causes that bazaar is favorable and popular leading to increased prosperity of bazaar.

ST strategy: It is a strategy which considers internal strengths and external threats. Making value for bazaar and representing advantages and values of indoor traditional bazaar of Zavareh by perfect restoration of it by cultural heritage organization.

Using shops and job creation in bazaar by free offering and granting higher benefits for encouraging businessmen to create jobs in bazaar.

Revision strategies (WO): In this strategy, it is attempted to eliminate weaknesses using external opportunities. In fact it is a strategy in revision of previous activities.

Location of traditional bazaar of Zavareh in traditional and historic texture and strong and beautiful ancient works cause that this bazaar possesses special advantage. This feature causes continuity of the bazaar to its surrounding history as well as advantages of traditional and historic texture.

Considering security of the surrounding locations to bazaar with presence of mosques and religious locations, low income can be reduced by preserving capital in the bazaar and providing loans from mosques and religious locations to businessmen of bazaar.

Defensive strategies (WT): It is strategy which emphasizes dealing with weaknesses against external threats.

Lack of consideration for buildings in bazaar causes destruction of historical texture considering continuous leakage of bazaar in various times. It leads to negligence of people to bazaar in long term and ignoring its value and destruction of bazaar. Interest should be created in people by its repair and restoration

Low income is due to low feedback of old bazaar to new bazaar and increasing number of empty shops. Because people do not afford the rent of shops for low income. Free offering of the shops to the residents is a good opportunity for prosperity of the bazaar

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