

THE PHYSICAL AND SOCIAL SETTING OF PASAR
SITI KHADIJAH AS AN URBAN MARKETPLACE

BY

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ABSTRACT

Urban marketplaces are vulnerable to the threats of modernization and gentrification, which slowly lead to the loss of their image and identity. The research aim is to investigate the physical and social settings through place image and identity of an urban marketplace of Pasar Siti Khadijah, Kota Bharu, Kelantan. To achieve the aim, three research objectives have been formulated which are: 1) to investigate the physical and social settings that influence the construction of place image and identity of urban marketplace; 2) to evaluate on how place image and identity of an urban marketplace is experienced by the vendors and visitors; and 3) to assess the importance and needs of place image and identity settings of the urban marketplace throughout the urban regeneration process. The research employed an exploratory case study method with three approaches: 1) survey questionnaire; 2) semi- structured interview; and 3) an observation approach. The data gathered was analyzed by using SPSS Version 24 and ATLAS.ti. The findings indicated that there are eight dimensions of the physical and social settings of Pasar Siti Khadijah consisted of 1) location and surroundings; 2) accessibility; 3) facilities and utilities; 4) architecture and spatial characteristics; 5) market products; 6) history and events; 7) lifestyle and activities and; 8) market management. The findings indicated that the most critical dimensions are the location and surroundings, the market products and the spatial characteristics. The location and surroundings of the market played a significant role in enhancing the growth of the facilities and utilities, parallel with the accessibility which connected the market to the city. Local products reflect the cultural heritage of local people, hence the products can be considered as the ‘heart’ of the market while the local vendors can be considered as the ‘soul’ of the market. The findings revealed that besides the presence of the local vendors, the spatial characteristics impacted and influenced the setting of the social-culture of the market. The spatial characteristics provided the interaction among them and the other market users, which then constructed the socio- culture of the market, hence lifting the image and identity of the market. The findings of the proposed framework concluded that every dimension that made up the physical and social settings of image and identity of urban marketplace plays a significant role in deciding the future of the urban marketplace. Each dimension influenced the impact of the place image and identity of the urban marketplace to its economic growth, socio-culture and the continuity of the tourism attraction.

خلاصة البحث

الأسواق الحضرية معرضة لتهديدات التحديث والتحسين، والتي تؤدي ببطء إلى فقدان صورتها وهويتها. الهدف من البحث هو التحقيق في الأوضاع المادية والاجتماعية من خلال صورة المكان وهوية السوق الحضرية في سوقسي تي خديجة، كوتا بهارو بولاية كلنتن. من أجل تحقيق الهدف، تمت صياغة ثلاثة أهداف بحثية وهي: (1) التحقيق في الأوضاع المادية والاجتماعية التي تؤثر على بناء صورة المكان وهوية السوق الحضرية؛ (2) تقييم كيفية تجربة البائعين والزائرين لصورة المكان وهوية السوق الحضرية؛ و (3) تقييم أهمية واحتياجات صورة المكان وإعدادات الهوية للسوق الحضري خلال عملية التجديد الحضري. استخدم البحث أسلوب دراسة الحالة الاستكشافية بثلاث طرق: (1) استبيان المسح؛ (2) مقابلة شبه منظمة؛ و (3) نهج المراقبة. وتم تحليل البيانات التي جمعت باستخدام SPSS من الإصدار 24 و ATLAS.ti. أشارت النتائج إلى أن هناك ثمانية أبعاد للأوضاع المادية والاجتماعية في سوق سي تي خديجة تتكون من (1) الموقع والمناطق المحيطة؛ (2) إمكانية الوصول؛ (3) المرافق والمرافق؛ (4) العمارة والخصائص المكانية؛ (5) منتجات السوق؛ (6) التاريخ والأحداث؛ (7) نمط الحياة والأنشطة و؛ (8) إدارة السوق. كما أشارت النتائج إلى أن الأبعاد الأكثر أهمية هي الموقع ومحيطه ومنتجات السوق والخصائص المكانية. لعب موقع السوق ومحيطه دورًا مهمًا في تعزيز نمو المرافق والمرافق، بالتوازي مع إمكانية الوصول التي ربطت السوق بالمدينة. تعكس المنتجات المحلية التراث الثقافي للسكان المحليين، وبالتالي يمكن اعتبار المنتجات "قلب" السوق بينما يمكن اعتبار البائعين المحليين "روح" السوق. وكشفت النتائج أنه إلى جانب وجود البائعين المحليين، أثرت الخصائص المكانية وأثرت في تكوين الثقافة الاجتماعية للسوق. وقد وفرت الخصائص المكانية التفاعل بينهم وبين مستخدمي السوق الآخرين، مما أدى بعد ذلك إلى بناء الثقافة الاجتماعية للسوق، وبالتالي رفع صورة السوق وهويته. خلصت نتائج الإطار المقترح إلى أن كل بُعد يتكون من الإعدادات المادية والاجتماعية لصورة وهوية السوق الحضرية يلعب دورًا مهمًا في تقرير مستقبل السوق الحضرية. وأثر كل بُعد على تأثير صورة المكان وهوية السوق الحضري على نموه الاقتصادي والثقافة الاجتماعية واستمرارية الجذب السياحي.

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DECLARATION

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

The chapter provides an overview of the research and defines the background study of the research, including the problem statements, the aim and objectives, research questions, scope and significance of the research and the methodology applied.

1.2 RESEARCH BACKGROUND

Marketplaces are our oldest mode of trade and are the reason why many cities remain (Sommer, 1989), their origins can be traced back to the Greek agora, Istanbul's Grand Bazaar, Africa's traditional village markets, and Western Europe's medieval markets (Kowinski, 1985). In the beginning of the year, according to Sommer (1989), marketplaces were set up on open spaces and lots along the main road of a town or city, now known as the market street.

Marketplaces can also take the form of a market district involving perhaps many square blocks of complementary and inter-connected businesses (publicmarketplaces.com). The marketplace commonly serves as a place where interaction and trading goods happen and functions as a communal or public space (Tangires, 2008). Weiss (1998) stated that the marketplace is 'a city within a city, with its own economy and a way of life'. From the marketplace itself, the culture among the local community is built and tightened. Market is the start of the economic growth of the city or town.

As a significant device for social and urban activity, the urban marketplace, since centuries ago until now, has been the main socialization place in town. Urban marketplace spaces are vibrant places as they not merely act as a selling center but also function as a platform for social interactions which enhance communication among individuals (Casson and Lee, 2011). A sense of place is evident in the urban marketplace because it has its own products, own ways of marketing and its own architecture that creates its own local identity and local culture. These unique characteristics of the trading style environment have become part of the cultural identity of the Malaysian people (Suziyana, 2010). The diversity of ways of life of the local community around the urban marketplace reflects local culture, which makes it unique and has the potential to become a famous tourist attraction. It also gives an overview of the qualities and characteristics of urban marketplaces that are vital for cultural and economic regeneration.

The sense of place that is presented in the urban marketplace is vital in the discourse of urban regeneration and cultural sustainability because it is a crucial element of the user experience, whether for the urban marketplace visitors, locals and communities (Lekagul, 2002; Moughtin, 1999; Ryan, 1995). The bonding and relationship between the local culture and the local community there is the factor that made the urban marketplace different from any shopping mall.

Weiss (1988) emphasized that the philosophy behind the operations and constructions of the urban marketplace associates deeply with the historical and cultural contexts, societal meanings and experiences of its users. This suggests that local community experience, culture and relationship towards urban marketplace is also a significant part of regeneration. As stated by Kim (2004), while the urban marketplace

area has faced rapid development, the value and features of the place should be preserved and conserved by the authority and local community.

The research determines the relation of place image and identity to the vendors and visitors. Many city developers aim to expand the potential of urban marketplace by sustaining the local culture and the informal economy, particularly when they are a valuable tourist attraction. However, while numerous studies have been done on the history of the urban marketplace, most of them are discussing architecture and market spaces, there has yet been research that identifies the urban marketplace image and identity to physical and social settings context from both vendors' and visitors' perspectives.

The research discovers the settings that shape the place image and identity of the urban marketplace from the perspectives of vendors and visitors and what are the important underlying qualities that are relevant in conserving through the regeneration of the urban marketplace itself, as to become a tourism site.

1.3 PROBLEM STATEMENTS

Cultural and natural sites construct the environment on which human beings depend religiously, psychologically, economically and educationally. Their devastation and deterioration can be a threat to the survival of our nation, our identity and also to our planet (UNESCO, 2013).

The image and identity of local peoples' culture and traditional products is one of the main factors that make urban marketplace unique and special. However, due to regeneration of the town and city, the value of the urban marketplace is decreasing and has lost its local identity and image (Kim, 2004; Le Viet, 2011). Based on the

background researches on the related topics, there are four main issues regarding the urban marketplace regeneration and development:

a) Regeneration and Degeneration

Nebahat (1998) and Ahmed K. Ali (2016) state that urban marketplaces are vulnerable to the challenges of gentrification and modernization that slowly lead to the loss of the identity of the marketplace and moreover, the local culture itself. It was not that the urban marketplaces were modernized and transformed into modern commercial facilities, but rather that urban marketplaces gradually disappeared as modern commercial facilities increasingly expanded (Nebahat, 1998; Yonca, 2000; Lekagul, 2002; Casson and Lee, 2011; Mohd Farid Najib and Adila Sosianika, 2017; Gonzalez, 2019).

According to Sugiana (2008), the urban marketplaces face two problems, which are, problems associated with competition between urban marketplaces and shopping centers or supermarkets, and problems caused by the economic crisis. Urban marketplaces rapidly lost a portion of the daily necessity market after the introduction of modern commercial facilities such as modern malls, supermarkets and department stores (Kim, Lee and Ahn, 2004; Ahmed K. Ali, 2016).

The chain store's appearance and modern shopping mall that originated in developed western countries can be said as the factor responsible for this decline. As a result, many urban marketplaces disappeared, and the remaining ones showed a clear decline in economic vitality. With the pressure toward the development increased, the urban marketplaces began to disappear (Kim, 2004; Le Viet, 2011).

As stated by Lekagul (2002), the popularity of modern shopping environments poses a challenge and problem for traditional shopping environments in urban marketplace. When these modern-style environments become more and more common,

whereas traditional environments are less used, traditional environments may gradually become extinct. The local community people will lose part of their cultural heritage, if that happens, and moreover, they will lose the relationships between customers and sellers that prior generations used to have in traditional environments (Hough, 1990; Lekagul, 2002).

Sugiana (2008) and Mohd Farid Najib and Adila Sosianika (2017) stated that there are two ways of making urban marketplaces capable of performing better and competing against modern shopping malls/ centers. First, there must be improvements in the development of infrastructure in urban marketplaces. Second, there must be improvements in the behavior of sellers, buyers, and distributors in urban marketplaces to meet the expectation of future consumers.

b) Local Culture Image and Identity

In Malaysia context, the urban marketplaces have existed for several decades but their function and development are very limited (Saili, 2011). The urban marketplaces have many potentials in promoting Malaysia culture and heritage tourism, but unfortunately, most of the areas do not represent the Malaysian image and the uniqueness of local peoples' culture there (Saili, 2011; Mohamad Asri et al., 2018).

According to Scheffler (2010), the well-maintained cultural heritage serves also to develop a positive image to external people as a unique soft location factor in the global competition of attracting tourists, inhabitants, skilled working force and the enterprises. By treasuring the heritage and cultural factors and accentuating them in the process of regenerating the traditional urban marketplace, the site will become more attractive and be a potential heritage tourism site, thus will regenerate the economic growth of the local community there.