Investigating the Condition and Methods of Regeneration the Historical Context of the City of Masjid Suleiman by Mathematical Models (Case Study: Tembi Market)

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ARTICLE INFO	ABSTRACT
	Background: In this article, by using the strategic SWOT technique, an attempt has been made to answer this key question that according to the strengths, weaknesses, opportunities and threats of the historical context of Masjid Suleiman (Tambi historical market), it is suitable what the best strategy for recreating this texture is? Quantitative strategic planning matrix (QSPM) was used to determine the priority of strategies. **Objectives:** Investigating the Condition and Methods of Regeneration the Historical Context of the City of Masjid Suleiman by Mathematical Models in Tembi Market. **Methodology:** This research is descriptive and analytical in terms of its practical purpose and method, and to collect the required information and data, document reviews, as well as field studies, questionnaires and interviews with relevant experts have been used. **Results:** The findings of the research show that the state of the historical fabric of Tembi market in Masjid Suleiman is among four aggressive, defensive, conservative and competitive states, and according to the SWOT model, it is in a competitive state, that is, strategies should be developed to overcome threats through strengths. In addition, in the prioritization that has been done using the Quantitative Planning Matrix (QSPM), among the developed strategies, the highest attraction is related to paying more attention to the functional values of the fabric as an important part of the main center of the city of Masjid Suleiman and strengthening the building against natural disasters. **Conclusion:** Promoting the role of valuable historical-cultural and religious elements and the transparency and sustainability of urban management policies and programs and regional reconstruction. The lowest attraction is related to the strategy of increasing the attention of urban management to the environment.

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1. INTRODUCTION

The city center is one of the main factors and manifestations of historical and cultural values and the embodiment, symbols, signs and memories of identity for the whole city and its residents. The central and old fabric of cities are the beating heart and often the gathering place of commercial activities, social interactions and the intersection of vital arteries of the city, which have always played a significant role in giving identity to urban life throughout history (Abachi et al., 2019- Shahzada et al, 2024). Simultaneously with the emergence of numerous issues caused by different dimensions of wear and tear (physical, infrastructure, economic, etc.) in the central tissues, paying attention to worn-out tissues and fixing their instability has become a serious and central issue, especially from the 19th century until today (Abbasi et al., 2019- Hoseinpour et al, 2024- Mousavi et al, 2024). In fact, studies and experiences in the field of renovation and improvement of dilapidated urban tissues show the evolution of common urban renewal approaches and their replacement with new approaches such as urban regeneration centered on the revival of damaged tissues (Amdi and Rafiyan, 2019, 47). By reviewing the subject literature, we find out that the programs of revitalization, renovation, improvement, renovation, etc. in general, urban regeneration has a long history. The first generation of urban renewal programs in the 20th century were physical deterministic programs. The latest generation of intervention programs in urban contexts is the regeneration program. This program started in the late 1970s with the approval of the Inner Urban Areas Law in England and reached its peak in the 1990s (Amini et al., 2019). Urban regeneration is a process that leads to the creation of new urban spaces by maintaining the main physical and activity spatial features. Urban regeneration is a comprehensive and integrated vision and a set of measures to solve urban problems in such a way that permanent improvement in the economic, physical, social and environmental conditions of the changed context is created (Aminzadeh et al., 2013- Mousavi et al, 2022- Rasoli et al, 2023). According to the mentioned details Investigating the condition and methods of regeneration the historical context of the city of Masjid Suleiman by mathematical Models was necessary.

Urban regeneration also means a comprehensive, integrated vision and a set of actions that lead to solving urban problems. So that the constant improvement in economic, physical, social and environmental conditions creates a texture that has undergone changes and leads to the creation of new urban spaces by maintaining the main characteristics, physical space and activity (Ariana et al., 2019). Today, one of the most suitable management and

planning tools and techniques is the strategic planning approach, which, due to its capabilities and unique features in creating a simple and structured planning process, is used in organizations related to the organization and control of cities as a suitable tool that is evaluated (Azadkhani and Baghlani, 2018, 21). In the city of Masjid Suleiman, there have been various researches about the historical context. But the main point has been the lack of a strategic view and a clear vision for the continuation of the sustainable regeneration of the tissue. Based on this, in this study, an attempt has been made to provide strategies through strategic planning with the help of the opinions of local experts and experts in the city, who have somehow been related to the phenomenon of regeneration in various aspects of executive, planning and management of the city. The sustainable reconstruction of the historical context of Tembi market in Masjid Suleiman city is discussed, therefore the necessity of choosing a strategic planning method as a future-oriented planning is clearer. For this purpose, we first form the SWOT matrix for it. Then we use the IE matrix to determine the organizational strategy and the QSPM matrix to identify the most important strategy. Based on this, the key question is, considering the weaknesses, strengths, opportunities, and threats of the historical fabric of Tembi market in Masjid Suleiman, what is the most suitable strategy for the reconstruction of this fabric?

Urban regeneration is basically a process of focusing on all the elements of an area, which leads not only to the construction of an environmentally friendly city, but also to the solution of social equality and economic growth, which leads comprehensively in a sustainable urban space (Azadkhani and Baghlani, 2018, 58). Urban regeneration is a comprehensive and integrated approach and measures to solve urban problems in the target area, which ultimately leads to a sustainable economic, physical, social and environmental progress and improvement (Azimi Amoli and Jamdar, 2017, 19- Mousavi et al, 2023- Hoseinpour et al, 2024- Mousavi et al, 2024). Today, urban regeneration is a global issue, and in a broad way, having an effective urban regeneration program has become one of the most important solutions for all cities in the world who want to stop horizontal and extensive development and create internal and dense development (Azizi, 2001). The review of the studies conducted on urban regeneration during the period of 1990 to 2012 indicates an integrated review focusing on the planning subsystem and the social subsystem of urban regeneration, which includes a wide range of topics that overlap and therefore cannot simply be classified in a certain context (Chiu et al., 2019). In the country of Iran, the history of intervention in urban decline areas goes back to the beginning of the last century. In the following decades, this category has continued in such areas and with a time gap and

dispersion. In particular, the need to pay attention to historical and cultural values in the intervention process of cities was legally considered from the 1360s of Hijri with the approval of the statute of the country's cultural heritage organization (Ebrahimzadeh et al., 2018). According to (Fanni and Shirzadi, 2019, 31) The goal of regeneration is to move towards a sustainable city, and for this purpose, three main goals are pursued, which include strengthening the city's competitive power, housing safety, and improving the quality of the urban environment. Urban regeneration is essentially an interventionist activity (Ferretti and Grosso, 2019, 25). (Hashempour et al., 2019) as well as (Jackson, 2018) have worked on the regeneration of the base culture as a tool to be used for the regeneration of deprived areas. Investigated the physical indicators of sustainable urban regeneration in worn-out tissue. (Karimzadeh et al., 2018) Found in their article that the gentrification experience of the dilapidated fabric of the Razavi shrine is a kind of state-oriented approach to urban regeneration and gentrification. (Keating and Frantz, 2004, 38) investigated the factors affecting the regeneration of historical neighborhoods with an emphasis on the approach of urban branding in Siah Sang neighborhood of Shiraz, which data analysis using Pearson's correlation test shows that all four factors have a significant positive correlation with The regeneration of the neighborhood has a black stone. The result of the research of (Lazarević et al., 2016, 58) includes the practical method of applying the contextual approach in the category of regeneration, as well as the value and importance of using the proposed solutions in all dimensions of the context, especially the physical and historical dimension. The findings of (Leary and McCarthy, 2013, 55) indicate the prioritization of the dimensions that influence tourism-oriented urban regeneration, respectively, on social dimensions, economic dimensions, cultural dimensions, and physical dimensions. (Liu and Jiangming Zhu, 2019, 98) Concluded in their article about the historical context of Shiraz that the enumeration of the criteria and the process of selecting the scope of the re-creation goal and re-reading the contextual characteristics led to the presentation of a multi-layered strategic model in defining the methods and policies of action in the historical context. (Lotfi et al., 2018) Found that none of the construction projects selected completely and comprehensively from the economic, social, cultural, environmental and physical point of view could act as a stimulus for urban development within the historical context of the city. Also, (Lotfi, 2012), (Martí and Mayor, 2019, 65), (Mehdipour and Rashidinia, 2013, 77), (Mishkini et al., 2017), (Monjezi and Asadi Azizabadi, 2018, 41), (Moradi et al., 2008), (Nejad Ebrahimi and Nejdaghi, 2019, 11), (Pardaraz consulting engineers, 2017) and (Parizadi et al., 2018) with considering on the above searches, the results of the research are consistent with previous researches in many aspects, but the difference of this article with other studies is the emphasis on regeneration indicators in wider dimensions and the use of strategic planning methodology (QSPM).

The subject of the article is Investigating the condition and methods of regeneration the historical context of the city of Masjid Suleiman by mathematical Models (case study: Tembi Market) and given that such a study has not been conducted so far, its conduct is sufficiently innovative.

1.1. Background and theoretical foundations of research

In the background of the research, the conducted research relevant to the subject of the manuscript (scientific articles and related printed reports) is reviewed and the results and achievements are briefly stated. In the background, the difference between the approach and method of the present manuscript and previous articles should be stated. In the theoretical foundations of the research, the definitions, concepts, and theoretical topics related to the subject, that have been used in the research, must be highlighted. The theoretical foundations of the research actually form the analytical support of the article and the hypothesis of the article relies on it. Theoretical foundations should not only include basic definitions and concepts that do not have much effect on the research method and its results.

2. METHODOLOGY

The current research is an applied research and a descriptive-analytical research method. The method of collecting information is both documentary and field, so for the development of strategies, an open questionnaire was given to 15 professors and experts with preference for professional and practical experience, who benefited from a complete understanding of the historical context and scope of the study and through this questionnaire, a list of common weaknesses, strengths, opportunities and threats was compiled, and then, each internal and external factors were weighted and the SWOT matrix was extracted from it. Finally, with the QSPM technique, priority strategies are presented. The analysis process includes the following steps: first step; Identification of internal and external factors: internal factors are related to the internal environment, which includes strengths and weaknesses. External factors include opportunities and threats that are influential in the process of recreating the historical context. The second step; Determining the weights of internal and external factors: after identifying internal and external factors and categorizing them in the form of strengths and weaknesses, opportunities and threats, the importance of each of them should be determined. The third step; Creating the assessment

matrix of internal and external factors and the fourth step of designing the SWOT analytical model.

2.1. Study Area

The studied area is Tembi Market. Tembi Market is one of the registered national monuments of Iran in Masjid Suleiman, which dates back to the Qajar period and was registered in the collection of historical monuments of Iran on 2009/3/16 under registration number 25976. The address of this registered national monument is Masjid Suleiman, central sector, Jahangiri district, Tembi village. Khuzestan province has many touristic, ancient and natural attractions, and Tembi market in Masjid Suleiman city is one of the historical and spectacular monuments of this province. Tembi market is a village in the central part of Masjid Suleiman city in Khuzestan province of Iran. This village is located in Tembi Gelgir district and according to the census of Iran Statistics Center in 2005, its population was 937 people (222 households), (Qasimzadeh et al., 2014). Figure 1 shows the satellite photo of the Tembi Market.

Fig 1. Satellite photo of Tembi market
(Rasouli et al., 2018)

3. RESULTS

3.1. Strategic analysis of the sustainable reconstruction of the historical context of Tembi Market in Masjid Suleiman

The technique or SWOT matrix, which is sometimes called TOWS, is a tool to recognize the threats and opportunities in the external environment of a system and to recognize its internal strengths and weaknesses in order to assess the situation and develop a strategy to guide and control that system. This method is a direct result of the Harvard Business School model. In fact, it is the best strategy for organizations and a valuable tool for strategic analysis (Rasouli et al., 2018). In order to strategically analyze the sustainable reconstruction of the historical context of Tembi market in Masjid Suleiman, 13 internal strengths against 51 internal weaknesses and 22 external opportunities against 33 external threats were identified and analyzed. In total, 35 strengths and opportunities can be identified as advantages and 84 weaknesses and threats can be identified as limitations facing the sustainable reconstruction of the mentioned historical context, which were included in the experts' questionnaire for prioritization and weighting. Table (1) shows the weighting and ranking of internal factors (strengths and weaknesses).

3.2. Evaluation of internal factors (IFE)

As it is clear, according to the experts, the functional value of Structure as a very important area, due to being in the vicinity of historical mosques, the existence of commercial cores with the ability to be converted into important commercial centers, the architectural, artistic and historical values of Structure and its urban spaces, functional value Structure as the commercial center of the city due to the presence of the market and the functional values of Structure as an important part of the city respectively with a weighted score of 0.340, 0.252, 0.241, 0.230 and 0.200 as the most important strengths and the lack of budget and credits according to the volume of performance and activity of the municipality. region, the low price of land and real estate in this area compared to other areas of the city, the inadequacy of municipal facilities and equipment in the implementation of infrastructure and executive projects, "the existence of the problem of common and similar endowment properties and the instability of social capital due to durable neighborhood ties to The order with a weight score of 0.129, 0.114, 0.104, 0.092 and 0.090 is considered as the most important weak points for the sustainable reconstruction of the historical fabric of Tembi market. Table 1 shows the weighting and ranking of internal factors in this study.

Table 1. Weighting and ranking of internal factors (strengths and weaknesses)

Row	Internal strategic factors	Relative weight	rank	Final weight
S_1	The presence of valuable historical-cultural and religious elements in the region and as a result, the promotion of its important role and position in the city of the country	0.030	4	0.120
S_2	The existence of historical memory and the function of identity and memory of existing buildings and spaces at the level of the historical region	0.039	3.4	0.133
S_3	Locating the backbone and historical centrality of the city in the region	0.020	4	0.080
S_4	Functional values of texture as an important part of the city	0.040	5	0.200
S_5	The functional value of structure as the commercial center of the city due to the existence of the market and business lines in structure	0.050	4.6	0.230
S_6	The functional value of structure as a religious center of the city due to its proximity to mosques and holy places and religious schools in the region	0.085	4	0.340
S_7	The architectural, artistic and historical values of the context and its urban spaces and the existence of many valuable historical buildings and elements in the depth of the historical context	0.069	3.5	0.241
S_8	The presence of uninhabited buildings	0.021	3	0.063
S_9	Existence of open and barren space resulting from various destructions with the possibility of organizing and reusing	0.065	3	0.195
S_{10}	The possibility of reconstructing and spatially organizing the texture	0.013	4	0.052
S_{11}	The existence of a suitable platform for creating job opportunities in tourism affairs	0.040	4.4	0.176
S_{12}	The existence of old and authentic middle classes in the region and the existence of the reference group in some areas	0.056	3.3	0.185
S_{13}	commercial core with the ability to become an important commercial center	0.063	4	0.252
S_{14}	The existence of the high potential of the centrality of the city and as a result the existence of high commercial, commercial and service capabilities and traction especially in the edges of the region	0.017	4	0.068
S_{15}	The existence of the capacity to expand related activities	0.049	3	0.147
S_{16}	The existence of traditional social support systems in parts of the region	0.022	4.3	0.095
S_{17}	Stability and relative balance between the number of men and women and the balance of the sex ratio	0.033	4.4	0.145
S_{18}	Having a level and a growing trend with literacy	0.035	3	0.105
S_{19}	Existence of platforms and relative fields of people's participation in the administration of urban affairs	0.051	3	0.153
S_{20}	The existence of high potential and talent of the historical-cultural context regarding valuable spaces and elements and the ability to generate income for the region through attracting tourists	0.039	3.3	0.129
S_{21}	The presence of appropriate communication and interaction between the municipality, the city council and the council assistants in the region	0.047	3.5	0.164
S_{22}	Increasing attention of urban management to environmental and historical-cultural aspects	0.030	4	0.120
S_{23}	The existence of five-year municipal plans and formulation of policies, strategies and macro goals at high levels of urban management	0.039	3	0.117
W_1	Extensive physical wear and tear in the depth of the historical fabric and the inadequacy of plans in motivating the desire for physical renovation of the region and the consequence of this is the serious vulnerability of the fabric in dealing with earthquakes.	0.019	4	0.076
W_2	The poor quality of a large part of the historical structure and the spread of wear and tear due to the rules and methods inhibitory action	0.005	2.5	0.012
W_3	Failure to define and introduce homogenous activities that are appropriate and compatible with the physical structure of the tissue and lack of suitable programs	0.015	4	0.060
W_4	Lack of green and open spaces and spaces for spending leisure time , extreme poverty of green space as breathing and resting space	0.011	2	0.022
W_5	Lack of cultural and recreational centers in the region despite the existing capacities and facilities	0.013	3.5	0.045
W_6	Lack of a suitable sewage and surface water disposal system in the region and as a result the formation of Running water in the region	0.012	4	0.048
W_7	The low level of environmental health in the region	0.007	3.7	0.026
W_8	Severe weakness of service uses within the scope of historical context - Shortage The staff of T	0.011	2.6	0.029
W_9	The lack of tendency to renovate buildings in the depths of the neighborhoods due to the pattern of occupying and living in them and the migration of the original and native classes.	0.008	4	0.032

Row	Internal strategic factors	Relative weight	rank	Final weight
W_{10}	The presence of many dilapidated and abandoned buildings in the region and the problem of physical insecurity in significant parts of it.	0.014	4	0.056
W_{11}	The fineness of the parts and their disproportionate combination as an obstacle to consolidation and integration for renovation and improvement	0.007	5	0.035
W_{12}	The presence of environmental pollution in the area due to the high level of underground water and lack of proper disposal of surface water	0.007	3.5	0.024
W_{13}	and severe wear and tear of urban facilities and equipment in the region and the impossibility of proper collection of garbage and waste materials	0.016	3	0.048
W_{14}	The existence of corners resulting from the tortuousness of the existing roads in this area and as a result the presence of unsafe and defenseless spaces.	0.010	2.5	0.025
W_{15}	of services at the regional level and their concentration in the area Peripherals and edges of tissue	0.009	3	0.027
W_{16}	Non-fulfillment of previously approved projects within the scope of historical and cultural context	0.010	2.8	0.028
W_{17}	Weaknesses and defects in waste collection due to access and management problems	0.008	4	0.032
W_{18}	Long life of existing buildings within the scope of historical context	0.012	3	0.036
W_{19}	Lack of proper use of the region's capacities and talents of centrality and religious and cultural position	0.012	3.3	0.040
W_{20}	Degradation of residential values due to disruption of activities due to residential and tourist activities and instead of increasing commercial activities without increasing communication capacity and as a result increasing the volume of traffic and air, sound and visual pollution	0.007	3.5	0.024
W_{21}	The gradual evacuation of the tissue from the original and old residents and Loss of identity of the population and disruption of population distribution in the region	0.010	4	0.040
W_{22}	The high level of employment in the informal sectors due to the weakness in skills and literacy (human capital) of the residents of context and the weakness in the economic capital (low-income housing, non-productive employment...)	0.020	2	0.040
W_{23}	Economic inefficiency of scattered and small enterprises	0.013	3	0.039
W_{24}	The settlement of people with service and elementary jobs in the region and as a result the social stratification system collapses weakness	0.020	3	0.060
W_{25}	Unstable residence in the area (high rate of renters) combined with lack of feeling of belonging to the place and as a result weakness in social participation, urban commitment and citizenship and behaviors based on it	0.014	4	0.056
W_{26}	Instability of social capital caused by durable neighborhood ties combined with ethnic diversity without social cohesion and integration and...	0.021	4.3	0.090
W_{27}	Weakness in social norms and emergence of social anomie	0.009	2.5	0.022
W_{28}	The existence of the ability to cause harm and increase social damage and social insecurity in the region due to the reduction of informal supervision	0.011	2.8	0.031
W_{29}	Loss of quality of life and lack of minimum living facilities and services needed for life	0.021	3	0.063
W_{30}	Private and endowment common ownership and as a result the problems and obstacles of reconstruction and renovation of buildings	0.011	4	0.044
W_{31}	The low price of land and real estate in this area compared to other areas of the city	0.026	4.4	0.114
W_{32}	The economic weakness of the residents and the weakness of the construction budgets of the old context	0.008	3.8	0.030
W_{33}	Functional isolation of historical and cultural context due to its closed functional system	0.014	3.5	0.049
W_{34}	Lack of proper and efficient use of the potential and cultural talents of the region	0.022	4	0.088
W_{35}	The lack of a single attitude in connection with the intervention in the historical context of the eclecticism of the modernist and cultural attitude...	0.010	4	0.040
W_{36}	Inadequacy of specialized staff and expert manpower of urban management in the region with assigned functions	0.011	3	0.033
W_{37}	Lack of proper mechanisms and tools to communicate with people and citizens	0.012	4	0.048
W_{38}	The incompatibility of the approved organizational chart with the existing situation and the lack of legal status of many organizational positions at present	0.019	2.5	0.047
W_{39}	The lack of research and research and the lack of appropriate expert forces as the technical and scientific arm of the management complex	0.016	3.8	0.061
W_{40}	Existence of extreme bureaucratic bureaucracy	0.008	2.8	0.022
W_{41}	The multiplicity and dispersion of municipal income sources and lack of reliance on stable and fixed income sources	0.009	3	0.027

Row	Internal strategic factors	Relative weight	rank	Final weight
W_{42}	Inadequacy of municipal facilities and equipment in project implementation infrastructure and executive	0.026	4	0.104
W_{43}	Lack of funds and credits in proportion to the volume of performance and activity of the municipality of the region	0.030	4.3	0.129
W_{44}	Absence of land and real estate management database in the district municipality	0.012	4	0.048
W_{45}	Poverty and low socio-economic base of most of the region and the inability to pay city taxes and financial participation	0.020	2.5	0.050
W_{46}	Lack of inter-departmental management institution to define and implement plans and construction projects at regional levels	0.009	2	0.018
W_{47}	The idealistic attitude of the plans and as a result the inconsistency of some rules and regulations of urban planning and construction with the existing realities of the region	0.011	2	0.022
W_{48}	F. Balance between preserving the values and strengths of the historical context and renovation and case-by-case reconstructions contrary to them.	0.020	4	0.080
W_{49}	Existence of interested and influential groups and forces and their serious non-adherence to the rules and regulations of the plans	0.011	4	0.044
W_{50}	Weakness and lack of appropriate tools and mechanisms to attract and attract citizens' participation in the administration of affairs and urban management in the area	0.010	4.3	0.043
W_{51}	The existence of the problem of common and similar endowment properties in the way of reconstruction and renovation and serious delay in the path of renovation and reconstruction of the fabric	0.023	4	0.092
Total		**1**	**-**	**5.909**

Source: Authors, 2025

3.3. Evaluation of external factors (EFE)

According to the results of table (2), according to the experts, the motivation and desire of the residents to renovate and rebuild the dilapidated buildings, the existence of a tendency to strengthen the markets and provide commercial support services in the main axes of the structure, "the possibility of using waste and demolished land for the construction of parking lots, the existence Important places in the tourism sector and the presence of human resources with regional urban planning expertise, respectively, with a weighted score of 0.342, 0.284, 0.255, 0.240 and 0.238 as the most important opportunities and the continuation of abandonment and isolation of the historical context from the city, the continuation of scattered movements and non-structural and threats to the regional complex in terms of the coherence and integrity of physical development, the tendency to commercialize the tissue as much as possible without providing the necessary infrastructure and support services, the spread of special diseases caused by problems and non-targeted destruction that does not conform to the structural ideas of the region With a weighted score of 0.238, 0.205, 0.200, 0.180 and 0.159, respectively, it is considered as the most important threats to the sustainable reconstruction of the historical context of Tembi market.

Table 2. Weighting and ranking of external factors (points of opportunity and threat)

Row	External strategic factors	Relative weight	rank	Final weight
O_1	The existence of tendency to expand commercial and service activities in the region	0.045	3	0.135
O_2	The existence of central capacities and centrality in the region	0.033	4	0.132
O_3	The tendency of urban management and public and government institutions to modernize and improve the region	0.019	4.5	0.085
O_4	The motivation and desire of the residents to renovate and restore the dilapidated building	0.078	4.4	0.342
O_5	The collective memory of the people of Masjid Suleiman regarding the historical area and the possibility of creating motivation in helping to restore the fabric	0.052	3	0.156
O_6	Actual and potential tourism capacities and talents in the region and the possibility of their exploitation	0.049	4	0.196
O_7	Existence of the religious-cultural heart of Masjid Suleiman	0.063	3	0.189
O_8	The possibility of using the space to strengthen the backbone of the fabric and meet regional, urban and regional needs	0.035	5	0.175
O_9	The existence of the possibility and tendency to strengthen public transportation and pedestrian axes and the backbone of the fabric in parts of the region	0.037	3.3	0.122
O_{10}	The existence of tendency to strengthen the order of markets and provide commercial support services in the main axes of context	0.071	4	0.284
O_{11}	The possibility of using waste and destroyed land to build a parking	0.058	4.4	0.255

Row	External strategic factors	Relative weight	rank	Final weight
O_{12}	The presence of important places in the tourism sector	0.060	4	0.240
O_{13}	Creating some traditional houses in the form of restaurants, hotels and tourism houses - Ecotourism	0.038	4.4	0.167
O_{14}	The tendency to invest in the region due to the centrality of the city	0.025	3	0.075
O_{15}	Tendency to support and advise civil and non-governmental organizations	0.042	4	0.168
O_{16}	The desire of people and foreign and domestic tourists to visit tourist places	0.028	4.5	0.126
O_{17}	The tendency of public institutions and organizations to invest in the worn-out fabric of the region	0.052	4	0.208
O_{18}	The tendency and desire of urban management to modernize and improve the historical context	0.031	3	0.093
O_{19}	Tendency to support, support and create the necessary platform for attracting and attracting private sector investments in the region	0.029	4	0.116
O_{20}	The existence of human resources with expertise in regional urban planning and the ability to attract them in different levels of urban management	0.068	3.5	0.238
O_{21}	Striving for financial self-reliance of the municipality and providing sources of income with the necessary legal mechanisms	0.049	4	0.196
T_1	Tendency towards more and more commercialization of fabric without providing necessary infrastructure and support services	0.050	4	0.200
T_2	Continuation of severe physical wear and lack of building strength against natural disasters	0.037	4	0.148
T_3	Violation of the rules and ideas of previously approved plans and not emphasizing regularity	0.031	3.5	0.108
T_4	Continuation of spontaneous and unplanned development and chaos in structure and function, especially in the main edges of the historical area	0.028	3	0.084
T_5	The continuation of scattered and non-structural movements and the threat to the regional complex in terms of the coherence and integrity of physical development	0.041	5	0.205
T_6	Untargeted destruction that does not conform to the structural ideas of the region	0.053	3	0.159
T_7	Destruction and serious vulnerability of valuable bodily elements as a result of being adjacent to decayed and old tissues	0.038	4	0.152
T_8	Existence of used and defenseless spaces due to past interventions and lack of proper use of created spaces	0.023	2.7	0.062
T_9	The presence of many ruined spaces at the texture level and wide visual and environmental pollution at the level of the region	0.042	3.5	0.147
T_{10}	The existence of the problem of shared and similar endowment properties in the way of renovation and renovation and serious delay in the renovation and renovation of buildings	0.040	3.6	0.144
T_{11}	Continuation of preservation-restoration views and a museum look at the texture and historical area and preventing infrastructure and fundamental developments in the direction of active protection and modernization of the texture	0.035	4	0.140
T_{12}	Continuation of desertion and isolation of the historical fabric from the city and urban life and development and the intensification of decay and depression	0.054	4.4	0.238
T_{13}	Continuation of tendency towards economic-commercial view of historical region and neglect of sustainable development and cultural-identity view of context and region	0.030	4	0.120
T_{14}	The spread of special diseases caused by problems	0.040	4.5	0.180
T_{15}	Reducing the tendency to settle in the region and against the migration of destitute and low-income people, including villagers to the context	0.032	3.5	0.112
T_{16}	Continuous increase of criminal gangs and strengthening of criminal behavior due to the social and economic problems of the region	0.028	4.4	0.123
T_{17}	Weakness of motivation for large private sector investment due to the lack of clarity in the policies and plans of plans and urban management	0.025	4	0.100
T_{18}	Uncertainty of investors from the point of view of investment return period and economic cost	0.031	4.5	0.139
T_{19}	Lack of coordination of renovation programs with economic facilities in the city	0.019	3.7	0.070
T_{20}	Continuation of the trend of housing low-income groups with the motivation of obtaining cheap housing	0.040	2	0.080
T_{21}	The lack of organization of tourist facilities and their lack of response to needs and as a result reducing the motivation of foreign and domestic tourists	0.032	4	0.128
T_{22}	Reducing the tendency to live in the middle to upper classes and finally creating a vicious cycle	0.024	4.5	0.108
T_{23}	The tendency towards confusion and more and more incoherence of the activity system of the tissue and the pathological desire to commercialize in the region	0.034	3	0.102

Row	External strategic factors	Relative weight	rank	Final weight
T24	The lack of transparency and sustainability of urban management policies and plans and the high investment risk for the private sector and the renovation and reconstruction of the region	0.019	3	0.057
T25	The lack of an inter-departmental management institution to define and implement construction plans and projects at the regional level and the inadequacy of the existing structures and management organization	0.028	3	0.084
T26	The existence of a lack of trust and confidence in the people and their passive attitude towards the issue of participation in the field of urban management	0.038	3	0.114
T27	The extreme weakness of the municipal structure and urban management and in contrast to the uncertainty and non-implementation of some important projects in the region	0.029	2.6	0.075
T28	Lack of coordination and inter-departmental and organizational conflicts by the responsible bodies and institutions in the renovation and improvement of the historical context and its reaction in the form of large unorganized and unplanned interventions or passivity and further destruction and erosion of the context	0.041	2	0.082
T29	Lack of transparency, necessary rules and regulations regarding support and attraction of private sector investment in construction and development of the region (lack of rules and regulations encouraging and encouraging renovation and improvement in the context and even the existence of contrary rules)	0.022	4	0.088
T30	Limitation of participation to a kind of forced participation pattern and the lack of spread of spontaneous and organized participation patterns in the region	0.026	3	0.078
T31	The major reliance of the municipality's income sources on construction and the small share of other income headings in the municipality's income budget	0.015	3	0.045
T32	Existence of interested and influential groups and the dominance of relations over rules in complying with city rules and regulations	0.018	4.3	0.077
T33	The lack of clarity of specific rules, regulations and instructions in relation to the proposals of upstream projects and the indecision of the municipality in dealing with this issue	0.023	4	0.092
Total		**1**	**-**	**7.539**

Source: Authors, 2025

3.4. Determining the position of strategies

After determining the final score of the internal and external factors of re-creating the historical fabric of Tembi market in Masjid Suleiman, the position of the strategies can be determined. Table (3) shows the weighting factor and percentage of influence of internal and external factors. Among the external and internal factors, threat points with a weight of 4.068 and a weight percentage of 0.29 are the first priority and weaknesses with a weight of 2.395 and a weight percentage of 0.23 are the last priority.

Table 3. Weighting factor and percentage of influence of internal and external factors

	Internal factors		External factors	
	W	S	T	O
Final weight	3.616	2.395	3.436	4.068
Weight percent	27	19	24	30

Source: Authors, 2025

Therefore, according to the final weights of internal and external factors, it shows more points in threats (Figure 2).
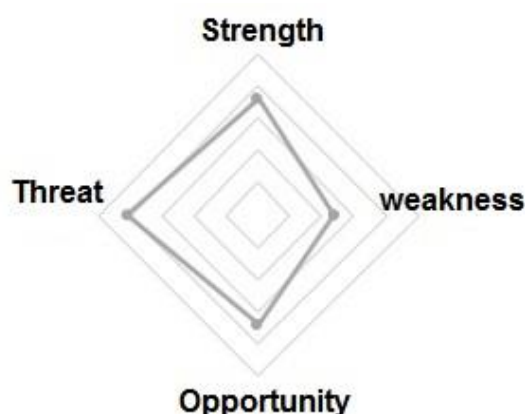

Fig 2. Determining the strategy of recreating the historical context of Tembi market in Masjid Suleiman
(source: authors, 2022)

Formulation of the strategy is based on the combination of four factors involved in the strategic planning model, which, of course, during the implementation of some strategies, according to the situation under study, four categories of strategies can be formulated, which are different in terms of the degree of activism:

SO strategies (offensive strategy): by taking advantage of strengths, it tries to take advantage of opportunities.

ST Strategies (Competitive or Diversification Strategies): Uses strengths to avoid threats.

WO strategies (revision strategy): reduce weaknesses by taking advantage of opportunities.

In table (4), the weighting factor and the effectiveness percentage of the four strategies are given. The most weight is the ST strategy or competitive strategy with a weight of 7.684 and it is the first priority. The weight percentage of this strategy is equal to 0.28, which has a higher weight percentage than other strategies, therefore, the proposed strategy resulting from the SWAT technique is the ST or competitive strategy (diversity) with a final weight of 7.648. It means that strategies should be developed to avoid future threats through strengths (Figure 3).

Table 4. Weighting factor and the percentage of effectiveness of the four strategies

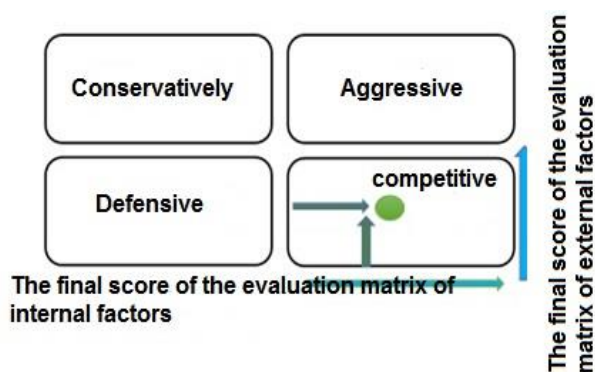|	The sum of the coefficients of the composite factors			
	SO	ST	WT	WO
Final weight	7.052	7.684	6.463	5.831
Weight percent	26	28	24	22

Source: Authors, 2025

Fig 3. Determining the strategy of recreating the historical fabric of Tembi Market in Masjid Suleiman
Source: Authors, 2025

4. DISCUSSION

4.1. Determining the priority of strategies with quantitative strategic planning matrix

One of the techniques and methods of evaluation, monitoring and supervision to realize the strategy is the use of quantitative strategic planning matrix or QSPM.

The QSPM matrix is used to evaluate the sustainability feasibility of the proposed solutions in the face of local conditions and the existing situation. If in this matrix, a strategy cannot face internal and external conditions, it should be removed from the list of strategies that can be prioritized. Table 5 shows the selection of the best strategies in order of more points.

Table 5. Selection of the best strategies in order of more points

Row	Selected strategies	Score	Priority
1	Valuing commercial cores with the ability to become important commercial centers and controlling the commercialization of the fabric without providing the necessary infrastructure and support services	3.387	3
2	Organizing and reusing open and barren spaces in the city and people's participation in the field of urban management	3.544	4
3	Paying more attention to the functional values of fabric as an important part of the city of Masjid Suleiman and strengthening the building against natural disasters	4.878	1
4	Promotion of the role of valuable historical-cultural and religious elements and the transparency and sustainability of urban management policies and programs and regional reconstruction	4.143	2
5	Increasing the attention of urban management to environmental and historical-cultural aspects and the reconstruction of historical textures and its restoration	2.132	5

Source: Authors, 2025

Therefore, in this part, after evaluating the internal and external matrices, competitive strategies have been selected as strategies that can be presented in the historical context of Tembi market in Masjid Suleiman. By scoring the competitive strategies through the QSPM method, the strategies were written in the order of their score and priority, and finally the strategies that got the most points were selected as the best strategies in the historical context of Tembi market in Masjid Sulaiman, and in line with the two final strategies and presentation The solution or implementation policies have been discussed. According to the obtained results, strategies 3 and 4 have obtained the most points (among the compiled strategies, the highest point is related to paying more attention to the functional values of the fabric as an important part of the city of Masjid Suleiman and strengthening the building against natural disasters with a score of 4.87 and Enhancing the role of valuable historical, cultural and religious elements and the transparency and sustainability of policies and programs of urban management and regional reconstruction with a score of 4.14. Also, the lowest score is related to strategy 5, increasing the attention of urban management to environmental and historical-

cultural aspects and The reconstruction of historical structures and its restoration is with a score of 2.13 (Table 5). Therefore, it can be said that with more attention to the functional values of the structure of Tembi market as an important part of the city of Masjid Suleiman and strengthening the building against natural disasters and promoting the role of valuable historical elements. Cultural and religious and the transparency and sustainability of urban management policies and programs and the reconstruction of the region led to regeneration. Therefore, the two-way relationship of urban regeneration and the competitiveness of the historical context of Tembi market is an undeniable necessity. If regeneration takes place, finally the competition will happen. If we improve the components of competitiveness, a re-creation will emerge in its heart and content (Yeghfouri and Thani Mohammad Akbari, 2018). Therefore, if we pay attention to the existing capabilities and problems, the historical texture of Tembi market in Masjid Suleiman city can compete with other places in the country and we will witness changes not only in the historical texture, but also in the whole Masjid Suleiman city, including this Changes; Economic, social, physical and environmental regeneration of the historical fabric, investing as much as possible and increasing the share of employment towards higher standards of living. A comparison of the attractiveness of strategies for re-creating the historical fabric of Tembi market in the city of Masjid Sulaiman is shown in Figure 4.
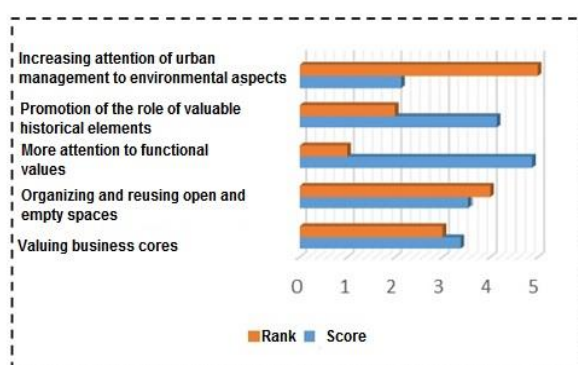

Fig 4. Comparing the attractiveness of strategies for re-creating the historical context of Tembi market in the city of Masjid Suleiman

5. CONCLUSION

The results of this article show that the organizations responsible for the reconstruction of the historical context of Tembi market in the city of Masjid Suleiman are facing many weaknesses and threats in order to strategize the reconstruction programs of the mentioned historical context; at the same time, there are strengths and opportunities ahead. Also, the evaluation matrix of internal factors (IFE) showed that

the historical fabric of Tembi market is facing an internal disorder, and on the other hand, the evaluation matrix of external factors (EFE) showed that the person responsible for recreating the historical fabric of Tembi market has not been able to take advantage of the opportunities at his disposal. In order to stay away from the threats that are in front of it (it has not shown a good reaction to external factors). The results obtained from the evaluation matrix of internal-external factors (IE) showed that the reconstruction of the historical context of Tembi market is not in a favorable situation, because defensive strategies have been prioritized. The Quantitative Strategic Planning Matrix (QSPM) also showed that the first priority is the strategy of paying more attention to the functional values of the fabric and strengthening the building against natural disasters with a score of 4.87, and strategies to promote the role of valuable historical-cultural and religious elements and transparency and sustainability. Policies and programs of urban management and reconstruction of the region with a score of 4.14 are in the next priority. Also, the lowest score is related to the strategy of increasing the attention of urban management to environmental and historical cultural aspects and the reconstruction of the historical fabric of Tembi market and its restoration with a score of 2.13. In other words, in order to improve and improve the existing situation, in the direction of recreating the historical context of Tembi market with regard to its potential in Masjid Suleiman city, several strategies can be applied, based on the findings of the research, paying more attention to the functional values of the context of Tembi market and Strengthening buildings against natural disasters and enhancing the role of valuable historical, cultural and religious elements and transparency and sustainability of urban management policies and programs and regional reconstruction are top priorities. Therefore, the proposed strategy resulting from the SWAT technique is the ST or competitive strategy with a final weight of 7.648. The city managers' lack of proper understanding of culture as a value-creating capital has caused many historical and cultural capitals in cities to be neglected and degraded. Therefore, if we pay attention to the existing capabilities and problems, the historical context of Masjid Suleiman will be able to compete with other places in the country and we will witness changes not only in the historical context but also in the entire city of Masjid Suleiman. Among these changes; Economic, social, physical and environmental regeneration of the historical fabric, more investment and increased employment towards higher standards of living are more important. In general, to solve the problems of the historical context, there is a need for comprehensive studies in all dimensions and indicators of reconstruction. The results of this study are consistent with (Seo and Joo,

(2019), 28), (Yeghfouri and Thani Mohammad Akbari, 2018, 45) and (Zarrabi and Mahboobfar, 2014, 73).

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