

The Potential of Food Markets in the Contemporary City: A Systematic Literature Review

Skaistė Vaivadaitė*, Eglė Navickienė

Vilnius Gediminas Technical University, Vilnius, Lithuania

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Abstract

A marketplace encompasses more than commerce. Due to its tangible and intangible characteristics, it becomes a vibrant and engaging public space for the local community and tourists. Marketplaces face challenges in both restructuring and preserving their rich attributes. A systematic literature analysis of recent architectural research has identified the challenges of markets as dynamic urban elements. Four main themes of the research have been identified – Built Environment, Economic, Social, and Cultural, as well as four intermediary themes – Local Trade, Branding, Local Identity and Sense of Place. The multidimensionality of the market has been explained. The systematic literature analysis has revealed the significant potential of the market both as a built environment element and as an economic, social, and cultural phenomenon in urban transformation processes.

Introduction

An urban food market is a multifaceted reflection of local economic, cultural, and social life, inseparable from the urbanization process. It embodies an individual's intuitive and sensory experience of perception, recognition, communication and sense of belonging to the known surrounding environment. As cities expand and globalization diversifies trade, historic markets in central urban areas must adapt to the changing consumer needs. They face challenges of restructuring or revitalization while maintaining their rich heritage and serving as successful commercial hubs for local communities [1, 9]. Despite the often underestimated economic and social impact of marketplaces, preservation of their identity in central historic areas is crucial for sustainable city development, urban resilience, and maintenance of a sense of identity. This requires the avoidance of inappropriate interventions in traditional market structures and spaces [2, 31].

The environmental, social, cultural and economic issues of the market are studied in various research fields. Before delving into the so far only fragmented architectural research of food markets in the central parts of Lithuanian

cities, it is useful first to identify, systematise and summarise the research of food markets in the architectural, urban, sustainability and resilience aspects on an international scale. This article aims to highlight the built environment and economic, social and cultural potential of the contemporary urban food market through systematic literature analysis. It examines the challenges faced by central urban food markets as spatial urban objects in today's dynamically changing urban context. The study of research on food markets in city centres in their architectural, urban, sustainability and resilience aspects has been based on articles in academic journals, conference proceedings, and chapters of edited volumes. Sources have been selected, their statements analysed and systematized according to the research method of systematic literature analysis.

In the literature analysed, food markets are referred to by various terms: traditional market or marketplace, urban/municipal/public/central market or marketplace. This article focuses only on the food markets, referred to as a market or marketplace, which are considered synonymous with and can be defined as a commercial square, often with buildings, where small traders, artisans and farmers sell their products and where goods are usually paid for in cash [3].

* Corresponding author. E-mail address: skaiste.vaivadaite@vilniustech.com

I. Methodology of the Systematic Literature Review

The study described in the article has been conducted by applying the method of systematic literature analysis, based on relevant scientific sources [4], [5].

The systematic literature analysis consists of three stages.

Source selection. In the first stage, academic literature sources have been searched and selected. The interdisciplinary research on markets extends beyond the fields of architecture and urban studies into sociology and anthropology. Fields such as economics, marketing, finance, business, tourism, law and literature have been excluded as less relevant to architecture. Articles on the historical development of markets have been excluded as well, as the study focuses mostly on challenges in the contemporary city and society. Academic literature in Lithuanian and English has been sought, starting with broad keywords like “turgus”/“turgavietė”, “market”/“marketplace”/“market-hall”. The preliminary relevance of each source has been identified by the title. Initially, the sources have been searched for in the Google Scholar database, focusing on research articles in journals, conference proceedings and chapters of edited volumes published from 2000 up to the present. Using the keyword “market”, 13 potentially relevant articles have been found. While selecting English sources, refining keywords such as “urban market”, “urban marketplace”, “outdoor retail market”, “architecture”, “food”, “public”, “place identity”, and “intangible cultural heritage” and their combinations, have been applied. Additional restrictions have included narrowing the publication period to 2007–2023. Consequently, 89 sources have been selected for further investigation.

Analysing and evaluating the sources. In the second stage, abstracts and conclusions of articles have been

reviewed to verify their relevance to the chosen research topic. Additional selection criteria have helped to reduce the number of sources and achieve more focused results:

- *Author’s expertise.* At least one author is educated in architecture, urban planning studies, or a related field or is active in research directly related to architecture and/or urban planning studies.
- *Geographic scope.* Articles analyse European markets or the general, universal features of markets.
- *Problems analysed.* Analysing the issues of the food market in the city centre within the social, cultural, economic and built environment contexts.
- *Research object.* Market as a physical and spatial structure or an intangible semantic field in a city.

After careful review with applied additional criteria, 69 sources have been rejected. Consequently, twenty articles have been selected for the next stage of full-text analysis.

Source analysis and grouping. After finalizing the sample, selected research articles have been analysed. Statements related to the research object and purpose have been extracted from each article, coded, and grouped accordingly. The main topics of the food market have been categorized as the following domains: built environment, economic, social and cultural aspects.

During sequential grouping, it has been observed that intermediate code groups appeared between the main domains and have been categorized as subdomains (detailed in Section II). The codes and groups of codes and, consequently, domains have been organized into the scheme (Fig. 1).

II. Results of Systematic Literature Review

An imbalance in code quantity and significance has been observed during the domain arrangement. The *Built*

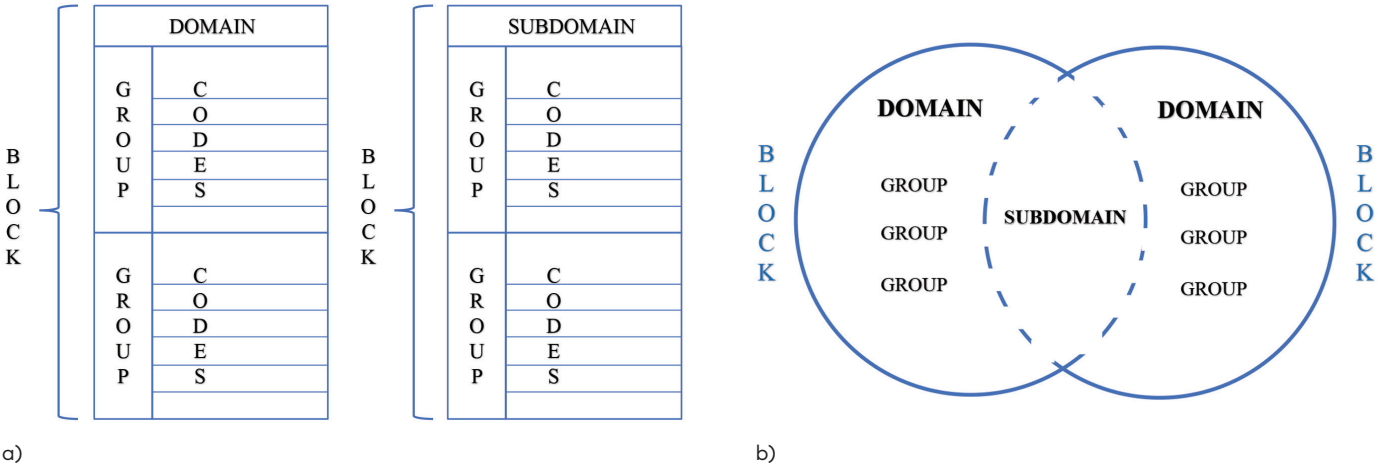


Fig. 1. The process of coding, grouping and systematizing the selected statements involves a) arrangement of codes and code groups into domains and subdomains; b) arrangement of domains and subdomains into schematic diagram [created by authors].

Fig. 2. Identified codes and code groups clustered into domains and subdomains [created by the authors].

The diagram centre symbolizes the food market's key characteristics across all domains and subdomains: *diversity, exchange, interaction, and values*.

The marketplace serves as a material, localized expression of trade, integral to the city's development alongside the governmental and sacred centres. "Christaller

As an important element in the city fabric, a marketplace is threatened by suburban growth due to changes in consumer behaviour and habits, increased competition from shopping centres, transport problems, infrastructure challenges, and economic changes. However, there are many examples in Europe of how markets can operate successfully in today's globalised cities, and in some European cities, they still serve as functional focal points. "...They have been important engines for urban growth while also providing sustainable solutions to accommodate this growth" [10, 1187].



Fig. 3. Venn diagram visually represents the domains, their code groups, and subdomains [created by the authors].

B. Distinctive Place

Marketplaces are significant locations not only as tangible urban objects but also as repositories of intangible values and unique spatial experiences shaping the urban setting. The *Distinctive place* group of codes consists of codes: *responsibility for the environment, safety, chaotic and disorderly*.

The articles maintain that marketplaces evoke environmental responsibility and pride for their users and mark and identify space in the urban fabric as a place for interaction, identity, creativity, and diversity. Individuals' understanding of that urban element is shaped by their experiences and processes unfolding within that space. "Thus, the urban environment is not simply architectural space, rather places become endowed with significance through the actions that are permitted or enjoined with them" [11, 255]. "Finally, human experience and behaviour are developed through a network of memories and identities attached to the environment, which Hayden refers to be 'intimately tied' to each other" [11, 263].

The uniqueness of marketplaces in the central parts of the cities is enhanced by improved infrastructure, including well-maintained roads, public transportation

systems, and lighting. Marketplaces are distinctive and recognizable public spaces that, due to their tangible and intangible qualities, become vibrant and engaging public areas. This contributes to increased pedestrian traffic in surrounding areas and reduces the likelihood of criminal behaviour, overall enhancing urban safety. "Research indicates that markets often give rise to safe and vibrant public spaces" [12, 5].

However, the articles also emphasize the contradictory impact of marketplaces on safety. Marketplaces are often seen as chaotic, disorderly and difficult-to-control areas, attracting vagrants and potentially causing traffic congestion in historic city zones. "Depending on the changes in conditions, vital factors and expectations over time, urban markets also differed in terms of shape and practices. While some of them have turned into economic and social spaces suitable for today's conditions, others have become bad examples of urban space use due to the insufficient control and steering mechanisms" [13, 18444].

C. Revitalising City Centres

Marketplaces are considered to be tools for urban renewal and development; they can revitalize city centres

by connecting them with their own past and adapting to the new needs and operating models of cities. *Revitalising city centres* group of codes consists of codes *urban renewal tools*, *tangible and intangible interactions*, and *sustainable development of the city*.

Marketplaces play a strategic role in urban revitalization, aiming to increase diversity and animate public space. The articles also discuss solutions that enhance the general attractiveness of the market. "The addition of what the developers described as an 'iconic building' and public space elements such as the plaza at the front of the development would render the shopping experience more inviting and pleasant" [14, 15]. The articles advocate for public participation in revitalizing the marketplace to meet users' needs. "Whyte's evidence (1988) refutes the argument that public places would become chaotic if they were too inviting. Instead, he suggests people are self-regulating, and he stresses that city planners and architects avoid strict regulations" [15, 195].

The articles unanimously state that in the revitalisation of marketplaces, not only tangible changes are important but also maintaining intangible values, reflecting the characteristics of the period in which they were built through the preservation of the marketplace's functional, spatial, and physical structure, and preservation of the original marketplace building. Any spatial and physical changes affect marketplace sellers' and buyers' behaviour. "A deep human need exists for associations with significant places. If we choose to ignore that need and allow the forces of placelessness to continue unchallenged, then the future can only hold an environment in which places simply do not matter" [11, 263].

Understanding consumers' needs, experiences and memories related to a place is crucial for maintaining traditions, constructing identity, and contributing to urban social sustainability. A marketplace plays a crucial role in addressing health, ecological and environmental issues in the modern city. "He concluded that markets are the key components that can be transformed and enhance sustainable development of the cities" [8, 43].

In summary of the environmental domain, it should be emphasized that historically marketplaces were the backbone of urban development; today, they are multifunctional and vibrant spaces. Preserving and actively using historical marketplaces could revitalize city centres, enliven public spaces, and contribute to sustainable urban development and safety. Preservation of historically established marketplaces and development of marketplace networks are crucial for maintaining urban authenticity.

IV. Local Trade Subdomain

Built Environment and *Economic* domains interact to form the *Local Trade* subdomain, which encompasses the

links between the city as a community and regional areas through commerce, local products, economic growth, and development. *Local Trade* subdomain consists of the following code groups: *developing marketplaces in the city*, *urban regeneration through economics*, *local resilience*, and *weaknesses* (Fig. 2.).

The articles unanimously emphasize that marketplaces meet urban economic development needs and help to address various urban planning-related issues. Retail trade, particularly in food products, has always been fundamental to compact and liveable city planning. "Cities gained their legitimacy to rule and their right to collect taxes from their ability to guarantee a constant flow of food and other necessary goods through the market's presence, which was crucial for the city's expansion" [16, 319]. Marketplace economic revival is fuelled by improving the architectural environment and infrastructure of neglected areas.

Marketplaces revive public life in historic zones, reflecting and shaping local identity, providing opportunities for local businesses to explore new ideas, and aiding in urban and neighbourhood regeneration. "Though markets are no panacea for urban poverty, social dislocations, or economic depression, they do meet economic development needs and are a means for addressing many other planning-related problems" [17, 437]. A marketplace is a place where people can purchase fresh food. One of the key features of markets is their close connection to nearby farms. A marketplace connects rural surroundings with urban environments safeguarding agriculture and local supply chains. Locally grown food is essential for sustainable cities, with marketplaces being key venues for trading and consuming local produce. "Researches and pilot projects, developed all over the world, show that farmers' markets and, generally, urban markets are important key drivers of change in terms of sustainable living and sustainable approach to the city" [10, 1194].

Marketplaces boost local urban resilience. The COVID-19 pandemic has highlighted local production's importance in cities. Marketplaces are highly sensitive to both local and global influences; during pandemics, they quickly adapt to changing circumstances, enabling reliance on local resources and food supply, thereby enhancing community resilience. "In many regions of the world, marketplace-related interventions were ambiguous: while the dense, open and public character of markets was considered a major risk for contamination, they were also revalued for their significant role in the local food supply" [9, 11].

The pandemic has also exposed the economic weaknesses of the local marketplace. The COVID-19 pandemic has shown that a marketplace's reliance on tourists and wealthy customers seeking unique food experiences has changed the status of local markets offering a variety of affordable local produce. It also highlighted fewer local shoppers on weekdays than on weekends. "However, a major challenge for this area is

the existing COVID-19 crisis, which has caused a number of organizational changes, requiring business in a highly regulated and controlled manner, including the observed urban marketplace” [18, 4].

In summary of the *Local Trade* subdomain section, it is noteworthy that marketplaces play a key role in fostering local sustainable living, economic development, growth, and resilience through marketplace revitalisation. The marketplace is also a significant tool for promoting urban regeneration and development, reflecting local identity.

V. Economics Domain

The *Economics* domain section focuses on the influence, significance and potential of marketplaces on contemporary city economy. The *Economics* domain block consists of three code groups: *economic competition*, *economic resilience*, and *economic sustainability* (Fig. 2).

D. Economic Competition

The *Economic competition* group consists of two codes: *economic threats* and *economic potential*.

The first code aims to identify the economic threats faced by marketplaces in contemporary cities. Unfortunately, the growth of shopping centres and large stores has contributed to the decline of marketplaces. It is noteworthy that salespersons are notably conflict-oriented and individualistic, lacking collaboration, strategy, or long-term goals [16, 326]. Marketplaces without a cohesive strategy and long-term goals are more vulnerable to external economic, social, or environmental threats and less resilient to withstand economic downturns or other crises. Collaboration is necessary to ensure the smooth flow of goods and services.

However, marketplaces retain their economic potential in contemporary cities. Clustering sellers in one location fosters competition and offers a wide range of prices and quality to consumers. Marketplaces are local, viable, direct-contact alternatives to unsustainable large-scale distribution systems. Despite online shopping and large shopping centres, there is still a demand for traditional and local products and a desire to communicate directly with farmers and local producers [19, 204]. Versatile fresh, high-quality products and a diversity of marketplaces provide for an authentic experience. The articles emphasise markets promoting tourism, a common municipal economic goal.

E. Economic Resilience

This group consists of two codes: *economic impact on neighbouring business* and *conditions for start-ups*.

The articles reveal a marketplace’s synergic impact on local businesses. Marketplaces contribute to boosting

sales for neighbouring shops by attracting shoppers [12, 7]. Markets can play an important role in varying business activities and creating a multi-purpose and multi-scalar economic environment in their neighbourhood. Some articles mention the increase in the number of customers and income of shops, restaurants, cafés and other workplaces around markets [11, 257].

Marketplaces create conditions for new businesses. The articles note that with low entry barriers for businessmen, marketplaces are typically viewed as inclusive spaces where salespersons can feel they have equal rights [9, 4]. It is argued that the establishment of marketplaces can address the labour market and marginalisation and provide jobs for the disabled and immigrants. Marketplace trading supports small farmers and acts as a business incubator or safety net for people at the lower economic tiers. Marketplaces provide a supportive environment in which would-be self-employed salespersons can start, grow and help their businesses build a reputation on a par with that of shop retailing.

F. Sustainability in Market Economics

Marketplaces promote efficient resource use and reduce waste and energy consumption, ensuring more sustainable and less carbon-emitting supply systems. They contribute to consumer awareness of the environmental and social impact of their choices, enabling them to make sustainable decisions. According to the articles, marketplaces inform about local products, set prices, and ensure local food distribution channels. If the economic sustainability of marketplaces is ensured, they can become key and long-term drivers of urban development. “For an economically sustainable project, population density, market opportunity in the location and economic growth in the region are the factors that should be kept in mind” [20, 197].

In summary of the *Economics* domain, it should be stated that despite emerging economic threats, marketplaces hold significant economic potential in contemporary cities. “They function as the economic engine that connects rural farmers to urban traders and urban consumers, as an active part of the supply and demand chain as the basics of economics. They serve as grounds for job opportunities, livelihood sources, tourist attractions, education platforms for entrepreneurial skills and growth of wealth” [9, 4].

VI. Branding Subdomain

The *Branding* subdomain has emerged at the interaction of the *Social* and *Economic* domains.

In a marketplace, which is a dynamic and competitive space where buyers and sellers interact, effective branding is essential for building customer trust, recognition, and loyalty. The *Branding* subdomain consists of the following

codes: *branding, business and social goals, and untapped possibilities* (Fig. 3).

Branding involves establishing the unique characteristics, values and perceptions that distinguish a marketplace from its competitors and influence how consumers perceive it. Through it, the history and cultural values of a marketplace connect with the target consumer group. "Urban markets are a space for unmediated social interaction and serve as an unofficial social hub where people can interact with each other casually without judgement and regulations, unlike shopping malls that have certain regulation and design principles that encourage more on purchasing" [8, 42].

The articles emphasize that marketplaces are an infrastructure where business and social objectives can merge. These objectives include access to quality food, creating better marketing opportunities for farmers, improving social interaction and cohesion, creating local employment opportunities, rebuilding the urban-rural network and improving community economic development. Effective building of consumer trust in markets can be achieved through the supply of high-quality products and services, the creation of emotional connections with buyers through transparency in the supply chain, disclosure of product provenance and production processes. "They serve as grounds for job opportunities, livelihood sources, touristic attractions, education platforms for entrepreneurial skills and growth of wealth" [9, 4].

Although marketplaces can revitalize a neighbourhood, their economic and social impact is often underestimated. Collaboration with local communities and stakeholders is essential to understand and address their needs and issues. To ensure the responsible operation of a marketplace in an environmental, social, and economic sense, sustainability criteria must be followed. "As a result, the most appropriate approach in terms of sustainability criteria is to reuse the marketplace by adding supplementary functions that will contribute to social and economic sustainability of the municipal market" [21, 890].

In summary of the *Branding* subdomain, it should be noted that marketplaces are hubs of both economic transactions and complex social processes, requiring continuous monitoring of trends, consumer feedback, and competitor activities to stay relevant. Efficient marketplace branding not only makes products or services distinctive but also influences consumer perception, purchasing decisions, and long-term loyalty. It is a dynamic and ongoing process that requires strategic planning and consistency.

VII. Social Domain

The *Social* domain focuses on the influence and significance of the market, the impact it has on the social

life of the contemporary city, on citizens, local communities and visitors, and the social potential it holds. The *Social* domain consists of three groups of codes: *social gathering, social well-being, and users of a marketplace* (Fig. 2).

G. Social Gathering

Socially, marketplaces are spaces of solidarity and social inclusion. Gatherings can take various forms and serve different purposes. Marketplaces can become primary gathering places for communities, fostering social interaction and strengthening the local community's identity. The *Social gathering* group consists of two codes: *social diversity* and *community feeling*.

The articles emphasize that people gather in marketplaces regardless of gender, age, religion, income, demographics, ethnicity, or education. "The marketplace is an embodied practice of acknowledging heterogeneity and co-presence in the city" [22, 200]. At a market, casual interactions can sometimes evolve into deeper conversations, which lead to long-term social connections.

The market can build communities and strengthen a sense of belonging in urban areas. It is important to note that community involvement, effective urban planning, revitalisation and stakeholder collaboration are essential for maximizing the marketplace's positive impact on communities. "According to Navapan (2019), the social roles of public spaces like local markets are significant as they shape people's social life, where people have various types of social encounters and form the community's identity" [8, 42]. "...Urban market is the corrective to the excess of modernisation as it is a significant and unique social space that is different from the supermarkets" [8, 42].

H. Social Well-being

Factors affecting the impact of a marketplace on a community's well-being include human experience, social stability, community interaction, sense of belonging, accessibility and inclusiveness. The *Social well-being* group consists of the following codes: *impact on fostering social well-being, controversies, and vulnerabilities*.

A marketplace functions as a social generator stimulating social processes in cities, contributing to meaningful daily life and healthy lifestyles, promoting physical activity, and enhancing emotional well-being. "The experience of other large cities, both at home and abroad, has shown that indoor, outdoor, and street markets add greatly to the convenience and health of the people residing in large districts" [12, 4].

The authors of the articles discuss the impact of markets on the local community's well-being in quite a controversial way. They discern a certain volatility in markets, which can be unsettling because it disturbs the established order. One

article mentions the case of markets in Palermo: “The main historic markets of Palermo ‘Vucciria Ballarò and Capo’ are very crowded; this raises problems of security, as the markets could be places for thieves and pickpocketing” [19, 211]. However, marketplaces can also be attractive because they create a less regulated social environment than other urban spaces.

Marketplaces as important social hubs face such challenges as ageing communities, integrating new residents and competition with wholesalers. The ageing market community reduces social networks. Newcomers no longer recognize or feel attached to the place. Historical city districts undergo significant changes, displacing local communities and disrupting social cohesion. The marketplace loses its social significance becoming a mere place of commerce. “Nowadays, cities that continue to have an active market system are at a crossroads regarding the meaning of maintaining markets without falling over to a situation of exclusive gentrification, or an uncompromising ‘touristisation’ using the public system market just in economic term and for a direct profit forgetting all the important externality in the social term” [7, 620].

I. Marketplace Users

The articles identify three main users of marketplaces: market salespersons, local communities, and tourists. The contemporary market thrives primarily by serving the local community and being an integral part of culturally rich local traditions. It functions both as a trading hub and a community centre, where salespersons build relationships, exchange experiences, and share their creativity. Here they form personal and professional networks that are essential for business and social life. Local charm and allure of marketplaces attract urban visitors, gradually turning markets into focal points for city tourists. By understanding the link between local identity and tourist behaviour, a community can leverage tourism opportunities while preserving the value of its public spaces and traditional identity. “Since the bazaar has an enormous potential in the study subject as an important element for increasing the sense of belonging and tourism development, an integrative approach is needed, which respects the local communities, contributes to its welfare, and undertakes a socially responsible future” [2, 31].

In summary of the *Social* domain section, it should be stated that marketplaces function as social hubs where locals gather, interact and develop a sense of community. Markets can represent their communities; moreover, they can embody them and become their symbols. Marketplaces contribute to healthier lifestyles of city dwellers and serve different groups of society. Understanding and developing the impact of markets on social well-being requires a balanced and community-oriented approach that takes into account the diverse

needs of the population, promotes inclusiveness and aims for sustainable development.

VIII. Local Identity

Between the *Social* and *Cultural* domains, the *Local Identity* subdomain has been formed. Local identity is a unique and recognisable sense of belonging that people experience when they are connected to a certain place, and it is reflected in their culture, history and lifestyle. “Identity, in general, is a set of attributes and features that distinguishes an individual or community from other individuals and communities. It provides a foundation for rootedness for communities in a given location and within a given societal group. As well, a place’s distinctive characteristics also help distinguish it from other localities” [23, 113]. This group of codes consists of *intangible cultural heritage*, *preserving local identity*, *threats to identity*, and *the tourism aspect* (Fig. 3).

A marketplace reflects social lifestyle, embodies social and cultural values, and contributes to shaping the cultural identity. The authors of the articles agree that market activities, which intertwine traditions inherited from the past with contemporary urban and rural practices, are a type of intangible cultural heritage in which all cultural groups in society participate. “The bazaars are the places where the human behaviours and body interactions are the most intense in a city, the details such as the rhythmic sound of the hammer used by the coppersmith, the odour of spice, the combination of the bodies of the craftsmen and the rhythm of light creates an admirable symphony of various senses, which cannot be compared with the modern passages, and recall the life in these places” [2, 30].

By promoting the use of local products and involving the community, a marketplace preserves and strengthens its role as a fosterer of local culture and traditions. The market is a community place, as if you were saying: “Meet me at the market”, it is a landmark; if it disappeared, a part of the history of cultural and social development would disappear. Marketplaces are a subtle blend of the past, new habits and forms of multiculturalism, but it is important that they do not lose their role as accessible and engaging centres of communication. The articles strongly encourage the preservation and re-use of marketplaces to ensure the maintenance of their values.

As markets lose their traditional functions, character and identity as a result of urban development, they also lose their importance as a carrier of intangible cultural heritage that defines the traditional behaviour and way of life of local people. The loss of community and cultural heritage leads to the loss of sense and identity of the place. The articles express the concern that with the rapid penetration of Western lifestyles into traditional

communities (especially in developing countries), societies are facing a serious challenge: people no longer value and are unable to maintain their national, regional and ethnic identities.

The authors of the analysed articles warn that decisions on new functions for marketplaces should not be based on tourists' expectations, as this threatens the preservation of the social and cultural values of heritage sites. On the other hand, tourists' expectations are not limited to activities such as shopping, recreation, eating and entertainment. They also visit market buildings as cultural assets and learn about the local culture from them. "...When tourists visit a traditional bazaar in a foreign country, they can fully experience a complexity of cultural characteristics and social and behavioural interactions, in addition to smells, tastes, sounds and images. Souqs, bazaars and marketplaces arouse all five senses" [23, 116].

In summary of the *Local Identity* subdomain, it should be noted that in rapidly developing modern cities, marketplaces are focal points where cultural expressions, values, symbols, past traditions, and contemporary lifestyles intertwine. Marketplaces are also hubs for cultural and social activities. Therefore, it is crucial to preserve the regional and ethnic identity in marketplaces and maintain their significance as valuable communication hubs in the city.

IX. Cultural domain

In the *Cultural* domain section, the focus is on the impact of a marketplace on the contemporary urban cultural context. A marketplace in the central part of the city is like a pulsating heart, overflowing with life and culture. It is a place where community-created symbols, customs, beliefs, values, and traditions converge, encompassing all aspects of life, including language, religion, cuisine, art forms, and other social and cultural expressions. The *Cultural* domain comprises three code groups: *multiculturalism*, *cultural tourism*, and *living cultural heritage* (Fig. 2).

J. Multiculturalism

Many authors see a marketplace, particularly in global metropolises, as the most multicultural area in a city or region. A marketplace is like a living mosaic where various cultures converge, each contributing to its uniqueness. This code group consists of two codes: *multicultural features* and *factors that contribute to multicultural continuity*.

A multicultural market in the city centre becomes a microcosm of the city, promoting diversity and unity. At the marketplace, people find comfort because of its "multicultural" atmosphere. It is very important that this epithet reflects not only a variety of salespersons and buyers, or the range of products on sale, but also the

fact that at the market, one can encounter, by chance, different ethnic groups, a variety of foods, cultural artefacts, different languages, traditional dress, rituals and customs, and stories, which would not otherwise be encountered.

Marketplaces are a living testimony to the idea that different cultures can coexist harmoniously, contributing to an integrated identity and vitality of a community. Cultural diversity helps to better identify what distinguishes a place from all others, and it is therefore important to ensure the continuity of the multicultural character of markets. One of the reviewed articles describes Newham market: "Indeed, the market is often locally considered to be the 'multicultural' hub of Newham on account of its particular history, the variety of ethnic products on sale, the mix of people who trade and shop there, and the fact that it lies at the geographical centre of the borough" [24, 256].

K. Cultural Tourism

Travellers seeking authentic cultural experiences in foreign countries, striving to understand and appreciate them by observing lifestyles and local customs, can be referred to as cultural tourists. Cultural tourism focuses on people's lifestyles, history, art, architecture, religion, and other elements that shape their identity. Societies that preserve and effectively represent their cultural values gain a significant advantage in the competitive tourism industry. Marketplaces provide cultural tourists with opportunities to explore linguistic diversity, seek possibilities, and delve into various cuisines. Tourists converse with local salespersons, learn about product histories and traditional crafts, and experience cultural context while tasting traditional dishes, street food, and local delicacies. Cultural tourists often engage with the local community by participating in community activities and seminars or sharing meals with the local population, thus making a closer bond with the cultural fabric of the marketplace. Marketplaces function as both tourist attractions and sources of cultural inspiration – a dynamic and engaging space where visitors can find not only souvenirs but also lasting memories and enriching experiences. "The traditional bazaars are the windows opening to the life culture of the populations and places and the permanent exhibitions of the tangible and intangible cultural heritage of a community" [2, 30].

L. Living Cultural Heritage

A marketplace is the pulse and heart of the city and its people. According to the articles reviewed, being a part of the cultural heritage, the marketplace is intrinsically linked to the understanding of local identity, cultural practices, and spirituality. Marketplace is a platform that allows the preservation and sharing of cultural heritage

and certain human activities that should be preserved for future generations: gastronomy, beliefs, traditions, languages and linguistic features, music, and works of art. It is diverse and dynamic, shaped by needs and cultural choices rather than mass consumption. The authors of the reviewed articles attribute to marketplaces the role of tradition bearers generating uniquely cultural activities and transmitting local history, culture, and traditions. "Since the conservation of the cultural heritage requires sustaining the intangible values as well as the tangible values, it is necessary also to ensure the sustainability of the values, such as the intangible human behaviours, within the context of transmitting the bazaars to the future generations" [2, 30–31].

In summary of the *Cultural* domain section, it should be noted that marketplaces stand out as the most multicultural places of the city. They represent living cultural heritage and vividly depict the everyday life and traditions of local inhabitants. Functioning as living museums, marketplaces preserve and promote the cultural heritage of the city and entire region. Local flavours and traditional dishes become symbols of the community, attracting both locals and visitors. A vibrant market can breathe in new life into traditional customs, encourage cultural revival and innovation, thus ensuring their relevance and sustainability.

X. Sense of Place

By interaction of the *Cultural* and *Spatial* domains, the *Sense of Place* subdomain has been formed. This group of codes consists of *creating a sense of place*, *preservation of spatial patterns*, and *loss of sense of place* (Fig. 3).

Historical marketplaces possess a strong and unique sense of place shaped not only by physical structure. Historical significance adds semantic depth to a place. The blend of tradition and modernity creates a unique atmosphere. Whether it is of traditional buildings, pavement patterns or a mixture of old and new buildings, architectural character contributes to a sense of place. A strong sense of place develops the loyalty of inhabitants and thus increases the attractiveness of the place. "The sense of place that is present in the marketplace is vital in the discourse of urban regeneration and cultural conservation because this is a pivotal component of the user experience, whether for the market vendors, the local community and the tourists" [25, 3].

The spatial characteristic of the place makes an influence on human emotions, connections, and evaluations of it. Literary sources claim that architectural patterns shape human behaviour in a given location. Therefore, it is important to preserve the authenticity of a place and develop proper use for a marketplace. The articles emphasize that "the sense of place and collective memory

can be strengthened only by conserving the heritage of the places that assist in creating the social identity of a community. Therefore, any planned changes must remain in compliance with the conservation of the connection of the local identity with the place" [2, 35]. The restoration of built heritage must go in hand with urban regeneration, to meet contemporary needs and not distort the authentic values of the past. Sense of the place can vanish when the identity of heritage is lost. Even a few changes implemented in the buildings and environment of the marketplace can change the character of the marketplace in essence. Thus, it can become a replica of similar markets in other geographic areas. This can undermine the sense of belonging to a specific region. "It is within the environmental framework that the 'spatial organisation of urban society' determines the pattern of human behaviours; linked to the past (or memory), culture, knowledge and emotions" [11, 254].

The loss of connections between community and cultural heritage results in the loss of local sense and identity. Physical characteristics influence social and cultural attributes, as space determines human activities within it, making an impact on the income of the marketplace (business, trade, etc.). "The international principles of heritage conservation should be harmonised with local needs, beliefs, practices and traditions. There is no heritage without communities since communities create heritage" [20, 198].

In summary of the *Sense of Place* subdomain, it should be stated that well-managed marketplaces can revitalize city centres by developing or preserving a sense of place, connecting them to their past, and adapting to new multicultural urban customs. In traditional marketplaces, the sense of place is woven from historical threads, cultural diversity, sensory experiences, and unique interactions in vibrant spaces. It is a place that not only physically exists but also resonates with deep emotional and cultural connections.

Conclusions

The systematic literature analysis of recent academic studies on aspects related to the architecture of markets has shown how markets, as dynamic urban elements, reflect contemporary challenges. The study has revealed that research on the environmental, economic, and social factors of markets outweighs that on cultural and place-making aspects in terms of importance and relevance.

Recent studies have shown that, due to the multi-dimensional nature of marketplaces, researching them requires considering the phenomenon as a whole and assessing interactions across various fields. From a built environment perspective, markets play a key role in making commercial and cultural interactions site-specific. They are not just spaces for buying and selling but hubs where

people exchange goods, services, ideas, and experiences, fostering a sense of community and connection. From an economic perspective, marketplaces are public trading spaces that foster local branding and influence life quality factors like social inclusion, sustainability, product availability, mobility, and employment. They also stimulate local tourism, logistics, real estate, and retail businesses. From a social perspective, marketplaces act as “cosmopolitan canopies”, attracting diverse demographic groups and integrating economies, societies, and cultures in cities. They provide trade and employment opportunities, preserve gastronomic heritage and cultural traditions, and strengthen local connections. Culturally, marketplaces express cultural identity, serving as spaces of community, security, creativity, and diversity, reflecting local values and behaviours. Their sense of place is vital for urban regeneration and cultural preservation, enhancing the user experience for salespeople, locals, and tourists.

The systematic literature analysis reveals the market’s significant potential for urban change. Marketplaces in the central part of the cities are integral to urban structure, often featuring historic buildings that contribute to the city’s architectural heritage. Preserving these structures enhances historical identity and contributes to environmental sustainability through adaptive reuse. Integrating marketplaces with neighbourhoods, public spaces, and transportation networks improves the overall functionality of the built environment. Viable markets have the economic potential to revitalize neglected areas, improve community standards, attract tourists, stimulate economic activity, draw investment, and drive economic growth. Marketplaces contribute to social sustainability by acting as inclusive community hubs that encourage interaction among people from diverse backgrounds, fostering social cohesion and understanding. Marketplaces act as cultural cores, facilitating interaction and learning among diverse cultures and generations. They protect cultural heritage by preserving traditions, identity, and historical significance through the preservation of their physical character and socio-cultural values of the place.

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Skaistė Vaivadaitytė (b. Klaipėda, 1988) holds a B.A. in Interior Design (Vilnius Academy of Arts, 2010), a B.A. in Architecture (Vilnius Academy of Arts, 2012), and an M.Sc. in Architecture (Vilnius Gediminas Technical University, 2018). Since 2023, she has been a PhD student in the field of humanities at Vilnius Gediminas Technical

University. Her research focuses on the regeneration and preservation of traditional markets in city centres.

As a practising architect, she participates in the design and implementation of public and residential building projects, both as an architect and co-author. She has been granted artist status and is a member of the Lithuanian Union of Architects.



Eglė Navickienė holds a degree of Bachelor of Architecture (1996) and Master of Architecture (1999) from Vilnius Gediminas Technical University. She is a Doctor of Humanities (history and theory of arts, 2004). She has been an Associate Professor at the Department of Architecture, Faculty of Architecture, Vilnius

Gediminas Technical University (VGTU/VILNIUS TECH) since 2004 (Trakų Str. 1, LT-01132, Vilnius, Lithuania); Vice-Dean of the Faculty of Architecture, VGTU/VILNIUS TECH (2004–2023); Head of Artistic Training Centre (2003–2009), Lecturer at Kaunas Arts Academy (2001–2009) and Kaunas Technology University (2000–2003); a guest lecturer at the universities of Japan, Colombia, South Korea, and many European countries (2005–2024). She is the author of a monograph and 20 scientific publications, a leader and participant in scientific projects, a member of editorial boards of 4 scientific journals, and a Chairwoman of steering committees at 24 scientific conferences. She is an Expert at the main institutions for the implementation of research and culture policies in Lithuania. Her current and previous research interests are the architect's profession, contemporary architecture in historic environments, place and context in architecture, preservation of urban heritage, and research in architecture.

Contact Data

Skaistė Vaivadaitytė

E-mail: skaiste.vaivadaite@vilniustech.com

Eglė Navickienė

E-mail: egle.navickiene@vilniustech.lt

ORCID iD: <https://orcid.org/0000-0003-0558-794X>