

Research Paper

Yobuko morning market in Saga Prefecture, Japan: Its character as sustainable and creative place

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ABSTRACT

The intention of the research is to identify several characteristics of Yobuko Morning Market (YMM) and to seek the reason why the market is still survive until now so that we can describe the uniqueness of the market and the reason of the market is still survive even though there are many alternative shopping places from reality to cyber world in around it. The research used concept of sustainable, creative, and diverse places to analysis the YMM, and several research methods to collect the data: 1) questionnaire, 2) structured interview, 3) unstructured observation, and 4) secondary data. The result research described several characteristics inter alia: temporary setting with shop-house in the background and only could be found at 7.00-12.00 in every day, dominated old women sellers and consumers, dominated specific food either squid fresh foods or processed foods, specific selling system: fixed price and sometimes they add goods depend on the seller, etc. Besides those, they also prepare barbecue for consumers, and create new products from squids at the place for new identity, and also we found several indications of sustainable and creative place and vice versa.

1. Research background

Street vendor is a common phenomenon. Street vendor is a kind of workers in informal sector, even though in some cases, they are arranged and assumed like formal worker by organization even government. According to Bhowmik (2005), at least, there are two categories of street vendor in Asia, particularly in developing countries, the first category is low skilled rural migrants, could be seen in all Asia Countries, and the second category, namely, workers who were earlier in the formal sector moving to informal sector, because many

reasons. Albeit most of food vending on the street is illegal, it significantly helped to reduce idleness, increased incomes of street vendors, and provided cheap, varied, native food for urban dwellers (Njaya, 2014).

In developed countries, whereas the phenomena of the street vendor are not as vibrant like in developing countries, but they could exist until now and can be seen in certain places in many cities or drops. Street vendors can be an attachment, a main part, and a part of the markets, shopping places, offices, parks, universities, etc. In Japan, particularly, street vendor can be found in the morning markets.

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In Japan, in 1987, based on Geijutsu Sincho survey, there are four famous morning markets, videliset: the first, Wazima morning market in Ishigawa, the second, Takayama morning market in Gifu, the third: Yobuko Morning Market (YMM) in Saga, and the fourth: Echizenono morning market in Fukui. This paper describes about YMM in Karatsu, Saga Prefecture because the population around the market (Yobuko Cho) greatly decreased, they sell specific goods such as squid, etc, the market is part of tourism objects promoted by NPO (Non Profit Organization) and Karatsu local government, so we want to know why the market can be survive till now through its characteristics. For analyzing the place, the discussion connected to concepts of sustainable, creative, and diverse places.

1.1 Purpose and Research Method

The intention of the research was to identify the characteristics of YMM in order to obtain an explanation of the unique characters of the market, and to collect evidences why the market can survive or sustain in this competition era. The characteristics of YMM are very important to expose because the unique character is strongly associated with concept of sustainable, creative, diverse places (either city or village). To collect data, it was used: 1) questionnaire through random sampling to take information about characteristics of sellers and consumers, for the questioner we chose as many as 30 samples either sellers or consumers, 2) structured interview to collect data from the NPO (Non Profit Organization) of YMM, 3) unstructured observation to know the situation and condition of YMM, 4) several secondary data from the priest of Yobuko Shrine, Saga local government, and previous research.

1.2 Literature Review

1.2.1 Concept of Sustainable Place

In pursuance of WCED (1987) in Friedman (2015:7-14): "sustainable development is development that meets the present need without compromising the ability of future generations to meet their own needs." It can be separated into five main thoughts: 1) Society, where the resident make up their demography and pick over their life styles, 2) Economy, the economic vitality of a place, since financial failing of an initiative will cause the corporation to stop to exist, 3) Environment, its many sectors including the built components and nature, 4) Culture, cultural characteristics of a community and their effect toward social attitudes, and 5) Governance, good governance. Another definition about concept of sustainable place based on the Urban Task Force (UTF) in the UK, formed in 1998, and sought to establish a

concept, "...a new vision for urban regeneration founded on the principles of design excellence, social well-being and environmental responsibility within a viable economic and legislative framework," (Rogers, 1999). Sustainable place concept can be seen in three facets to wit: economy, social, and environment. So, the two definitions are similar.

Deeply and in detail, the five main thoughts of WCED have four principles: 1) Less negative impact, a decision maker needs to choose a process that will leave the smallest negative footprints on environmental, societal or economic facet, 2) Self-sustaining process, it should be adjusted to each of the five main thoughts, 3) Supporting relation, every component can encourage other activity, and, 4) A life cycle oncoming, the tag of good decision-making for sustainable system is a project's capability to sustain itself throughout its all lifecycle.

Furthermore, the three facets of sustainability indicators have values to be formulated:

- a. Environmental characteristics: 1) Accessibility to the minimum required services and facilities and public transport, 2) The minimum required population size and density to support services and facilities and public transport, 3) The size, area and development density of a walkable urban neighborhood, 4) Graded densities from edge to centre of the urban neighborhood, 5) Graded densities of urban neighborhoods from edge to central location in a neighborhoods, districts, towns and cities.
- b. Social characteristics: 1) A balanced population age profile, 2) A balanced mixture of dwelling and tenure types, 3) A balanced mixture of household types and sizes, 4) A socially balanced population in a mixture of levels: qualification of people in working age, the health condition of the population, and indicators of deprivation.
- c. Economic characteristics: 1) A balanced range of economically active and inactive people of working age, 2) A balanced range of property prices and rent levels.

1.2.2 Concept of Creative Place

According to Landry (2011), there are ten key traits indicating creativity of creative place: 1) political and public framework, it has a sense of purpose and ethics with desire to get thing done, 2) distinctiveness, diversity vitality and expression, it has a clear identity which results from the dynamic culture, 3) openness, trust, tolerance and accessibility, it is open minded and welcoming as a result of many people from a different backgrounds in their home, 4) entrepreneurship, exploration and innovation, it is one where businessman and businesswoman feel very much at home and have

social recognition, 5) strategic leadership, intelligence and vision, it has many leaders and many levels of leadership, 6) talent and learning landscape, it values learning and knowledge, 7) communication, connectivity and networking, it is well connected internally and externally, physically and virtually, 8) the place and place making, it is made up of hard and soft elements, 9) livability and well-being, it has an remarkable quality, 10) professionalism and effectiveness, it works well in process and achievement.

To make creative place, it is need place branding. A place need an image for promotion so that people can remember and memorize it. Place branding can be took from culture, tourism, specific activities (example: sport activities), culinary, and smart place, but it is need participation and consultation of local stakeholders. Branding has been essentially developed with a top-down approach (Vanolo, 2014). In practice, creative place is depended on value, level, and characteristics of place and stakeholder of the place indeed. Creative place concept doesn't only reproduce the dominant and unsustainable market order but also it relates to communal identity, social belongingness, and a deeper sense of place as formulated by the broader demands of sustainability (Ratiu, 2013).

1.2.3 *Concept of Diverse Place*

Issues of diversity are also discussed in many other diverse sources. From an urban perspective, Rogers (1999) addressed how diversity of activities and uses were important for a city, and Hough (1984) also demonstrated that diversity making social as well as biological sense in the urban setting was better than homogeneity. Neal (1999) stated that diversity was important in design especially in pedestrian scale, space, and structure for sustainability.

Diversity is connected to synonyms such as multiplicity, variety, and heterogeneity, a fact we can discern from the ideas expressed in several studies: 1) Briggs (2000) explicated that the intelligent business areas were possible; they needed multiple buildings, multiple functions, and multiple communities, 2) Kline (1997) elucidated disparity in the business as a part of a sustainability concept which includes a variety of businesses, industries, and institutions.

Diversity was also implicit in some words such as "locality" and "mixed use". The terms can be seen in: 1) Pastille (2002), in the Intelligent City concept pointed that cities needed a local mobility, public transportation, and sustainable management of the local authority and business, 2) Coldham (2004) clarified that the use of local resources increased self-reliance, 3) Saunier (1999) stated that it encouraging local action and decision

making and linking environmental awareness to local business, was needed 4) Keivani and Mattingly (2007) underlined that local economic development was the next important issues to accompany the impact of globalization on local economies in peripheral neighborhoods

1.2.4 *Understanding Street Vendor*

According to Roever (2014), street vendors have three categories of activity, where each activity poses distinct challenges for vendors to generate enough profit to make the business viable:

- a. Buy-Sell: some vendors engage in straight buy-sell activity: the work involves sourcing goods from wholesalers; transporting the goods to a vending post in public space; and selling them in retail system.
- b. Transformation: some vendors make manufacturer, or transform goods and sell them directly to consumer. These vendors usually make their goods at home, or in the street, or at a workshop, or other unused space; then they find a place to sell them to consumer.
- c. Services: some vendors perform services from their posts, such as dressmaker, stone seller, hairdresser etc.

Moreover, the locations of the street vendor are carried out in a variety of urban-rural places such as: a city-centre area, central-city market, downtown transport junctions, a set of centrally located administrative districts in the larger city, in non-central areas or districts in the urban periphery, and even in edge of village streets.

In Harisah (2014), based on time, the street vendor places were formed spontaneous, and slowly-gradually and unsystematically, and slowly-gradually-systematically. Moreover, based on strength of marking territory or setting, at least, there are four methods: temporary territory, semi-permanent territory, permanent territory, and combination of among temporary-semi permanent-permanent territory. Deeply, based on the user of street vendor territory, there are individual territory, group territory, and combination between individual and group territory. They try hard and creatively to survive or to sustain with various methods, in the territory considered strategic and profitable. Other perspective can be explained in Bhowmik (2005), according to him, it should be noted that street vendors can be survives not only because important source of employment but also because of provider goods and services to urban population.

From the previous literature, it can be underlined here that the existence of street vendors provide an option for people to shop that suitable for their needs and desires, besides giving the variation in the economic system in a place, and their activities to make and to sell products are

a part of the concept of sustainable, creative, and diverse place. In a nut shell, they give contribution for sustain in a different way, but to know the YMM will be as sustainable, creative, and diverse place, we should analyze the place with the concepts.

2. Discussion

2.1 History of Yobuko Cho and Yobuko Morning Market

Yobuko morning market is located Yobuko Cho. In the past, Yobuko Cho is very strategic location because it was built for defense against Korea and China. In the Edo period, Yobuko port was organized by Karatsu Family, namely Nako Family in Ura Machi. In this era, people can go or come to Yobuko by shipping for merchandize. In 1711 or more than 300 years ago, Yobuko port was a center for cutting fish, especially big fishes. Besides that, many farmers lived in surrounding areas of Yobuko bring vegetable to Yobuko area. (See Fig. 1 map of Japan, Saga prefecture, and Fig. 2 Yobuko Cho, and location of Yobuko Morning Market) in the Edo period, in 1881, and 1888.

In 1836, no building found in the place of Yobuko Morning Market, but in 1881, there is a road in the place. In the Taisho period, shopping places like shop houses established, including Yobuko morning market. About 100 hundreds years ago, bus traffic route established from Karatsu to Yobuko cho, so as Yobuko Morning Market (YMM) became very active and many people come to the place for shopping. In Fig. 3, it can be seen the situation and condition YMM at the present.

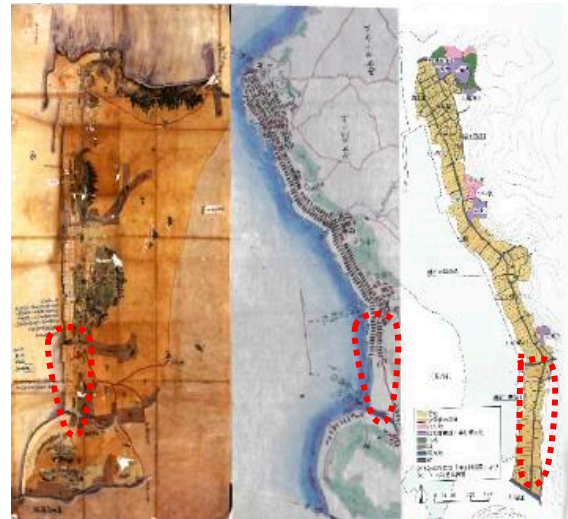


Fig. 2. Left: YMM in the Edo Period (old painting), Middle: YMM in 1881. Right: YMM in 1888 (Source: Masaaki Miyamoto & Nobuo Mishima).



Fig. 3. Yobuko Morning Market nowadays (Source: Masaaki Miyamoto & Nobuo Mishima).



Fig. 1. Location and position of Yobuko Morning Market (YMM). in Japan and in Karatsu City (Source: Japan Local Government, 2015).



Fig. 4. Left-above: YMM in 1960, Right-above: YMM in 1970, Left-Middle: YMM in 1980, Right-middle: YMM in 1990, Left – below: YMM in 2007, right-below: YMM in 2015 (Source: Yahata Takasikei, and observation in 2015).

Table 1. Population in Yobuko Cho.

No	Year	Population
1	1935	7210
2	1947	9718
3	1955	10333
4	1960	9608
5	1965	8642
6	1970	7704
7	1975	7063
8	1980	7367
9	1985	7221
10	1990	7005
11	1995	6700
12	2000	6155
13	2005	5643
14	2010	5613

Source: Japan Local Government, 2015

In **Fig.4**, it also can be seen Yobuko Morning Market in Yobuko Cho showing situation and condition from 1960-2015 that corroborate evidences of a decline in activities, both from the number of street vendors/sellers and the amount of merchandise, but on the other hand, quality of the road as a place for selling is better than before. The selling system was changed, from barter system (goods with goods) or goods with wages of lifting goods to cash system (goods with money).

Other evidences can be seen in **Table 1**, from 1935 to 1955, population in Yobuko cho increased as many as 7210 people to 10333 people, but since 1960, population of Yobuko cho have decreased, in 2010 only 5613 people, or 54,3 percentage. After that, administratively, Yobuko cho become a part of Karatsu City until now (2015).

2.2 Characteristics of Yobuko Morning Market

In **Table 2**, No. 1, selling system use fixed price system, but they usually add goods to the basket as a gift to consumer. Besides that, sometimes we can make a bid about the price of the good lower than before, and the sellers sell friendly their goods. We also can talk with them friendly. No. 2, Paying system is cash system, but in the past the system is barter system, it means goods exchanged for goods. Seller from around Yobuko or the opposite island bring vegetable exchanged the vegetable with fish of Yobuko seller. Sometimes, someone can got the fish if he/she can move the fishes of fisherman, and building such as shop, house-shop, gazebo, parking-house, office, etc. No 11, there are many type of

Table 2. Characteristics of Yobuko Morning Market.

No	Aspects	Characteristics
1	Selling System	Sometimes use fixed price system, and they add the goods for consumers as a gift, and sometimes use bargaining system if the consumers have a good relationship with the sellers
2	Paying System	Cash system
3	Type of Trader	Retail traders, selling with small portion to consumers
4	Legal Status	Formal traders, they have NPO (Non-Profit Organization) and permission from government
5	Type of Management	Plotting location is managed by NPO, and the money of rental location is used for their (traders and NPO) activities
6	Type of Goods and Services	Primary goods (foods), secondary goods (clothes, etc.)
7	Supplier System	Supplier from fishermen and farmers, and influenced by season and day
8	Business Time	Every day, from 7.00-12.00, except January 1st
9	Location	On the street
10	Type of Building and Circumstances	The market is temporary setting, and the circumstances (shop, stalls, houses, etc.) are permanent setting
11	Type of tools for Selling	Combination of traditional and modern tools
12	Type of Financial Support/Capital	Supported by traders themselves

Source: Interview, October, 2015

after that he/she can got the fish. No. 3, Especially in Yobuko Morning Market, the seller always use retail system, most of the seller sell with small portion to consumer, not use grocer system or sell in big portion for other trader or seller, except fisherman. No. 4, all the trader is formal trader. They got permission to Community of Yobuko Morning Market, and this organization is a formal organization and recognized from the Japan government. No. 5, Plotting location is a important part for every market. In this case, NPO plotted the location and determined the price. The money is for activity of the community such as festival etc.

No. 6, In the past, the market usually provide primary goods such as fresh fish, fresh squid, etc., but now, the market not only provide the fresh food and processed food but also other goods such as: vegetable, fruits, cookies, spices, handcrafts, and clothes. No. 7, supplier system is from fisherman, and influenced by season.

Some sellers get their goods from their husband as fisherman. In winter, summer, autumn, and spring, it will be found different fresh fish. No. 8, business time in Yobuko Morning Market is mostly from 07.00-12.00, except January 1st, but the circumstances are from 07.00-till afternoon, depending on the owner of the shop. No 9, Location of the market is on the street, but the cart for selling can be in the shop, empty place, and behind the shop. No 10, the market is temporary setting, such as cart, basket, and table, so their territory is weak (see Harisah, 2014 about strength of marking territory of street vendors). The circumstances are permanent

Table 3. Sustainable and creative indication of YMM and surrounding areas

Place	Sustainable and Creative Indication	Unsustainable and Uncreative Indication
YMM (Yobuko Morning Market)	<ul style="list-style-type: none"> - Have creativity such as people can cook with barbecue - Have specific symbol: squid doll as branding place, people can take photos for pleasure and memorize - Sell fresh fish, fresh vegetable, and fresh food - Sell processed fish and others such as squid burger - Visitors from abroad increase - Some traders use modern tools for selling - Have a festival every year - Have a NPO (Non-Profit Organization) to arrange the market - Have a virtual promotion in internet such as Facebook, You Tube, and other sites 	<ul style="list-style-type: none"> - Population of trader decrease - Most consumers from orderly people - Most traders from orderly people - Some buildings as background of the market are not in a good condition.
Surrounding areas of Yobuko Morning Market	<ul style="list-style-type: none"> - Have specific restaurants - Have Beautiful panorama - Near many historical sites such as Park Hill, Karatsu Castle etc. - Have fishing activities - Prepare fresh fishes and others for other places, including attraction of processed squids - Have ships for sightseeing - There are some shops sell Japanese products. 	<ul style="list-style-type: none"> - Facilities as public toilet, parking, may be is not enough for many visitors - Population of Yobuko <i>cho</i> decrease - No train go to the place directly - No Tourism Corridors to support YMM - Most of the surrounding areas tend to similar other places in Japan, so it is need to create the specific cart of street vendors

Source: interview, observation, and secondary data from Japan Local Government, 2015

equipment for selling, several sellers use traditional and modern equipment (wooden box, clay stoves, or plastic basket, etc) and others use modern equipment (modified cart, table etc). No 12, about financial support or capital is from the seller themselves.

From **Table 2**, we underline that YMM has social well-being, environmental responsibility, local management, and locality (see back definition about sustainable place concept, and the street is used with multiple function in Briggs and Pastille). In local management, YMM have NPO.

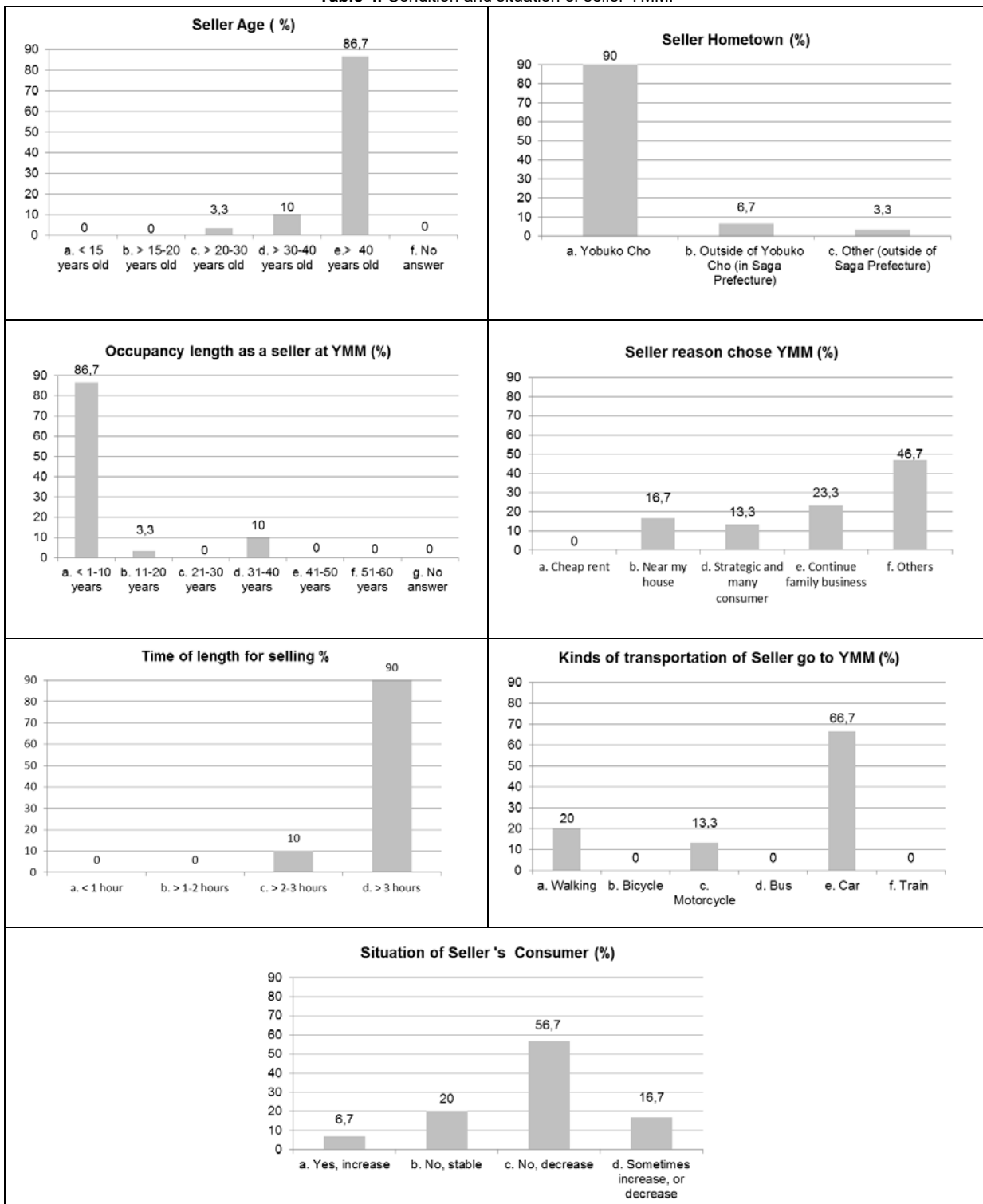
In **Table 3**, we know some indications of sustainable, creative places, and the opposites. The explanation based on unstructured observation and informal interview in the location, either in Yobuko Morning Market or its surrounding area. In YMM, at least, there are 9 sustainable and creative indications, and only 4 unsustainable and uncreative indications. Surrounding areas of YMM has 7 sustainable and creative indications, and has 5 unsustainable and uncreative indications. So as the place has a lot of positive things than negative things, but in general, characteristics of YMM and surrounding area is not so different from other places in Japan, so it is need to make specific places, activities,

and products to sustain. See some previous concept about sustainable, creative, and diverse places, such as Neal stated that diversity is important in design; it means diverse place is very important to make place identity.

In **Tables 4 and 5**, about condition and situation of Seller and Consumer of YMM in percentage, in seller age more than 20 twenty years old, 80% above 40 twenty years old, the similar situation consumer age, dominated by old people, so the condition is not balance (see back point 2 about social characteristics for sustaining in concept of sustainable place), so it is need a balanced population age profile and qualification of outside of people in working age.

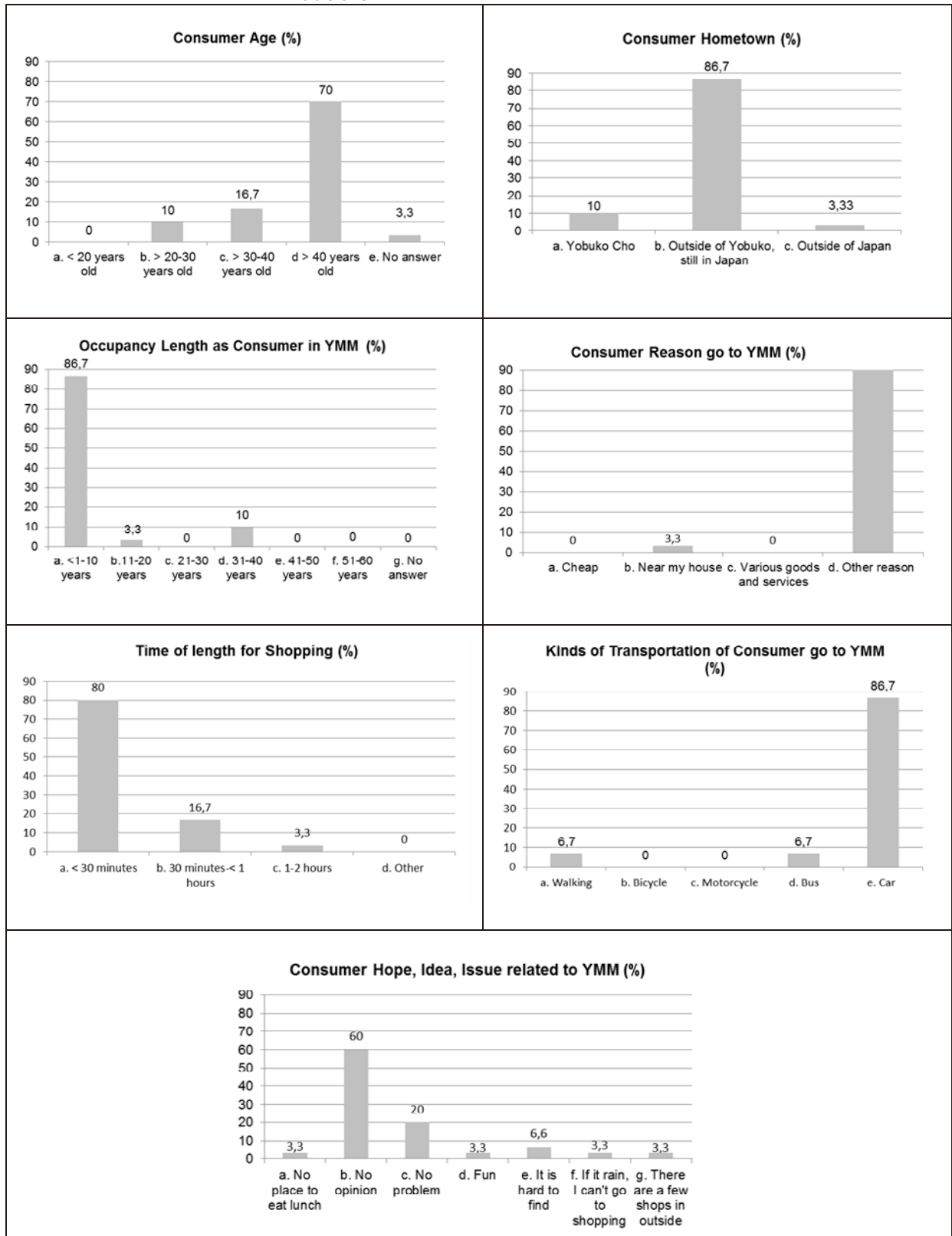
In seller hometown is a little different between consumer hometowns. All sellers from Japan, but consumer more various than seller, 3.33% from Japan. In occupancy length as seller and consumer are very interesting, because 86.7% of them choose YMM as a place for selling and shopping for less than 10 years, and 10 % still choose YMM as seller and consumer, it means, some people opine that the YMM is suitable for them. In seller reason chose YMM is more various than previous indication especially about seller; 46.7% because of other reasons, 23.3% because of continuing family business,

Table 4. Condition and situation of seller YMM.



Source: Questioner, November-October 2015.

Table 5. Condition and situation of consumer YMM.



Source: Questioner, November-October 2015.

only 13.3% said strategic and many consumer, and 16.7% because of near their house. Consumer go to YMM were dominated by other reasons or 96.7% (58.6% because of tourism, 13.8% because of famous place, 6.9% because of company trip, shopping, and no opinion, 3.5% because of good food, and close to the hotel) In no 5, time of length for selling 90% more than three hours, only 10% more than 2-3 hours. As for time of length for shopping 80% less than 30 minutes, only 16.7% thirty minutes-less than 1 hour, and 3.3% 1 hour-2 hours. In kinds of transportation, indication of unsustainable can be found it because most of the seller used private car or 66.7%, only 6.7% seller used bus. As for consumer 86.7% used car, and only 6.7% by walking and bus. Situation of the numbers of consumer was dominated by decrease opinion or 56.7%, and 16.7% opine sometimes increase or decrease and the other side, 60% consumer have no opinion about hope, idea, and issue related to the market. Actually the sellers try hard, creatively to survive or to sustain with various method (from making a festival for YMM, making squid food and symbol, till natural friendly attitudes, see back Harisah, 2014; Vanolo, 2015; Ratiu, 2013), these are the reason why they can survive till now.

3. Conclusion and Recommendation

3.1 Conclusion

- a. There are many indications that YMM and its surrounding areas can be survive or resilient even though less profitable, particularly the place is a part of tourism object, surrounding areas have beautiful panorama, specific food, and etc. Besides those, the NPO and the sellers have many efforts to make the market lively but it is need support from government to make more lively than before.
- b. There are some important indications that YMM is at the level of the less profitable from sustainable, creative, and diverse perspective viz: 1) population surrounding areas of YMM decreased since 1960 until now, and also YMM, 2) consumer also decreased, and also 3) it is difficult to find the place because of two reasons: it should use cars, and the character of YMM is similar to other places in Japan, so it is necessary to make a specific place.

3.2 Recommendation

- a. Making good public transportation to the location by bus or ship from other tourism objects in Saga prefecture.

- b. Making a difference through creation and innovation in places, products and activities.
- c. Making revitalization to make a lively of the place, such as: add specific public branding activity to support YMM.
- d. Making a specific design for cart of the sellers, so it makes the place is more different from other places.

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