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Analysis of the structural-physical quality of the historical fabric of Kerman Bazaar using SWOT and QSPM approaches

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Abstract

The present research method is descriptive-analytical and relies on a survey approach. Data collection was carried out in two documentary/library and field methods, so that in the library/documentary technique, articles, books, and documents related to the historical context of Kerman city were taken from the Kerman Municipality, and in the field technique, statistics and information (questionnaires) were collected by visiting the area through observation and interview. The target statistical population is urban officials, university professors, and residents of the historical context of Kerman city. Given the vastness of the statistical population, the use of a sampling method is inevitable. Therefore, the purposeful sampling method was used. Accordingly, 50 experts and elites and 120 residents of the historical context were selected as samples. Data analysis tools include GIS software for mapping and SWOT and KSPM approaches for analyzing qualitative findings and providing strategies and solutions. The findings obtained show that the approach considered is of the WO type, namely, using strengths to overcome weaknesses and the ability to protect and modify physical-structural components in the historical context of Kerman Bazaar. Therefore, the results of the analyses show that the historical context of Kerman Bazaar has potential capacities for regeneration and revitalization, but at the same time, it faces challenges that require careful attention and planning. Accordingly, the areas of Dr. Shariati and Taleghani streets are considered to be among the most suitable areas in terms of physical-structural aspects, and the areas of Mirza Reza Kerman and Imam Khomeini streets need to be strengthened and obstacles and weaknesses removed.

Keywords: urban regeneration, historic contexts, GIS, Qapm, Swot, Kerman bazaar area.

1. Introduction

Analyzing the structural-physical quality of historical contexts is an important issue in cultural heritage protection and sustainable urban development. Historical contexts, as the main arteries of a society's cultural identity, require accurate and scientific assessment to preserve and improve them. The use of SWOT and QSPM approaches in this field provides useful tools for identifying existing strengths, weaknesses, opportunities, and threats. These approaches allow researchers and planners to develop effective strategies for the recreation and revitalization of historical contexts by comprehensively analyzing the current situation (Fanni,2019:46). Therefore, the SWOT approach identifies internal strengths and weaknesses as well as external opportunities and threats.

The strengths of historic contexts usually include cultural richness, unique architecture, and tourist attractions that can help attract tourists and new investments. Conversely, weaknesses such as dilapidated buildings, lack of service infrastructure, and lack of attention to the needs of residents are challenges that need to be addressed. Identifying these factors can help decision-makers exploit strengths and mitigate weaknesses (Gittis,2020:36). Next, the QSPM (Quantitative Strategic Planning Matrix) model serves as a tool for prioritizing strategies based on the factors identified in the SWOT analysis. This model allows researchers to select the best options for improving the structural-physical quality of historic contexts by assigning weights to each of the factors and determining the attractiveness of the strategies. This process helps planners make more informed decisions and allocate resources optimally (Madanipour,2016:35). Using these two approaches together can lead to the creation of comprehensive and balanced strategies for the regeneration of historic contexts. For example, by identifying opportunities for tourism and infrastructure development, strategies can be developed that not only help preserve the historical identity, but also improve the quality of life of residents. This approach can also help strengthen cooperation between public, private and local community institutions (Islam,2023:17). Finally, analyzing the structural-physical quality of historical contexts using SWOT and QSPM approaches not only helps to identify and analyze the current situation but also

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leads to the development of operational and strategic plans for the preservation and regeneration of these contexts. This process can be used as a model for other historical contexts in the country and even internationally. Given the importance of cultural heritage in national and social identity, these analyses can help to preserve and promote these values in society (Korkmaz,2020).

The historical fabric of Kerman Bazaar can be called one of the disordered and problematic fabrics that, regardless of the urban regeneration strategy, have been involved in informal construction outside the framework of urban development laws and regulations. Currently, the dominant use of this fabric is residential, and commercial centers and public services are scattered in its various parts. Due to its convenient geographical location in the heart of Kerman city, this fabric attracts a significant portion of the traffic and presence of the population due to its attractive commercial uses, and this high attention requires strengthening the infrastructure of the historical fabric. On the other hand, the historical fabric of Kerman Bazaar is very old due to its location in the historical and old core of the city, and most of the buildings in this area are made of primary architectural materials and have remained far from renovation and modernization. Therefore, given the importance of this part of the city, its regeneration is difficult and its implementation requires compliance with specific laws and regulations. On the other hand, the historical texture of Kerman Bazaar, as the commercial core of the city, is suitable for multiple uses that can accommodate a large population. Therefore, paying attention to the method of regeneration to preserve and maintain the valuable texture of the market area is one of the very important measures that should be considered. Now, considering the main goal of the research, which is to estimate the quality of the historical texture of the Kerman Bazaar area, the main question is what are the criteria for the terminology of the structural-physical quality of the area and how can the factors determining historical value be used as the main sources of stimulation for regeneration? Has it provided solutions for the dynamic safety of historical textures and their valuable elements in historical textures using the perspectives of structural-physical reconstruction?

2. Research Background

These studies have addressed various dimensions of urban regeneration and the structural-physical quality of historic contexts, and there are significant research gaps. These gaps include the lack of sufficient attention to social, cultural, and environmental dimensions, the need to use quantitative and qualitative analytical methods, and the necessity of conducting comparative studies. These gaps can be considered as opportunities for future research in this area to better understand the processes of regeneration and the structural quality of historic contexts. We will discuss some of the most important of these studies below:

Mohammadi (2019) conducted research and study in an article titled "Analysis of the Structural Quality of Yazd's Historical Context with a SWOT Approach". This study analyzes the strengths and weaknesses of Yazd's historical context and identifies opportunities and threats in this context. However, there is a research gap in this study that refers to the lack of attention to the social and economic dimensions affecting structural quality. (Mohammadi, S.; (2019), Analyzing the Structural Quality of Yazd's Historical Context with a SWOT Approach, Quarterly Journal of Geographical Research, 12(2), 45-66). Rezaee et al. (1400) also conducted a study in an article titled "Physical Analysis of the Historical Context of Tabriz Bazaar and Its Challenges". This article examines the physical challenges of Tabriz Bazaar and offers solutions to improve its condition. One of the research gaps in this field is the lack of use of quantitative models for accurate assessment of physical quality, which can lead to better results. Kazemi et al. (2010) analyzed and reviewed in an article titled "Investigating the Physical Quality of Isfahan's Historical Texture and Suggestions for Its Improvement". This article examines the physical quality of Isfahan's historical texture and offers suggestions for improving its condition. The research gap in this study is the lack of multidimensional and interdisciplinary approaches to analyze structural-physical quality. Safaeipour and Daman Bagh (2018) in their article entitled "Analysis of Urban Regeneration Components in the Central Dilapidated Context of Ahvaz" used the FDAHP fuzzy hierarchical analysis model as well as linear decline in the SPSS software environment to analyze the investigation data Based on the observations of the research, it was found that in the relative phase weighting for the dimensions of the research, the element of economic redevelopment, of the worn-out fabric has the highest relative weight in this stage, and cultural regeneration is also in the second place. This study showed that the element of economic regeneration has the highest relative weight in the analysis of the quality of the dilapidated fabric of central Ahvaz, and cultural regeneration is in second place. The gaps of this research include: the lack of examination of social and environmental impacts in the regeneration process, and the need for long-term analyses to assess the sustainability of regeneration results. Pejohan et al. (2017) have investigated to explain the association between urban regeneration by utilizing the method/technique of assessing decision-making regions in the historic neighborhood of Zaheer Abad, District 20 of Tehran Municipality. The outcome of this research has revealed that the method/technique, with its capability to communicate commonly with an extensive range of factors impacting the regeneration process, along with strengthening the economy and the structure of neighborhood management, is a priority for starting the regeneration planning of this neighborhood. In fact, this analytical study is based on the use of decision-making area assessment techniques to strengthen the economy and neighborhood management in the regeneration of the historic neighborhood of Zaheerabad, which has also experienced research gaps, including the lack of attention to cultural and social dimensions in the evaluation of regeneration and the need for more quantitative analytical methods to provide more accurate results. Amir Rahmani

Soltanieh (2016), in his master's dissertation entitled Urban Regeneration with a Viable Neighborhood Method in Akhund Neighborhood of Qazvini, discussed the effect of economic problems in the redevelopment of urban neighborhoods and in this regard, designed and strengthened an attractive pedestrian axis in the core of Akhund neighborhood with the capability green edges, handicraft booths and formulation of urban spaces and He has suggested in mandate to achieve sustainability. In fact, this study is an analytical study on the design of attractive pedestrian axes and urban spaces in the Akhund Qazvini neighborhood to achieve sustainability, which has also experienced research gaps, including the lack of examination of economic and social impacts in the design of urban spaces and the need for more field data to evaluate the impacts of the proposals. Ardestani (2014), in his doctoral dissertation, sought to ascertain the native indicators of regeneration and a model based on the culture and conditions of the country for the redevelopment of worn-out urban tissues, which was achieved in the type of descriptive-analytical studies and the execution of an analytical model. The outcome of this research has revealed that in the procedure of improving and renovating worn-out urban tissues, the actions are based on local plans and rely on merely physical and non-native capabilities, and a suitable model of regeneration in agreement with the native conditions of this investigation has been able to formulate A comprehensive and integrated intervention approach, considering that account social, economic, environmental, physical and cultural consideration, is a suitable platform for the native redevelopment of tissues. To provide a worn-out city.
This analytical study aims to present a model based on local culture and conditions for the redevelopment of dilapidated urban areas, which has also experienced research gaps, including the lack of attention to inter-sectoral and multidimensional interactions in the proposed models and the need for comparative studies with urban areas in other countries to enrich the models. Hassanzadeh and Soltanzadeh (2015) have examined sustainability indicators in an investigation titled Category Regeneration Planning Approaches Based on the Rate of Stability of Historic Contexts. From the financial indicators studied in this research, we can refer to self-sufficiency, profitability, and financial attractiveness. Research gaps in this study include insufficient attention to social and cultural dimensions in sustainability assessment and the need for further research on the long-term effects of financial indicators on sustainability.
Ashworth et al. (2000) conducted a study in their book titled “Tourist-Historic City: A Look at the Past and the Perspective of Heritage City Management”. This book deals with the management of historical textures as tourism destinations and analyzes their structural quality. The research gap here refers to the lack of attention to accurate and quantitative analytical methods in assessing the physical quality of textures. Alessandro Fergoni (2019), in his article on the topic, the surveyor of future investigations of urban regeneration from 1968 until now, has examined the bibliographic survey of thematic clusters, the investigation process, and the investigation gap. Research gaps in this study include a lack of transparency in identifying and analyzing research gaps and the need for more in-depth studies to identify emerging trends. Cohen and Hopkins (2019), in their paper, develop the idea of new land-based regeneration methods by providing an in-depth method for the possible future consequences of CAVs for the city. Research gaps in this study include the lack of examination of the social and cultural impacts of these methods on local communities and the need for operational evaluation of the proposed methods in real-world settings.
Checkerboard and Milan (2018), in their investigation entitled GIS and Scenario Analysis: Tools for Better Urban Planning, scenario planning provides urban planners with a set of ways to investigate how urban areas may grow and vary in the future. , is presented. It includes the identification and evaluation of many things, such as trends, ambiguity, and decision-making choices, and consideration of the re-creation method in the service of the objectives of the planning process. This study is actually an analysis of the introduction of GIS tools and scenario analysis for urban planning, and the research gaps of this study include the lack of attention to operational challenges in implementing these tools and the need to analyze qualitative data alongside quantitative data. Forlen and Fagin (2017), in an investigation titled "Urban Regeneration: preserving cultural heritage and Social Difficulty of the Urban Fabric", propose urban regeneration as a method to deal with urban sprawl. In this research, urban regeneration is introduced as a cause of ideas for designing dynamic societies. This study is actually an analysis of urban regeneration as a method to combat urban sprawl, and the research gaps of this study include the lack of examination of the social and economic impacts of regeneration on local communities and the need for more comprehensive analytical models to assess the effects. In their research, Hosten and Rahimzadeh (2014) evaluated 10 sustainable urban regeneration projects in the city of London. This research has deemed economic, social, and managerial indicators. Some of the studied indicators are retrofitting, creativity, scale, sustainability, participation, design, materials and materials, poverty management, and investment amount. The outcome of this investigation suggests increasing taxes and offering social bonds as a means to provide economic resources for viable regeneration. This study is actually an analysis of the evaluation of 10 sustainable urban regeneration projects in London, and the research gaps of this study include the lack of attention to environmental and social impacts in the evaluation of projects and the need for further research on the effects of taxes and social bonds. Ma Richela Sepe (2014) in her investigation introduces the strands of investment and power of effect as indicators of economic redevelopment of the historic context. In this research, he considers urban regeneration to be a complex mixture of actors, norms, algorithms, and programs at different scales and also indicates local economy, participation, and local identity as key elements for the regeneration and generation of an

imaginative city. This study is actually an analysis of the introduction of investment fields and the power of influence as indicators of economic redevelopment, and the lack of attention to cultural and social diversity in economic analyses and the need to more closely examine the role of local actors in the regeneration process. Özgur Kerkmaz (2014), in his investigation entitled "Renovation Process in Turkey", investigates and analyzes the advancements of interference in informal settlements and dilapidated structures of this country. This research demonstrates that according to the experience of urban regeneration in Turkey, only a physical technique cannot solve the difficulty of informal settlements and dilapidated structures, but social, financial, and environmental dimensions should also be taken into consideration when preparing projects.

3. Theoretical Framework

The physical-structural analysis of historic contexts examines and analyzes the physical and structural elements present in these contexts. This analysis includes the evaluation of materials, forms, and spatial patterns that help shape the identity and specific characteristics of each context. Historic contexts usually have complex structures that reflect the history, culture, and lifestyles of past societies. A detailed understanding of these elements helps us better understand their cultural and historical values (Smith et al., 2022).From a structural perspective, physical analysis examines how different elements in a context interact and relate to each other. These relationships can include spatial, functional, and social relationships that have developed over time. For example, the way buildings are positioned relative to each other, public and private space, and access routes are all factors that affect the quality of life and social interactions. In this regard, structural analysis can help identify the strengths and weaknesses of the context and pave the way for optimal planning for their conservation and restoration (Johnson et al., 2021).Therefore, the physical-structural analysis of historical contexts serves as a tool for the conservation and management of these contexts. Given modern challenges such as urban development and climate change, the need to preserve the identity and historical characteristics of these contexts is felt more than ever. The use of analytical methods can help identify appropriate approaches for the reconstruction and revitalization of these contexts and at the same time help preserve the cultural and historical heritage of societies (Garcia et al.,2023).

Regeneration means the natural reproduction (or restoration) of a part of a living whole that has been subject to destruction. Initially, the term urban regeneration was not something independent of urban renewal, but gradually, in the face of the negative consequences of renewal, it became an independent word and combined the ideas of urban renewal and safety (Lak, 2019). Therefore, the urban regeneration method began with a completely physical perspective and therefore, in the initial charters and recommendations, the preservation of the authenticity and historical values of the architectural body was emphasized, and gradually, from the Venice Charter to the Bora Charter, the main attention was paid to the place and the landscape (Pourzakarya, 2019). In fact, with the growth of the idea of conservation, the cultural and social perspective also entered this field and developed it, so that the documents and charters of the last two decades, especially the "ICOMOS New Zealand Charter" and the "Nara Document", indicate a huge transformation in the definition of principles, guidelines and criteria for using cultural-historical sites as resources for sustainable economic and social development, with respect for the authenticity, integrity and preservation of the cultural prominence and dignity of these sites (Heitz, 2018). In fact, in recent decades, cities have been forced to face new problems in environmental, economic, social and cultural dimensions, and the understanding of the need for significant interventions that can solve these conditions led to the identification of urban regeneration policies to deal with these problems in these dimensions (Shariatmadari et al, 2013:886). On this basis, the concepts of improving and recreating old urban textures can be found in the thoughts of theorists such as John Ruskin, Friedrich Engels, Camillus, Le Corbusier, Ebenezer Howard, Louise Mumford, Queen Lynch and some others. It took about four years for developed countries to intervene in valuable old and historical centers with the aim of revitalizing (recreating) and revitalizing, which covers four years from the Athens Charter (1933) to the Amsterdam Charter (1975). Therefore, paying attention to worn and historical textures and solving their instability in Iran has become a serious and fundamental question, so much so that it has forced the relevant organizations to try to organize and recreate the aforementioned textures and has raised the need to intervene in these textures in different decades (Rodríguez, 2017:609). Urban renewal and development approaches have evolved from reconstruction, revitalization, renovation, and redevelopment to urban regeneration and re-creation, and thus, have shifted from an absolute focus on physical problems to social, economic, and cultural considerations (Liarokapis, 2017:371). In Iran, the historical context includes that part of the urban context that was formed before the start of World War II.

Historical urban centers should be treated as sections of the dynamics of the city's economy; They are not functionally independent areas and generally have a type of symbiotic correlation with other topics of the city. Also, historical centers are not discussed only for the intent of protection measures, but should also be deemed for re-creation (Hassanzadeh et al., 2015: 21). These textures and their surrounding areas are distinguished from other urban textures owing to their invaluable features; But they often enter the procedure of wear and tear owing to the absence of adjustment to the changing speed of the resident's needs, and this confirms the necessity for planning and safety in historic contexts. During the industrialization of societies, the fascination with the limitless utilization of new technology elucidated many historical contexts of the world to serious threats

and damages; Even some of them were lost during the implications of urban development. After that, notably, after the Second World War, attempts to protect and plan historic contexts found a special place in urban advancement mechanisms (Rezaei et al., 2017: 27). After the 1970s and at the same time as the idea of sustainability and debates about shortcomings in the development of urbanization, efforts for urban planning with a viable approach began. In the historic limits, this concept was associated with creating a tradeoff between the safety of historic values and urban development (Li al, 2017:143). As mentioned before, historic contexts can be damaged in numerous ways: physical-structural, functional, social-mental image, and legal-legal (Laprise, 2016:43) in this investigation The significance of the topic has been paid attention to the physical-structural dimensions of the examined area. On the other hand, since regeneration necessitates time to be implemented, a short-term scheme - physical-structural regeneration - cannot alone be enough to adopt sustainable regeneration. As Tizdell (1996) discusses, physical regeneration in a range can lead to an increment in the self-confidence of that tissue according to three modes of reconstruction, which include: 1-contemporization (revival of dilapidated buildings with up-to-date functionality), 2 - Protection (updating and modification of the body for recent performance) and 3- Destruction and reconstruction - relevant to wear and tear of body structures in different dimensions (ascending, fixed and descending). Therefore, in this research, while exploring the structural-physical dimensions of the historical field of the Kerman market, strategic approaches and the strategic aspect of the issue have also been discussed.

4. Research Methodology

The present research method is descriptive-analytical and relies on a survey approach. Data collection was carried out in two documentary/library and field methods, so that in the library/documentary technique, articles, books, and documents related to the historical context of Kerman city were taken from the Kerman Municipality, and in the field technique, statistics and information (questionnaires) were collected by visiting the area through observation and interview. The target statistical population is urban officials, university professors, and residents of the historical context of Kerman city. Given the vastness of the statistical population, the use of sampling method is inevitable. Therefore, the purposeful sampling method was used. Accordingly, 50 experts and elites and 120 residents of the historical context were selected as samples. Data analysis tools include GIS software for mapping and SWOT and KSPM approaches for analyzing qualitative findings and providing strategies and solutions.

4.1 Case Study

The historical fabric of Kerman city is active in the main core of Kerman city, from around Mushtaqiyeh (Martyrs) Square to Arg Square, for the exchange of goods and the sale and supply of numerous products in the form of specialized markets (each market row is dedicated to one product), which also houses the Kerman Grand Bazaar.

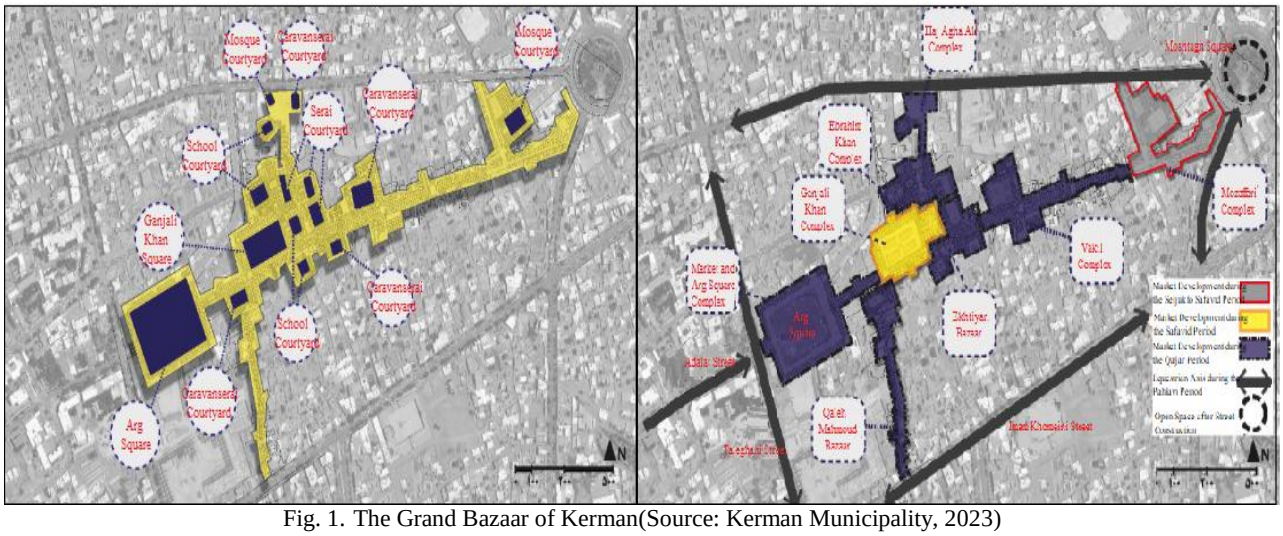

Fig. 1. The Grand Bazaar of Kerman(Source: Kerman Municipality, 2023)

5. Results and Discussion

The backbone of Kerman city is its bazaar, and alongside this bazaar, important historical monuments have been formed, from the Grand Mosque to the Ganjali Khan complex and Arg Square. Today, only this skeleton remains of Kerman city and its historical fabric; the entire historical fabric has been destroyed and renovated, and this skeleton has been reached, and only around the bazaar and significant (scattered) buildings remain.

In the subject of the market, the adopts located in these activity axes have visual transparency and some of them have occupied a section of the pedestrian space, but owing to the absence of desirability of the adopts in generating an incentive for wandering and the continuation of pedestrian movement in the axis, The special kind of pattern of buying and utilizing the services of these services (since the provision of high-use pedestrian services are scattered along the axes, the visits are in the type of short-term prevents by means of transportation is

done), the cited axes lack vitality and a indication of the dynamism of the urban life of the residents. The oldest section of the city, i.e. the spaces inside the fence, which is presently limited by a brief transition between Qarani, Abu Hamid, Darlak Martyrs, Modares and Motahari streets, is known as the historic and historical context of the city and in numerous cases, different kinds of values , historical-cultural characteristics and the need of its preservation and revival have been emphasized. In this research, physical-structural indicators (land use, building quality, kind of building materials, building age, building density (number of floors), prevent structure, access network, and land ownership) have been applied to analyze the reconstruction of the Kerman market area. Using GIS software, indicators have been analyzed and after estimating the existing situation, the QSPM strategic scheme has been utilized in mandate to achieve regeneration approaches in the area, Figure.2

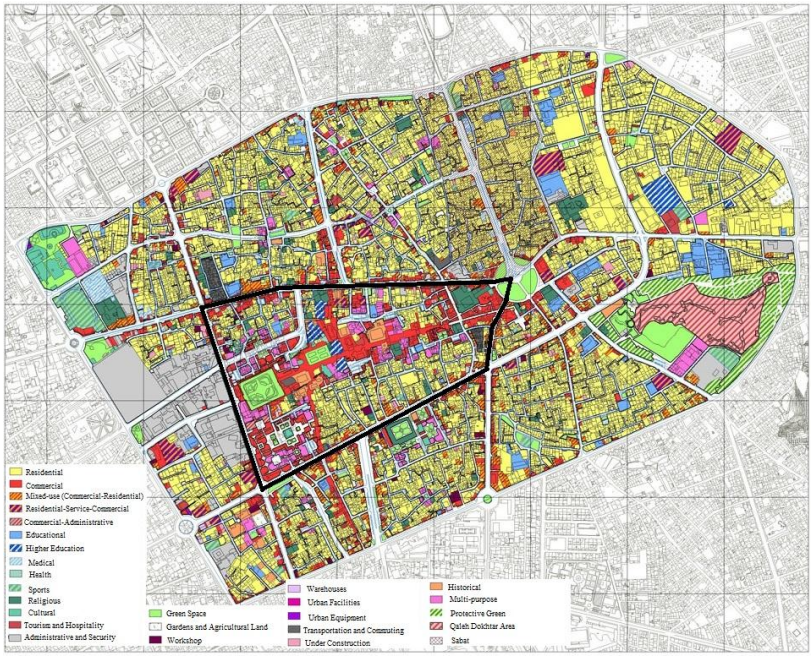

Fig. 2. The historical fabric of Kerman City and the bazaar complex (Source: Kerman Municipality, 2023)

The area of Kerman Grand Bazaar, like numerous historical contexts, faces issues that are provided in the following table based on the perspective of the issues and glitches, Table 1

Table 1
Issues and issues of the historical field of the Kerman market

Row	Issues and glitches
1	Adjacency and interference of laboratory units with residential and commercial areas
2	Access within the neighborhood for residential units
3	Inappropriate quantity and quality of commercial services and activity centers (parking lots)
4	Penetration of laboratory and warehouse centers to the depth of the fabric and interference with the residential area
5	Deterioration of residential units and unsuitable quantity and quality of residential services (green, sports, and cultural spaces)
6	Improper access within the neighborhood and prevention of carriageways
7	Inadequate quantity and quality of commercial services and activities
8	Inadequate quantity and quality of neighborhood services
9	Inadequate quantity and quality of residential services
10	Lack of renewal on the surface of the texture at the edges
11	Residential buildings are more dilapidated than the whole city
12	Lack of facilities and services owing to the major role of residential
13	The mixture of residences with extra-neighborhood adopts (market)

(Source: researcher's findings:2022)

The views of this dimension are directed either to the principles and characteristics of new architecture or to the preservation of the architectural and aesthetic values existing in the historic context. In the context of

generating a recent building or space in the context, the highly significant principle is to respect the historical context (Lazarević, 2016:9). This principle can be the underpinnings of other required instructions in this field, such as emphasizing the significance of the novelty of the design, materials, and materials, adopt and location, recognizing and using the aesthetic, historic and scientific values of the historic context, reviving the historical context and inspiration. of them in building the surrounding perspective and utilizing the rich artistic techniques of the past to redesign the space (Farji et al., 2017: 64); In other words, this cohort of theories, is an attempt to create a mechanism that the structural-physical identity of the historic context does not face challenges in the flow of urban development. Therefore, in the following, while analyzing the quality and amount of land utilization of the target area in the type of questionnaire collected from among the selected statistical people in Baft, we will express the disadvantages strengths, and abilities of the area. Table 2

Table 2
General properties of the historical context

General		category	The multitude of license	Area (square meters)
Land and building adopt status		residential	2232	50000
		advertisement	4560	31200
		government	13	1280
		educational	19	2240
		Cultural-religious	12	1240
		Commercial - residential - offiCE	312	1900
The status of building and land possession		individual	2717	9380
		government	13	1801
		endowment	21	2240
The age of land and buildings		Between 10 and 25 years	230	3020
		More than 40 years	2501	6840
		no architecture	-	-
intervention status		Attractive	472	2347
		Relatively favorable	563	2760
		undesirable	1771	4753

(Source: researcher's findings:2022)

One of the examined indicators in the investigation process is land application in the area, after field questionnaires and collecting statistics and information relevant to land application in the area, we drew maps and analyzed them through GIS software, Table 3

Table 3
The share of the investigation area from land adopt

Row	User type	The multitude of license plates	percentage	Area (square meters)	per capita (sq. m)
1	residential	1614	69.1	393448.49	48.16
2	advertisement	1247	47.3	17071.55	2.09
3	administrative	2	0.09	309.25	0.04
4	educational	5	0.27	11039.13	1.35
5	Cultural-religious	3	0.13	628.61	0.08
6	Public green space	19	0.82	21611.08	2.65

7	Healthcare	4	0.22	9366.7	0.14
8	barren and ruined	206	8.82	104260.08	12.76
9	Transportation and storage	50	2.14	1074.97	3.48
10	Industrial workshop	42	1.8	68441.61	8.38

(Source: researcher's findings:2022)

6. Conclusion

The urban regeneration technique has a more precise concept of the historical context and its safety than previous approaches. In this approach, with the requirement to pay attention to the historical context, all dimensions of sustainable development, especially structural-physical dimensions, have been used. Documents and statements related to this technique have entered the subject of restoration and safety since the 1990s, and in each of these documents, a keyword has been proposed for the realization of regeneration. Also, many studies have been conducted in this field, each of which has proposed principles and conditions for the realization of regeneration, but so far no study has presented a comprehensive concept of the dimensions and structural-physical conditions of the historical context of Kerman Bazaar as the beating heart and historical and commercial center of the city. However, this study, with the aim of investigating the status of the historical context of Kerman Bazaar, attempts to recognize and recount the structural-physical status and provide suggested solutions and approaches based on the opinions of experts regarding the reconstruction of this area. Recreating historical neighborhoods and textures exclusively by relying on the capacities, collective memories, contemporary requirements, and the historical and distinctive cultural and historical perspective of neighborhoods and textures can, on the one hand, preserve the social and economic trends of historical neighborhoods and textures, and by preventing their structural-physical destruction, transform them into a living place that is in harmony with today's life and consistent with their historical personality and identity. This research showed that the techniques and experiences used in recreating historical textures and areas in Iran have not been very successful due to numerous interventions and occupations and ignoring the structural-physical correlations of these textures. For this reason, paying attention to the dimensions and latent capabilities of development that can be used to define distinct catalytic projects for each perspective and neighborhood is a solution that includes the growth-stimulating regeneration of historical and dilapidated settlements.

Therefore, in this research, after recognizing various aspects of the historical context of Kerman city and determining the indicators related to these principles in the type of spatial statistics analysis of GIS, considering the conditions of the Kerman market complex located in the historical context of the city, these indicators were identified in the area adjacent to the market using the SWOT and QSPM approaches, and then by evaluating the basic theories of regeneration and determining the indicators related to these principles and expressing the capabilities and shortcomings of the area, solutions were presented for the development of the market area located in the historical context of Kerman city. Therefore, in this research, in order to better express the issue of regeneration in the desired area; the information obtained using GIS software was analyzed in the type of effective indicators in regeneration and using the strategic technique of QSPM, effective plans and approaches for the regeneration of the area were extracted.The findings obtained show that; The approach considered is of the WO type, namely, using strengths to overcome weaknesses and the ability to protect and modify physical-structural components in the historical context of Kerman Bazaar. Therefore, the results of the analyses show that the historical context of Kerman Bazaar has potential capacities for regeneration and revitalization, but at the same time it faces challenges that require careful attention and planning. Accordingly, the areas of Dr. Shariati and Taleghani streets are considered to be among the most suitable areas in terms of physical-structural aspects, and the areas of Mirza Reza Kerman and Imam Khomeini streets need to be strengthened and obstacles and weaknesses removed.

When you walk through the historical fabric of Kerman and the bazaar complex, you see one facade made of stone and the other of composite or brick. On the other hand, the setbacks of the buildings, which are usually in line with the detailed plan, are not homogeneous, and a jagged appearance has been created in the alleys. In addition to the poor visual condition and the formation of the city center fever in the historical fabric of Kerman and adjacent to the city's grand bazaar, the historical part of the city is also facing another problem. The half-hearted restoration of some historical buildings or the lack of attention to them has drawn criticism from Kerman's cultural heritage activists. As a result of the destruction for construction in the historical fabric and the area of the Kerman bazaar; many valuable historical sites have been destroyed and what remains is mostly in the historical complexes around the bazaar or in separate single buildings. Excavation and the movement of heavy machinery have become the scourge of this entire valuable historical fabric. On the other hand, what has caused a wave of widespread and large-scale destruction in the historical context of Kerman city and the bazaar complex, in terms of structure and physicality, is related to two commercial complexes called the "Sarouj Pars" commercial complex in the south of the bazaar and the "Vakil" city center in the north of the bazaar, the volume of their destruction has been very extensive. Even the

Saroj Pars city center did not comply with the height limit in the historical context and even though the permit for this city center was 12 meters high, it was built 18 meters high.
is suggested that the surrounding area be equipped with green space, where children's play area and a space for the elderly and adults to sit; be designed In this case, it will be feasible to connect the pedestrian axis of the two north-south intersections (Doctor Shariati Street) on both the east and west sides of the area through the green space. - Allocation of open space (Taleghani Street and Arg Square area), a free gathering place for residents during free time or national religious ceremonies, is recommended in a space away from the interference of movement by horse and foot. - Avoid building buildings with normally more than floors according to the architectural rules in the market area.

- Developing improvement programs by creating regular programs for the repair and maintenance of buildings and infrastructure in the historical context and the market area.
- Using local materials in the historical context and the market area. Using local and traditional materials to preserve the identity of the context.
- Creating tourism services by establishing tourist information centers, cafes, and handicraft shops in the historical context and the market area.
- Improving access routes and public transportation to the historical context, especially on Dr. Shariati and Imam Khomeini (RA) streets.
- Holding training workshops by educating local residents on the improvement and maintenance of the historical context and the market area.
- Forming local committees to monitor the improvement and maintenance of the historical context and the market area.
- Designing tourist routes in the historical context and the market area that showcase the strengths of the historical context.
- Developing tourism infrastructure by investing in tourism infrastructure such as hotels and restaurants in the historical context and the market area.
- Encouraging owners to preserve and renovate buildings with traditional architecture in the historical context and market areas. Providing financial facilities and incentives for owners of historical buildings in the historical context and market areas.

To analyze the data learned from the completion of the questionnaires, one of the models of assessment and evaluation of the scenario for the intent of potential measurement, which is known as the strategic planning model known as SOWAT (QSPM), has been used. This model is one of the strategic tools to match internal system disadvantages and strengths with external system opportunities and threats. This analytical model encompasses the systematic detection of factors with which the scheme should have the best compatibility. The logic of the mentioned method is that the effective scheme should maximize the strengths and opportunities of the system and minimize the disadvantages and threats. It's very popular use is to offer a logical paradigm for systematically guiding system discussions, new strategies and lastly choosing a strategy.
Evidence from GIS spatial analyses shows that the northern and western zones of the historic fabric and the market area of Kerman city located on Doctor Shariati and Taleghani streets are in good structural and physical condition, while the southern and eastern zones of the area, limited to Mirza Reza Kerman and Imam Khomeini streets, are in poor physical and structural condition.

6.1 Analysis of the environment and detection of internal and external determinants of area regeneration

The sake of this stage is to estimate the inner environment of Kerman market about its urban regeneration. It should be noticed that in this part, three groups of existing strategies, functions, and resources of regeneration have been deemed and examined under the heading of advantages and disadvantages, and the analysis of the set of environmental determinants surrounding the investigation area under the heading of existing and effective opportunities and threats. It is shown in the market of Kerman and in the framework of regeneration dimensions. According to the opinions presented and the computations made on these opinions, in mandate to evaluate the four factors, a table of the assessment matrix of external factors (EFE) and the assessment matrix of internal factors (IFE) was created, which illustrates the relevance score, relevance coefficient, rank, and final score. Each of the strengths, weaknesses, opportunities, and obstacles is from the point of notion of the respondent group, Table 4

Table 4
Evaluation matrix of disadvantages and strengths triggered by internal factors (IFE)

Row		Agents	Coefficient	rank	Final grade
1	Strengths	The high capability of the road network to attract vehicles	0.08	4	0.32
2		Being close to the city center	0.03	4	0,12
3		The uniformity of land rates and prices	0.09	3	0.27
4		Easy access to service users	0.06	3	0.18
5		Modification of municipal facilities and apparatus in the area	0.04	3	0.12
6		Large construction modules in the terminology of area	0.07	4	0.28

7		The proportion of the number of residential units with the texture	0.06	3	0.18
8		The capability to have public and green open spaces	0.04	3	0.12
9		Having a continuous texture	0.03	4	0.12
10		Having suitable people and household	0.03	4	0.12
1	Weaknesses	Lack of wide roads	0.06	1	0.06
2		Wide appeal owing to proximity to the city center	0.05	2	0.1
3		Not being able to buy land owing to the high price in the area	0.04	1	0.04
4		Lack of service users and the likelihood of using them	0.04	1	0.04
5		Incomplete facilities and apparatus	0.06	1	0.06
6		Lack of quality architectural parts	0.04	1	0.04
7		Failure to comply with the ratio between the amount of residential units and historic buildings (high-rise buildings)	0.06	1	0.06
8		Lack of public green and open space	0.03	1	0.03
9		Failure to comply with building density standards in continuous and discrete ccontexts	0.05	2	0.1
10		High rate of people and immigrant family in the area	0.04	1	0.04

6.2 Findings from the first step analysis (internal factors)

As can be seen, the score of the issue in the analysis of internal determinants is less than 2.5 (ie 2.37), which signifies the internal limitation of the system, Table 5

Table 5
The evaluation matrix of possibilities and threats triggered by external factors (EFE)

Row		Agents	Coefficient	rank	Final grade
1	Opportunities	Suitable investments for the widening of roads.	0.06	4	0.24
2		High range potential for modifying building densities.	0.07	3	0.21
3		Carrying out suitable urban advancement plans owing to the relevant price of land.	0.05	2	0.1
4		The capability to create many service and income-generating adopts within the range.	0.06	4	0.24
5		Establishing standard building facilities and safe equipment.	0.08	3	0.24
6		Having large architecture parts to formulate mixed uses.	0.04	3	0.12
7		Creating the underpinnings of constructions that fit the perspective among the owners and stopping mass accumulation.	0.03	3	0.09
8		Creating green and public open spaces in the future of the old texture plan.	0.06	4	0.24
9		Proper service to the population of Baft owing to its continuity.	0.05	4	0.2
10		Uniform distribution of the people in the fabric and stopping the crowding of residential units in the proximity of the market.	0.04	3	0.12
1	Threats	Reducing the well-being of roads owing to the narrow width and increasing the expense of travel.	0,05	1	0.05
2		Failure to comply with the desirability of construction modules with the market owing to being placed in the old fabric collection and the incidence of mass accumulation problems.	0.06	1	0.06
3		Not using the land except for certain populations who have the economic ability owing to the high price of land in	0.07	2	0.14

	the proximity of the market.			
4	Lack of service land adoption will cause challenges in the future.	0.05	2	0.1
5	Weak facilities and infrastructure in the area.	0.03	1	0.03
6	Existence of large and empty modules and not utilizing them in a section of the area adjacent to the market.	0.04	1	0.04
7	Non-observance of architectural principles among some owners and landowners and disrupting the balance of the fabric by generating buildings with normally more than floors.	0.04	2	0.08
8	Lack of green and open space and waste of money.	0.05	2	0.1
9	Extensive evolution of construction in the proximity of the range and disturbing the balance of the texture.	0.04	1	0.04
10	The increasing multitude of immigrants who are unaware of the theories of building and living in the area.	0.03	1	0.03

6.3 Findings from the second stage analysis (external factors)

In the matrix of external factors, the final result was 2.47, and a number less than 2.5 indicates the existence of unfavorable situations in the reconstruction of the historic context of the area. In relation to external factors, it shows that the threats are more than the strengths, which in the study of the QSPM model, if we evaluate it in the related diagram, it shows that its scheme is of the type (WO) and the capability to protect and change. If used, it has strengths to surmount weaknesses.

6.4 Formation of scenario assessment matrix and strategic action

At this stage, by summarizing the results learnt from the assessment matrices of internal and external strategic factors, the strategic viewpoint of the Kerman market area in the path of sustainability of the existing urban regeneration in the city has been presented, and strategic quantifies have been proposed accordingly,Table 6-7

Table 6
Quantitative strategic planning matrix (QSPM) of internal determinants

Internal factors	**weight**	**WO Strategy**		**WO_1 Strategy**		**WO_2 Strategy**		**WO_3 Strategy**		**WO_4 Strategy**		**WO_5 Strategy**	
		Scoring	Weigh	Scoring	Weigh	Scoring	Weigh	Scoring	Weigh	Scoring	Weigh	Scoring	Weigh
S_1	0.08	4	0.32	3	0.24	3	0.24	4	0.32	2	0.16	3	0.24
S_2	0.03	4	0,12	3	0.09	4	0.12	4	0.12	3	0.09	3	0.09
S_3	0.09	3	0.27	3	0.27	4	0.36	4	0.36	2	0.18	3	0.27
S_4	0.06	3	0.18	3	0.18	4	0.24	3	0.18	2	0.12	2	0.12
S_5	0.04	3	0.12	3	0.12	4	0.16	4	0.16	2	0.08	2	0.12
S_6	0.07	4	0.28	4	0.28	4	0.28	2	0.14	4	0.28	3	0.21
S_7	0.06	3	0.18	4	0.24	3	0.18	2	0.12	4	0.24	3	0.18
S_8	0.04	3	0.12	4	0.16	3	0.12	3	0.12	3	0.12	3	0.12
S_9	0.03	4	0.12	4	0.12	3	0.09	3	0.09	4	0.12	3	0.09
S_{10}	0.03	4	0.12	4	0.12	3	0.09	3	0.09	4	0.12	4	0.12
W_1	0.06	1	0.06	2	0.12	2	0.12	3	0.18	1	0.06	1	0.06
W_2	0.05	2	0.1	2	0.1	2	0.1	2	0.1	4	0.20	2	0.1
W_3	0.04	1	0.04	2	0.08	2	0.08	3	0.12	1	0.04	2	0.08
W_4	0.04	1	0.04	3	0.12	2	0.08	3	0.12	1	0.04	3	0.12
W_5	0.06	1	0.06	3	0.18	2	0.12	3	0.18	1	0.06	3	0.18
W_6	0.04	1	0.04	3	0.12	2	0.08	3	0.12	1	0.04	2	0.12
W_7	0.06	1	0.06	3	0.18	2	0.12	2	0.12	1	0.06	2	0.12
W_8	0.03	1	0.03	3	0.09	1	0.03	2	0.06	3	0.09	2	0.06
W_9	0.05	2	0.1	2	0.1	1	0.05	2	0.1	3	0.15	2	0.1
W_{10}	0.04	4	0.04	3	0.12	1	0.04	4	0.16	1	0.04	4	0.16

Table 7
Quantitative strategic planning matrix (QSPM) of external determinants

External factors	weight	WO Strategy		WO_1 Strategy		WO_2 Strategy		WO_3 Strategy		WO_4 Strategy		WO_5 Strategy	
		Scoring	Weigh	Scoring	Weigh	Scoring	Weigh	Scoring	Weigh	Scoring	Weigh	Scoring	Weigh
O_1	0.06	4	0.24	3	0.18	2	0.12	3	0.18	4	0.24	3	0.18
O_2	0.07	3	0.21	3	0.21	2	0.14	3	0.14	3	0.21	3	0.21
O_3	0.05	2	0.1	4	0.20	2	0.1	2	0.1	3	0.15	3	0.15
O_4	0.06	4	0.24	3	0.18	3	0.18	3	0.18	3	0.18	4	0.24
O_5	0.08	3	0.24	3	0.24	2	0.16	2	0.16	3	0.24	2	0.16
O_6	0.04	3	0.12	3	0.12	2	0.08	2	0.08	3	0.12	3	0.12
O_7	0.03	3	0.09	3	0.09	2	0.06	2	0.06	2	0.06	3	0.09
O_8	0.06	4	0.24	4	0.24	2	0.12	2	0.12	4	0.24	3	0.18
O_9	0.05	4	0.20	3	0.15	1	0.05	3	0.15	2	0.1	3	0.15
O_{10}	0.04	3	0.12	4	0.16	1	0.04	2	0.08	2	0.08	3	0.12
T_1	0.05	1	0.05	2	0.1	2	0.1	3	0.15	2	0.1	2	0.1
T_2	0.06	1	0.06	2	0.12	2	0.12	2	0.12	2	0.12	2	0.12
T_3	0.07	2	0.14	2	0.14	2	0.14	2	0.14	2	0.14	2	0.14
T_4	0.05	2	0.1	2	0.1	2	0.1	2	0.1	2	0.1	1	0.05
T_5	0.03	1	0.03	2	0.06	1	0.03	3	0.09	2	0.06	3	0.09
T_6	0.04	1	0.04	3	0.12	1	0.04	2	0.12	2	0.08	3	0.12
T_7	0.04	2	0.08	3	0.12	1	0.04	2	0.08	2	0.08	3	0.12
T_8	0.05	2	0.1	3	0.15	1	0.05	2	0.1	3	0.15	2	0.1
T_9	0.04	1	0.04	3	0.12	1	0.04	2	0.08	1	0.04	2	0.08
T_{10}	0.03	1	0.03	3	0.09	1	0.03	2	0.06	2	0.06	2	0.06

6.4 Prioritizing Regeneration Approaches

After categorizing the disadvantages and strengths, opportunities and threats based on a questionnaire that was distributed among the elites, points were listed to each of these internal and external factors, and finally, mentioning experts in this field, approaches related to the recreation of the historic range Kerman bazaar were extracted according to table no. 8, and after the cooperation of elites and regeneration specialists in prioritizing and classifying these strategies, the regeneration approaches of the historical arena of Kerman bazaar have been prioritized according to table no. 5. Therefore, at this stage, according to the findings of quantitative strategic planning matrices, the approaches that can be applied are diagnosed and prioritized, Table 8

Table 8
The attractiveness matrix of approaches according to internal and external determinants

Row	WO_1 Strategy	WO_2 Strategy	WO_3 Strategy	WO_4 Strategy	WO_5 Strategy
Score of internal determinants	3.03	2.07	2.96	2.29	2.66
Score of external determinants	2.89	1.74	2.29	2.55	2.58

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