

Original Research Article

An Analysis of Interactions among Influential Factors Contributing to Social Participation in the Historic Bazaar of Tabriz through the Lens of Latour Actor-Network Theory: A Grounded Theory*

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Abstract

Problem statement: The actor-network theory offers a new approach to solving a variety of problems such as social participation. This new approach sets a good platform to track the trajectory of human (people and the element of power) and inhuman (space) actors. In this model, to create social participation, it is necessary to establish a kind of power relations in which space also acts alongside the people and the institution of power.

Research objective : The current study aims to analyze the process of interactions among the three elements of people ,the institution of power and space ,and explains its effect on social participation in the historic bazaar of Tabriz.

Research Method : This research draws upon actor-network theory to examine human and nonhuman actors in the network using the qualitative method .The present study is applied in terms of purpose and descriptive-analytical in terms of nature. To this end, the grounded theory method was used and semi-structured in-depth interviews were conducted (Data-driven methods). The data were gathered through in-depth interviews with 45 marketeers in the grand bazaar of Tabriz, experts, and authorities (city managers) as knowledgeable in this field.

Conclusion: Many problems associated with urban systems ,including the structure of historic markets in Iran ,arise from non-democratic actors such as lack of participation, violation of civil rights ,lack of awareness ,inflexibility in government decisions ,and the decline in pluralism .The results of the research based on the evidence and interviews indicate that the improvement of the spatial component of Tabriz historic bazaar depends on raising the awareness of marketeers and creating a positive role for them in various decisions .This process needs to create equal opportunities to raise the awareness of the citizens and respect the position of the people ,not as a problem but as a solution .However ,in parallel with this, strengthening both economic structures and the sense of belonging play a double role.

Keywords : *Social participation ,Latour theory ,Grounded theory ,Tabriz historic bazaar.*

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Introduction and problem statement

When ideas on public participation in urban planning were first proposed by Paul Davidoff and Sherry Arnstein in the 1950s and 1960s, which were deeply influenced by the social movements of those years (e.g. the elimination of class clash and the prevention of state deception), the ideas of justice and prejudice associated with the concept of citizenship participation gradually faded away due to socio-political developments in the following years. Soon “public participation” was negotiated and traded with the institution of centralized power when people regained the right to choose and govern. When participatory planning and design found a way to Iran, the disorderly and seemingly participatory processes in the country were criticized from different aspects. However, a solution suggested was adopting those procedures offering a dialogue between the government and people than securing the right of people to fight for their rights. In this study, participation has been conceptualized as the participation of people and space, based on the “right to the city” and other citizenship rights to regain decision-making power from the institution of centralized urban power and to change the mental character of the city through the mass movements.

The main concern of the present article is to examine the concept of participation theoretically through the lens of Latour actor-network theory. This theory, which is considered to be the development of a broader school of thought in the social constructivist school of technology, examines the social and technical dimensions of simultaneously creating, surviving, and stabilizing networks of human and non-human components (individuals, organizations, communication software, and hardware, and infrastructure standards) (Sharifzadeh, Zamani, Karami, Iman, & Khalili, 2012, 435). The hypotheses of this theory in the 1990s contributed to different perspectives on the role and position of different stakeholders in the network to benefit from information technologies (Fani, 2013, 95). The first development and application of the theory of the network of actors was attributed to the sociology of science and was founded at École Nationale Supérieure

des Mines de Paris by Michael Calvin and Bruno Latour, which can be seen very similar to attempts made for the conceptualization of participation in its traditional meaning (Ghazi Tabatabai & Vaddahir, 2007, 126). Therefore, the paper also attempts to investigate the issue of participation among marketers using the grounded theory method and to discover the relationship between the components of this field according to the upstream theory of the network operator.

Today, it has been proven that in the absence of participation in a society, the other sections of society will be ineffective or they can not play a positive and constructive role as they are expected (Granier & Kudo, 2016, 65). Therefore, the issue of participation is considered to be important to development and prosperity (Helliwell, Huang, & Wang, 2014, 150; Toutakhane, 2018, 201). Participation in markets requires resources that are created through the presence of a high level of trust between marketers and citizens, their interaction, common norms of behavior, common commitments and commitments, formal and informal networks, and effective information channels (Cicognani, Pirini, Keyes, Joshanloo, Rostami & Nosratabadi, 2008; Wu, 2012) and these factors encourage people to participate in different ways, namely physical participation, financial participation and intellectual participation (Abbott, 2013, 52; Xiao, Zhang, Zhu & Lin, 2017, 316). Meanwhile, historical bazaars as the most important and beautiful manifestations of Iranian-Islamic architecture, and despite the passage of time and many changes in culture and life of people, still have their key role in cities (Foroutan, Araqchian & Sanatgar Kakhki, 2011, 41). The main reason for the continuity of historic bazaars is the existence of important urban elements such as bazaars, mosques, baths, caravanserais, etc., which have contributed to the vitality and survival of the bazaars (Saedvandi & Mahvash, 2016, 19). The presence of the mentioned important elements together increases the emotional bonds between marketers and their customers. Such a deep relationship increases the customers' sense of trust about the quality and price of the purchased goods (Marsousi & Khani, 2011, 52).

The main purpose of the research is to measure the participation and find logical connections between the variables or components contributing to participation among the marketeers of the Tabriz historic bazaar using the grounded theory (in-depth interviews) (Fig. 1). This study hypothesizes a logical relationship between the components extracted from the interviews and the components are assumed to affect the amount, intensity, and quality of participation among marketeers in the historic market of Tabriz. Based on the research problem and the goals of the study, the main question of the research is how the interaction among the three main components of partnership (people, institution of power, and space) has been during the last one hundred years 6 that the historic market of Tabriz has still survived as a historic collection and achieved a world record?

Literature review

In a study conducted by Latifi and Ahmadi (2010, 16) entitled “Citizenship and participatory urban planning”,

the main reasons for the lack of participatory urban planning and forming the concept of participation in the urban society of Eastern countries, especially in Iran reported to be the lack of public sphere and the space of representation - a space that belongs to citizens and in which collective interests are demonstrated - and domination of the private and governmental spheres.

Examining the literature related to participation in Iran shows that these studies cover various fields such as environmental psychology studies, and other related sciences, but none of them has focused on the space factor and clearly defined it. They have not made a distinction between the people's factor (ordinary citizens) and decision-makers (city officials). For this reason, this research can not be informed by past research and does not traditionally rely on the definitions of participation, but the theoretical framework of the present paper is Latour network theory (which is one of the newest participatory theories in recent years). The three factors mentioned in Fig. 1, have a special

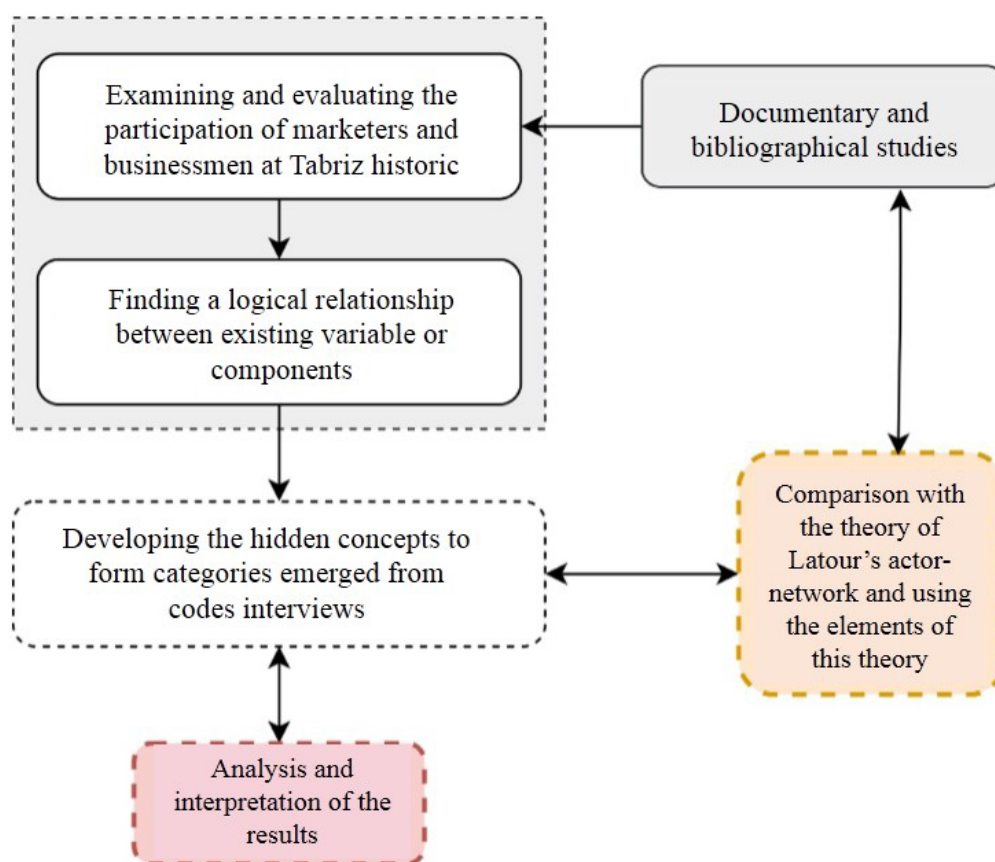


Fig. 1. Research process steps taken in answering the questions of the study. Source: Authors.

role and can have a positive or negative effect on the participation variable, which in this article, can be considered as an outcome of the present discussion.

Reviewing the literature of historic markets, especially the historical market of Tabriz shows that these studies fall into several categories. The first category focuses on general issues such as socio-economic or cultural issues or in other words, various market functions are not directly related to participation but can have important effects on participation (Rafieian & Alvandipour, 2015; Siami, Akhtari Takaleh & Kahnizadeh, 2016). The second group of research is related to the subcategories of participation, including the sense of belonging or sense of place or issues related to the attachment or spatial identity, the spirit of place (Hagh Parast & Esmaili Sangari, 2019; Beheshti Asl et al., 2019; Hatami Golzari, Mirza Kouchak Khoshnevis, Bayazidi & Habibi, 2019) and the relationship between these factors and participation is mediated, and finally, the third group has directly addressed the factor of participation (Aghajani Refah, Norouzborazjani & Nejad Ebrahimi, 2021; Hagh Parast & Esmaili Sangari, 2018). What differentiates those studies from this study is the historical course of participation and the risks. Their focus has been on market includes earthquakes and their devastation. Based on a general overview and preliminary conclusion (see Table 1) of the research by scholars in the field of participation and historical markets, it can be said that participation has not been mainly focused on in the contemporary period. Secondly, a deeper look shows that if we consider the three aspects of a triangle consisting of government, people, and space in participation, in all these cases, such limitations are observed, and the previous studies have overlooked the role of the interaction among all factors on participation. Based on the studies conducted by the authors of this study, none of the previous applied research in this field has fully addressed the interaction among these three components and has focused on one aspect of the multifaceted relationship among these three elements, which is the relationship between space and social factors and available studies on the structure of power have dealt with the conceptualization

of political participation, and unfortunately has no considered the concept of public participation or social participation.

Theoretical foundation

• Concept of participation

The concept of participation refers to the organized process through which the general public establishes a relationship between their desires and values to influence formal power. The goals of such a process include making decisions for increasing the influence of different groups of people, guaranteeing the acceptance of these decisions by authorities, resolving disputes, adapting to social change, and applying or modeling alternatives to formal and social power relations (Arnstein, 1996; Juarez & Brown, 2008, 220). The term can also refer to a range of definitions agreed by theorists in the field, such as “volunteering reduces the size of government” as “a way of public support for social reform” (Botterill & Fisher, 2002, 61). The concept of participation is closely related to the conceptualization of the community. The main collective theories have been seeking to define the characteristics of society through which they can target participatory approaches (Eslami & Kamelnia, 2013, 132). Various disciplines such as political science, social sciences, environmental psychology studies, and other related sciences have tried to define participation and citizenship and have pointed to different levels of these partnerships in each field (Sharafi & Barakour, 2010, 80) and have examined the effective factors contributing to measuring the participation of different societies in different fields (Taghvaei, Babanasab, & Mousavi, 2009, 13).

Reviewing written sources on the participation of marketeers reveal that traditional market has been run based on three fundamental values: involving people in market decision-making, allowing people to monitor market destiny, and opening up opportunities for justice among all citizens and marketers (Mohammadi Kalan & Oliveira, 2015, 10). To encourage the participation of individuals, their trust, satisfaction, and awareness must be addressed in a suitable and safe environment (Cicognani et al., 2008, 32). Otherwise, participation in

Table 1. Review Literature on participation in urban spaces. Source: Authors.

| No | Title of | Year of publication, | Keywords and concepts of research | Findings |
|----|---|---|---|--|
| 1 | Manage the World Heritage Sites in Tabriz, relying on popular participation | (Hagh Parast & Esmaili Sangari, 2018) | Management, public participation | The World Heritage Site proposes strategic plans and comprehensive management measures for Tabriz bazaar based on detailed studies of threats, opportunities, strengths, and weaknesses and prioritizing them. It has tried to implement these measures and plans according to priority in short-term, medium-term, and long-term plans so that it can take steps as soon as possible and accurately in the revival and restoration of Tabriz bazaar. |
| 2 | Right to the city; In search of a conceptual model | (Rafieian & Alvandipour, 2015) | Urban participation, right to the city, right to allocate space | The results of this study showed that the concept of the right to the city included the city belongs to the citizens and their participation in urban affairs. Therefore, the most important categories in this scope were creating a quality urban space, including urban governance; social inclusion; cultural diversity in the city and social freedoms, and the right of access to urban services for all city residents. |
| 3 | Space-people Participation or Connection of Political Affairs to Urban Space (Case Study: Bab-al-vazir district and Tahrir Square, Cairo, 2012). | (Javedani & Parvin, 2015) | Participation, actors, people, and space | This article attempted to examine some important theories in the field of participatory design and planning and then criticized them and raise the space and landscape of the city. The model attempted to change the mental elements of landscape and people in the process of space production and considers landscape as the result of the participation of people and space to push the institution of power away from the sphere of space policies. In this model, the criterion for evaluating the quality of participation was the extent to which the participation process had an impact on changing the mental factors of city perception and reducing and increasing the share of people or power institutions in urban power equations. |
| 4 | The process of formation and development of the Tabriz historic bazaar in the social participation context after the earthquake of 1194 AH | (Hagh Parast & Esmaili Sangari, 2019) | Social participation, formation and development of Tabriz bazaar | The citizens' support for historic spaces such as Tabriz bazaar should always be strengthened through the representation of identity-building and memory-making elements. It is also suggested that the platforms for citizen participation should be provided through promoting cultural elements and beliefs and using the cultural and religious spaces in the heart of Tabriz bazaar, such as mosques, shrines. In addition, it is better to accept the preservation of the historic market as public propaganda. This can be achieved by promoting cooperation among the people, marketeers, and city managers and strengthening the solidarity among them. |
| 5 | Application of Space Syntax Theory in Reduction of the Socio- spatial Segregation of Urban Neighborhoods | (Mehri & Davoudpour, 2019) | Spatial configuration, social participation, space arrangement | This study investigated the possibility of the presence of people in public spaces and places in the centers of twelve neighborhoods of Zanjan. It examined the importance of spatial arrangement in the process of social interaction to understand the impact of spatial configuration on the opportunity to participate in urban life. Moreover, it sought to examine the importance of urban design in facilitating access to resources and the emergence of social networks to reduce the negative effects of isolation. |
| 6 | Recognition and assessment of influential elements on social interaction (strengthening and improving citizen communication in urban open spaces, model city of Sanandaj) | (Behzadfar & Tahmasebi, 2013) | Citizen participation, urban spaces, efficiency, individual characteristics | Identifying the low level of social interactions in these spaces as the main problem, the authors tried to seek a suitable solution for this problem. To identify and evaluate various components, statistical methods (quantitative) and field studies were conducted. This study proved that individual components had a direct impact on social interactions, while they highlighted the role of physical components and the physical environment as a platform for the formation of simple and complex social relationships here the role and capabilities of physical environment design and the functional quality of the space are confirmed in promoting social interactions. |
| 7 | Evaluation of economic vivaciousness criteria in historic bazaars of Iran: developing a recreation point of view: the case of Qazvin historic bazaar | (Siami, Akhtari Takaleh & Kahnizadeh, 2016) | Historic texture, renovation, Qazvin bazaar | Following the analysis, strategies were adopted for the market of Qazvin, such as improving the texture through recreation for promoting tourism and economy, strengthening solidarity between guilds and placing them in the right rows, creating appropriate access for clients to the entrances, enhancing cooperation among guilds and businessmen, promoting traditional and useful crafts, using the textures for a historic function, preventing the motor vehicles from entering the market. Using these strategies along with the proper functioning of the market were reported to result in economic vitality and create a prosperous environment for a city. The factor of economic vitality was highlighted as one of the important and effective factors in participation in historic textures. According to the authors, this factor had been neglected over time in the market of Qazvin, due to the inefficiency of historic contexts and lack of attention to vitality criteria. |

its conceptual and sociological form will not occur or will be at a very low level (Habibi & Rezvani, 2006, 13). Another factor is awareness, which means that raising the awareness of citizenship rights makes the participation of citizens in urban affairs more stable, continuous, and more fruitful. Citizenship awareness contributes to performing bilateral duties and increases citizenship participation (Pourezzat, Gholipor & Baghestani, 2010, 41). Fekouhi argues that the low level of people's awareness of their rights is one of the important factors of the low level of people's participation in affairs (Fakouhi, 2009, 129). The feeling of belonging is the third important factor contributing to the increase of citizenship and social participation. Daily activities not only create a sense of belonging for citizens also contributes to spatial organization. This spatial belonging to the city arouses a person's positive feeling towards the environment and increases their loyalty to his place of residence, so it can be said that the right to the city is associated with a sense of belonging (Lefebvre, 2003, 118). Social trust is one of the most important variables of social participation (Rowe & Ponce, 2020; Tomé, Lopes, Reis, & Dias, 2019), which is the fourth complementary element of social participation, which has been discussed in detail in the theoretical framework of the research.

In developed societies, people's participation in urban programs has been institutionalized and participation continues from the designing stage of scientific-executive programs and models to the presentation of approval, implementation, and supervision. the rights and duties of city managers and citizens have been determined. Collaborative planning patterns increase citizens' trust in the results. It reflects the degree of accuracy, sensitivity, and dimensions and ensures their real and purposeful participation. In this process, participation is not only a cost but also leads to improving the quality of life, peace, and comfort of citizens (Mozayeni, 1999: 65). Participation is an active, free, and responsible commitment that arises from society as one of the mechanisms for exercising power (Saeedi, 2003). The process of participation, as a functional system at the macro, intermediate, and micro

levels result in increasing social stability, strengthening the spirit of solidarity, reducing group conflicts, eliminating the culture of marginalization, flourishing talents, and creativity, developing democratic values, sharing resources and strengthening the spirit of responsibility (Niazi, 2005, 129).

In most definitions and theories related to the participatory approach, there are always three areas: people, formal institutions of power, and space. In addition, the concept of partnership is defined as the relationship made between people and the institution of power for changing space. In such a paradigm, which can be called a human-centered paradigm, only autonomous human subjects are considered to be active and have a factor, and other phenomena are studied only as objects of human action. This view inevitably has ignored various aspects of human perception of the environment and by limiting the number of variables involved in the equations, gives incorrect and sometimes destructive answers (Lotfi, 2010, 65). The view of space, city, and cityscape as subjective-objective phenomena is born out of the metaphysical reversal of binary confrontations, and as a result, such a view not only does not consider space as a passive element but treats it as an active action with trans-physical aspects. Such a view of the city and the phenomena of the world is mainly reflected by the theory network of Bruno Latour (Javedani & Parvin, 2015, 120). Instead of dividing beings into human and non-human beings and reducing the role and agency of one by another, the network actor theory considers heterogeneous networks of human and non-human actors that build different structures in conjunction with each other, including scientific and technical facts (Sharifzadeh, 2015, 19).

Actor-network theory is a deliberate attempt to put an end to the use of the word "social" in social theory and to replace it with the word "link". Why does Latour want to replace the concept of "connection" and other important words such as "collectivity" with the common concept of "social" and the established word "community"? The answer to this question reveals the main problem and concern of this theory. In the first place, they believe that society is too pluralistic to be referred to

by the traditional concept of society or concepts such as social. This is because these concepts are tied to human-associated factors and beings and overlook non-humans. In their view, society refers to a community of human beings and non-human beings and pure human society does not exist at all. Classical sociology, with its social and societal implications, neglects inhumane citizens and their degree of influence. Society is as much a society of artifacts, animals, and objects as it is a society of human beings (Latour, 2005, 14). On the other hand, the actor-network theory believes that we, as a sociologist or anthropologists, should start with the actors themselves and how they are connected, rather than starting with the social, social, intellectual, and cultural structures; This kind of view, as we will see, is opposed to any kind of sociology or theory that prioritizes the social, the structure, the framework and understands the actors in its form (Sharifzadeh, 2015, 21). Accordingly, the actor-network theory or approach, instead of moving from the top-down, from the structure to the actor or the whole except, reverses the work process and moves from the bottom to the top, showing how things are addressed to them. Rigid buildings are said to be built. In other words, the concern of actor-network theory is to trace how heterogeneous and inhuman actors by connecting each other build or construct various structures (including different artifacts) (Banitalebi Dehkordi, Rahnamay Roodposhti, Nikomaram & Talebnia, 2015, 120).

This category (participation) is one of the requirements of urban life and occurs when urban dwellers step out of individual life and become citizens with a sense of responsibility and collective concern (Piran, 1995, 89), but one of the basic preconditions for turning the urban man to the citizen is the existence of a platform for presence and action; the platform needs to provide the basis for the fair formation of visual-individual communication and expression of what is happening at different levels of city affairs (Yazdanian & Keshtkar, 2016, 23). This area, which enables the interaction of the citizen (people) and the government (institution of power), is called the public arena and presents one of the areas for developing the result of this interaction in urban public spaces (Fig. 2).

Research methodology

The present study is applied in terms of purpose and descriptive-analytical in nature. The method is data-driven and uses in-depth semi-structured interviews (based on grounded theory). Simply put, this study is qualitative and this method studies people in the social context via tools and methods that can achieve social meanings, as the researcher participates directly in the study and allows the subjects under study to reflect reality from their perspective and gain a thick description of the phenomenon under study (Creswell, 2009). In this research approach, the researcher deals with data that represent and interpret the facts under study verbally, visually or in examples. Qualitative research is in fact a collection of evidence of lived experience and methods of data collection (Norouzbrazjani, 2015, 76). The data collection method in this study is an in-depth interview and to achieve thick description, techniques and tools have been used to organize the collected data to develop theories based on facts and data which is driven from the research site. The interviews were conducted with three different groups of marketeers and businessmen of Tabriz Bazaar, researchers, and city authorities. As used in qualitative methods, in line with the principles of the grounded theory method, data collection in this study continued until theoretical saturation. The method of data analysis and theory explanation is based on the coding process including open coding, axial coding, and selective coding. The grounded theory model for explaining and distinguishing a phenomenon draws upon the causal conditions contributing to the phenomenon, the context in which the phenomenon has been shaped, the strategies and the interactions that are adopted against this phenomenon, and the specific outputs resulting from this phenomenon.

The sampling method was non-random and “purposeful” in the sense that participants were selected from the board of trustees of the historic bazaar of Tabriz. In the next stage, another group of participants was selected from the city officials as well as experts in the field of research. The total number of participants was 45. The sampling in the field study continued until the theoretical saturation. Interviews continued until no

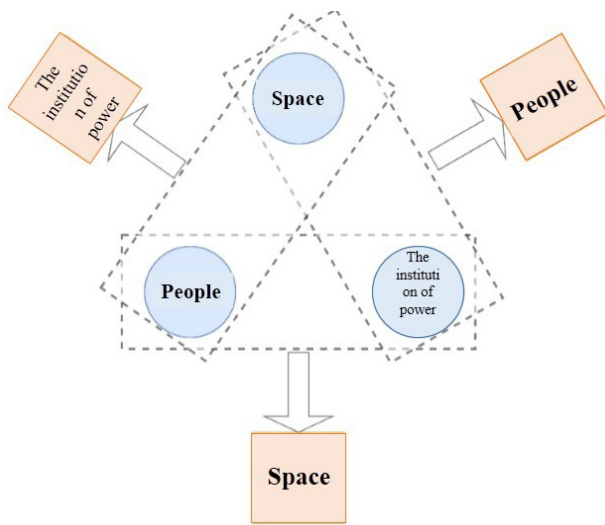


Fig. 2. Three diagrams of the interaction of people, the institution of power and space (respectively from the right: the institution of power + space: people; the institution of power + people: space; space + people: institution of power. Source: Authors.

new information or data was extracted from the interviews. Finally, after all the data were collected, triple coding was performed in MAXQDA software and then the necessary output (the result of the coding) was obtained.

Case study

The historic bazaar of Tabriz with an area of 27 hectares, is located in the center of the historic-cultural context of Tabriz. Tabriz Bazaar is the largest registered work in Iran and the largest complex consisting of roofed and interconnected bricks in the world. Fig. 3 shows the position of Tabriz bazaar in District 8 of Tabriz metropolitan municipality.

The field area of the Bazaar is 270,000 square meters, its surrounding area is 774,000 square meters, the total length of Rasteh (shops or stalls line up on both sides of the passage), corridors and Timchehs (small shops) is 5670 square meters, the total area of Rastehes, corridors, and Timches is 27600 square meters, the total area of houses 23,500 square meters, field, and surrounding areas are 1044000 square meters area. There are over 6000 shops, the number of architectural elements is more than 165.

The underlying factors contributing to participation and the factors preventing participation to be meaningful and practical have been explained in the theoretical foundations of the research. This is reflected in the interviews with marketeers and businessmen. The factors can be easily identified in in-depth interviews and classified and presented in categories. During the interviews, participants usually talked about the past and tradition in the historic bazaar of Tabriz with a sense of regret, and even evoking their old memories was sad for many of them and the reasons why some market structures today (even the physical aspects of the market) has undergone fundamental changes were surprising.

Findings

The data from interviews with participants (marketeers) were analyzed to explore the interactions among the three basic elements of power (sovereignty), people, and space (physical and intangible structure of Tabriz historic bazaar). A total of 24 basic concepts emerged. These concepts represent the participants' point of view of the most important aspects in the historical market of Tabriz. The process of developing the concepts included a line-by-line analysis of the key sentences of the interviews (Table 2). The most important concern in the analysis was the high frequency of words. This occurred because of the same format of the interviews and the common questions were used for the interviewees, and in fact, the keywords of this section were instilled from the researcher to the participants (Fig.4).

The concepts emerged through line-by-line analysis of the key sentences of the interviews. After the first stage of the coding process, open coding, the key concepts were identified. In the second stage of open coding, common and similar concepts were semantically classified into 6 categories, which better concisely captured the concepts. After identifying the categories through open coding, in the axial coding stage, each of the categories was

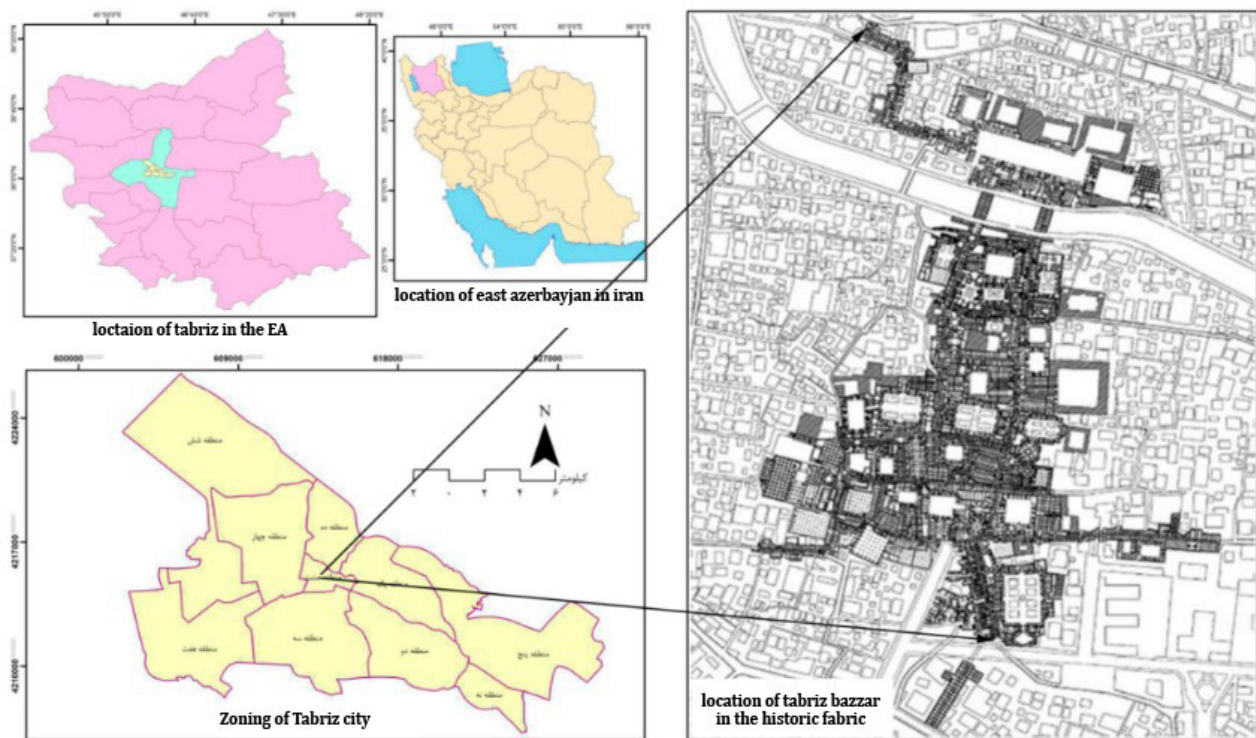


Fig. 3. Geographical location of Tabriz city and Tabriz historic bazaar complex. Source: Archive of Tabriz Bazaar World Heritage Site.

described and influential factors in the participation of citizens in the historic bazaar of Tabriz were detailed (Fig.5).

Discussion

The categories derived from the concepts are as follows:

• Architecture (structure) of the bazaar

During the interview, the vast majority of the citizens stated that the magnificent building of Tabriz Bazaar created a sense of belonging to the historic bazaar, and this was the reason why most of the marketeers did not leave this place and went to one of the luxurious malls in the city. One of them mentioned that *“this building, is unique in terms of architecture and building not only in Iran but across the world”* or, for example, another person clearly stated: *“The architecture in Tabriz Bazaar can not be found in any part of Iran.”* Although such opinions seem a bit exaggerated, they show the importance of the magnificent architecture of Tabriz Bazaar in the eyes of marketeers and businessmen working there, and since one of the communication pillars of participation is associated with the concept of

space and its impact. This factor can directly influence the participatory spirit of marketeers. Some of the interviewees were fascinated by the magnitude of the historic bazaar of Tabriz and mentioned this issue, or some referred to the inner courtyards of the bazaar spaces or the special spaces of Tabriz bazaar such as Mozaffariyeh bazaar show the greatness of Tabriz bazaar. The following sentences have been selected and collected from the speeches of the participants in the research:

“All the components and parts are great and the architecture of these components has made me love these components and I have many memories of my childhood with them ...”

“There is such a big bazaar in this part of the city, which is very rare in its kind”

“... These give the yards of another colorful market space.”

• Awareness

Citizenship awareness means citizens' awareness of the responsibilities that the government and the municipality have for citizens and efforts to fulfill their rights and their obligations (Baghestani Barzaki, 2008,

Table 2. Concepts developed from in-depth interviews with the participants in the coding the authors. Source: Authors.

| Concepts | Frequency | Frequency | Concepts |
|--|-----------|---------------------------------------|----------|
| Participation in the bazaar | 85 | Paying attention to paternal heritage | 25 |
| Antiquity of the bazaar | 51 | Right to the city | 16 |
| A sense of pride | 45 | Elders of the bazaar | 18 |
| Uniqueness of the bazaar | 23 | Jobs at the bazaar | 42 |
| Architecture and structure | 76 | Trust between businessmen and people | 39 |
| Economic value | 38 | Changing intergenerational attitudes | 28 |
| Financial/economic power of marketeers | 65 | Issue of tourism | 26 |
| Immigration- associated actor | 23 | Role of government in the bazaar | 65 |
| Global registration of the bazaar | 18 | Satisfaction | 42 |
| Distrust | 36 | Role of culture | 43 |
| A sense of belonging to the bazaar | 59 | Raising awareness | 63 |
| Variety of jobs | 36 | Religious factors in the bazaar | 55 |

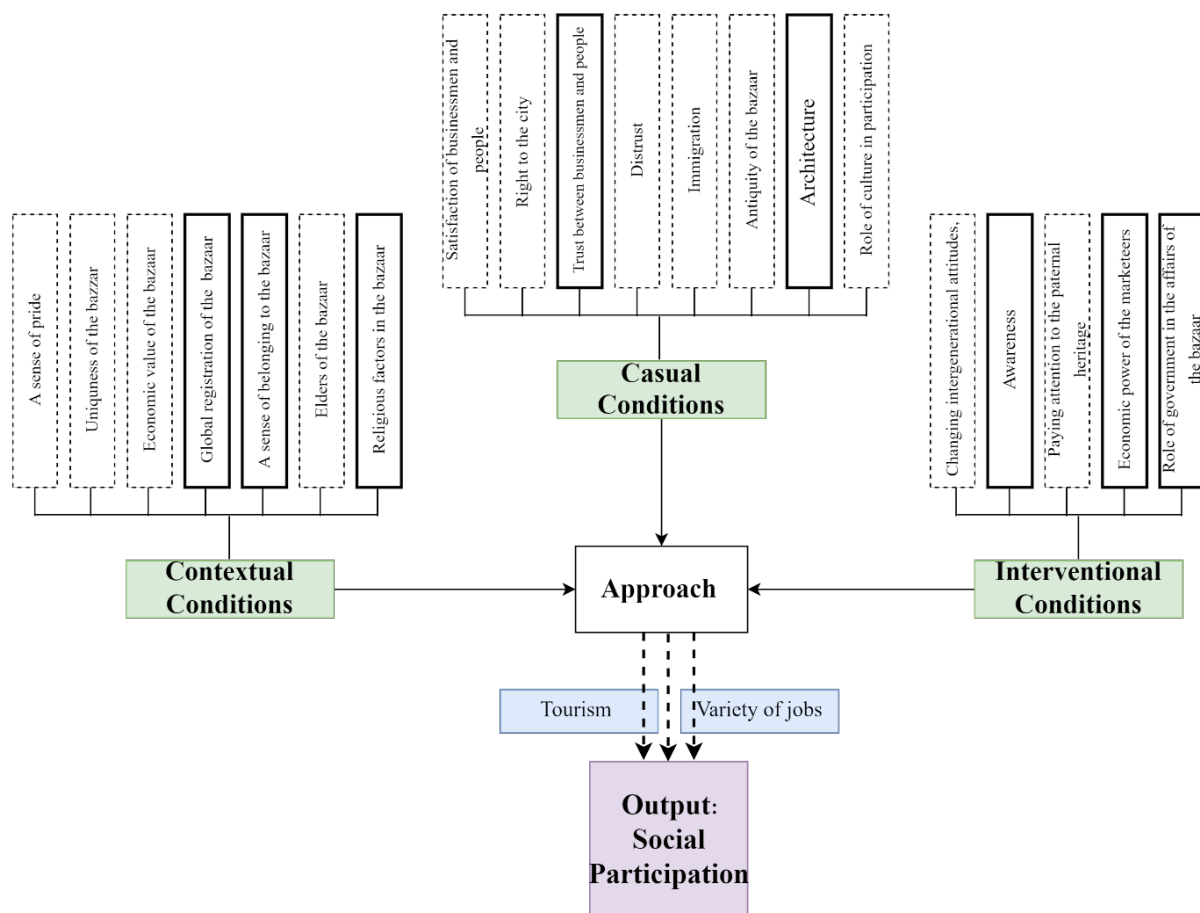


Fig. 4. Model extracted using MAXQDA software - Analytical output of interviews. Source: Authors.

17). In general, regarding citizenship awareness, three basic values have been reported as the most important outcomes of participation: people's participation in

power and authority, leading people to control their destiny, creating opportunities for progress for people in the lower classes (Rostami, 2003, 22). This factor

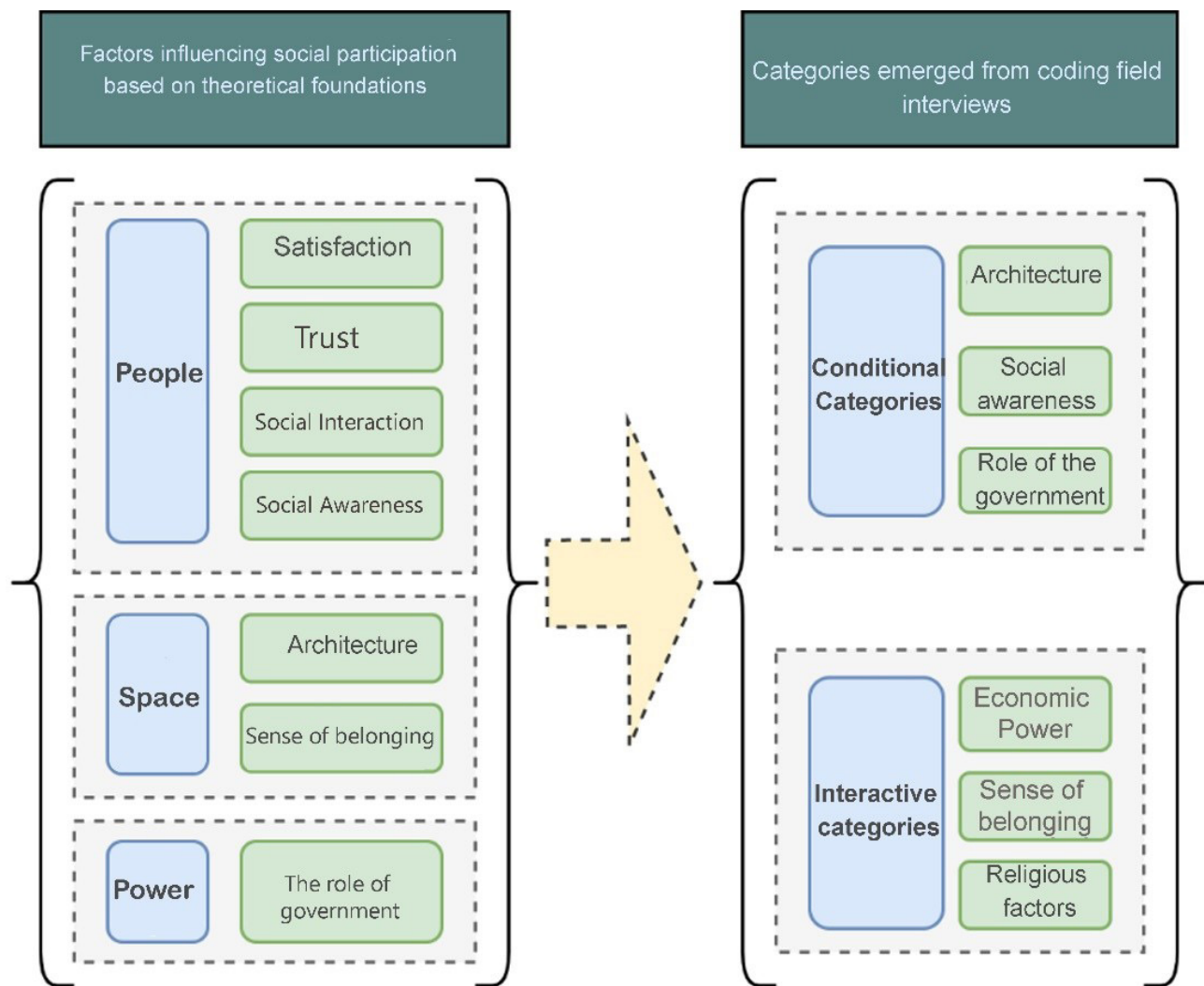


Fig. 5. Factors contributing to participation based on theoretical foundations and categories emerged from coding field interviews. Source: Authors.

becomes important when it comes to the relationship between the government and the people and it is one of the key components of citizen participation. He stated:

“In my personal opinion, to create these desired partnerships, investments should be made from childhood and first needs to occur in our educational system. For example, training marketeers how to be customer-oriented, which is very important. Or, for example, awareness of the rights of the marketeer in the bazaar, finally, the more we bring people’s attention to the importance of the market and inform citizens or provide necessary guidance and highlight its benefits for residents and marketeers themselves, we can expect the participation of both to a great extent.”

• Economic power of marketeers

Almost all marketeers pointed out that recently most businessmen were dealing with their economic concerns due to the weak economic relations prevailing in the market, and only a few could think about market participation. Of course, this type of participation meant financial participation among marketeers, because other types of participation, such as intellectual participation, etc., remained strong. One businessman said: *“Businessmen say we have no income to spend extra”* or another stated, *“Most of these marketeers are tenants, and because the market is economically weakened.”* People have no incentive to participate financially, and as I said before, people cannot make ends meet...

The issue of marketeers’ economic power and the

reduction of the economic power in the market is visible, and although this issue may not have a direct impact on public participation, it is one of the most important factors that disrupt participation. One of the bazaars referred to the issue of “immigration and migration”, which is both the cause and effect of the economic problems prevailing in the market:

“Immigration has ruined the originality of Tabriz. I am the third generation in this part of the market, I have a shop, and immigration has dive nosed the economic power of the people, I am one of the immigrants to the city, for example, should I pay my rent today or participate in building the floor of bazaar? “These marketeers you see have all come from the suburbs, in fact, the irregular migration of the city has brought to this day.”

• A sense of belonging to the bazaar

This is one of the most important influential components in the participation of marketeers. The impact of this component is associated with the physical space (environment) of the Baazar. Since the factor of “activity” also has a significant impact on it, so it can be claimed that the interaction of the components can have a strong effect on the sense of belonging to the Baazar. What can be deduced from the conversations of marketeers and businessmen in the interview in question is their growing interest in the collection, and this sense of belonging to individuals can be seen not only in the space (shop) they occupy but throughout the market. Some said that they came to the market with their fathers when they were a child and since then they have learned the business in their shop and gradually established a very close relationship with the neighbors. That is, the factor of “paternal heritage” is quite important for them in establishing this sense of body and market activity. Another reason for creating this sense of the market is that they consider the space to belong to the people, and because of this, maintaining it becomes doubly important for them. For example, in the quotation of marketeers, the following phrases can be seen about this component:

“We are rooted in this part of the market, that is since we have opened our eyes and we have dealt with the

market. All these spaces evoke a memory for me, who have been in the market for sixty years,” or someone else pointed out: *“I take care of it like my own home, and this is why “I naturally like Tabriz Bazaar.”* Or in another quote: *“I am like a fish that dies if I am taken out of the market, in fact, I belong to all parts of the market.”*

• Role of government (sovereignty) in the market

Registration of the complex of Tabriz historic bazaar on the World Heritage Site has been considered one of the most important factors affecting the reconstruction of the bazaar. Other relevant bodies include the municipality of the historical context, the water department, the electricity department, the gas department, and the telecommunications department. Prevention of their destruction has been prioritized by conducting studies on the physical and cultural aspects of the bazaar in the area of 27 hectares and 77 hectares and determining valuable textures. By identifying these areas, any civil works, including the construction of the city’s infrastructure in these areas, requires obtaining a permit from the Tabriz Bazaar World Heritage Site. By sending a letter and a map of the field and its surroundings to governmental and non-governmental organizations, the World Market Center has tried to improve coordination among the relevant agencies. To eliminate damages and improve the reconstruction of the market, the center has observed and strictly implemented the rules and regulations set for the field and its surroundings (Esmaili Sangari & Omrani, 2014). According to interviews, businessmen, as the main element of the client, were not completely satisfied with the services provided by government agencies. They stated that since the main owners of the market property were the people themselves, all factors must somehow take steps towards the increasing participation of the businessmen. Some also believed that the government was interfering too much in market-related issues in different ways through lack of encouragement for maintenance and protection of the market by people, lack of encouragement of public participation in market restoration; deliberate destruction of the building by

people, creating the illusion of the cost of restoration in the eyes of people and finally the misunderstanding caused by the restoration of elements through government institutions in the eyes of the people. Such interferences were reported to have a negative effect. Therefore, the most important areas through which this institution can contribute to improving the market of Tabriz are as follows: a) issuing licenses and permits for restoration in the base and monitoring the work, b) studying the market infrastructure, and repairing and rehabilitating it, including sewage, etc., c) designing sustainable development models in terms of restoration, rehabilitation, and tourism, d) carrying out economic analysis of business units, and developing strategies for cultural growth and transformation in terms of maintaining and promoting the restoration of the historic bazaar of Tabriz and e) dealing with tourists and empowering the less prosperous parts of the market. The opinion of one of the marketers about the role of government (sovereignty) in the bazaar is as follows:

“It is responsible for maintaining the heritage bazaar, which means that if you want to build a shop, you have to get permission from the heritage first, and this is important, which means that the heritage has taken over this market. I can never do anything without the heritage permit”. The fact is that we expect more to be addressed. But the government does not participate, the cultural heritage and the municipality do not do as they should to serve us. “For example, this market electricity is very dangerous. The electricity department has been told many times, but it is not taken into account.”

• Religious factors in the bazaar

Religious factors have always played a decisive role in the historic bazaar of Tabriz. In religious societies, there is more chance for the growth of social capital because the stronger the religious and moral values are, the better individuals will be in terms of behaving. This is because people behave based on certain rules; therefore, there is more trust between people and social relations occur more smoothly at the fraction of cost (Radadi, 2008). According to Conland, religion, through the creation of social and family networks, communication with other people, conscientiousness, respect for others,

honesty, and the application of norms of solidarity can be considered the basis of positive social relations (Sharbatian & Aminian, 2013, 94). In participation is one of the same positive social relations. Coleman and Fukuyama, meanwhile, believe that religions have religious rites and ceremonies and that participating in these religious rites and ceremonies creates social interactions between individuals. As a result, it increases the desire for the participation of individuals (Rabbani & Taheri, 2009, 125). This case is also quite evident in Tabriz Bazaar, for example, participating in Muharram, Tasua, and Ashura religious ceremonies, holding religious delegations at different times of the year and various charities in the bazaar, participating in daily prayers in mosques inside the bazaar, etc. are all examples of action. It is a social interaction that can have an increasing effect on increasing participation between people (businessmen). In this case, one of the businessmen states:

“There are several charities in the market that are run by the people of the market. Another point in the market is the protection of moral privacy. It is not possible. Religious ceremonies have always been important for the people. Legally, people are bound to hold the Tasua and Ashura ceremonies of Hosseini. In five or six days, groups come and religious movements are seen. There are six or seven mosques where people go to pray. “In the past, for example, fifty years ago in Sadeghieh, people would go and study while everyone was aware of morality ...”

According to the presented categories, it can be concluded that the category of “ Developing a sense of identity with the historic texture of the bazaar “ is the core category that can cover all perceptions of the business (Table 3).

It must be acknowledged that the most important factor playing role in disrupting citizens’ participation in the market is damaging the body of the market, which can directly affect the sense of belonging to the market space. However, the economic power of marketeers, and also the role of government intervention in the market are among the factors that can contribute to the lack of attention to the physical-architectural space

Table 3. Categories developed from different types and core categories. Source: Authors.

| No | Categories | Type of Categories | Core categories |
|----|--------------------------------------|--------------------|--|
| 1 | Structure (Spatial actor) | Conditional | Developing a sense of identity with the historic texture of the bazaar |
| 2 | Awareness | Conditional | |
| 3 | Economic power of marketeers | Interactive | |
| 4 | A sense of belonging to the bazaar | Interactive | |
| 5 | The role of government in the bazaar | Conditional | |
| 6 | Religious factors | Interactive | |
| 7 | Participation in the bazaar | Consequential | |

of the market. This certainly discourages people from protecting and restoring the historical monuments of the market (especially in shared and public spaces such as Rastehs, palaces, Timchehs, mosques, etc.). In fact, the supportive role of the government, instead of the destructive role and excessive government interference, is very effective and important in this regard.

As a pivotal coding process, the role of government in the market and the responsibility of government officials can be the most important factor. Just as the architecture and structure of the market always have an important place for the bazaars, and this shows the need for the government to deal properly with the bazaars in relation to the issue of the body. Thus, the reform of government attitudes that can be seen in these interviews is one of the important demands of marketers, which also has a special place. What has been afflicting the bazaars in recent years as intervening conditions is the decline in their financial and economic power, which has been proposed as one of the most important codes, as well as the attitude of the bazaars and the Board of Trustees towards the global registration of Tabriz historic bazaar. They are also important. Fortunately, it can be said that religious factors have continued to create conditions for strong interactions in the bazaar. They can be one of the factors contributing to social capital and, consequently, participation in the historic bazaar of Tabriz, but according to the findings and statements of some businessmen, despite the observance of the codes of ethics by the majority of marketers in the market and their attachment to religion, this factor has received less attention from the youth and people who have just

started their jobs as marketeers. This can have negative consequences for the participation of residents. Finally, as mentioned earlier, the role of the government, as well as their own financial and economic power, is more important for market-based marketeers, and among the most convincing reasons for participation, these two factors are important. It is because they directly affect the structure of the bazaar and the interaction between the structure of the bazaar and activity also directly affect the sense of belonging to the market, which can be a key core of all components. This key core, along with two other interactive factors namely the economic headquarter for the marketeers and their religious origins ultimately have a serious impact on the participation factor (Fig. 6).

Conclusion

The interaction of people, government (agent of power), and the structure of architecture, which is also interpreted here as architectural space, has a negative or positive effect on participation. This effect is influenced by the circumstances that are a function of the environment and people. The negative impact on the participation factor will occur if the government resorts to unwarranted interference and obstruction instead of playing its supportive role for the market and the respected businessmen community. If the system of bureaucracy and passive structures is emphasized and the ground for violations is provided, these factors go hand in hand to face the unique and valuable structure of the market day by day, neglected by its main owners who are the people (marketers). The low quality of

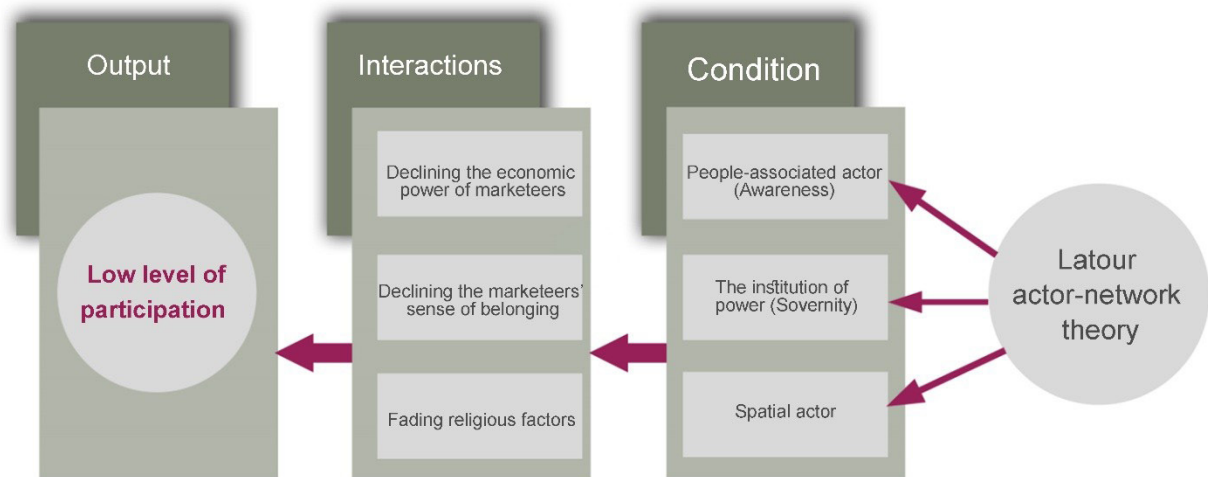


Fig. 6. Disruption in a priori conditions and interactions leads to a decrease in participation in the historic bazaar of Tabriz. Source: Authors.

the building and the structure of the market, as well as the damages imposed on the building, reduce the sense of belonging to the complex among citizens and users. Two other factors, including fading religious roots among the marketeers, as well as the decline in the authority or economic power of the businessmen, which is dependent on the environment, also play a role (findings from in-depth interviews with marketeers and authors' field notes). Ultimately, the overall interaction of these factors will play a serious and effective role in the declining trend of market participation. Based on the research findings, it should be noted that the promotion of the historical complex of Tabriz Bazaar due to the positive role of the government, the support of those in power to physically strengthen this valuable heritage, the constructive role of the economy in strengthening the financial foundations of bazaars and strengthening religious infrastructure has increased the sense of belonging and further, lead to the promotion of various social participation of marketers.

The outputs of the interviews indicate that the citizens and marketeers' sense of identification with the historic bazaar of Tabriz (common core category) was evoked through the actor of media (transparency) and raising public awareness of the hidden values of this complex, as well as more cooperation of power and government institutions in facilitating restoration measures related to the invaluable and historical structure of the bazaar, have increased the sense of belonging and sense of ownership of the people to the historic bazaar, and

all these actors can lead to positive changes. Finally, generating synergy among the three elements including governance, people, and space, can contribute to improving this magnificent and valuable complex, which has a world record.

The final point is that by considering the sense of belonging to the structure and the whole architecture of Tabriz historic bazaar (space factor) and the mentioned social factors, it is possible to observe completely positive and constructive effects on the participation of individuals and citizens (especially marketeers at Tabriz Bazaar). This method has always been dominant in the market for more than one hundred years, but changes in the contemporary government structure, inappropriate interventions, and unnecessary obstacles to the system governing the country's bureaucracy have been witnessed. This is also reduced in the governance structure in Tabriz bazaar. There is more, and all these factors cause other conditional factors to be negatively activated and the synergy of all the mentioned negative factors, causes the loss of trust and dissatisfaction among the businessmen of the historical market of Tabriz, which ultimately causes a priori factor. The loss of a sense of belonging and consequently a decrease in participation among businesses. Finally, the mechanism of the relationship between keywords (Fig. 7) indicates the fact that in the future, the promotion of the spatial component of the historic market of Tabriz depends on increasing marketers' awareness of their rights and duties (people's factor), promoting the cooperation

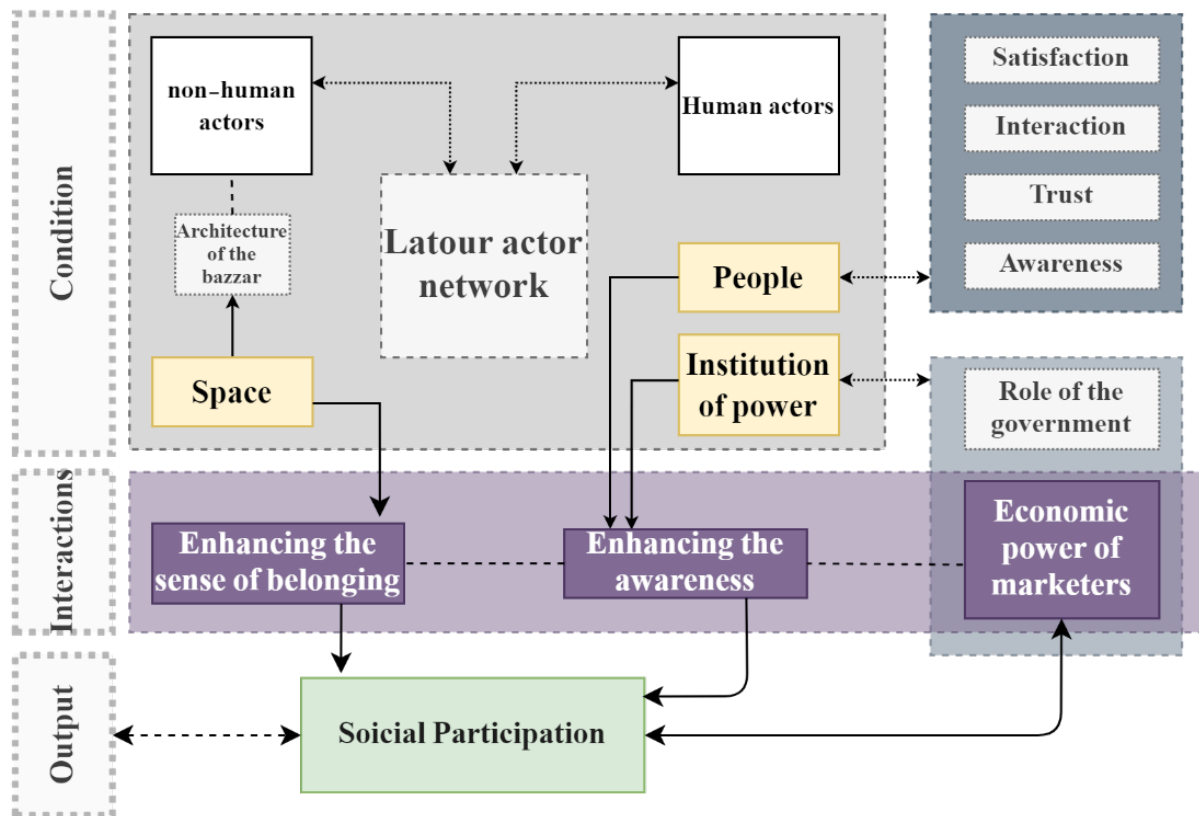


Fig. 7. Interaction of human and non-human actors in the Latour actor-network and the consequences of increasing social participation. Source: Authors.

of relevant government institutions including the municipality, historic context and cultural heritage (factor of power), as well as strengthening religious factors between businessmen and people, enhancing the economic power of bazaars and increasing the sense of belonging to the market space.

Declaration of non-conflict of interest

The authors selected the period of the last one hundred years since before this period, especially until the end of the Qajar period, the traditional markets of Iran were not governed by the government and the “Administrative Law of the Ministry of Education and Endowments and Established Industries” approved in 1328 AH, had not yet been formed and in the historic bazaar of Tabriz, the government had not yet had a control on the relationship between space and people. While in 1309 AD with the approval of the “Law of Antiquities” in the National Assembly and then during the Islamic Revolution in 1985 and the global registration of Tabriz Bazaar in 1389 AD, all past equations were dismantled and a

new structure on this valuable historic structure was imposed. Therefore, the authors’ emphasis on the developments of the last hundred years is important and necessary in this regard.

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