Friday Park-Bazaar; a New Model to Update Traditional Markets
(Case Study: Langeroud City)

Seyed Hasan Motiei Langeroudi∗
Prof. of Geography, Faculty of Geography, University of Tehran
Abouzar Moteidoust Koumle
Ph.D. Candidate in Geography & Urban Planning, Mohaghegh Ardabili University

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Extended Abstract

Introduction
Park-Bazaar is a new phenomenon in the field of City and Urban Planning. In this phenomenon, commercial spaces are located within a larger collection that consists of park and special green space. Langeroud’s Park-Bazaar is located on the edge of this city, in Gilan province. In this collection, in addition to the daily activities of business units, there is a special market called "Friday Park-Bazaar" every week on Friday. This study is carried out by descriptive- analytical method. Information required for this study has exploited from field surveys and interviews with sellers and customers of Friday Park-Bazaar and traditional markets. This research attempts to answer the following questions: What are similarities and differences between Friday Park-Bazaar and traditional markets? What is the relationship between people satisfaction of traditional markets and the times they visit Friday Park-Bazaar?

Methodology
It has been interviewed with 923 persons of the sellers and buyers (oral interview or questionnaire) totally. Sampling method is simple random sampling. The qualitative analysis and statistical tests are used to answer the research questions. For data analysis Excel and SPSS software have been applied. Chi-Square test is used for independence of variables, and then Spearman correlation coefficient is used to determine relationship between variables.
Results and Discussion
Some of the similarities of Friday Park-Bazaar with traditional markets are: Similarity in apparent structure of Park-Bazaar; Similarity in the presence of small and big sellers; Similarity in the space racket and noise; Similarity in social functioning markets; Similarity in quality of the relation between buyers and sellers. Some of the differences of Friday Park-Bazaar with traditional markets are: Differences in the composition of the job markets sellers; Differences in the sex composition of sellers; Differences in the age composition of Sellers; Differences in the education of Sellers; Differences in the sex composition of visitors to markets; Differences in the age composition of visitors to markets; Differences in the education of visitors to markets.

Conclusion
The results of this study indicate that:
1. Friday Park-Bazaar has fundamental differences with traditional markets despite some similarities.
2. There is a significant and inverted relationship between people satisfaction of traditional markets and the times they visit to Friday Park-Bazaar. In other words, decreasing of people satisfaction of traditional markets increases number of times they visit to Friday Park-Bazaar.

On the whole, Friday Park-Bazaar because of its valuable properties can be promising as a new model to update traditional markets (improving the expectations and needs).

Keywords: Friday Park-Bazaar, Langeroud City, Park-Bazaar, To Update, Traditional Markets.