

RESEARCH BASES OF PEDESTRIAN ZONE RETAIL AS ECONOMIC SYSTEMS

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Features of a trading-foot zone as economic system are considered. Comparison of two forms of the organization of retail trade is resulted by means of presenting a trading-entertaining complex and a trading-foot zone.

The competitiveness among the enterprises of retail trade promotes development of the given branch of economy due to occurrence of new trade service forms and methods.

The basic vector of development of the client-oriented economic subjects involved in given branch is directed not only on more complete range satisfaction of requirements of the buyer, but also on the creation of more comfortable conditions of purchase and on buyers time economy. Avalanche, owing to the Internet, growth of the information on quality of the goods and services, growth of well-being and availability of spare time at the population, growth of requirements, increase in variety of kinds and forms of service determine new a culture of a life - "consumer", where the redundant offer of the goods and services gives the consumer the choice opportunity.

Nowadays, the economic practice of retail trade has produced two most developed forms of complex satisfaction of consumer's inquiries: shopping centers and street retail. We shall consider functions and features of street retail, their similarity and distinction to shopping centers.

Let's give definitions:

The shopping center is a specially planned building (or a complex of buildings), contains the set of the enterprises of retail trade incor-

porated by the certain concept, services, public catering and the entertainments.

Street retail or pedestrian trading zone - a part of urban territory with the special transport mode, having cultural objects or historical (architectural) sights, with the generated set of the enterprises of retail trade, services, public catering and entertainments.

Further, we shall consider basic functions of shopping centers and pedestrian trading zone - Table.

We can make a conclusion, that pedestrian zone retail has greater influence as consumers of services.

Success of functioning of a pedestrian trading zone (as well as shopping center) depends on stability and size of a stream of visitors, and the concept of a trading-foot zone means, that visitors of the given municipal formation should make an essential part of a stream of visitors. The major factor influencing a stream of visitors of a trading-foot zone will be climatic conditions. In Russia few cities can be characterized by a stable and intensive stream of the tourists, pedestrian zone retail being by potential clients. At least - a climate and the general condition of internal tourism makes it possible to allocate two factors as pedestrian zone retail determining risks of loss.

Functions of shopping centers and trading-foot zones

Shopping center	Pedestrian trading zone
Functions with reference to consumers - to natural persons	
Complex satisfaction of needs for services of trade, public catering, entertainments. Economy of time. Comfortable conditions.	Complex satisfaction of needs for services of trade, public catering, and the entertainments combined with walk, survey of sights.
Functions with reference to municipal formations	
Creation of new jobs. Tax revenues. Improvement of parameters of quality of a life.	Creation of new jobs. Tax revenues. Improvement of parameters of quality of a life. Attraction of tourists.

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From other aspects of the system approach at the initial stage of research of pedestrian zone retail makes it possible to stay on the description of behavior of system (including its development). Occurrence in the Russian cities of new objects of a mass attraction (department stores, supermarkets, hypermarkets, multipurpose etc.) has led to stagnation of development of their central part. In the central parts of many Russian cities natural change of activity existed up to 90-ies. All this things does not provide physical safety and comfort of visiting of these objects; do not satisfy effective demand on services of retail trade, public catering and accompanying service.

In the Russian practice there is also a number of the objects generated or beginning to be formed as the central trading-foot zones. The central business streets-foot are generated in Moscow, St.-Petersburg, Kazan, Nizhniy Novgorod, Samara and in a number of other large cities.

The analysis of foreign and domestic experience of formation and functioning of pedestrian zone has revealed the certain conditions and the principles of their organization providing their social and economic and town-planning expediency.

As the world practice has shown, achievement of a stable stream of visitors of a trading-foot zone can be carried out only under conditions of maintenance of transport availability by mass kinds of an urban passenger transport, social appeal and comfort, the importance and uniqueness of the objects placed in its territory.

Proceeding from it, it is possible to consider as main principles of formation of trading-foot zones:

- ◆ Accommodation of a trading-foot zone in the developed centers of the cities;
- ◆ Accommodation of a trading-foot zone between two or several socially significant objects;
- ◆ Formation of functional-spatial connection between socially-significant objects set of small-sized accompanying objects;
- ◆ Zoning territory of a trading-foot zone depending on interests of various layers of the population, their age and property status, a season and a day;
- ◆ The organization of access roads with the purpose of maintenance of the maximal safety of the foot traffic;
- ◆ Parking places organization with sufficient amounts of places;
- ◆ Carrying out objects discording from the territory of a formed trading-foot zone according to the concept of development;
- ◆ Formation of a unique architectural ensemble of a trading-foot zone, in view of specificity of concrete climatic and town-planning conditions;
- ◆ Creation of a formed trading-foot zone of the increased level of an accomplishment: decorative gardening, illumination, monumental art, advertising and small architectural forms.

Thus, the pedestrian zone of the city is the economic system representing complex multi-functional-territorial formation that units some interconnected territories with high concentration of retail services of trade, public catering and the accompanying kinds of service: trade corridors, trading-foot units, cultural objects or historical (architectural) sights.

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