

**Perception and Satisfaction of Educational
Touristson Local Food: The Case of
Gazimagusa, North Cyprus**

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ABSTRACT

This study investigates the perception and satisfaction of educational tourists regarding the local food of Famagusta, North Cyprus through the cultural exchange that took place between local and international students. The study used an inductive approach in order to achieve a qualitative understanding of the research area. Semi-structured interviews with 16 students, 4 local restaurant owners and 2 local producers supplied valuable information about the experiences, beliefs, attitudes, behaviors, and perception of local.

The findings demonstrate that students are just satisfied with local food and their perception of local food is that it is fresh and not too expensive. On the other hand local restaurateurs have no ideas about how to attract more students to their restaurants because they have their own local consumers. The findings show that there are no relations between students and local restaurant owners. Moreover there is not enough information available for students enable them to explore the city

It is recommended that local community, city council and university authorities coming up to a proper plan to bring economic development accordance with environment and sustainability issues.

Keywords: Local Food, Educational tourism, Sustainability, Economic development

ÖZ

Bu çalışma, yerel ve uluslararası öğrenciler arasında yaşanan kültürel değişim aracılığı ile Kuzey Kıbrıs, Mağusa'da bulunan eğitim turistlerinin yerel gıdaya yönelik algı ve memnuniyetini inceleyecektir.

Çalışmada araştırmadan niteliksel bir anlayış elde etmek için endüktif bir yaklaşım kullanılmıştır. 16 öğrenci, 4 yerel restoran sahipleri ve 2 yerli üreticiler ile yarı yapılandırılmış mülakatlar yerel gıda tüketimine yönelik deneyimler, inançlar, tutumlar, davranışlar ve algı hakkında değerli bilgiler sağlamıştır.

Bulgular öğrencilerin yerel gıda almaktan memnun olduğunu ayrıca yerel gıdaya yönelik algılarının ise sadece taze ve çok pahalı olmadığını söylemektedir. Öte yandan yerel lokantacılar daha fazla öğrenci çekmek konusunda bir imaja sahip değildirler çünkü onların kendi yerel tüketicileri bulunmaktadır. Bulgular hem öğrencilervehemdeyerelrestoransahipleriarasındabirilişkiolmadığınıgöstermiştir.

Diğertaraftan,

potansiyelöğrencileriçinbilgiayrıcaşehirkeşfetmekiçinsunulanimkanlarbuöğrencisayısı için yeterli olmamaktadır.

Yerel halk, belediye meclisi ve üniversite yetkililerinin, çevre ve sürdürülebilirlik konularına uyumlu ekonomik gelişmeyi getirecek doğru bir plan yapması önerilmektedir.

Anahtar Kelimeler: Yerel Gıda, Eğitim turizmi, Sürdürülebilirlik, Ekonomik Gelişme

To My Parents and A.A Akbar Abadi

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TABLE OF CONTENTS

ABSTRACT	iii
ÖZ	iv
DEDICATION.....	v
ACKNOWLEDGMENT.....	vi
LIST OF TABLES	xi
1 INTRODUCTION	1
1.1 Background	1
2.1 Aims of the study and Research Objectives	3
3.1 Import of the Research	3
4.1 Outline of the study.....	4
2 LITERATURE REVIEW.....	5
1.2 Local Food	5
2.2 Local Food Movement	6
3.2 Factors Influencing Food Choice	8
4.2 Motivation and Preferences for Consuming Local Food	9
5.2 Perception for Consuming Local Food	10
6.2 Educational Tourist Definition	12
7.2 Background of North Cyprus	14
8.2 Higher Education in North Cyprus	14
9.2 Eastern Mediterranean University (EMU)	15
10.2 Local Food of Cyprus	16
1.10.2 Local Ingredients of Cyprus.....	16
2.10.2 Local seafood Dishes	17

3.10.2 Local vegetable Dishes	18
4.10.2 Local Meat Dishes	19
5.10.2 Local Side Dishes (Meze)	20
6.10.2 Local Desserts and Sweets	20
7.10.2 Local Cheese	21
3 METHODOLOGY OF THE STUDY	22
1.3 Academic Outlook	22
2.3 Sampling	23
3.3 Data Collection Techniques	24
4.3 Research Questions Process	24
4 RESULTS AND DATA ANALYSI	27
1.4 Respondents' Profile	27
2.4 Analysis of the results	28
5 DISSCUSION AND FINDINGS	31
1.5 Discussion	31
2.5 Findings of the Study.....	34
3.5 Recommendation of the study	36
6 CONCLUSION	38
REFERENCES	41
APPENDIX	50
Appendix A: Research Questions	51
Appendix B: Transcription of the interviews	52

LIST OF TABLES

Table 1: Respondents' Identity (Students)	25
Table 2: Producers & Restaurant owners Identity.....	26

Chapter 1

INTRODUCTION

1.1 Background

The substantial development of the tourism business in recent years is undisputable. This has related a sizeable number of destinations being influenced in various facets. As Faulkner (1977) posit, the advancement and progress in the hospitality industry is vital to a generous percentage of global economies. Economically, the industry has become a major player in wealth creation in recent times.

Today there are many new concepts that associated with tourism industry, with each concept having its own origins. The origin might be one to technological forces or to political issues or social and environmental issues. All of these new ideas made tourism stand up as a multi-dimensional industry and these make it one of the most valuable industries bringing economic development to the destinations.

Local food is one of those new concepts emerging from those environmental issues and can be a ways of reducing concerns about environment and may provide humanities with ways of making better use of natural resources. In other words, local food can help sustainability to be improved.

Because local food can be regarded as a resource in tourism, it can be used by some restaurateurs and producers to bring economic development to that region

(Bianchi,C. & Mortimer, G. 2015). Also the idea is getting very popular especially in those countries that they have their own distinct local ingredients which make the area so special for tourists to visit. (Bianchi,C. & Mortimer, G. 2015). It is also confirmed that the demand for local food increasing and in most developed countries people are very interested in the origins of the way of producing the ingredients and the food that they are using.

Studying abroad is getting very popular for many countries. Many people are trying to improve their knowledge in order to get better jobs in the future. The program that those people participate in could be short term or long term. In other case people studying abroad will encounter new cultures and, of course, new food items. Educational tourist would be a proper term for those people who travel abroad to get new knowledge and experiences for their future lives. The role of educational tourists on economic development is salient. There are many which argue that argued that educational tourists can bring benefits to the host destination. Nowadays educational tourist is targeted by many countries and destinations. The authorities are coming to conclusion that it will be very beneficial if this type of plan be executed in the special destination. With regards to new concerns about the environment and sustainability, a proper plan for long term economic development would be helpful.

2.1 Aims of the Study and Research Objectives

The following will be the aims of the research:

- a) The investigation the consumption of local food by educational tourists.
- b)To investigate the contribution of educational tourists to the local food network and its sustainability.

Accordingly the objectives of the study will be as follows:

- a) Determine the nature of local food, and the availability of local food;
- b) determine the perceived image of local food by educational tourist;
- c) determine which food is consumed by educational tourists and why;
- d) determine the importance of local food for educational tourists; and
- e) examine the educational tourists satisfaction with their local food experiences.

3.1 Import of the Research

Despite the numerous reports on patrons for local food, limited research has been devoted to what educational tourists, students who travel abroad for higher education, think about the local food of that destination. The aim of this study is to highlight and address the challenges through interactions with selected students of Eastern Mediterranean University about their perception of the food of that destination and how they are satisfied with that consumption. The information will be useful to local restaurants owners, city council authorities and university authorities for settling a on new plan to bring economic development to the host city accompanied by for support the environment and taking into account the sustainability issue.

1.4 Outline of the Study

This research consists of six sections. The study begins with an Introduction to local food and the educational tourist to ascertain the significance and objectives of the subject and to explain the purpose of the study. Chapter two is the Literature Review on local food and its related term, and there is information about educational tourism

in the literature. Later on, the study focuses on the local food of Cyprus, its unique vegetables and its unique dishes.

Chapter 3 introduces in detail the methodology and methods which are used in the study. In it, inductive research, a qualitative approach to research and interviews is considered. It also gives information about sampling techniques and the sample used.

In chapter 4 of the research the results of the interviews will be analyzed and presented. The aim was to investigate the perception of and satisfaction with the local food of Famagusta.

The fifth chapter has a discussion of the issues regarded and it presents the match between the literature and current results. It is based on findings and gives recommendation for the future.

And finally the sixth chapter that contains the conclusion on the whole study.

Chapter 2

LITERATURE REVIEW

1-2 Local food

Nowadays the major industry which is developing steadily is Tourism and this is getting very important for many countries (Sengel et.al, 2015). Food and tourism have been interrelated very closely and food as many scholars argued in their studies is a very critical resource of tourism (Hendrsen, 2004; Quan and Wang 2004). Henderson (2009) referring to food as an attraction which is the central to the visitor experience. Telford (2000) reported that over one third of the total of travel spending by tourists is on food. Tikkanen (2007) looks to the importance of food in travel in a different way. He argued that food can be a major draw and primary motivator for some tourists and it satisfies not only physiological needs but other superior needs and wants. Food also can offer pleasure and entertainment and serve social purpose.

The role of food in introducing different cultures to visitors is another view to take into consideration. These dining habits will bring people from different cultures to meet one another to interact and enable them to know other cultures. Scholars also argued that the food experience can play a part in determining the perception of and satisfaction with the overall travel experience. They believed that food can influence very powerfully the feeling of visitors either increasing their involvement or enhancing the place attachment. (Pirog, 2009, Durham 2009, Mintel 2013, Megicks 2013, Teodororuo 2015).

As argued by Henderson the consumption of food might be influenced by the different perceptions of visitors (Henderson 2009). In recent studies scholars categorized these motivators into four sub-categories as physical motivators, cultural motivators, interpersonal motivators and status and prestige motivators (Mac Intosh et al 2005). In one study in Europe the authors stressed that there is a synergy between food and tourism and it can be created in several ways; one hand it might add value to a core tourism product by means of intangible cultural heritage and on the other hand it can be regarded as a strategic management tool to create a destination's image (Cinjarevic and Pestek 2014).

The above-mentioned tries to make clear the relation between food and tourism and how important is the role of food in this industry. But the results might be the overuse of natural resources, the mismanaging of the space and land to the demands of tourists, coming environmental issues. These issues give rise to human life and to continuance of life of Earth. Among some new ideas and new concepts to reduce these dangers and concerns about these environmental issues and also find solutions, is the local food concept. Briefly, local food tries to satisfy visitors with unique cultural food and so generate economy benefits. The concept is a multifaceted one and needs much consideration to be well understood so it is hoped that the following arguments and definitions will provide clarification.

2.2 local Food Movement

The idea of local food might go back to 1981 in US where the aim was to reduce the farmland loss and increase local production. Local food is a vague concept and there is not a single definition for it. Responding to trends in recent food systems, many communities engage in an alternate diet and agrarian method which is distinguished

by universal control, economic power in addition to lack of environment concerns (Feenstra, 2002). Therefore consumers interest for local food become more popular and by 2007, for the word of the year, The New Oxford American Dictionary (2007), documented “locavore” due to a significant growth in the overall consumption of local foods. Locavore” gained popularity as a result of the consumption of foods grown and/or produced within a 100 mile radius by indigene (Oxford university press USA, 2007). It also need to take into consideration different components when defining it. Initial definitions for local food were focused on distance and transport or geography; moreover the definitions are merging, from business consumer advocacy group and researchers (Lang et al, 2014). Brown (2003) in his study in the Missouri region about consumers’ interest in local food, respondents constituting 37% out of 544 households failed to recognize locally produced food as countrywide but rather as one grown within regions. In another study by Pirog and Rasmussen (2008) after collecting surveys of 755 respondents regarding the local food definition, they stated that more than two thirds of respondents characterized local food which travelled 100 miles or less from its origin. For a better definition of local food, we it need to consider several aspects to come up with a proper one. Community proximity, time or travel distance, political or state boundaries and consumer settlements and transportation are four contributing factors argued by Durham (2009). In another study Mintel (2013) addsanother two aspects including physical and cultural. Moreover Megicks (2013) also merged another two dimensions to get a better understanding of local food;namely producer and product characteristics and benefits it gives to local areas. Teodoroiu (2015) defines it same view of geographical proximity. In the same study, he looked at local food from the view of production process in which if the production is viable as well as ease the use of compounds and

composts. Moreover, the concept can be defined to whom produce the food or three words” story behind the food”. In one study local food was defined very briefly as food that is produced within your own province (RiskuNarja and Muukka, 2013). Also Kurunmaki put extra meaning to it, and, expresses the view that local food are those production and consumption depend on fresh constituents and the contribution of products which stimulate the economy, occupations and nutritional values within the region (Kurunmaki 2012). Frisvoll in his study presents the definition of local food as the foods which are cooked and produce in local areas with its unique characteristics such as tradition and technical that are connected with that special area only (Frisvoll et al. 2015).

It needs to mention that in different countries local food can be defined in different terms. As such, Bianchi in his work argues that local food can’t be defined in a single term ,for instance, in the USA local food is commonly interpreted to be food grown within the governmental of a country or state. In contrast, in Finland local food is associated with craftsmanship and the perceived self-produced, self-processed items (Bianchi et al, 2015).

3.2 Factors Influencing Food Choice

Human selects food according to a wide variety of factors. In different studies, scholars stated that people’s choice of eating depends on many categories such as where is the best place to eat, when is the good time to eat, who can accompany them to eat and how they should reach the place to eat. Also there is a range of categories that make people’s food preferences so wide and diversified (Sobal, Bisogni, Devine and Jastran, 2006). Sobal et al. in his study in the United States, among adult participants, comes up with a theoretical model according to his qualitative research

that there is a connection between people's food choice and factors pushing them to try some local foods. Therefore after conducting in-depth interviews, he concluded that life course, influences and personal systems are three major factors that affect people to choose what to eat.

4.2 Motivations and Preferences for consuming Local Food

Another issue which is related to local food is why there is so much interest in these foods. What is important for the local food lover is the role these foods play in supporting the environment. Tregear and Ness (2005) theorized that three factors attitudes, situation, and demographics influence consumers whose purpose are to purchase local foods. By attitudes it means how consumers think about producers or how they are reluctant to pay for those foods. Being in contact with local producers and local restaurants are the factors which form the situation and finally the demographics factors which include gender, age and educational level. In their study which was conducted in 5 different rural areas in the United States, they concluded that having contact with a local producer and living in rural areas were the most important indicators to go for local foods. Among them the age factor was also important but it only related to older people. They also mentioned that their study was in accordance with other studies in which the demographics factors are not a very significant factor when measuring interest in consuming local food .Pearson (2011) has a good explanation for this interest and he expressed the view that the current interest in local food is explained by issues related to the environmental, ethics and sustainability. Sim (2009) in her study about food, place and authenticity confirmed that local food in three levels can help sustainable tourism development. Firstly, local food can generate economy benefits for that local area, secondly it can reduced the carbon food print by using less transportation and lastly, it can bring a

unique identity to that destination. Teodoroiu (2015) also argued that local food can work as a path to develop sustainable tourism in the destination. He also believed that by integrating the local food and tourism the result will be economic growth as well as strong cultural heritage of that destination (Teodoroiu, 2015). Durand (2008) believed that local food has great potential to enhance sustainability in tourism. He argued that local food can contribute to the authenticity of the destination and strengthen the local community and provide for environmentally friendly infrastructures (Durand et al 2008). Durand also mentioned that the use of local food can directly or indirectly contribute to the various elements of sustainability in the particular area such as agricultural activities, brand identity, job creation, attraction enhancement and authentic exploitation (Durand et al, 2008). It has also been expressed by other scholars that local food and drink products can improve the economic and environmental sustainability of both tourism and the rural host community through encouraging sustainable agricultural practices, supporting local business and building a brand that can attract more visitors to make more profit (Sim et al, 2009)

5.2 Perception for Consuming Local Food

As mentioned earlier local food has its own followers and as the concern for the environment gets more serious, more people are interested in trying those foods. There are many arguments among scholars in this field about the perception and motivators that push consumers to buy local food. Pirog (2003) in his study among three regions in the USA stated that freshness is the most important factor for consumers considering the purchase of local food. In the same study, the second most popular reason for buying local was supporting family farmers. Fields (2002) has also categorized the tourists' motivators for consuming food into four categories

,physical, cultural, interpersonal and status and prestige. Food acts as a physical motivator to satisfy physiological needs. Food acts as a cultural motivator in which the visitor experiences new food at the same time as he or she is introduced to a new culture. Food as interpersonal can build strong relationships among people and also establish new relations as well. Lastly, status and prestige can bring the visitor the experience that their friends or family member didn't encounter before. Kim (2009) in their quantitative study among 20 UK citizens for consuming local food, identified eight categories as exiting experience, escape from routine, health concern, learning knowledge, authentic experience, togetherness, prestige, sensory appeal and physical environment. In another study by Hasselbach and Roosen (2015) which was held in Germany, they confirmed five motives for consuming local food which were classified from the less important to the most important, price, health, fleshly charm, animal safety, and natural content.

Kim et al (2009) according to their survey tried to classify the perceptions of local food into main categories namely motivational factors, demographical factors and physiological factors. Demographical factors include gender, age and educational level and the physiological factor contain food neophilia and food neophobia. Zepedal and Levintn-Reid (2004) stated that enhancing the economy and benefitting the environment gave consumers a positive attitude toward local food. They also mentioned freshness as an important factor as well. Brown (2003) in his other study of local food consumption confirmed that respondents regard quality and freshness as important factor when considering the purchase of local food. Also identified are price and the place where the product was grown as important factors for consumers to buy local.

In some studies in the field of local food, the focus was on the demographical factors which influence visitors or tourists to try local food. Flynn et al (1994) have confirmed there is a different attitude among men and women towards food. According to the study, women are more interested in food which is safe and inexpensive; in contrast, men are looking for a different taste or a new taste. In another study the author argued that women are more interested in diet products or in getting some knowledge about nutrition where as men do not pay attention to these issues (Wadolowska 2008). Regarding different ages and their choice of food, several studies have shown different ages have different motivations for travel destination (Kim et al 2003, Olsen 2003). Educational level also plays an important role for food choice. In most studies (Hall 1991, Kim et al 2003, Kim et al 2009) all have indicated that as the level of education get higher the motivation for consuming local food will increase. They also confirmed that food preference among those with a lower educational level is less health related than among those who are higher educated consumers.

6.2 Educational Tourist definition

This study mostly concentrates on educational tourists and for this reason it needs to clarify and explain more clearly what educational tourism is and who can be an educational tourist. Therefore this study explains this terminology according to the related literature.

Studying abroad is getting very common as well as important for a wide range of people who are looking forward to a much better future in their career and life. From the last decade the number of students who started their education in international universities has increased (Ministry of Education, New Zealand, 2014). This growth

in international education provides international and cross-cultural perspectives for host countries and enhances their curricula (Altbach & Knight, 2007, P293, cited in Fisher, 2009). Moreover, international education can bring development for host country in many areas such as the economy and politics or even development in infrastructures (Deardroff, 2006). Therefore the educational tourist could be a way to bring different people from different cultures and languages together so they can share their experiences and their point of view toward life to understand one another.

The term educational tourism was mentioned above has a vague meaning and scholars have tried to clarify the term as accurately as possible. One definition for educational tourism can be as a tourist who is over 15 years of age and his or her purpose for travel is study and his or her travel should not be for less than twelve months (Australian capital tourism, Canberra, 2012). In another definition by Ankomah & Larson (2000) it is stated that educational tourism works as a package in which the applicants leave their original place to go to a different destination in order to practice something new or experience a new place. There is also a definition by Hayes & McCann (2008) in which educational tourism includes a variety of events such as programs for interchanging students among two universities, tours in which the purpose is to train and learn new things related to the host destination, school work shops and trip, conference and seminars and finally cultural and historical tours. As is shown by Hayes & McCann, educational tourism includes many areas in training and travel at the same time. Tarlow (2008) adds some more dimensions to educational tourism. He added wide formats of travel such as knowing professional people, skill enrichment vacations and enlightening trips. What is important to get from these definitions by scholars is that all try to make a connection between two or more cultures. It can be interpreted that education will be the main reason for travel,

but in the bottom line, interaction and communication among cultures will be as important as the main purpose of the study.

7.2 Background of North Cyprus

The following section will explain about the TRNC (Turkish republic of North Cyprus) as a host country and more importantly the Eastern Mediterranean University which is the largest and most famous university in Northern part of Cyprus.

The second largest island in the Mediterranean Sea is Cyprus. This island has been divided into north and south after war in 1974. From that time there is a peace between two the parts and until now international efforts and political efforts have not worked out to bring the island into entity. The northern part speaks mostly Turkish and English is regarded as a second language. The economy depends on hotel and casino business. The capital city is Lefkosa and the total population is 61378. There are 10 different cities of which Famagusta situated in second place after Lefkosa with a total population of 40920.

8.2 Higher educational in Cyprus

There are nine international universities in Northern Cyprus in different cities such as Famagusta, Girne, Lefkosa, which is the capital city, and Lefke. Among these universities, the one in Famagusta is the main and the most important university in the northern part of the island. Based on a report in Study in North Cyprus (2014), the total number of students in the Northern part of Cyprus is 70,005 who come to continue their higher education from 115 countries around the globe. Among this number of students there are 15211 Cypriot students, 18647 international students and around 36149 are Turkish students (Study in North Cyprus, 2014).

9.2 Eastern Mediterranean University

As mentioned earlier, the university in Famagusta City is the most important university in the Northern part of Cyprus. It is called the Eastern Mediterranean University (EMU). The university was constructed in 1979 and the main reason for making such a university was to give chance to Cypriots and Turks to have higher education. The university is run by private party with governmental help. The totals of 70 departments make EMU a major destination for young people who are looking to continue their higher education in foreign country. Besides these departments, there is also an English school in which those who are looking forward to improve their English skills can undertake in variety of programs and take advantage of the facilities.

Engineering was the first department to start in EMU, and then other types of engineering department were established such as electrical Engineering, mechanical Engineering and civil Engineering. Later on, other faculties were added for instance tourism, fine arts and architecture departments. In 1996 the board of directors decided to add a law faculty as a new subject to its program only for Turkish and Cypriot potential students. Other new departments were established to reply to the demand from local and foreign students. Therefore, in 2010 and 2011 faculties of health science and pharmacy was established. EMU has been recognized as an international university and students from around the world are coming here to continue their studies. Not only students with diversified nationalities but also different lecturers from overseas are coming here for teaching and life. At the moment the numbers of students has reached 20000 from 106 countries that are involved in different types of studies, with total of 1100 department members

including lecturers and assistants who are from 35 different nationalities (Eastern Mediterranean University, 2015).

10.2 Local food of Cyprus

This study focuses on the local food of the island and tries to determine how foreigners respond to these items. In this section some local food of the northern part of Cyprus will be explained as well as common vegetables, spices and herbs that are used in those dishes.

1.10.2 Local Ingredients of Cyprus

According to Kopiaste by Sitas (1989) hazelnut, walnut, chestnut, citrus, figs, pistachio, strawberries, blackberries, cherries, mespila, apple, pear constitutes and others are fresh fruits commonly used in Cyprus. Also, lentil, chick peas, black-eyed beans, peas, broad beans, grape leaves, pulses, artichoke, green beans, okra, green pepper, zucchini among others are popular fresh vegetables used in Cyprus.

To prepare dishes, oregano, thyme, celery, coriander, arugula, pepper, and parsley are most popular and are easily applied vegetables mixed with herbs and spices. Cumin and coriander seeds are the main spices used to give an aromatic flavor to the dishes. Mint is also very important and it can be found everywhere on the island. Locals use mint for many dishes especially those which include meat. Pastitsio is one of them which was generous amounts of mint. Also keftedesis another meal which used a lot of mint to make a contrast with ground meat. Coriander is very popular herb in the Island and it is used for making different types of foods such as olive bread, spinach pies and other pastries. Coriander is also good for garnishing hot food such as yiachnista (Sitas, 1989, Kopiaste). Meats grilled over charcoal are known as Soula. Most commonly souvlaki are pork, chicken and sheftalia. Grilled hallumi cheese and mushroom and loukuniko(pork sausage). Usually, vegetable and grilled

meats are wrapped in thin flat bread or stuffed into a pitta along with raw onions, cabbage and parsley. Gyros also is a common dish which is sliced pork, lamb, chicken and infrequently beef (Sitas, 1989, Kopiaste).

Much popular is Pourgouri, local cellulose different from bread. It is prepared from steamed onion and tomato with pasta to give it a different touch. As poulguri is important in Cyprus cuisine, it comes with other types of ingredients such as milk yogurt and wheat to form other tasty dishes. For example the Cypriot tries to preserve the milk and add some wheat to eat and at the same time mix with some poulguri and sour milk to become a notorious meal. Besides pouguri can be assorted with water to shape dough and roll it down to produce something like cigar shape. To empty the cigar shape the dough and refill it with a mixture of meat, parsley, cinnamon and onion so that the result will be deep fired and serve along with lemon juice. This is called koupes which can be used as starter (Sitas, 1989, Kopiaste).

2.10.2 Local Seafood Dishes

As the country is situated by the sea, the Cyprus cuisine is rich in seafood. Among them are red mullet and sea bass as the most delicious and oily fishes to try and also octopus, calamari and squid. Stiffado is a dish made by cooking octopus in red wine along with some sweet vegetables like carrot and onion. One of the most well-known way for cooking calamari is to cut it as a ring and deep fry it in a batter made of beer, flour and egg then fry it in hot oil. In Cyprus also stuffed calamari with a mixture of rice, mint clove and cumin and with some tomato sauce then grilled in oven or sometime bakes it. Cattle fish can also be prepared like the calamari in red wine, onion and carrot. Moreover it goes very well with spinach as it is cooked in Greece, Italy and west of Turkey. These types of seafood are mostly cooked as a starter rather

than as a main dish. If we go back to Traditional dishes, the sea bass is among those food need you need to try at least once. It is cooked with seasonal tomatoes as well as seasonal potatoes. Other Seafood which is very cheap to purchase is glut-heat fish. This type is produce in farms as are sea bass and they are very popular in the Whole Island. (Sitas, 1989,Kopiaste).

3.10.2 Local Vegetable Dishes

Cyprus potatoes are long and have too much starch with a unique taste, and are to exported many countries around the world. When potatoes are marinated with a mix of salt, cumin and oregano they could be a very popular food for local people to eat and enjoy the unique taste. These types of potatoes are usually cooked in an oven. Another way to prepare Cyprus potatoes is to cover them with aluminum foil and put them over hot charcoal. Then they can be consumed with butter or just served with lettuce salad. (Sitas, 1989,Kopiaste)..

Eating salad in Cyprus with the main meal is a usual event that can be seen everywhere on the island. One of the most regular salads is a mix of cucumber, tomato, celery, parsley, and coriander with olive oil and lemon juice. This is called glystridha(Sitas, 1989,Kopiaste).

As each season in Cyprus has its own vegetables, when spring commences it's the season for artichokes. In the early spring, artichokes are in season. Locals prepare them by cutting the leaves and removing the heart of artichokes to eat. Usually locals take the heart and some soft stalks of artichokes and mix them with tomato and onion then they are braised it until soft and tender (Sitas, 1989,Kopiaste). Another two popular vegetables are cauliflower and okra. They are cooked separately with some

oil and tomato or sometimes together with the same ingredients. Cauliflower also can be used as a pickled vegetable. Locals mix it with mustard seeds and vinegar.

As in other countries in which the usage of eggplant is salient, in Cyprus also it works as a delicious ingredient to cook with. Mousaka is the dish that can be named as a most popular dish made with eggplant. This dish is popular also in Greece and Italy as well (Sitas, 1989,Kopiaste).

4.10.2 Local Meat Dishes

As mentioned earlier the usage of coriander in Cypriot dishes is a must and it also goes well with pork as in Afelia, which is a frying up the pork first with coriander seeds to absorb the aroma of the seeds then add the red wine and it will be ready to eat. Another dish is prepared with a big piece of meat along with unique Cypriot potatoes inside a wooden oven. The oil which is dissolved from the meat absorbed by the potatoes and makes this dish a brilliant one. It needs to be mentioned that locals love to use olive oil for salad dressing and not for cooking or frying dishes which include meat. To conserve meat such as pork is one of the usual ways to prepare food in Cyprus. This way of preparing meat was actually the first way to locals. Lountza is made from the pork tenderloin. It is marinated in wine, and then smoked. It can be as a starter when it comes with fried egg and form a small sandwich. Chiromeri, which is similar to ham from Southern Europe, has some wine flavor and makes it unique taste and makes people to try once a life (Sitas, 1989,Kopiaste).

Preserving meat is a popular style of preparation of meat in the Island. For example locals sealed lamb and goat as it called Samarella. The amount of salt to preserve the meat is much because of the much oil that contains in lamb meat and keep the meat safe from being spoiled. Need to mention that beef also has its own part in Cypriot foods. For instance, pastourma and bastirma are two types of preserved beef which

are made from different parts of cow like brisket and silverside. These parts covered by salt and later on add some spices to it to bring different taste to it (Sitas, 1989,Kopiaste). Local also love snail aromatic flavor. Fall is the season for eating snails. There are two ways to cook them. One way would be to put them on the grill or they can be sauté with tomatoes, onion and garlic (Sitas, 1989,Kopiaste).

5.10.2 Local Side Dishes (Meze)

When it comes to the side dish, Cyprus is the one that stands alone with its unique Meze. These side dishes are very diversified and can be prepared and cooked with vegetables alone or mixed with small amounts of meat. Among them skordalia, tahini, humus and olives are the most popular. And as mentioned earlier, the salads must be accompanied by meals so they are part of the meze. (Sitas, 1989,Kopiaste).

6.10.2 Local Sweets and Desserts

Some desserts and sweets which are very popular among Cypriots are baklava, ravani and tulumba. Almond is used to make some short cut pastry and biscuits. For instance there is pastis which is prepared from almond flour and is very popular at weddings. When it is the season for summer fruits, it's the time to make some jams and sweets with those seasonal fruits and ingredients. As such can be mentioned watermelon, walnut, fig and pumpkin. (Sitas, 1989,Kopiaste).

7.10.2 Local Cheese

One of those local ingredients in Cyprus is halloumi cheese. This type of cheese has reduced level of fat and more added salt. The texture is resilient and not very hard. Locals use different ways to prepare it; for example they fry it in olive oil, or most delicious way is to grilled it and serve it. Hallumi cheese also can be graded and applied on top of the pasta dishes. (Sitas, 1989,Kopiaste).

In Cyprus there is a kind of ricotta cheese as it is in Italy. This type of cheese is made from goat milk and can be present as dry or fresh. The dry one is much saltier and it apply on pasta but the fresh one can be eaten along with honey or carob syrop(Sitas, 1989,Kopiaste).

However due to traditional, cultural and religious reasons, there are small differences in the recipes and names of Turkish and Greek dishes.

Chapter 3

METHODOLOGY

1.3 Academic outlooks

Academicians use two types of research to find answers from their hypothesized model or their research questions. These two types are well known as qualitative and quantitative research (Batista, 1987). Between the researchers there has always been a debate about which method is the most useful to apply (Patton, 1990). Qualitative research is that type of research which can be used when researchers data are not reliable and accurate (Potter, 1996:17). Researchers in qualitative studies try to set up an ordinary mode for ideas to emerge (Strauss and Corbin, 2002). The purpose of this type of research is to provide a deep understanding of the topic by collecting detailed information on the subject (Neuman, 2003). On the other hand the quantitative researchers are interested in statistical analysis and hard data which can be presented in numerical form (Gliner and Morgan, 2000). Since this research needs accurate results a qualitative research methodology is more appropriate and is recommended. A qualitative method is recommended for two reasons. On the one hand, are the producers and restaurateurs in the local area, whose attitudes, ideas towards the local food and the difficulties that they are facing for production and their marketing plan to generate cash for their life span need to be ascertained. On the other hand, the role of educational tourists is important as we need to find out how much they know about local food especially the region where they spend more than a year. Therefore, to get most benefit from this study, it is recommended that the

qualitative method of research be used to gather data. To get more accurate data, the interview would be the most appropriate way to get data from respondents. So interviews were conducted with local restaurateurs and producers who were asked about the ways they produce their products and the difficulties which they face selling their products. As understood on the island, especially in Famagusta, the high season for sale and production is strongly related to the time that the university is open. The research will be organized in semi –structured interviews in order to collect more effective and reliable data.

The same method will be organized for students. It is obvious that this university is a multi-national location and students are coming to this place from different cultural and societal backgrounds, so by conducting interviews with them, data will be more accurate and reliable.

2.3 Sampling

There are two main types of sampling techniques – probability sampling and non probability sampling. Probability sampling is often used by the quantitative researchers and aims to avoid potential bias by giving every member in the sampling frame an equal chance of being included in the sample. On the other hand, the non probability sampling technique is often used by the qualitative researchers and aims to choose a sample that has the characteristics relevant to the research questions. Therefore not all members have an equal chance of being selected (Neuman, 2003).

For the purposes of the present study, a type of non-probability sampling technique was used .Purposive sampling was recommended. Therefore these types of sampling give the researcher the chance to choose its sample for interview according to objectives. In purposive sampling researcher can make decisions that will be the most appropriate for the purpose of the study (Salkind, 2009).

3.3 Data Collection Techniques

Since this research is qualitative research, semi-structured interviews were used to collect data. Semi-structured interviews were the appropriate technique to use since they enable the researcher to elicit a vivid picture of the participant's perspective, opinions, feeling and experiences on the research topic (Neuman, 2003).

In this study the researcher compared a couple of questions beforehand to ask, and the interviews were conducted in a natural manner and the researcher tries to manage the interview in a way which would provide suitable trustworthy data. By conducting semi-structured interviews the researcher tried to have an exchange of information with the interviewee and this information should be according to the outline already prepared by the researcher.

4.3 Research Questioning process

16 students of the Eastern Mediterranean University were involved in the research besides 6 local restaurants and producers to get their ideas about local foods. The average time for each interview was 9 minutes.

In qualitative research, the interviewer needs to have some skills to guide the in a interview to proper manner and at the same time keep the interviewee as comfortable as possible, therefore, this type if research is more difficult than quantitative research. Meanwhile, it is very common to start an interview by asking the interviewee wide ranging questions to know how the participant is thinking and later on the researcher tries more specific the answers to which provide more detailed information. Finally at the end of the session, the interviewer goes to the regular question about demographics, information about the interviewee and guides him or her to finish the interview (SUN Scholar). In the current study interviews have

started with general questions such as where they are from or what they are studying here. Next the researcher asked students about their local food background and gave them the chance to share their experience with researcher. After, they were asked about what type of local food they consume and how often they consume local food. Later on the researcher mentioned the questions such as where they get their local food and how much they spend on local food. The interview continues by asking about the level of satisfaction consuming their local food consumption and about their perceptions of local food. To get a general idea about local food, researcher asked interviewees how they would define local food and finally to end the interview two questions were asked. These formed on the determinant reasons for eating local food and factors affecting their local purchase.

For restaurant owners and producer the following questions were asked to get their image about local food, the way they produce their products, difficulties they face, who are the main people to consume their products and finally whether students consume their products.

Table No 1: Producers & Restaurant owners

Respondent	Nationality	Products	Type of business
1	Turkish/Cypriot	Kofteh	Family business
2	Turkish/Cypriot	Yogurt	Family business
3	Turkish/Cypriot	Local food	Family business
4	Turkish/Cypriot	Kebab shop	Family business
5	Turkish/Cypriot	Humus soup	Family business
6	Turkish/Cypriot	Local food	Family business

Table No 2: Respondents' Identity (Students)

Respondent	Nationality	Gender	Level of Education	Studying at EMU
1	Iranian	Male	Master	3 years
2	Iranian	Female	Master	6 years
3	Chinese	Female	Bachelor	4 years
4	Iranian	Male	Bachelor	6 years
5	Pakistani	Male	PhD	3 years
6	Nigerian	Male	Bachelor	4 years
7	Iranian	Male	Bachelor	2 years
8	Iranian	Female	Master	2 years

Table No 2: Respondents' Identity (Students)

Respondent	Nationality	Gender	Level of Education	Studying at EMU
9	Palestinian	Male	Bachelor	3 years
10	Pakistani	Male	Bachelor	3 years
11	Iranian	Male	Master	3 years
12	Iranian	Female	PhD	4 years
13	Nigerian	Male	Bachelor	3 years
14	Nigerian	Male	Master	5 years
15	Iranian	Male	Bachelor	3 years
16	Nigerian	Male	Bachelor	3 years

Chapter 4

RESULTS AND DATA ANALYSIS

Semi-structured interviews were organized with 6 local restaurant owners and 2 local producers in order to collect information. Besides there were 16 interviews with students currently studying in different departments at the Eastern Mediterranean University. For reasons of confidentiality the identity of each respondent wasn't used. Instead, the names of the interviewees were replaced by numbers from 1 to 16.

1.4 Respondents' Profiles

The researcher conducted interviews with 4 restaurant owners, and 2 local producers. All local restaurants and local producers work as a family and make their products by using local ingredients. All of them produce their products by hand and not many technological utensils are employed in their daily operation. Only one of the restaurants was situated inside the university and selling local foods, his consumers were all students. The other restaurants have fewer students as customers. The owner of the kebab stated that students visit his place during the semesters. But the other two restaurants have their own local customers and not much depend on students. None of the restaurant owners had a plan to attract more students to their restaurants.

2.4 Analysis of the Results

The producers faced difficulties selling their products. The producer who make yogurt mentioned that before he had problems sending a market for the sale of his products but at the moment he has more places to sell his products. Another producer

who makes fresh kofte, still faces difficulties selling his products, especially during the summer when most students go back to their countries.

The research also did interviews with students of the Eastern Mediterranean University. A total of 16 students were involved in semi-structural interviews. Respondents were from 5 different nationalities including 4 Nigerian, 8 Iranian, 2 Pakistani, 1 Palestinian, and 1 Chinese. There are 4 females and 12 male respondents. The level of education was including 8 under graduates, 6 masters and 2 PhD students. All interviewees mentioned that their local food contained more spices and even more spicy and salty than the foods available in Cyprus. All of interviewees have been living in this city for over 2 years. All of them have tried local food during their stay. Three of the respondents are not satisfied with their consumption of local food. One of the females from Iran mentioned that food in Cyprus is not well cooked so she doesn't want to try any local food. She prefers to cook for herself.

A respondent from Palestine believes that Cypriot dishes are tasteless and he never wants to try anymore. Another respondent from Pakistan also stated that he didn't know about any local food in this place.

All interviewees were satisfied with the prices of the local food that was presented in local restaurants. Among respondents, two of them implied spending money for local food and purchasing ingredients depends on their budgets. When asked about the availability of local food, all of the respondents but one confirmed that there are some local restaurants that offer local food to consume. One of the respondents implied that a lack of transportation is the main reason for her to not going out to visit those local restaurants. Also two interviewees expected to try more seafood

dishes rather than meat and chicken when they go out to spend time with their friends or family. They expressed the view that as the whole country is actually an island, they are surprised that the availability of seafood in the city is less than the availability of other types of meat. They also complained that seafood prices are very high not only for students but also for local people as well.

To experience new tastes and to be adventurous is the first reason that forced them to try local food in North Cyprus. All of the respondents talked about how interesting it is to try something new otherwise life would be very boring for them. One of the respondents added that:

Variety is the spice of life if you don't find variety you get bored and if you want your life interesting you need to explore new things (Respondent 5).

They also mentioned their perceptions of local food. Most of them referred to freshness as the main reason to purchase local food and ingredients. The next priorities were price, nutrient and safety of local food and ingredients. One of the responders stressed the factor of pesticide-free as one of the factors to consider when purchasing local food. It was also asked whether interviewees can define local food, and only three of them were able to present a proper definition for local food.

Chapter 5

DISCUSSION AND FINDINGS

1.5 Discussion

On the one hand the research was conducted to find out the level of satisfaction of EMU students towards the local food of Famagusta. Also the researcher tried to investigate students' perceptions of consume local food. On the other hand the role of local producers and local restaurants is important, as a way of attracting students to try their products and in turn generate cash for their businesses and ultimately economic development.

As was discussed earlier, to come up with a proper definition for local food, it needs to take into consideration couple of concepts, for instance distance (Pirog, 2009), political boundaries (Durham, 2009), physical and cultural aspects (Mintel, 2013), characteristics of the producer (Megicks, 2013), and geographical proximity (Teodororuo, 2015) are all important issues that are involved in local food. But in the current research only three of the respondents were able to define local food. They mentioned local foods are those foods which related to tradition and culture and those belonging to one unique place only.

It comes from rural areas and it related to tradition and originally made by that region (Respondent 5).

Therefore, the role of tradition in local food might be an important issue as Bessiere (1998) confirmed in her study. She argued that by developing and working on these

local food cuisines, the local community can be an attraction destination for tourists and generate cash for local people.

To consume local food, there are some factors that affect people interest to try them. Tregear(2005) stressed these factors attitudes, situation and demographics. This study also came with the same results as that well and all of respondents mentioned that price is the most important for them to consume local foods. Only two of them implied to appearance and the way they are presented as important for them as well as how they are treated by owners. Pearson (2011) stressed that current interest in local food has shifted to more environmental issues, ethics and sustainability. Unfortunately no respondents mentioned these issues. This kind of ignorance may be due to respondents' backgrounds. As it was shown in table 2, all of the respondents are from developing countries and this is the reason for their lack of knowledge regarding environmental issues and sustainability.

About the motivations behind local food consumption such as freshness (Pirog, 2003), physical, cultural, interpersonal and prestige& status (Fields, 2002) and new experience, escape routine life style, health, togetherness, authentic experience, sense and appeal(Kim, 2009) most of respondents argue that freshness and new experience are the most important motivators to go and try local food. Some of the respondents mentioned health and nutrition as their motivators to consume local food. Only one respondent talked about togetherness as her motivator for purchasing local food.

I don't go out often, but sometimes only to socialize and be with my other Chinese friends; we go to one restaurant and enjoy our time (Respondent 3).

Perception toward local food also plays a central role to consume local food. For instance people with different gender and educational level have different perception

of local food (Kim, 2009). She argued that people with a higher educational level are more likely to consume local food than those with a lower level of education. This fact is in accordance with the case of a student of EMU in which a student with a PhD or Master's Degree is more reluctant to consume local food. The role of gender is also important. Flynn (1994) expressed that women's perceptions of local food are related to price and being healthy. But in contrast to women, men care more about taste and trying something new. The same result was shown by this research as all female respondents try to eat most of the time at home; however, men prefer to spend time eating out.

2.5 Findings of the study

The aim of the study was to investigate the consumption of local food and how students feel about the consumption of local food and how this can help the local food network and lead to sustainable tourism as well as developing tourism in local communities. The interviews have been organized with students of the Eastern Mediterranean University, some local restaurant owners and local producers of Famagusta city. According to findings and results from interviews, all respondents were satisfied with their local food consumption but none of them mentioned anything about how this local food consumption can influence tourism in the city and bring economic development to the city. There are some problems that need to be taken into consideration. Firstly, there is not much information for students about local food and local restaurants. As one of the student expressed I didn't know there is local food in this place, that's why I never try to buy or eat at those local restaurants. Therefore, university should organize some tours for potential students who are interested and experience something new during their stay at this city. On the other hand, restaurant owners also did not have any plan to make extra efforts

to attract students to their restaurants. All restaurant owners in their interviews mentioned that they have local people who consume their products, and not many students visit their places, thus they keep operating in the same way to generate cash into their businesses and get more benefits for their families. As one of the students mentioned, lack of enough transportation was another issue that meant that she did not want to go out and try to look around the city and explore new things. It might be the responsibility of the city council to make plans for more convenient transportation for students, because it is obvious that this city is too dependent on the students who are studying at the Eastern Mediterranean University.

One point that needs to be mentioned about the variety of local food in Famagusta is the lack of a seafood menu for seafood lovers. As argued by respondents No 4 and 5, they had complained about the lack of seafood in the city. While the city is situated by the Mediterranean Sea, the lack of a local restaurant menu for sea food was a big surprise. One respondent stressed that not only there is not much variety of seafood in the city; even if you find some seafood the price will be very expensive in contrast with other types of meat:

I can say I don't see any fish. I try local food I mostly I try homemade. I don't see any food coming from sea and different food that we can make with fish (Respondent 4).

Therefore this point needs to be taken into consideration by local restaurants and suppliers so that students, who love seafood, can be satisfied with the variety of foods during their stay in this city. Moreover, the lack of a proper plan for the city is obvious. Famagusta has great potential to be a focal destination not only for tourists, but also international students. This number of students, around 20000, can bring a lot of economic development to the city and level up the quality of life. The City

council, the authority of EMU and the local community all need act down and come up with a proper plan to organize the city in such a way the city becomes to a popular destination and more students from different countries travel here their higher education.

3.5 Recommendation of the study

After doing close consideration of the findings, the following recommendations are developed. While city of Famagusta hosting a large number of students form different countries to involve in EMU for higher education, at the same time need to consider how to develop a plan to satisfy the needs of the new and current students. Therefore the need for weekly tours for students would be a proper plan to acquire students to the city and especially local food and local vegetables. It would be definitely a number of students who are very interested to travel around the city and try some local products.

As mentioned earlier in the literature, food has central role in tourism as such the local food is part of that. By considering the local food as a motivator to bring economic development, the city council and EMU authorities need to come up with a proper plan according to updated standards, to level up infrastructure issues in the city. Therefore both students and local people will more benefit from these changes.

Local restaurants present their food mostly to local people. It would be much better if they can organize a daily menu for students in which the volumes of the food be much bigger than usual at the same time with a affordable price for potential students. In this case students are more interested to consume local food and have much more variety in their daily food consumption.

Seafood is getting very important in human weekly diets. And as the city is situated by the sea it is expected to have more local seafood in restaurants' menu. It recommended that owners try to look for some new menu in which it includes more seafood to satisfy seafood lovers. Although the price would be expensive, still there would be niche market those kinds of menus.

Chapter 6

CONCLUSION

Aforementioned argues tried to make plain the relation among food and tourism and how important is the role of food in this business. But after over misuse the natural capital and mismanaging the space and land to only convince demands for tourists, some ecological issues enclosed. These issues brought the concerns to human life and the persistence of life of Earth. To come up with some new thoughts and new concepts to trim down these dangers and concerns to these environmental issues and also find solutions, the local food idea was stand out to pioneer itself as one of solutions. Briefly local food tries to satisfy visitors with unique cultural food idea and generate economy for the local community. The concept is a multifaceted one and needs much consideration to be well understood so that the following argues and definitions by scholars make it more clarified.

The research applied to investigate perception and satisfaction of students of EMU toward local food in Famagusta city. Total number of 16 students, 4 local restaurant owners and 2 local producers were interviewed. At least for one time trying local food, all of the students were satisfied. They argued that for local food in Famagusta, there is not much information by restaurant owners, city council and university to attrat them to consume those foods and products. Their perception toward local food were only limited to being fresh and low prices. Only one student mentioned pesticide-free for local food ingredients. None of students implied to environmental

issues which were argued in literature review. These items are very important when discussing about local food concept and actually the ultimate goal of local food is to reduce the environmental issues and bring economic development to the local communities. Moreover sustainability plays a focal role in local food concepts that didn't mentioned in any of the interviewees.

There are Factors that motivating students to try local food in Famagusta city which are experience new taste and freshness of the local food. All of the respondents are in young age and being adventurous could be very important indicator for motivate them to try something new. They also mentioned being nutrient is a motivator to pay for local food. There are some other reasons for consuming local food such as place, psychological factors and distance which didn't expressed by any of the respondents.

Moreover restaurant owners also expressed that all their ingredients are fresh and all food will be prepared and cook at same time that customers ordered and no pre-cooked items are done beforehand. They have their own local costumers from around city and their sales are not depending on students. Doing family business is very common in the city and all owners running their own premises by family members.

Regarding a proper definition for local food, some of students were able to define the concept in a way that it was argued in literature review. All of them believed that local food are those foods which are related to tradition of that unique place and no other place is the same as the others.

Local restaurant owners stated that they have their own local consumers and not much students come to their shops to eat. Only the one inside University Campus

was occupied with students that it is definitely obvious. But still in this case also not many students notice about it and restaurant's consumers limited only to those faculties around the restaurant and the students who studying around that place.

Among the two local producers which one produce from local milk farm its rich and fresh yogurt and another one who making Kofte for different shops and restaurant inside campus, only the yogurt producer has no difficulties to selling his products. But another producer had problem for selling his products when University was in holiday and most of students back to their home country.

This study also indicated that there is no interrelation between three sides of a triangle which are city council, local community and authorities of the University. If they looking forward this city to be an educational destination for students, it needs these three sides of triangle working together and make proper plan to enhance economic developments with regard to environment issues and sustainability. This city has great potential to be an educational host for more countries that was mentioned earlier in the literature. This opportunity must be taking into consideration so that it bring more economical development for the city and generate more cash for local people. Accordingly there are recommendations for better acquire students to local food for instance develop much better transportation, organizing tours for potential students for visiting local restaurants, developing more seafood menus to attract seafood lover and finally offering packages which include local food and are affordable for students to consume.

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APPENDIX

Appendix A: question of the study

What is the nature of respondent local food consumption?

What type of local food they consume?

How often they consume local food?

Where they get their local food?

How much are they happy with such consumption?

What is their perception of local food?

What is the availability of such food?

What are the determinant reasons for their consumption?

Are they satisfied by their consumption of local food?

What are the Factors affecting their local food purchase?

How they can define local food with their own words?

What are the ways or procedures to produce their local products?

What are the difficulties they are facing to produce and sell their products?

Who are the main people buy or consume their products?

Do students consume their products?

What is the strategy or plan for future?

Appendix B: Respondents' transcriptions

First of all I am from Iran and, I am studying master in tourism and I am here for three years and this semester I am going to graduate. As you know Iran food are more tasty and important about herbal and more vegetables and some spices. That is more important about for Iranian people tasty food for them in my opinion. Actually I can't compare with my local food you know that the local food in any country is more important for us. But Iran food is especial and for me and I try but local food here but some of them are tasty and some of them not.but I try that. Local food in Cyprus is different when you going, you can find easily some local food here. Maybe some as a market you can find some local food or other special restaurant for local food and absolutely in Famagusta or around cities I mean Kyrenia maybe special local food in there you can find easily and you can taste it everywhere. In Famagusta when you go for shopping for market they have place for selling local food that place you can check when you are doing your shopping that the good point I do try that because you want to try that food because when you doing your shopping you want they offer you something to you to taste it, you try. When you coming to new place first of all you want to try something new the food of that place and about the people, culture or something like that. I think when you go to new place; you want to try traditional or local food of that place. I think students every people of that place I tried some local food here but when I try one of them this with meat. Cig kofteh the more important is meat. They make this with meat and too delicious and putting on a bread and you taste it. And I have main idea about that because used to have same food in my county like that but the taste is too different when I try that food I really like that and it's too delicious. I recommend if you want to try that. As I told you before that when you come any place, when I come here for first time I don't know any place. When I see some where first thing you must do is eating it is all things depend your eating but I looking for good food here but I tried some dome local food or other fast food but when you try local food here only looking for new taste that is only reason. The first of all before that experience about that food of Cyprus. I am looking for experience about food and I am looking for and have a good taste of local food of Cyprus. I am looking for new experience and taste some local food here. The price for local food where you want something new for the first time don't looking

for price. But when you checking the menu or some pictures and you want to, doesn't matter how much the price, this is important but I am looking for that food and it is important for you otherwise you focusing on price. I am looking for my county has more tasty local food than here. I said before I try local food here and every time when I go there I only especially to that place and try that food, because the taste of that food in my mind. I can't forget the taste. I suggest friend to go to go to that restaurant and try that food. In my opinion that food is too delicious and I am happy to having that.

I am from Iran and doing my Master in tourism management. In Iran have different kind of food and cooked very well. But here is big difference here food and half cooked and in Iran, food are well done and many of them don't use salt at all and this is problem and you eat the food is not tasty. And you need to add salt, sometimes you put too much and it is not good for health. Iran food need long hours to cook but here only cook a little and it is ready. I am staying six years here and any time I try local food ine important thing is Cyprus food use too much fresh things. Even in small restaurant use fresh ingredients. To cook and never used old things to cook. But because they don't cook well I don't like to taste. Try only for taste is ok but I don't like. For example shaftali kebab or koftteh for me is interesting because they never use too much time for cooking but usually I cooking my national foods. Once a month I go to try food in here price is good and also freshness. Because they use many sausages I don't like their food to eat. But especially fish they never marinated the fish just some oil and salt and don't cook very well. First I want to taste it because I live here and because I can't eat all the time same food so should change every time your taste. I think different and they can't change themselves only because of me. But if I have time to cook for myself never try local food. If there is not health product, I don't want to buy local foods. For example in Lemar if they selling something I will try but not in other small shops. But if it is cheap I go and buy it because I am student and not much money I have.

I am from China and I am studying almost 4 years here and I graduate next semester and now I am doing my internship here. We have lot of ingredients to cook in

contrast with here. Here is only salad and some other foods. Our food are more spicy, salty and strong taste and a lot of spices. First time when I came here I didn't get too used to eating food here. I am always going around I prefer Armagan because it looks very clean rather than other places. I try kofteh but it was too oily and didn't like it. But the taste is good. Not often go out to eat maybe once in two months. In China everything is very strong taste. Spicier and more salt but here is just ok and not much taste. Most of time I cook at home so I don't go out much. Because of transportation I really don't want to go I don't go to castle and around that place because its too far I am not really satisfied with these food and just go out only to have some fun with my friends. And even if there is a Chinese restaurant here I don't say it is local because it's not local. I only make once try for experience but not to continue because they are not to my taste. I think freshness could be a good reason to go and try local food, especially here that is a small place and you can find everything that coming from local areas.

I am from Iran and I am living here around six years with my family. Iran foods as I see around here are the best as my idea. Because it has most variety in foods and has the most different foods. And it is the mixture of some items together. Local food I see here are good and tasty but as I can say I don't see any fish. I try local food I mostly I try homemade. I don't see any food coming from sea and different food that we can make with fish. I try local food I mostly I try homemade food in my friend's house. And they are very delicious and I didn't see a lot of restaurant producing those homemade foods. Here mostly availability id Turkish food likes kebab rather than local Cypriot food. There is a lot of Cypriot food but we don't see here in the city. And when I go restaurant and ask the chef which food is Cypriot he even doesn't know. I know fasulia and sheftalikebeb and firin kebab as the most popular food in here. Even if there is many opportunities for selling more seafood here but there is not much and you expecting seafood in here will be the cheapest food and the first thing come to my mind is the freshness. And it is very expensive. When I see local food first thing come to my mind is the freshness. And then the price and I expecting those food be more cheaper. And only those people who living in that area can cook that food on its best condition. There is no advertisement about local food here even in spring festival I can't see any especial local food and almost all the standing doing kebabs. Some items coming to my mind is like be fresh and healthy also being available.

I belong to Pakistan I did my master in Lefke in international relations and now shifted to EMU for my PhD. Each county has different variety of food you like to eat your own food or homemade food. Pakistani food is very spicy and many spices are used to make food. But in here there are not much spices and if you stay ling time here you make yourself habitual to eat food here. Food are not spicy and not very

strong in flavor but still are good with olive oil and helium cheese local food as I tried here are healthy if you have good current you will try otherwise you can't manage it much and it depends on your budget you have. Variety is the spice of life if you don't find variety you get bored and if you want your life interesting you need to explore new things. Local food actually are traditional foods and it is about rural areas and people who living those places. Also like to go those places and try these local foods that originally made in that region. I found Aziz hotel near new Lemar and I ask him to cook fish with more spices and he did for me and I always go there and he cook for me this way. I believe that satisfactions to that local food mostly depend on customer service and how you treat your customers. In this case many if he doesn't even if you have enough money you don't want to spend much. You must know your customer needs and this is important and this can make you happy and you get satisfied with what they offered you.

Ok I am from Nigeria and I am here around 4 years. Actually my people love spicy food and there are a lot of spices there and not many are here like thyme, curry and some markets try to copy us and bring those spices here students every day usage. I tries local food even today in my work place but unfortunately I didn't ask the name. they presented and it was nice and delicious but in their own way the nutrient of the local food is the most important that I look for next is availability like if I want to eat is it in touch or not, and if I should mentioned third point it would be price the cost of it if its cost too much can't afford as I am student and limit in my budget. I think these three points are the major points. Local food gives priority to health first then quality and rich and nutrient. It should also give you safety and securities. And also they should minimize use chemical for producing the vegetables. I am satisfied with this food, local food still qualitative compare to other food and still valuable so they should keep it on.

Hi I am from Iran you know I think there are many delicious food in Iran and we use a lot of herbal and ingredients, to cook I think the quality of our food are very high I try some food but I think our food are similar to food here. I try some local food here with my friends and maybe one day in a week. You can eat anywhere in Famagusta local food I try Bolkapcheh and it was very nice you know they serve kebab here because I like kebab I mostly eat kebab here. I like the food with eggplant, meat and red pepper and it was very tasty and it was nice. One of my favorites is tasting new food so I want to go out and try the new foods. Because you will understand what they use and what they are eating and it seems attracting to me. Local food here are very fresh and the price also is ok. But I prefer to eat my country food more than here. Because I work in Iranian restaurant I don't spend much time outside to eat. But totally I like here and I want to eat some food that is ok to me. I think I need to know more about food here.

I am from Iran and studying marketing management master here and I am here for 2.5 years. In Iran we have too much food but from the time I am here we have too much similar food with here. I mean the ingredients we use here are also available in

my country. For example both culture have rice but in different cooking styles. I think tavuk dolma is very famous here and another one is chicken mushroom with a kind of cream and spices. I like it as well. Only I go one or two times in a month because most of the time I cook at home. And that time I have class I go out and try food outside. Some food are ok some food are expensive so I prefer to cook at home with lower cost. I like to try local food because it is healthy and quality is good. Only because of try something new and it is good for my experience. First thing about local food is high quality it is interesting and amazing for me to prepare some food and cook it. Local food are those food people are living in that country the prefer to eat even if they go another country and still they want to eat them. And also it related to tradition. I like food here and I would like to go to try them. the price for food is ok with me and I am ready to pay for it.

About 2 years I am here from Iran about food, entertainment in northern Cyprus I have some experience and some backgrounds. I can discuss about some part some restaurant there are some especial food that only can find here like firin kebeb or some traditional breakfast. There are also some methane which are similar to Turkish but Cypriot style. There is also some homemade food or desserts or some fruits. Actually in weekend normally in our we are using desserts out of main foods. Once a month for traditional food but in daily routine I take some yogurt desserts and egg which are made by local people. Price it depends on type of restaurant you decide to go. Local food are taste special for that place you can't be able in other places. And the local food it means that when you are eating something in some place its related to that place and its atmosphere. For example you can't eat kebab in Bar or cook pizza at outdoors. Actually they are delicious and you know that this time will be finish for us in the future you can't try this food. But their price a little bit expensive. You know life is adventurous and life is once you are not too much hungry you have time and so you can go for it. You know as we are all middle eastern people and live almost in a same region and have background so I try to experience those food and I like it. I like the food and almost satisfied with them.

I am from Nigeria and about three years I am here. And studying engineering here. Nigeria has many ethnic group and they coming with their own food and cultures. During my exams that I don't have time to cook I try some local food here but most time I prefer to cook for myself and don't spend much money for eating outside. Once I went to Bafra and try some local food and I really like it. It was really delicious and it was the only time I try local food.

I am from Palestine and three years here. In Palestine food are more about spices but in here you can't find any variety and everything is same and all Turkish meat. I try firin kebab and it was like normal meat and it was nothing special. But the price is ok for me. Just big piece of meat and it's not too much expensive. First time I came here have always cook at home. Human nature he wants to try different he doesn't like to stay all the same. When I visit the spring festival the cookers are all students and the

food doesn't have original taste. To me it should be cooked also with local people. I am really don't like to try food here they are tasteless and I prefer to cook for myself.

I am from Pakistan and study civil engineering and around 3 years here. In Pakistan we have a lot of food in different regions. First of all Cyprus food and Turkish food I don't like one food. The kebab here are similar to Shami and I like to taste it. I go to special area to try food in there like castle it is expensive and I don't go very often there. There is also no packages for students. And those restaurant more are outside and don't cook at home. I buy packages from my faculty and besides I eat outside. In the standing in Lemar market they offer some desserts and sweets I try and like it. And I bought one of them for myself. I am satisfied with my experience about local food. There is hadis from holy prophet Mohammad if you visit new city or new place, new culture you have to first eat its onion, if you eat their onion you will be able to try more foods of that place. For example you go to London if you first eat onion you will like to eat other foods and try other food in that place.

I am from Iran. Each part of Iran has different kind of food. For example, in the north of Iran most of the foods are types of seafood, with mixed of garlic. In south of Iran foods are full spicy. Some the other parts, foods are sweet and some the other parts are sour. But the most material that they will use in food are meat, chicken, fish, beans and vegetables. But in Cyprus people would like to eat meat and chicken as a kebab.

Cyprus about local foods, I do not have much information. But I will mention that I've had a few of them. Like jelly with vegetables and meat, stewed green beans, Lamajoun, Adana kebab, pasta oven, oatmeal, and some kind of chicken and meat roast.

From a variety of Cypriot cuisine, I love grilled dishes. Food raw materials taken from the surrounding villages. For example, Grain, vegetables, poultry or meat.

Cyprus is a country with a humid climate and fertile land, and a suitable place for growing a variety of crops, vegetables and livestock.

If the people of Cyprus ask that your food is good or bad, will definitely answer that our products are the best. Family Cypriot people usually come together and cook a variety of foods, spend a good time together.

People who are in the surrounding villages, every Thursday of agricultural products, dairy products, Grain and olive oil, eggs and bring to market and sell. The people of Cyprus, defended by the purchase and consumption of their products .

Most of the population here are students. Commodity prices are important to them . Students are pro-quality of goods and cheap food. Prices are depending on the type

of food and raw material. For example, for the weekly market, many applicants are students, because the products are fresh ingredients, healthy and prices are cheap. Me as students prefer the weekly market shopping. Because , I am satisfied of materials and their prices.