

Table 3: Classification of information related to interviews.

	Elements	Group
1	Negative view of managers and staff to tourism industry	Lack of expert view to the food industry development
2	Lack of handling and controlling all the branches because of numerous numbers of restaurants	Lack of expert human resources in food industry
3	Lack of providing the essential infrastructure for food health	Not paying attention to tourism food industry
4	Lack of essential food tourism culture	Lack of healthy food culture
5	Lack of understanding the concept of the food industry in tourism	Lack of expert view in food industry development
6	Lack of customer orientation system	Lack of expert view in food industry development
7	The inadequate position of the food industry in a customer orientation	Lack of expert human resources in food industry
8	Mismatching the essential needs of restaurants for tourists	Not paying attention to tourism food industry
9	High food prices	Lack of controlling of prices
10	Lack of paying attention to the tourism as an industry	Lack of expert view to the food industry development
11	Lack of open ways for the expert human resources in order to entering to the food tourism industry	Lack of expert view to the food industry development
12	Lack of food culture in order to attract the tourists	Lack of expert human resources in food industry
13	Low service quality	Not paying attention to tourism food industry
14	lack of good and attractive restaurant interior and outdoor design	Lack of expert view to the food industry development
15	Not paying attention to food health	Not paying attention to tourism food industry
16	Not paying attention to food quality	Lack of expert human resources in food industry
17	Lack of will to develop food tourism industry	Lack of expert view to the food industry development
18	Low level of food diversification for tourists	Not paying attention to food diversification

After understanding the different groups among the concepts, in the fourth step, each of the groups was classified in another category, the results are clear in

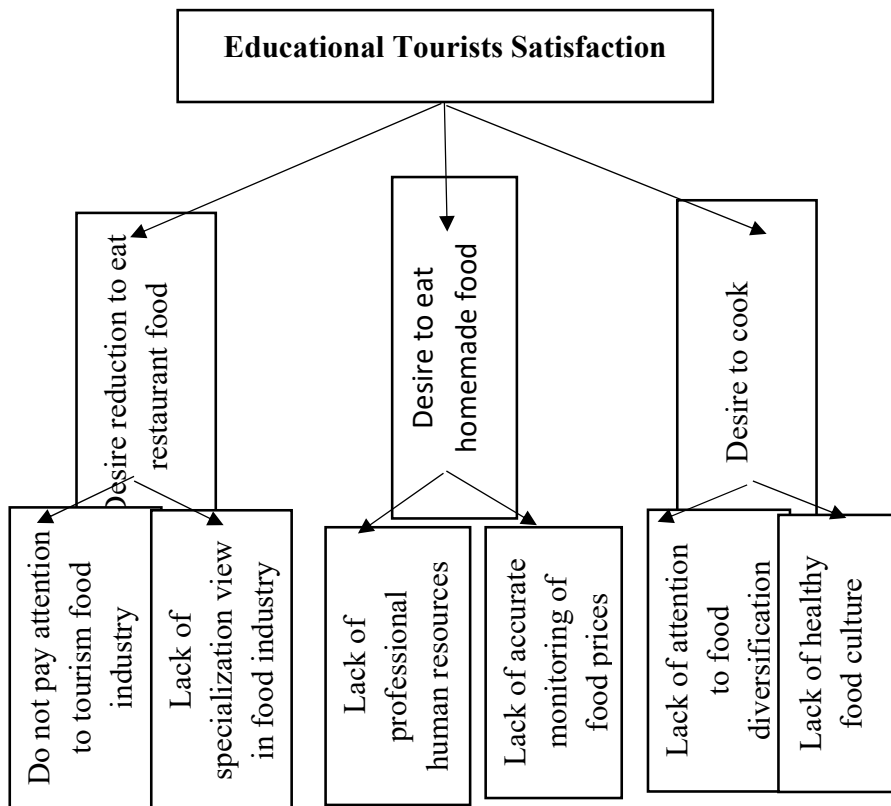
Table 4. It should be noted that, given that in the previous stage we tried to interview the students on different levels and as tourists, the group classification was also done on this basis.

Table 4: Summary of information related to interviewees.

	Group	Option
1	Not paying attention to tourism food industry	Reduction of desire to eat at Restaurants
2	Lack of expert view to the food industry development	
3	Lack of expert human resources in food industry	desire to eat homemade foods
4	Lack of price controlling and monitoring	
5	not paying attention to food variety in menus	Desire to cook personally
6	Lack of healthy food culture	

Base on the results, food satisfaction among students in North Cyprus as educational tourists is demonstrated in **chart 1**.

Chart 1: Educational Tourists Satisfaction Model.



A lack of specialist looks at food industry development.

One of the food industry issues for tourists in the private food section obviously is the absence of a specialist look toward this industry e.g. A single person is both the owner (investor) and CEO. In this method, the investor and owner has not enough knowledge about the industry hence, it causes subsections to be managed in an unpleasant way. Furthermore, the entrance of different private enterprises with a wide range of scattered activities and decentralization on one or more specific activities in order to create a competitive privilege is another defect of this issue.

A lack of professional human resource in food industry

Concerning service in the food industry human resource plays a vital role in rendering services in the industry. One of the major obstacles of food tourism industry is the lack of specialist human resource in this industry, which has invariably caused a decline in food services quality. Insufficient education, loss of specialist professors in tourism, ineffective tourism system and lack of a strategic program for human resource industry and not following the meritocracy system in attracting human resource to the industry are all underlying reasons for not having professional staff in this industry.

Not taking serious the food tourism industry

According to experts, one of the most important issues faced in food tourism is its neglect, which has resulted in a severe ignorance in immense planning such as developed programs. Although today, the food tourism industry is considered very important on a worldwide scale and based on the declaration of travel and tourism universal council, the association of tourism industry in terms of world gross production is 9 percent and its revenue reached about 8 trillion in the year 2018. Many domestic activists in this industry talk about the neglect towards this as an industry and the uneconomic effects it brings. The lack of attention to this industry has caused refusal of huge and private establishments to invest in it.

A lack of healthy cuisine culture

One of the present issues in food tourism industry especially in attracting foreign tourists is not having the needed culture of the tourism industry. Today, there's increased political and security attitudes towards tourists, considering them as enemies or spies or as a bunch of corruption that its presence is considered a virus enhancing corruption in the society and disparity of urban culture. This includes not considering service to tourists as something precious in the public culture of the city and officials supporting organizations' inappropriate behaviors towards foreign tourists.

Lack of precise observation in food prices

Another issue in private sector is the absence of a plenary observing system over the private costing part of the food industry. It has generated actions by some activists in this area due to the damaged reputation of the tourism industry because of personal benefits.

One of the points that has been ignored in the food tourism industry in Cyprus is the tourists' power of selection. The fact that tourists check their options and choose among alternatives, options that render more pleasant service with more reasonable prices. While apart from plenty of limitations and not serving appropriately based on worldwide standards, immoderate expenses have hindered tourists from choosing Cyprus as their destination.

RESULTS

In order to achieve balanced outcomes, respondents were chosen among men and women sharing similar interests. All the interviewees studied at Eastern Mediterranean University in Famagusta. Interviewees had lived in Northern Cyprus for at least about a year. The focus of the present study was to look at the role of food culture on educational tourists' satisfaction in Northern Cyprus. This study also intended to investigate the role of food quality, service quality, price, and ambiance on the degree of satisfaction of educational tourists in Northern Cyprus.

The results proved significant for all four factors related to service quality of eating houses in shaping the concluding image. Price and food quality, although, have substantial effects on value perception of educational tourists they are unlikely to be influenced by pleasant atmosphere and high quality service which is another side of the story in comparison with previous studies.

All respondents generally gave positive feedbacks about their food experience in Cyprus except one. They all, however, complained about unhealthy cooking, foods fried in oils and consumption of lots of sausages.

Most of the respondents named at least two Cypriot traditional dishes they would like to have a second time and missed them a lot. Having enough time, the students often prefer to cook their own dishes at home. The price is the first factor for them considering they have a limited budget and expenses in North Cyprus are above average when compared with their own countries.

All respondents found similarities between their mother culture and the new food culture especially in terms of raw ingredients and recipes. The majority of the individuals pointed out that Cypriot food culture suffer from poor diversity. The restaurant architecture, moreover, did not strike the viewer in any unique way. The surrounding atmosphere and the weather to some of the students, however, built a pleasant sense motivating them to sit and enjoy meals outside. Men were more inclined to have meal out in a restaurant than women did, as they were not familiar with cooking. A minority of the respondents were favorably looking for home-cooked cuisines.

The outcome of this research has been scrutinized through a variety of societies' point of view, in order to extract student tourists' tendency for Cypriot food culture by the implementation of the basis theory. To clarify, despite the fact that there are plenty of beautiful tourist attractions in this area and choosing it as a tourism center, the programming, research and survey, marketing, substructure and welfare facilities, health and hygiene, faded cultural attractions and lack of proper

human resource all pose as major problems. In other words, apart from the present numerous attractions in this region, there exists no coded program with an attention to advertisement and improving its foods quality. To conclude, with regards to the research findings, some suggestions for improvement are going to be made:

- Studies with a systematic and holistic attitude with qualitative paradigms and preventing from cliché.
- More investment in tourism substructures field with local emphasis.
- Asking for tourists' help in cooperating and organizing questionnaire in order to manage the affairs and self-oriented regional tourism.
- Marketing and performing ecotourism tours. Pay attention to food industry and educating professional and passionate individuals in tourism and local nutrition industry.

In advance, the results of this research can be effective in development of restaurants and fast foods status in Cyprus. Here, the outcomes of a model has got examined after discovering it and determined what factors have caused the present not acceptable food condition in Cyprus. With the study of these defects and solving them, we can provide a good and appropriate opportunity for attracting tourists with the help of food.

THEORETICAL IMPLICATIONS

This study is in some way similar to previous studies but hospitality literature is the focus here. Chow et al. (2007) studied the relationship among three aspects of service quality and the impact of three aspects of food service quality on customer satisfaction. The major differences of this present study and previous ones are as follows;

First, the major focus of this study is to find out how educational tourists perceived food service quality and its influence on their perceived image towards the destination.

Second, the number of studies on the importance of food image is so small.

Ryu et al. (2008)'s study is the only one investigating the relationship between restaurant image and outcome variables such as customer value, customer satisfaction and behavioural intentions.

MANAGERIAL IMPLICATION

All four components of restaurant service quality have important impacts on restaurant image and matter to educational tourists' perceived image about Cypriot restaurants. Thus, the relative importance of these parameters with regards to restaurant image should be understood by restaurant managers for better understanding of each elements' role. According to this study, except for these four components, in Cypriot restaurants, quality of food and the price have the greatest contributions to the restaurant image. Good food in an affordable price attracts

educational tourists to a restaurant (Namkung & Jang, 2007). This study opines that, to have a good image for a restaurant, the quality of food should be the first priority and then the price.

Apart from quality of food, enjoyable environment and good service have positive impacts on restaurant image especially for educational tourists, hence the managers should use these two components in establishing a desired image.

On the other hand, offering a reasonable price for the students may proceed to satisfaction for educational tourists. For instance, offering annual food packages from the restaurants especially the local ones with the less price of individual food may attract the students who are living in that region and do not have time to cook every day and these kinds of offers with the reasonable price may encourage them to use them.

Also, restaurant managers can make some agreements with the universities and academic institutions in their region to offer the especial meal on the campus for the students. These types of meal promotions will cause a win-win situation for both restaurants and universities and on the other side of the coin will be beneficial for the students in terms of saving time and money.

LIMITATIONS

This study was carried out within a limited period of time. Thus, there were difficulties holding interviews. It is suggested to have more interviews to bring about results that are more accurate. Target group, moreover, were students, future studies can be done on other categories of tourists.

The results showed that price and food quality were the most influential factors on educational tourists. This study suggests a further study on the impact of food diversity on such tourists. Understanding personal characteristics also, is another factor that could be scrutinized in further investigation.

CONCLUSION

This study aimed to measure the level of educational tourists' satisfaction concerning their food experience in North Cyprus. An interview with educational tourists in EMU in Famagusta helped us gather valuable information. Four different parameters of food quality, service quality, environment and the price generally defined the customers' satisfaction which reflects the value of this menu in North Cyprus.

The results of this study were examined from several perspectives to extract student visitors' preferences for Cypriot cuisine using the foundation theory. All four parameters linked to eating house service quality were shown to have a substantial impact on the final image. Although price and food quality have significant effects on educational visitors' value perceptions, they are unlikely to be swayed by a nice ambiance and high-quality service, which is a different side of the story in comparison to prior studies.

It was proved that restaurant image is built by the combination of these four parameters while the food quality and its price have more important impacts, which were interestingly incompatible with earlier experiments. Another achievement of this experiment is that educational tourists' satisfaction depends on their food culture.

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