

URBAN AND SUBURBAN CONURBATION OF SHOPPING STRUCTURES IN TIRANA



CITY PARK Shopping Mall



Vertical



QTU Shopping Mall



TEG Shopping Mall



CAM BAAZAR Street Shopping Structure



Vertical



MEDRESE BAAZAR



MYSLYM SHYRI Street Shopping Structure



TABLE OF COMPARISON BETWEEN SHOPPING STRUCTURES

Type	Bazaar	Street shops	Vertical mall	Horizontal shopping mall
Location	Inner city	Inner city	Inner city	Suburban
Agglomeration format Distinctive criteria	Old Bazaar/ Medrese bazaar	Pl. Shyri street Cam Bazaar	Coiril ETC	QTU/ TEG / CITY PARK
Context	Well integrated in their surroundings	Well integrated in their surroundings	Bad integrated with the surrounding, creating a contrast in the landscape	Integrated in an industrial zone, with no friendly environment connection. The image of the commercial strip is chaos. The order in the landscape is not obvious.
Ownership	No single ownership, scattered ownership of real estate	No single ownership, scattered ownership of real estate	Owned by a commercial company	Owned by a commercial company
Accessibility	Higher convenience for consumers who shop on foot or use public means of transport	Higher convenience for consumers who shop on foot or use public means of transport	Higher convenience for consumers who shop on foot or use public means of transport	Higher convenience for consumers using car on shopping trips, or free transport supplied by the company
Marketing related	Cooperative	Cooperative	Managed centrally	Managed centrally
Tenant mix	Does not correspond necessarily to a target group	Does not correspond necessarily to a target group	Determined by a centre management according to the needs of the target group	Determined by a centre management according to the needs of the target group
Quality	Modest	Good	High quality goods	High quality goods
Facilities	Just shops	Just shops	Includes also entertaining facilities: information staff for a better orientation, cinemas, playgrounds, restaurants.	Includes also entertaining facilities: cinemas, playgrounds, restaurants. Shopping malls attract customers, providing enough time to make choices as well as a recreational means of shopping.
Attraction	Tend to have plain architecture with the stores arranged in a straight row.	Tend to have plain architecture with the stores arranged in a straight row.	Newer ones are often built with more sophisticated architecture to merge in with the neighborhood and to catch the attention of the fashionable consumer.	Newer ones are often built with more sophisticated architecture to merge in with the neighborhood and to catch the attention of the fashionable consumer.
Environmental and social impact	Crowdy zone, and support air and noise pollution.	Crowdy zone, and support air and noise pollution.	Crowdy zone, and support air and noise pollution of the inner city.	Provides a refuge from the air and noise pollution of the central city.
Economical impact	It contributes to the domestic economy as it is a willing duty of the inhabitants.	It contributes to the domestic economy as it is a willing duty of the inhabitants.	It hardly contributes to the domestic economy as it is a branch of international business. Shopping malls contribute to business more significantly than traditional markets.	It hardly contributes to the domestic economy as it is a branch of international business. Moreover, the same problem is reflected on suburban suburban employment in this suburban facilities as most of the employees travel from the inner city and not from the local region.
Persuasion and communication	Bazaar contains no sign, in the bazaar communication works through proximity. Persuasion occurs through smell and sight.	In the streets shop - window displays for pedestrians and signs for motorists, dominate the scene almost equally.	Words and signs may be used for commercial persuasion.	Words and signs may be used for commercial persuasion, or maybe here can contribute also its architectural aspects, such as the height, because of being a high-rise building.
Security	Self managed, may be object of unsafety too	Self managed, may be object of unsafety too	It has its own security staff, so it welcomes a more safe and tranquil place	It has its own security staff, so it welcomes a more safe and tranquil place
Hygiene	Lift in bad conditions because of the lack of the development and outer investment, it is based just on the voluntary contribution of the individual seller.	Trying to reach normal or even high standards and everybody tries even to make a display window as attractive as possible.	Very qualitative spaces in terms of hygiene.	Very qualitative spaces in terms of hygiene.

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