Muresk Institute

Analysis of Urban Farmers' Markets as a Tourism Product in Malaysia

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This thesis is presented for the Degree of
Doctor of Philosophy
of
Curtin University of Technology

January 2011

Declaration

To the best of my knowledge and belief this thesis contains no material previously published by any other person except where due acknowledgement has been made.

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university.

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ABSTRACT

Farmers‟ markets are an exciting and important form of free enterprise. They have a strong potential to support sustainable development due to the myriad of economic and social benefits they could bring to a society. Farmers‟ markets have been in existence in Malaysia for several decades, both in rural and urban areas. The role of farmers‟ markets in urban areas in Malaysia is important because they are a major source of fresh food for urban residents. They also offer an alternative to supermarkets and are a good source of a variety of products from fresh produce such as fruit and vegetables, fish and meat; processed food, cottage products, forest and jungle produce, indigenous products and other specialty products. Like most farmers‟ markets in other countries, farmers‟ markets in Malaysia have a folksy image, a characteristic that can be utilised to turn urban farmers‟ markets into a tourism product.

Farmers‟ markets, so far, have not been seriously considered as a tourism product in Malaysia, yet, they have many benefits and advantages for consumers, producers and urban communities in terms of urban development and urban tourism. Malaysian urban farmers‟ markets are unique, with each of the markets having their own specialities. This character highlights the potential importance of urban farmers‟ markets as a tourist attraction. Urban farmers‟ markets also enjoy the privilege of being located in or near the city centre which traditionally is easily accessible to customers. If urban farmers‟ markets can be recommended as a component of urban tourism, it will not only benefit the local authority but may create a „chain reaction‟ which will then generate more benefits and opportunities for other stakeholders. Linking farmers‟ markets to tourism is also in line with the economic goals of most of the states in Malaysia, which are promoting themselves as tourist destinations. To date however, no study has yet been conducted into the possibility of linking urban farmers‟ markets to tourism in Malaysia. This study was therefore conceptualised.

The key objective of this research is to analyse the potential of urban farmers‟ markets as a tourism product in Malaysia. Specifically, the study aimed to: (i) examine the current state of urban farmers‟ markets in Malaysia, (ii) examine the vendors‟ and tourists‟ levels of satisfaction with urban farmers‟ markets, (iii) explore the potential of urban farmers‟ markets as a tourism product, (iv) determine tourists‟

preferences and expectations of urban farmers‟ markets, and (v) recommend strategies to enhance urban farmers‟ markets as a tourism product in Malaysia.
The case study approach was chosen as a research method to allow an in-depth examination of urban farmers‟ markets in Malaysia. The adoption of the case study technique fitted neatly with the triangulation techniques used in data gathering which, in turn, allowed the researcher to use multiple sources of data including interviews with key stakeholders such as the local authorities and tourism authorities, surveys with vendors and tourists, and use of secondary data such as reports and relevant documentation. The researcher‟s observations also helped add to the richness of the data.

Four urban farmers‟ markets, two located in east of Malaysia and another two located in west of Malaysia, were selected for the study. Profiles of the farmers‟ markets were developed including the background of the markets, their history, regulations for market entry and support provided to the markets. The thesis drew on interview data, observations and documentations.

There are two types of urban farmers‟ markets – non-structured (open-air) markets and structured markets. The non-structured markets operate at public car parks on weekends. The structured markets have a permanent building and operate on a daily basis. All markets accommodate more than 500 traders and are characterised by a festive bustle of activities with a wide variety of products offered to customers. All four farmers‟ markets have been in existence for over 20 years.

The research also considered the vendors‟ and tourists‟ expectations with urban farmers‟ markets. The findings showed that vendors were generally satisfied with all market attributes except for the small vending space, toilet facilities, cleanliness and parking issues. Tourists also gave a satisfactory feedback on the market as a place for people to visit, with international tourists being more satisfied as compared to local tourists. The factors that attract tourists to visit urban farmers‟ markets include the wide variety of products on offer, easy access and the friendliness of people in the markets. However, the main drawbacks of the markets were the narrow (and sometimes hazardous) walkways and the low level of hygiene and cleanliness.

There were several advantages of farmers‟ market that lend to their potential for being linked to tourism. For one, the markets have already been operating for more than 20 years and are well established. Secondly, and as mentioned earlier, there are numerous vendors and the demand, from potential vendors as well as current vendors, for more stalls demonstrate the strong interest from the „suppliers‟ of the products. Thirdly, vendors are keen to increase their tourist clientele. Moreover, the tourists‟ survey also revealed that majority of the tourists are aware of urban farmers‟ markets and are interested to visit the markets.

Tourists‟ knowledge and awareness of farmers‟ markets mean that it is probable that they would consider visiting a farmers‟ market. In fact, the majority of the vendors in all the markets claimed that they have served tourists, although the number of visitors varied among the markets. Vendors would like to see more tourists purchase goods in farmers‟ markets. In all the case study markets, it was found that majority of tourists spent between RM51 to RM100 on their recent visit to an urban farmers‟ market. If farmers‟ markets are recognised as a genuine „tourism product‟ (and proper supporting mechanisms are put in place, such as promotions and media features in tourism magazines), then it is likely that the number of tourist visitors (and tourists‟ spend) in farmers‟ markets will increase in the future.

The study also determined tourists‟ preferences and expectations of urban farmers‟ markets in Malaysia. A majority of the tourists expected to see local food, indigenous or specialty products, and culture demonstration, to visit or revisit an urban farmers‟ market. Factors that attract tourists to visit urban farmers‟ market include availability of indigenous products and the availability of local food. This is followed by culture demonstration and integration with festivals or celebrations.

Policies suggested for urban farmers‟ markets focused on prominent issues highlighted by tourists, feedback from stakeholders and the literature in this area. The issue of cleanliness and hygiene was a main concern for tourists. Local authorities need to impose stricter regulations and vendors need to cooperate and make changes in their hygiene practices to keep the markets clean. At the same time, the management‟s rules and regulations should be based on the specific character of the market itself and should not detract from its distinctive character. This is to maintain the market‟s unique identity and differentiate it from other markets, thereby continuing to attract tourists. Similarly, as the variety of products sold in the market is considered one of the main attractions of urban farmers" markets, strategies to encourage creative and unique product offerings among vendors should be put in place so that more tourists will be attracted to visit and buy products from urban farmers" markets in Malaysia.

ACKNOWLEDGMENT

Alhamdulillahi rabbil a'lamiin

I thank God for making it possible for me to complete this thesis; a long, rigorous and complicated work

The completion of this thesis has come to fruition with the encouragement and guidance given by others. Some I have known for a long time and others relatively recent. There has always been a group of people enthusiastically supporting me, my ideas, my investigation into the unknown, the development of this research project and the writing of this thesis. My heartfelt thank you to all those who have been with me.

This PhD would not have existed without people who contributed their time and experiences in this research. I am indebted to each and everyone who took part in this research especially the vendors , tourists, representatives from Local Authorities and Tourism Authorities in Kuching, Kota Kinabalu, Kuala Terengganu and Kota Bharu.

Throughout my studies, I have benefited from the expertise of the scholars at Curtin University. First, I would like to thank my principal supervisor, *Associate Professor Dr Fay Rola-Rubzen*, for her commitment and professional advice which has been so necessary for me to complete this task. Her knowledge and patience have been invaluable. I was also touched by her understanding and moral support of my academic journey and personal set-back which did not make my academic life easy, but not regrettable.

I would like to express my special gratitude to *Dr John Fielder, Dr Brian Bien* and *Professor Dr Peter Batt* for their support, valuable ideas and intellectual inputs. I would also like to acknowledge the support of the staff at Curtin.

To be a student at Curtin University has been a great adventure. Special sincere appreciation goes to my friends and colleagues who had an invaluable input into this thesis. My gratitude goes to *Paulo, Marcolino, Norsham, George, Lakhinna, Norlila*

and to all other doctoral students for the intellectual challenges they have offered through the years. I am particularly indebted my friends *Dr Masnita, Dr Wan Zaleha, Dr Harmy Mohd Yusof* and *Hannerita* – this long journey taught me the real meaning of friends.
Special thanks also to the staff and administration of Universiti Teknologi MARA (UiTM) and UiTM Samarahan, in particular. I would like to acknowledge the financial assistance given to me by the Ministry of Higher Education, Malaysia and Curtin University in the form of scholarships and various grants.

This research journey would not have been possible if it were not for the enormous support of family members and many friends whose interest has been unwavering. I would like to thank my parents, *Haji Saili Haji Sabol and Hjh Elen Kalang, Haji Mohd Noh Ahmad and Hjh Rohana Haji Alias* who have always encouraged and supported me to pursue my higher education and prayed for my success. I am grateful to my siblings; A*bdul Wahid (special task force), Hasimah (excellent PA) and Nurul Hafizah (remarkable assistant)* for their support during my PhD. Not to forget my big sister, *Jamayah* and my brother in law, *Musdi* – without you all I might be lost. To my beloved nephew, *Farhan* and *Ariff* you made my life cheerful in this lonely journey.

I would like to reserve my last, but biggest, thanks to my wife, *Dr. Nurul Azlin* for her enormous understanding, encouragement, sustained interest and compassion and love from afar.

Finally, I would like to acknowledge all the people who have contributed to this thesis in one way or another, even if they have not been personally named above. Many people, memories and many events have accompanied me during this research project. To all my friends in Malaysia and Australia, thank you.

DEDICATION

In the Name of Allah, the Beneficent, the Merciful

This thesis is dedicated to Bonda Hj Elen and Ayahanda Hj Saili –
“When my life overwhelms and does me in, you make everything all right.”

And for my beloved wife, Dr Nurul Azlin –

“Thank you for your patience”

'Verily, with every difficulty, there comes relief'
(Quran, Surah 94 verse 5).

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Chapter 1
Introduction

1.1 Background and Rationale

In recent years there has been increased interest in farmers‟ markets worldwide. Farmers‟ markets are an exciting and important form of free enterprise. The benefits of farmers‟ markets are numerous, with both consumers and producers benefiting from them. Consumers shopping at farmers‟ markets gain economically through price savings without necessarily compromising quality (Billing 2006; Berzin 2004; Bullock 2000; Corum et al. 2001; and Sommer et al. 1981). Consumers generally enjoy cheaper products due to the elimination of a long supply chain, with the added advantage of having access to fresh products, often with superior taste. At the same time producers also benefit from the elimination of a long supply chain (Berzin 2004; Bullock 2000 and Corum et al. 2001). Farmers‟ markets also serve as incubators for farm, food and cottage businesses (Coster et al. 2005 and Food Vision, n.d.) and can provide a good platform for farmers to gain and improve their business confidence and marketing (Coster et al. 2005;Griffin and Frongillo 2003 and Bullock 2000). The resurgence of farmers‟ markets brings environmental benefits by creating less food miles as compared to supermarkets (Coster et al. 2005; Berzin 2004; Food Vision n.d. and Anon 1997). Quite apart from all this farmers‟ markets link rural and urban people (Coster et al. 2005 and Corum et al. 2001), act as are source for healthy foods (Billing 2006; Coster et al. 2005; Berzin 2004; London Farmers‟ Market 2003; Bullock 2000; and Anon 1997) and reduce the inequalities in terms of access to food (Bullock 2000).

The main weakness of farmers‟ markets is the time expended by the farmers who wish to participate in them(Gibson 1994 and University of Florida, n.d.).Farmers need to spend long hours, not only for selling the produce, but also in loading, travelling to the market, unloading, setting up and then doing it all in reverse at the end of the day. Another weak characteristic of farmers‟ markets is the lack of presentable packaging available to farmers. Compared to supermarkets, the products in farmers‟ markets are not well presented and packaged.

The concept of the farmers‟ market is as old as commerce itself. If it has survived for many centuries then there seems no reason for it not to survive into the future. However, the question is – what is its potential for sustainable development? In theory, farmers‟ markets can support sustainable development due to the myriad of economic and social benefits they could bring to society. However, for farmers‟ markets to be more than just a fad, and for them to play a pivotal role in sustainable development, their potential benefits should be maximised.

Currently, there is a dearth of information about farmers‟ markets in developing countries, particularly with regard to their role, the rules of engagement and their impact on the community and the economy. Most research focuses on farmers‟ markets in developed countries, yet farmers‟ markets are equally important in developing countries. In fact, the pattern seems to show that farmers‟ markets play a vital role in developing countries where supermarkets do not concentrate on fresh produce. In developing countries the main source of fresh produce is still the farmers‟ market and other small public markets. According to ACNielsen (2008), wet markets have benefited as more shoppers in both China and Vietnam claim to spend the greatest proportion of their grocery budget in this channel.As reported by Shamsudin and Selamat (2005), traditional markets are still important outlets for fresh fruit and vegetables. According to Goldman et al. (1999) supermarkets in other Asian countries, like China, Indonesia, Japan, Singapore, Taiwan and even Malaysia, are unable to dominate fresh food lines due to serious problems in handling the fresh food category.

Farmers‟ markets themselves can be divided into two groups: rural farmers‟ markets and urban farmers‟ markets. The main difference between these two groups is the demographic or geographic location (rural or urban). Established farmers‟ markets located in urban areas also contribute to urban tourism. Urban tourism generates different, yet related, positive impacts to relevant stakeholders. Both urban farmers‟ markets and urban tourism have their own benefits and the introduction of the urban farmers‟ market as a tourism product can generate multiple effects for stakeholders, if designed effectively (Figure 1.1). This is because once it has been recognised as a tourism product, urban farmers‟ markets will attract serious consideration from government and policy makers in terms of investment money, which can then add to their attraction; hence they will generate tourism income. According to Law (1992), investment for tourism involves the development of facilities, physical environments and infrastructure, all of which will have many benefits for the local communities.

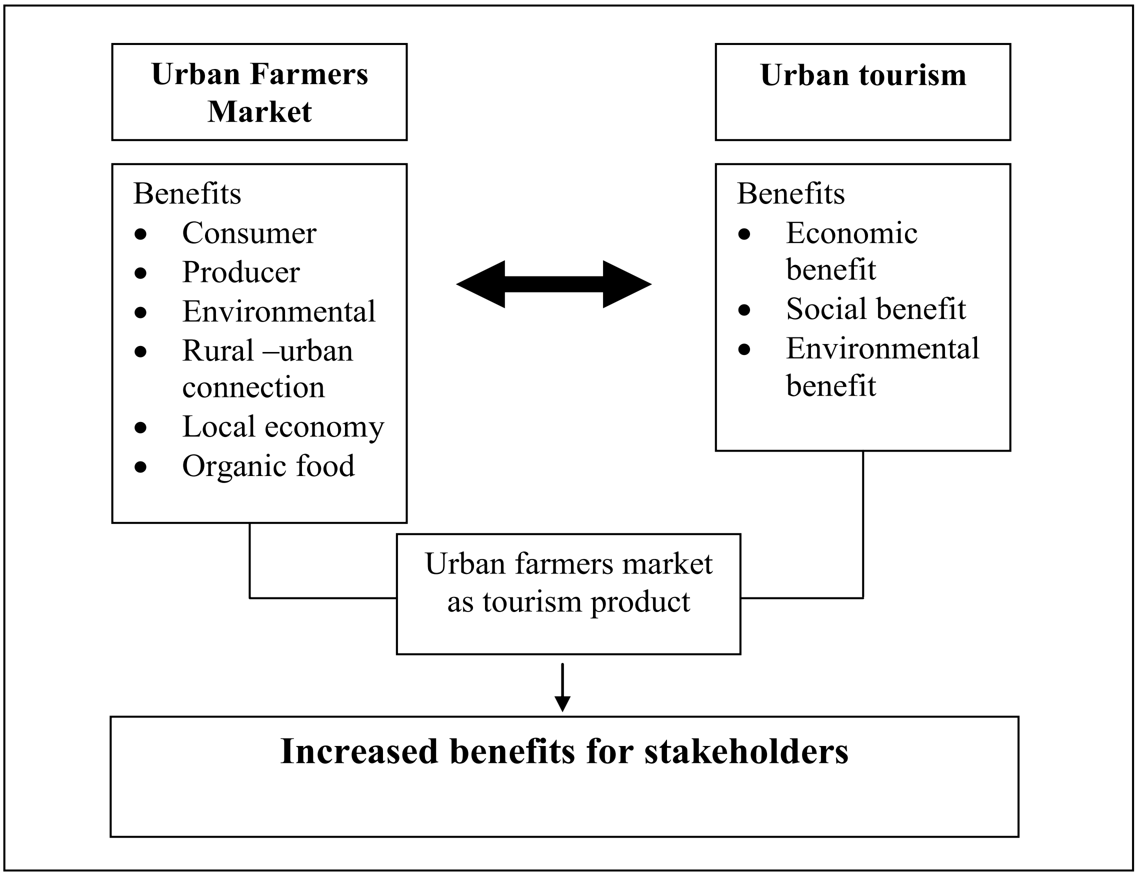


Figure 1.1: Symbiotic relationship of urban farmers' markets and urban tourism

In Malaysia urban farmers‟ markets are unique and often there is no proper management to administer the market. If urban farmers‟ markets are incorporated into the urban tourism agenda, they can potentially have a greater impact in terms of the benefits they can generate. This research examines the potential of urban farmers‟ markets as a tourism product. Through intensive research and investigation, the synergies between markets and urban tourism will be examined, including the strengths and weaknesses, benefits, barriers and needs, to develop policy suggestions on how to strengthen urban farmers‟ markets as a tourism product in Malaysia.

1.2 Research Problem Statement

Farmers‟ markets have existed for several decades in Malaysia but the development and function of the market itself is very limited. Growing in number and popularity in developed countries, farmers‟ markets not only represent an alternative to the growing domination of supermarket chains but are also a reflection of a locality‟s unique heritage. Farmers‟ markets regained their popularity partly due to their intrinsic „folksy image‟ (Paul, 2002); this characteristic can be utilised to turn urban farmers‟ markets into a tourism product. Farmers‟ markets so far have not been seriously considered as a tourism product in Malaysia, yet, they have many benefits and advantages for consumers, producers and urban communities in terms of urban development and urban tourism.

Linking farmers‟ markets to tourism is also in line with the economic goals of most of the states in Malaysia, which are promoting themselves as tourist destinations. The potential of urban farmers‟ markets as a tourism product should be examined to determine whether farmers‟ markets can be upgraded, not only to attract more people and tourists, but also for the benefit of the vendors and consumers. Through intensive research and investigation, it is expected that some strategies to enhance farmers‟ markets as a tourism product can be identified and policy recommendations can be made to develop the urban farmers‟ market as a tourism product in Malaysia. In order to understand and consider the above, this thesis explores the following questions:

- Do urban farmers‟ markets have the potential to be a tourism product?
- What is needed for urban farmers‟ markets to be an effective tourism product?
- What strategies are needed to support the development of urban farmers‟ markets as a tourism product for Malaysia?

1.3 Conceptual Framework

According to the literature, researchers have identified at least three dimensions of how urban tourism can attract tourists. These dimensions can be classified as urban tourism products, urban settings and urban tourism activities(Figure 1.2).For instance, Jansen-Verbeke (1986) suggested that urban tourism products can be segmented into attraction, services and infrastructure. Hinch (2004),on the other hand, examined the urban setting‟s ability to attract tourists and identified the following components: built environments, natural environments and cultural environments. The European Union (2005)suggested that another dimension in attracting tourists is through possible activities for urban tourism, categorising various types of tourism such as leisure tourism, business tourism and conference tourism. Looking at these concepts in relation to the urban farmers‟ market, there seems to be a rationale for offering farmers‟ markets as a tourism product.

Firstly, as an urban tourism product, urban farmers‟ markets can potentially offer a good attraction because of the liveliness of the place, the language spoken, the friendliness, and the local customs and costumes. In terms of services, in developing countries urban farmers‟ markets provide a unique shopping experience. Secondly, in reference to the concept of the urban setting, urban farmers‟ markets can attract tourists through their built environments and cultural environments. Some urban farmers‟ markets are unique in terms of their building design, which can be an attraction to tourists. Markets also offer a view of the cultural environment; for example tourists can experience the trading culture of local people in an area. The third dimension suggests attracting tourists through possible activities for urban tourism. Urban farmers‟ markets can contribute to leisure tourism and business tourism, as tourists usually try to find souvenirs of the places they have visited.

Merging the urban tourism concepts with the characteristics of urban farmers‟ markets, it can be argued that there is a strong rationale for seriously placing farmers‟ markets on the urban tourism agenda. This represents “wise exploitation” of the resources for the benefit of tourists.

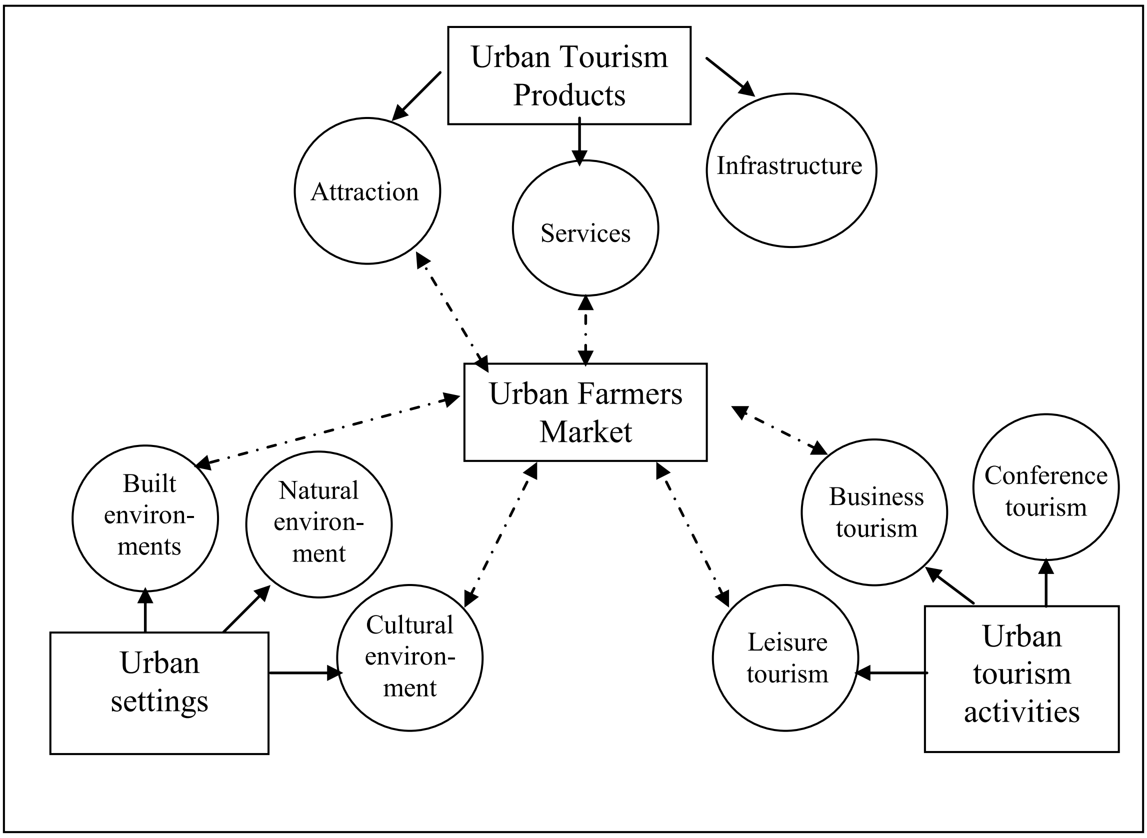


Figure 1.2: Potential of urban farmers' markets in the urban tourism agenda

1.4 Objectives

The main aim of this research project is to analyse the potential of urban farmers" markets as a tourism product in Malaysia. Specifically, the objectives are:

i. To examine the current state of urban farmers" markets in Malaysia
ii. To examine the vendors" and tourists" levels of satisfaction with urban farmers" markets in Malaysia
iii. To explore the potential of urban farmers" markets as a tourism product
iv. To determine the tourists" preferences and expectations of urban farmers" markets in Malaysia
v. To recommend strategies to enhance urban farmers" market as a tourism product in Malaysia

1.5 Research Approach

This research was conducted in three phases. Phase one involved a literature review of farmers‟ markets and urban tourism. The second phase of the research involved profiling the markets using secondary data and interviews from local government agencies and tourism agencies. The third phase involved the survey and data analysis. Respondents for the study included tourists and vendors.

1.6 Structure of the Thesis

The thesis is structured as follows:

This introductory chapter (Chapter 1) explains the rationale for investigating urban farmers‟ markets as a tourism product in Malaysia. The objectives, research questions and conceptual model of the study are presented.

Chapter 2 discusses the major themes of farmers‟ markets and tourism. The first section reviews the various definitions of farmers‟ markets and the advantages and disadvantages of farmers‟ markets, while the second section assesses the linkages of farmers‟ markets to tourism, particularly urban tourism.

Chapter 3 addresses the methodology of the study by proposing a multiple case study approach designed to examine urban farmers‟ markets. The chapter also presents data collection, management, and analytical methods used in the study. The study utilised various data-gathering techniques, including interviews, survey, observation and documentation.

Chapter 4 presents the four case studies included in the research – Satok Weekend Market, Gaya Street Sunday Market, Siti Khadijah Central Market and Payang Central Market. The information in this chapter was developed based on the interviews with local authorities and tourism agencies, and also using secondary data gathered from the various agencies and relevant government offices.

Chapters 5 and 6 present the results of the vendors‟ survey and tourists‟ survey consecutively. The vendors‟ survey provides a background of the vendors and their satisfaction of the infrastructure, services and operational issues in regards to urban farmers" market. Meanwhile, the tourists" survey was conducted to determine tourists" knowledge and awareness of urban farmers" markets, their experience and interest in urban farmers" markets when visiting a locality and their expectations of urban farmers" markets.

This is then followed by Chapter 7 which discusses the potential of farmers" markets as a tourism product in Malaysia. In doing so, assessments of vendors, tourists, the local authorities of the various case study markets and the tourism agencies are incorporated in the discussion.

Chapter 8 summarizes and concludes the research findings, consolidating the policy recommendations and outlining opportunities for future research.

Chapter 2
The Farmers' Market and Urban Tourism

2.1 Introduction

Farmers‟ markets are a worldwide phenomenon. They allow primary producers to sell their produce to consumers. But what exactly is a farmers‟ market?

This chapter defines what a farmers‟ market is and seeks to expose longstanding and emerging complexities and contradictions in their purpose, compensation and governance. The chapter is devoted to a review of the literature on the farmers‟ market and its link to urban tourism. Section 2.2 deals with the definition of a farmers‟ market, describing what a farmers‟ market is and exploring the different types of farmers‟ markets, while Section 2.3 explores the advantages and disadvantages of farmers‟ markets.

Section 2.4 on the other hand examines urban tourism, looking at urban tourism products (Section 2.4.1) as well as where farmers‟ markets fit in to the urban tourism picture (Section 2.4.2). This is then followed by an exploration of the benefits of urban tourism, including economic, social and environmental benefits. The chapter ends with a summary of the links between farmers‟ markets and urban tourism (Section 2.6).

2.2 What is a Farmers' Market?

A farmers‟ market is one of the forms of direct marketing by small agricultural producers to consumers. Farmers‟ markets are claimed to be one of the world‟s oldest institutions and were common during Roman times (Ashman et al., 1993). According to Prince (cited in Coster 2005) this form of marketing gradually died down in developed countries during the last century but has emerged again with renewed vigour. Some researchers claim that the re-emergence of this type of market is a reflection of the transition of our economic system to one of decentralised marketing (Paul, 2002). This re-emergence may also indicate that there are certain functions farmers‟ markets provide which cannot be performed by other marketing channels, such as direct contact between the producers and end consumers, direct information exchange and price attractiveness. They also provide broad economic, social and environmental benefits to the communities in which they operate.

Farmers‟ markets vary greatly in terms of their physical shape, form, operation and product mix, but generally assume characteristics determined by the social, political and economic factors particular to their locales. The farmers‟ market, also sometimes referred to as a farmers tailgate market, curb market, weekend market or Sunday market has a long history in human civilisation. Farmers‟ markets have evolved and changed over time especially after the recent renaissance of farmers‟ markets throughout the world. Many rules and regulations have been introduced to make farmers‟ markets more structured and systematic. However this has also resulted in changes in the nature of the new farmers‟ markets that abound in the world today.

2.2.1 Definition and Types of Farmers’ Markets

There are many definitions of farmers‟ markets, reflecting the changes in the structure and management of the system (Billing, 2006; AFMA, 2003; Hamilton, 2002; Trobe, 2001; Sommer, Wing and Aitkens, 1980 and Pyle, 1971). Pyle (1971) defined farmers‟ markets as being similar to public markets except for the fact that most of the sellers are farmers. This definition is very general in that while it is mentioned that most of the sellers are supposed to be farmers, it implies that the vendors are not necessarily all farmers or purely farmers. Recently, Billing (2006) in his article *From gate to plate: Exploring the farmers" market phenomenon* defined the farmers‟ market as one in which farmers, growers and producers from a local area are present in person to sell their own products directly to the public. All of the products sold should be grown, reared, caught, brewed, pickled, baked, smoked or processed by the stallholder. Billing (2006, p.19) even mentioned that “at authentic farmers‟ markets, crafts are generally discouraged; they are thought to convey a tacky image”. In this particular definition, farmers‟ markets are defined as outlets for purely producer farmer vendors where the product offered must be local.

In Australia, Coster and Kennon (2005) claimed that there were around 70 farmers‟ markets spread throughout all the states, with numbers on the increase. The characteristics of traditional farmers‟ markets and the new generation of farmers‟ markets are different in terms of the vendor and the product offered. Other authors define farmers‟ markets more generally as venues to sell agricultural products direct to the public (AFMA, 2003; Hamilton 2002; Trobe, 2001 and Sommer, Wing and Aitkens, 1980).

In developing countries such as Malaysia most established farmers‟ markets are what one would describe as mixed farmers‟ markets, where the traders comprise farmers and non-farmer vendors selling agriculture products. Although the market is dominated by agricultural produce, there are also other products sold such as food, handicrafts, and other items. However, just like in developed countries, Malaysia has also producer-only farmers‟ markets. Such markets are generally found in small towns or suburban areas where the number of farmers involved is very small.

Although several terminologies have been loosely used to refer to farmers‟ markets, some authors prefer to distinguish farmers‟ markets from other types of markets. For example Pyle (1971) claimed that municipal markets and public markets are different to farmers‟ markets as such. In particular, there are differences in terms of the place or site location, the space or stall and the renters of the space (Table 2.1).

Table 2.1 Characteristics of various types of markets

Character	Municipal market	Public market	Farmers' market
Places/sites/building	Governmental body owned	May be privately owned	May be privately owned
Space or stalls	For rent	For rent	For rent
Renter	Any vendor	Any vendor	Mostly farmers

As shown in Table 2.1, Pyle characterises municipal markets as being usually government owned, whereas farmers‟ markets and public markets may be privately owned. But the most distinguishing characteristic is that the stall renters (also the sellers) in farmers‟ markets are mostly farmers.

In the same vein, Billing (2006), considers flea markets and farmers‟ markets as two different entities. According to Billing, vendors at flea markets are often itinerant, travelling in from other centres to sell their goods such as jewellery, second hand and homemade clothes, books, plants and food, usually at prices lower than elsewhere.

Sommer, Wing and Aitkens (1980) classify tailgate and curb markets as a form of farmers‟ market. For example Asheville Tailgate Market of Western North California, sells fresh farm produce and food. Greensboro Farmers' Curb Market, which dates back to 1874, is one of the oldest markets in North Carolina; it also offers fresh fruits and vegetables directly from the farmers who grow them. Customers can also find dairy products, home-baked goods, fresh-cut flowers, potted and bedding plants, and hand-crafted items at the market.

On the other hand, Brown (2001) in her article, *Counting Farmers" Markets* maintains that although other markets such as public or municipal markets, terminal markets, farm shops, farm stands, curb or tailgate markets, flea markets and swap meets, may at times be called farmers‟ markets, they may not, in the true sense, be authentic farmers‟ markets. According to Brown (2001), to be a true farmers‟ market, some, if not all, of the vendors must be producers who sell their own products. Other authors came out with their own classification of farmers‟ markets. Wann, Cake, Elliot and Burdette (as cited in Brown, 2001) grouped farmers‟ markets based on the sales function of the market, such as wholesale markets or retail markets, amongst others (Table 2.2).

Table 2.2 Characteristics of various types of markets based on sales function

Type of farmers' market	Characteristic		
	Location	**Facilities**	**Trading**
Farmers‟ city wholesale markets	Urban areas	Permanent buildings served by rail or highway links	Sell to dealers or agents
Farmers‟ wholesale shipping point markets	Rural areas with poor access to urban markets	Usually a shed or building	Sell or auction to dealers
Farmers‟ retail markets and farm women‟s markets	Urban areas	Indoors with tables rather than in sheds with stalls	Sell directly to the consumer

Most of the recent studies only concentrate on retail farmers‟ markets where the vendors sell directly to end-user consumers rather than to dealers, agents or wholesalers.

A few authors grouped farmers‟ markets based on location. For instance, Griffin and Frongillo (2003) classified farmers‟ markets based on location, that is – urban farmers‟ markets, small city farmers‟ markets or rural farmers‟ markets. They also identified types of farmers who participate in the market, such as:

- vendor-growers – full time
- vendor-growers – part time
- vendor-growers – backyard gardeners
- non-growers – produce dealers

Hinrichs, Gillespie and Feenstra (2004) also classified markets according to the location and the size of the population serviced by the market; for example, urban farmers‟ markets, small city farmers‟ markets and small town farmers‟ markets (Table 2.3).

Table 2.3: Types of farmers' markets based on population serviced and location

Types	**Population**
Urban farmers‟ market	50 000 and more
Small city farmers‟ market	10 000 - 50 000
Small town farmers‟ market	10 000 or less

Why is defining and classifying farmers‟ markets important? According to Brown (2001), research into farmers‟ markets is hindered by the lack of consistency in classification, by incomplete descriptions of market characteristics and by lost data. Moreover, the definition of a farmers‟ market often influences how the market develops and shapes its character, because it will define the rule of engagement – who is in and who is out.

As can be noted in the above classifications, for the purpose of research and policy making it appears that the definition of farmers‟ markets is not too rigid. There is a great diversity of farmers‟ markets all over the world and their uniqueness makes the markets more interesting. In addition, the definition of a farmers‟ market changes over time with the influence of farmers‟ market regulations. For example, some local authorities will only recognise producer-only farmers and as such, only producers are allowed to sell in the market. Hence they will define farmers‟ markets based on their rules and regulations.

In keeping with the accepted norm in Malaysia, in this research, the farmers‟ markets are mixed markets. A farmers‟ market is therefore defined in this particular study as a market that operates on a regular basis (e.g., every weekend, daily, every Sunday, etc.) where most of the vendors sell agricultural products to the end-user consumers. Primary producers or farmers are amongst the group of vendors.

2.3 Advantages and Disadvantages of Farmers' Markets

Farmers‟ markets can be a win-win solution for consumers and producers. Consumers can enjoy a good bargain while producers can make a higher profit margin through the elimination of long supply chains. However, there are also some disadvantages. The following section discusses the pros and cons of farmers‟ markets.

2.3.1 Benefits of farmers' markets

The benefits of farmers‟ markets are numerous. Most authors agree that one of the strengths of farmers‟ markets is the benefit that they bring to consumers. Consumers shopping at farmers‟ markets gain economically through price savings without necessarily compromising quality (Billing 2006; Berzin 2004; Bullock 2000; Corum, Rosenzweig and Gibson, 2000; and Sommer, Herrick and Sommer, 1981). Consumers generally enjoy cheap products due to the elimination of a long supply chain, with the added advantage of obtaining fresh products, often with superior taste. For example, fruit sold in supermarkets is sometimes harvested during its unripened stage, which may consequently affect the taste of the fruit. Farmers‟ markets also offer different varieties including exotic and heirloom products, organically grown produce, and ethnic foods, which are not ordinarily found in supermarkets. In developing countries farmers‟ markets are the best source of unique products such as ferns and plants, wild honey, wild orchids, traditional herbs (used as medicine) and fruits from the jungle.

As with consumers, farmers‟ markets can also be a gainful solution for producers. While consumers enjoy a good bargain, farmers‟ or producers often make higher profit margins through the elimination of a long supply chain (Berzin, 2004; Bullock, 2000; and Corum, Rosenzweig and Gibson, 2000). Farmers are free to set their own price and have a greater control over their economic profits.

Farmers‟ markets also act as incubators for farm, food and cottage businesses (Coster and Kennon, 2005; and Food Vision, n.d.). They also provide a good platform for farmers to gain and improve their business confidence (Coster and Kennon, 2005), as well as their marketing and business expertise (Griffin and Frongillo, 2003; and Bullock 2000). These skills are very important, especially in developing countries where most farmers are not so well educated compared to their counterparts in developed countries. In developed countries farmers can easily read marketing books to improve their knowledge whilst using farmers‟ markets as a training ground to apply these skills. However, for many farmers in developing countries the first hand experience of participating in farmers‟ markets serves as their main source of learning the necessary marketing and business skills.

Many researchers applaud the resurgence of farmers‟ markets due to their environmental benefits (Coster and Kennon, 2005; Berzin, 2004; Food Vision, n.d.; and Anon, 1997). According to these authors, farmers‟ markets make less „food miles‟ compared to supermarkets. When delivering to supermarkets, the products have to be transported from the local area to a central system (usually in a capital city) and then dispersed to regional centres before being marketed to consumers. Produce at farmers‟ markets, on the other hand, is sold directly to consumers, and hence reduces vehicle pollution (Anon, 1997; and Food Vision, n.d.) as a result of the short transport chain.

Another case in point is that of packaging and processing. Farmers‟ markets involve less packaging, less processing and less refrigeration (Coster and Kennon, 2005; and Berzin, 2004). Farmers‟ markets also offer a good platform for consumers to learn about product flavour and the environmentally sustainable growing practices of the product (Coster and Kennon, 2005; and Berzin, 2004). They are also a popular channel for selling organic products and less intensively produced food (Coster and Kennon 2005 and Berzin 2004), although these products are now becoming more commonly available in supermarkets.

Finally, farmers‟ markets also link rural and urban people (Coster and Kennon, 2005; and Corum, Rosenzweig and Gibson, 2001). Farmers‟ markets reconnect people with food and its sources. They are also a great resource for healthy foods (Billing, 2006; Coster and Kennon, 2005; Berzin, 2004; London Farmers‟ Market, 2003; Bullock, 2000; and Anon 1997). In countries like Malaysia, farmers‟ markets are the primary source of herbs and jungle products, which are believed to provide lots of remedies and nutrition. Hence, farmers‟ markets allow not only rich people but all types of consumer easy access to healthy and fresh products, thereby reducing the inequalities in terms of access to food (Bullock, 2000).

2.3.2 Disadvantages of farmers’ markets

The main weakness of farmers‟ markets is the intensive investment of time required of farmers (Gibson, 1994; and University of Florida, n.d.), where the farmers need to spend long hours not only selling the produce but also in loading, travelling to the market, unloading, setting up and then doing the reverse at the end of the day. One question raised often by the farmers is that if they are constantly kept busy going to all those markets, when will they find time to grow anything? This is why the concept of a floating market (e.g. twice a week) is favoured by some as compared to permanent farmers‟ market structures that are open all days of the week. In the biggest and most popular markets the majority of the people working the stands are not the farmers themselves but employees (Parsons, 2007).

Another weakness of farmers‟ markets is the competition among vendors (University of Florida, n.d.). As there are many undifferentiated products competition is keen and often vendors need to set up a creative strategy to win the customer.

A further weak characteristic of farmers‟ markets is the lack of presentable packaging. As compared to supermarkets, products in farmers‟ markets are not as well presented and packaged. This is not usually a problem for local consumers, but if the consumers targeted are visitors or tourists who come from elsewhere, then this can be considered a weakness (University of Florida, n.d.). For example, cottage industry products probably should be more presentable and better packaged, particularly if the target market is tourists who are on the lookout for gifts for their friends and families.

2.4 Urban Tourism

Urban tourism refers to the set of tourist resources or activities located in towns and cities and offered to visitors from elsewhere (European Union, 2000). Urban tourism is one of the earliest forms of tourism. According to Qian (1999) modern tourism actually originated in cities, the first of which was London where Thomas Cook organised the first package tour back in 1841. Earlier, Ashworth and Tunbridge (1990) contended that urban tourism was incidental rather than intentional, based on the growth of day trips, transit tourism, and visits by tourists on holiday in areas surrounding towns and cities. Law (1993) on the other hand claimed that large cities are in fact „the most important type of tourist destination across the world". Urban tourism represents a significant urban function. It becomes apparent in the built, natural, and cultural dimensions of the urban environment and, according to Hinch (1996), a failure to address these dimensions will not only result in dysfunctional tourism but will contribute towards dysfunction in the city as a whole.

According to Stansfield (as cited in Hinch 1996) cities used to be claimed as areas of origin for tourist flows while non-urban areas were considered as areas of destination. However, it has now been argued that large cities, in fact, are important tourist destinations themselves. Law (1993) explained the rationale for this phenomenon, as illustrated in Figure 2.1. According to Law, there are tangible and non-tangible reasons as to why urban areas can be considered tourist destinations. The tangible factors include population and travel nodes. Cities are characterised by high population and this results in high numbers of tourists coming to visit friends and relatives. Most cities serve as gateways or transfer points to other destinations, hence they are useful as travel nodes.

The intangible factors comprise focal points, services and experiences. Cities act as focal points for commerce, industry and finance. They also provide services for health, education, government and religion. In terms of experiences, cities offer a wide variety of cultural, artistic, and recreational experiences.

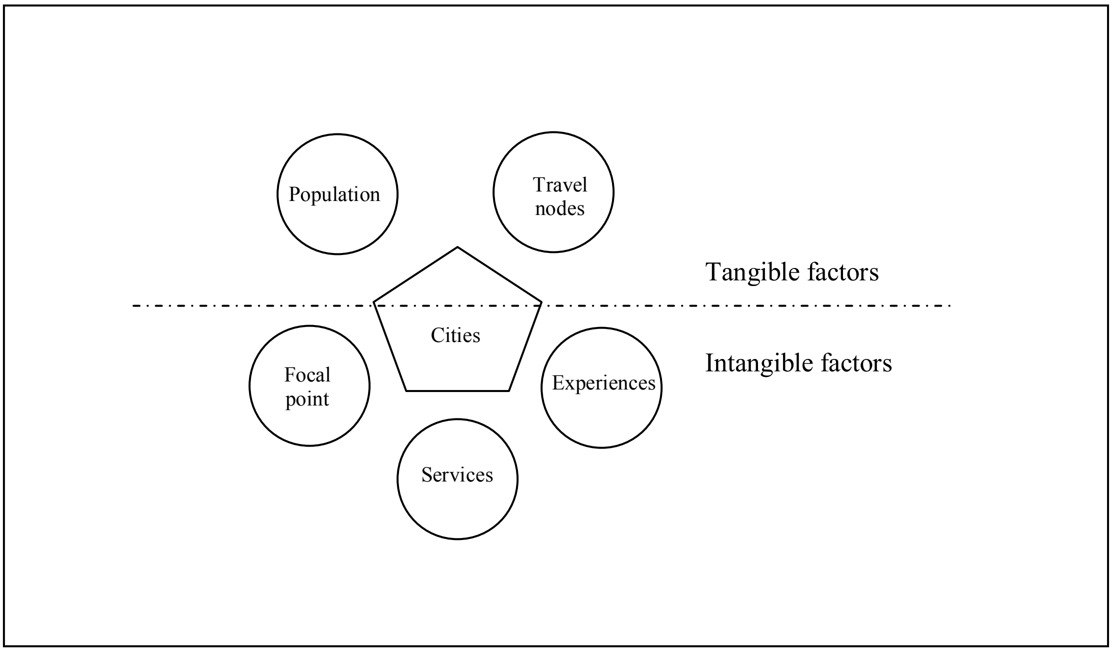


Figure 2.1 Rationale for urban areas as tourist destinations (Based on Law, 1993)

2.4.1 Urban tourism products

The urban tourism product is what attracts and meets the demands of tourists. Jansen-Verbeke (1986) suggested that urban tourism products can be divided into three types, or elements (Table 2.4). The primary elements are those which attract people, and can be divided into „activity place‟ and „leisure setting‟. Activity place consists of cultural, sports and amusement facilities while leisure setting includes physical characteristics and socio-cultural features. Secondary elements enhance these attractions via the services and amenities available, including types of accommodation, food and beverage and various forms of shopping and markets. The additional elements consist of infrastructures such as transportation and tourist information.

Table 2.4 Elements of urban tourism products (based on Jansen-Verbeke 1986)

Primary elements	Secondary elements	Additional elements
Activity place • Cultural facilities • Sport facilities • Amusement facilities Leisure setting • Physical characteristics • Socio-cultural features	• Hotel and catering facilities • Shopping facilities • Markets	• Infrastructure • Accessibility and parking facilities • Tourist facilities (information offices, signposts, guides, maps and leaflets, etc)

While Jansen-Verbeke (1986) looked at the role of urban tourism products in attracting visitors, Hinch (1996) examined the dimensions of urban settings for attracting tourists. The urban setting contributes to a sense of place and helps define a city. He divided urban settings into:

- built environment (e.g. unique architecture, historical buildings, shopping areas and entertainment)
- natural environment (e.g. green space, natural features)
- cultural environment (e.g. cultural patterns, traditions and lifestyles).

The existence and interaction of these three basic dimensions of the urban setting help create opportunities to enhance the attraction to tourists.

European Union (2000) suggested another dimension to attracting tourists through the possible activities of urban tourism and divided the activities into the following three segments:

- leisure tourism, which is linked to the particular features of urban areas
- business tourism, which is linked to the economic, social and cultural vitality of towns and cities
- conference tourism, which is linked to the facilities available in and the image of towns and cities.

2.4.2 Where do farmers' markets fit on the tourism agenda?

Based on the criteria outlined above, urban tourism products, urban settings and urban activities can generally be used to rationalise the potential of farmers‟ markets on the tourism agenda.

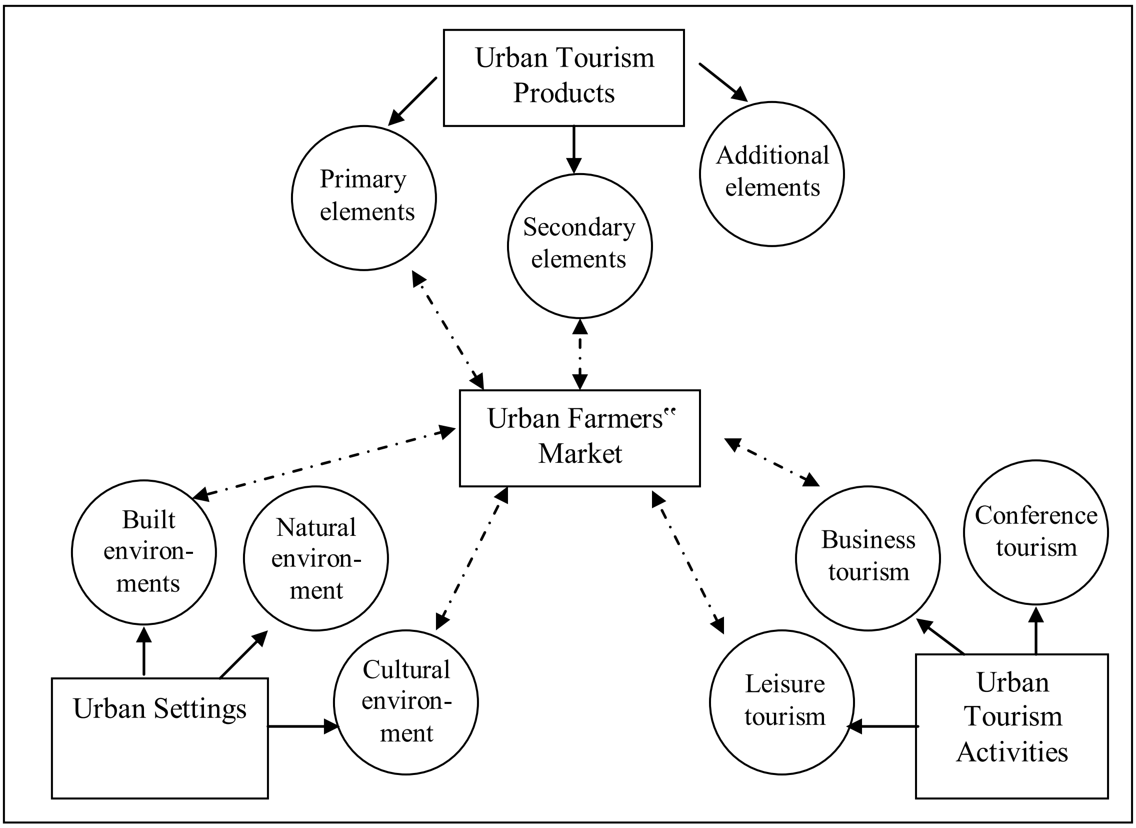


Figure 2. 2 The potential of the urban farmers' market in the urban tourism agenda

The figure above shows the inter-relation of the farmers‟ market with the three concepts outlined by urban researchers. With reference to Jansen-Verbeke‟s urban tourism products, primary elements are those which attract people and consist of cultural facilities, sport facilities, amusement facilities, physical characteristics and socio-cultural features. Urban farmers‟ markets have a strong potential in terms of their socio-cultural features as they offer many potential features, such as liveliness of the place, language, friendliness, local customs and costumes. In certain urban farmers‟ markets, amusement facilities are offered in organised events and festivities. In fact, according to Dore and Frew (2000), it is a growing trend to incorporate such markets in a broader context of regional events and festivals. The farmers‟ market is also considered as one of the examples of food and beverage tourism development around the world (Cela, Lankford and Lankford 2007) also known as gastronomic tourism, this is considered to be a value-adding feature of the farmers‟ market as a tourism product.

In terms of the secondary element, Jansen-Verbeke (1986) emphasised services that include accommodation, food and beverage, and various forms of shopping opportunities. In developing countries farmers‟ markets can provide a unique shopping experience. Besides selling fresh products, farmers also sell handicrafts, souvenirs and many other interesting products which attract a lot of attention from tourists.

Similarly, there is a clear connection between urban settings and urban farmers‟ markets. The built environment, the natural environment and the cultural environment provide the amenities and attractions of a city for tourists and for residents. The built environment is one of the most tangible representations of a city‟s attraction; for instance the unique architecture, historical buildings and districts, shopping areas, restaurants and entertainment, and even industrial and residential areas are of interest to tourists (Hinch, 1996). Urban farmers‟ markets exist in different types of environment and some of them have permanent structures. One such example is the Queen Victoria Market in Melbourne, which was officially opened on 20 March 1878. A range of markets have operated from this site in varying forms prior to this date. Now it is one of the most famous farmers‟ markets in Melbourne, accommodated within a unique historical building. Another example is Pasar Payang or the Central Market of Kuala Terengganu, which is located at the waterfront just by the Sungai Terengganu. The built environment of waterfront re-development has been largely confined to advanced countries but is now impacting upon developing countries as one development of tourism (Hoyle, 2002).

With regards to cultural environment, urban farmers‟ markets are a good example of what visitors are often attracted to. The cultural dimension of a city may demonstrate itself in various ways; one is through urban farmers‟ markets. For example, the Moscow Farmers‟ Market, which was first established in 1977, provides a good insight into the city‟s cultural dimension. The Saturday morning event celebrates local farmers, artists, craftspeople and musicians by providing them with an opportunity to interact directly with the community and its visitors.

According to the European Union (2000) , urban tourism activities can be classified into leisure tourism, business tourism and conference tourism. Urban farmers‟ markets in many ways fit with leisure tourism, business tourism and even conference tourism. Urban farmers‟ markets can contribute as a unique feature of urban areas, be it through the building or the crowd of the temporary structure. Similarly, even business tourists and conference tourists will often want to experience the local culture – the urban farmers‟ market is a place to experience a different social and cultural ambience. For example, in the Da Lat market in Vietnam, visitors can see a crowd of people of all ethnic origins, wearing multi-colour traditional costumes, and coming from surrounding villages. It is not surprising, therefore, that some conferences may include a visit to a farmers‟ market as part of pre or post-conference tours or place them on the list of recommended places to visit for participants.

Hence, the merging concepts and characteristics of urban farmers‟ markets and urban tourism seem to point to there being a strong rationale for seriously placing the farmers‟ market on the urban tourism agenda.

2.5 Benefits of Urban Tourism

Tourism is one of the largest and fastest growing industries in the world and by nature it tends to take place only in those parts of a country that are attractive and relatively easily accessible for travellers. As a result, besides cultural sites and beaches, cities are the most visited tourism sites. The World Tourism Organization (2005) reported that over 760 million people travelled as international tourists in 2004, and this is an increasingly important impetus for urban tourism in generating more benefits to the cities. Benefits from tourism can be classified in three broad themes which are closely related to each other – economic, social and environmental benefits.

2.5.1 Economic benefits

Urban tourism can inject considerable economic benefits to the cities and its dwellers. Development investment from the government to enhance the image of cities, and investment from foreign investors can create further economic benefits. For example, the existence of tourism related business in the cities creates job opportunities. The opening of a hotel for instance, will create a large number of employment opportunities. Due to the forward and backward linkages created by tourists‟ demands for goods and services, urban tourism also generates economic benefits for non-tourism related business, which will in turn create more job opportunities and also add prosperity to the local economy. Thus the tourism sector can add both direct and indirect contributions to government revenue. As stated by the United Nations Environment Programme (UNEP), direct contribution refers to taxes on incomes from tourism employment, tourism business and direct levies on tourists such as departure taxes; whereas indirect contributions are generated from taxes and duties levied on goods and services supplied to tourists. The incoming tourists also contribute to an increase in foreign exchange earnings. According to the World Tourism Organization, tourism is one of the top five export categories for as many as 83 per cent of countries and is a main source of foreign exchange earnings for at least 38 per cent of countries around the world.

2.5.2 Social benefits

Promotion of tourism is not simply just one component of local economy policy but, as Collinge (in Law 1992) suggested, it has a much greater significance. Law (1992) claimed that investment in tourism involves the development of facilities, physical environments and infrastructure. These infrastructures benefit not just tourists; rather, they generate even greater benefits for local people as they enhance the well-being of host communities. There will be more social events organised in the cities. Local people will have opportunities to participate in the programme of events, arts, sports and other cultural activities. Tourism developments also help the community in building distinctive communities, thus promoting self-awareness, pride, self-confidence and solidarity among local people. According to Law (1992) the arrival of visitors may increase civic pride; consequently local residents will take much greater care of their environment. Urban tourism also encourages cultural diversity through exposure to multiple cultures. Harmonious interactions among people and groups with plural, varied and dynamic cultural identities promote tolerance. Recognition and affirmation of cultural diversity at the local, regional and international levels and the reflection of this diversity in tourism policy will benefit society.

2.5.3 Environmental benefits

The environment is the basis for natural, cultural and built (man-made) resources that the industry is dependent upon to attract tourists. The introduction of urban tourism will bring with it many benefits. It can increase awareness of environmental issues as it brings people into closer contact with nature and the environment. It can also contribute to increasing the benefits to natural areas, although this requires careful planning for controlled development, based on the analysis of the environmental resources of the area. Another environmental benefit is in maintaining the protection and conservation of the natural environment and biodiversity, particularly if there is a proper tourism strategy and policy in place.

According to Cohen (1978) tourism itself makes conservation and preservation politically defensible, since it can be presented to the public as an economic necessity and not merely an extravaganza to please the foreigners' nostalgia for the landscape or monuments of a bygone era. Tourism can also be used as a catalyst to attract other forms of development or investment, to generate a positive image of the area, and to facilitate conservation and amenity provision through tourism (Getz, 1993).

In Malaysia, for instance, Kuala Terengganu was declared a heritage waterfront city in 2008. In line with this, the state government allocated a budget to facilitate conservation and new development in the urban areas. Consequently, numerous environmental benefits were initiated. For example, one of the buildings located on the waterfront is the Payang Central Market. The market had undergone a few refurbishments a long time ago. The state government now has a long term plan to further improve the market. As mentioned in the Tourism Malaysia Website:

> *"It is a great shopping destination and an interesting sight. Renovation and upgrading of the market are underway transforming it into a modern yet convenient shoppers" paradise". (Tourism, Cultural, Arts and Heritage Division Terengganu State 2007).*

The plan is to ensure the new refurbishment will create a better environment in the urban areas, which in turn will attract more tourists.

2.6 Summary and Conclusion

This chapter has outlined the key literature on farmers" markets and tourism. Based on the definitions that abound describing the types of farmers" markets, it appears that farmers" markets are diverse, with some strictly defining farmers" markets as those where all sellers are farmers or primary producers selling only farm products, to those where not necessarily all, but the majority of vendors are farmers selling primarily farm products including fresh and processed produce. Given the diversity of products and types of farmers" markets in developing countries and the focus of this study in Malaysia, the latter definition of farmers" markets will be adopted for the purposes of this study.

In this chapter, it was noted that there has been a re-birth in the popularity of farmers" markets and growth in the number of farmers" markets in developed countries. However, while there has been a substantial amount of literature on farmers" markets in developed countries, with studies focussing on the benefits of farmers" markets, particularly on consumers and vendors, there has been a limited amount of research pertaining to farmers" markets in developing countries. In fact, there does not seem to be a study on farmers" markets in Malaysia itself, particularly on urban farmers" markets and their connection to the tourism agenda.

The linkages between farmers" markets and urban tourism in general were, however, explored in this chapter. As discussed in Section 2.4, the merging concepts and characteristics of urban farmers" markets and urban tourism seem to point that there are strong synergies between the farmers" market and urban tourism, thus providing a strong rationale for positioning farmers" markets on the urban tourism agenda. Doing this represents "wise exploitation" of the heritage aspects of farmers‟ markets for the use of tourists. In the case of Malaysia, which has so much to offer – including a rich cultural heritage – there seems to be scope to connect farmers‟ markets to tourism, given that farmers‟ markets showcase not only local food but also the diverse culture and tradition Malaysia has to offer. These aspects can establish a platform to invoke the concepts of commodification and consumption of urban farmers market as a tourism product. The *farmers market - tourism development* link has been under-developed in both thinking and practice. This is particularly in the former context where the conceptual development of this link has not received much attention. Link and Ling (2010) claimed farmers markets may actually mimic the industrial system through similar commodification of food and commodified relations between consumers and producers. The contemporary farmers market seems to have emerged as an arena in which many things are taking place simultaneously: livelihood development, food justice, local economic growth, politics of food (especially in developed economies) and 'experience consumption‟. For instance, Jordan (2007) agreed that the rise of the heirloom tomato intersects with other culinary, technological and economic trends. Therefore in this case, the farmers‟ market has been a key site of the commodification of heirloom tomatoes. Along the same vein, Carmichael and Smith (2004) stated that marketing opportunities from the farm gate and growth in the scale of farmers‟ markets all reflect the trend towards rural areas increasingly becoming commodified for tourist consumption. The same possibilities occur in reference to urban farmers markets where „rural‟ are presented to urban people including tourists. Further research on this is important in framing and understanding the way in which the farmers market experience is being „presented‟ to patrons and consumed by visitors.

Chapter 3
Research Approach

3.1 Introduction

In the previous chapter the definition and characteristics of farmers‟ markets were established and the rationale for putting urban farmers‟ markets on the tourism agenda was outlined. In this chapter the methodology of the study is discussed.

The chapter first discusses the case study method as an approach to examining farmers‟ markets and explores the various data gathering techniques employed by researchers when using the case study method (Section 3.2). This is then followed by Section 3.3 where the approach chosen for this study is discussed and the methodological choice is outlined. Section 3.4 discusses the research design presenting the research sites and sampling frame. A description of the research site and procedures for participant selection is outlined in this section. Section 3.5 outlines the sources of data and the approach taken in this research to gather the data. Finally Section 3.6 concludes this chapter.

3.2 The Case Study Method as an Approach to Analysing Farmers' Markets

One of the most common methods employed by researchers to study farmers‟ markets is the case study method. According to Yin (1994), the case study method is particularly relevant for research that addresses the following criteria:

- when many questions require an extensive and „in-depth‟ description of a social phenomenon
- when the researcher has little control over events
- when the focus of the investigation is within a real-life context.

These criteria are integral aspects of the current research. For example, the central aim of the research is to examine the potential of the urban farmers‟ market as a tourism product in Malaysia, which requires an in-depth understanding of the market as well as the players involved – including the vendors and the tourists. Furthermore, the focus of the investigation is the „urban farmers‟ market‟, comprising of people undergoing real-life events within a real-life context. The researcher has no control over the phenomena, but rather is an „observer‟ or „investigator‟. Moreover, the aim of the current study is congruent with the case study method as the study of urban farmers‟ markets in Malaysia is relatively new, thus making the case study approach suitable for this research.

A case study is defined as ‚an empirical inquiry that investigates contemporary phenomena within a real life context, especially when the boundaries between phenomenon and context are not clearly evident‟ (Yin 1994, p.13). Several important features must be incorporated into the application of the case study method as a research strategy. These include – firstly, the need to clearly identify the „case(s)‟; secondly, the case(s) must be bounded by space and time; thirdly, multiple sources of data must be utilised to provide an in-depth study of the case(s); and lastly, the context or setting for the case(s) needs to be described (Creswell, 1998).

Case study research can include both qualitative and quantitative data and various methodologists have identified several techniques for data collection of case study based research (Yin 2009, 1994; Stake 1995; Patton, 1990; Bogdan and Biklen, 1982). These techniques encompass the use of formal questionnaires, structured or semi-structured interviews, archival records, direct observation, participant observation, documentation and physical artefacts.

In general, the type of event being investigated, the time and cost considerations, and the availability of data or information (e.g. records and artefacts) determine the appropriate method for collecting case study data (Yin, 2009, 1994; Stake, 1995). Below are described the common data gathering techniques employed by case study researchers.

3.2.1 Surveys

Generally, surveys are used as a method of gathering information about peoples‟ attitudes and opinions on a wide range of topics, and are characterised by the use of the same pre-determined questions for all respondents. An important advantage of this systematic method of data collection is the capacity for the data to be succinctly summarised, thus facilitating descriptions of the relationships among variables. A further advantage of using surveys to gather data is that a wide range of people are able to present their views on a variety of topics.

Survey methods, however, also have their limitations. The most important of these is that they provide only a „snap shot" of information at a particular time. Nevertheless the impact of this limitation can be lessened through the use of a triangulation of methods. In particular, the use of „face to face" methods, such as interviews and observation, can counteract the limitation of surveys.

One of the earliest researches conducted on farmers" markets used the survey technique. This study, by (Kezis et al., 1998), examined customers who shopped at a small farmers" market during the summer and autumn market season of 1995. A total of 239 shoppers were surveyed and the information obtained was used to develop a profile of the primary consumer group, this being those who shopped regularly at the market and spent the most per visit. The data was then analysed using descriptive analysis and chi-square analysis. Similarly, Zepeda (2009) also conducted his research by using the survey approach to examine the characteristics and motivations of farmers" market shoppers. Respondents were screened to identify adult shoppers. A Probit Model was then used to examine the marginal effects of attitudinal, behavioural and demographic variables on the probability of shopping at a farmers" market.

Elepu (2005) on the other hand conducted research on urban and suburban farmers" markets in Illinois, to segment consumers using demographics, preferences and behaviours of customers. A standardised questionnaire was used to collect data from shoppers intercepted at the study markets. The study then employed multi-step cluster analysis methods to segment consumers.

In another study, Hinrichs *et al.* (2004) carried out a mail survey developed through collaboration with researchers in three states and distributed to the vendors. This study looked at social learning and innovation at retail farmers" markets. The survey was aimed at asking vendors about their experiences and views concerning their local farmers" market and about farmers" markets in general. Descriptive analyses and multivariate analyses were then utilised to analyse data in this research, with a stepwise backwards conditional logistic regression method used to illuminate consumer behaviour towards farmers‟ markets.

Another study that adopted survey techniques is that of Otto and Varner (2005) in their examination of the economic impact of the Iowa Farmers‟ Markets. The study assessed both market participation and the local economic impact that can be credited to market activity. In this study there were two types of targeted respondents – consumers and vendors. Data from the survey was analysed using descriptive analysis and total sales per market for 2004 were estimated using a regression model incorporating the local population, income, and a binary variable to indicate relative market size (if the market appeared to be a relatively small market within the associated city).

Survey research was also conducted by Baker *et al.* (2009), this time to learn more about consumer preferences and solicit feedback from vendors at a regional market in Northwestern Vermont. A bivariate statistical analysis was used to compare the markets. Crosstabulations were completed for categorical variables, and independent sample t-tests were used to examine differences for continuous variables. These statistical tests were conducted using Statistical Package for Social Sciences (SPSS) software. Two questions allowed respondents to provide multiple responses. These were then analysed by defining a multiple response set for each question in SPSS. Frequencies were then generated by using the multiple response tables‟ facility. Meanwhile, open-ended questions were coded using content analysis.

Feagan and Morris (2009) conducted a study on the consumer at the Brantford Farmers‟ Market. Once again, the survey technique was used to collect the data required. The survey was constructed to organise consumer motivations relative to an embeddedness framework, and permitted the researchers to look for context factors behind the motivations. Basic descriptive statistics were employed, while regression analysis was used to search for associations among independent and dependent variables.

3.2.2 Structured or Semi-structured Interviews

Personal interviews are a relatively flexible method of gathering data. Respondents can clarify any unclear questions, and the interviewer can pursue ambiguous answers to open-ended questions. Patton (1987) described three basic approaches to interviewing. These are the informal conversational interview, the general interview guide approach, and the standardised open-ended interview.

An advantage of personal interviews is their high response rate, commonly between 80–85 per cent (Patton, 1987). However, interviewer bias is often cited as a major limitation of the method. The way in which questions are asked together with the probes used to facilitate additional information, can influence respondents‟ answers (Patton 1987). It is therefore important for interviewers to try to retain a neutral medium through which the questions and answers are relayed.

Interviewing is another important data collection technique commonly used by researchers in studies of farmers‟ markets. This form of data gathering is often suited for qualitative information – for instance, research on the experiences and perspectives of farmers regarding farmers‟ markets. An example is the study by Griffin and Frongillo (2003) who sought interviews with farmers whose interactions with customers were observed, and also with farmers who were not formally observed. Recruitment was designed to maximise diversity across the age and gender of the farmers, product types, sizes of stalls and farming operations, and the number of years a farmer had been selling at farmers‟ markets. The researchers then performed descriptive and interpretive analysis of the transcripts of the interviews.

Interviews can be structured more formally using a set of questions or can be semi-structured. For instance, semi-structured interviews were conducted by Smith *et al.* (2004) with 27 participants in their homes to identify any benefits and barriers they encountered and to measure their use and sense of satisfaction with the Seattle Senior Farmers‟ Market Nutrition Pilot Program. The researchers systematically reviewed written transcripts to identify and substantiate themes relating to participant utilisation of the fruits and vegetables and participant satisfaction with the program. The four major steps used by the researchers in the subsequent data analysis were as follows: an evaluation of transcribed interviews and notes; organisation of topics into subgroups; identification of basic themes; substantiation of themes with quotes; and triangulation, comparing findings with the quantitative study and then applying the findings to the model.

Various ways of interviewing have also been used by other researchers. Rengasamy *et al.* (2002), for example, used qualitative and participatory tools for interviews and discussions with farming men and women in conducting their research on farmers‟ markets in Tamil Nadu. Both those attending the markets and those using other outlets, along with head-load vendors working in the areas surrounding the markets were interviewed. The team used a variety of participatory tools which were adapted to the research questions and sequenced in such a way as to allow the team to cross-check and validate the information generated by each tool. The tools used included social mapping, resource mapping, seasonal or daily routine calendars, timelines and trend changes, Venn diagrams, matrices and impact diagrams.

3.2.3 Use of Observation, Documentation and Archives

The use of observations, documentations and archival records, are also commonly used in analyses of farmers‟ markets, although they are not usually the sole nor are they the main data collection technique. Each of these approaches yields different insights. Hence, most researchers adopt these techniques in combination with other techniques such as surveys or interviews, rather than as a stand-alone data gathering technique. An example is the study by McGrath *et al.* (1993) who conducted an ethnographic research of an urban periodic market place – the Midville Farmers‟ Market. The ethnography methodology employs an interpretive paradigm and multiple data collection processes. Among the data collection used in this particular study was participant observation from several perspectives by shopping at vendor booths, and inside vendor booths. Archival records and documentation were also adopted by writing weekly field notes, which, in combination with reflective journal entries and analytic photo logs, comprise the text archive of the study. In the field investigation the researcher used photographs both as a projective vehicle for auto-driving individual informants and as an archival source for enriching the ethnographers‟ field notes.

Nilsson and Hansson (2006) also adopted the observation technique in their research. The approach they followed was to observe the exchanges between the consumers and producers. They argued that the manner in which conversations were conducted and the amount of contact between the actors in each transaction influenced the success of the transaction in a farmers‟ market – a direct sales channel between the consumer and the producer. The main data collection in this study, however, included a combination of a review of literature, data gathered during the questionnaires, and interviews with producers and consumers as well as third parties involved in the administration of the markets in Sweden. Direct observations were used to supplement the other data gathered in the study.

Similarly, Teng *et al.* (2004) also used multiple data collection in their research to explore cheese quality at farmers‟ markets. Apart from observational inspection of cheese vendors, they also conducted a short survey of consumers. Meanwhile, Slocum (2008), in her research, „Thinking race through corporeal feminist theory: Divisions and intimacies at the Minneapolis Farmers‟ Market‟, draws on participant observation as well as informal and formal interviews conducted over a two year period.

3.3 Choice of Research Method

Based on the review of literature above it is noted that both quantitative (survey method) and qualitative research (interview and observation) techniques are commonly used approaches in research related to farmers‟ markets. Quantitative research is about obtaining the hard measures of a market such as how people (e.g. consumers, vendors) think, how many people saw the advertising and how many people would buy and what are people‟s preferences. Qualitative research on the other hand is about the softer issues, exploring why people do things or think the way they do – this could be due to their experience, their knowledge on a subject matter or their management problems. Archival records, observation and documentation also help to add deeper insights to the research.

When analysing farmers‟ markets, observations help in terms of gathering inputs on how people react and behave, the conditions of the market, the attitude of the vendors and of others. These are all important components of this study on the potential of the urban farmers‟ market as a tourism product in Malaysia. Therefore, it appears that both quantitative and qualitative approaches are suitable in conducting this particular research. Hence the research method used in this study is the case study method; it employs a combination of techniques of data collection including the survey questionnaire, interviews, observation and documentation.

A general term used to describe multiple approaches to research is triangulation. According to (Denzin, 1989), triangulation involves using dissimilar methods to reach a conclusion. Denzin (1997) argued that the main advantages of using a multi-method approach is the increased potential to uncover a unique variance, and the strong probability that the limitations of each method will be counter-balanced by the strengths of another. The provision of a complementary approach to methodology also enables overlapping and different facets of a phenomenon to emerge.

The successful application of multi-method approaches, which include a range of combinations of qualitative and quantitative methodology, is now common practice across many academic disciplines. For the current study, various data collection methods were selected for their appropriateness to the investigation of the urban farmers‟ market.

While case study research can take various forms (Yin, 1994), the strategy for the present research was to investigate multiple case studies of a holistic design. There are of course advantages and disadvantages in the selection of a research design, and the choice of multiple case studies as opposed to a single case study is no exception.

The main advantage of investigating multiple case studies is the ability to compare the findings from each of the cases. The trade-off or main disadvantage, however, lies in the necessity to sacrifice some of the depth of understanding that immersion in a single case study can provide, plus the time involved in analysing several cases as opposed to just one case.

For the current research to gain a wider breadth of understanding of the potential of farmers‟ markets as a tourist product, conducting the analysis across multiple cases was considered important. To ensure that cross case conclusions were reliable, the multiple case strategy employed in this research followed the replication logic, as described by Yin (1994). That is, the same source of data, methods of collection and market location (i.e. all markets are located at the capital city of the states) were applied equally across each market case study.

3.4 Research Design

The current research is exploratory and theory generative and, as such, adopted a „bottom up" strategy. The emerging interest in farmers" markets in developed countries and the growing number of studies on related issues first stimulated the idea of studying the development of farmers" markets in Malaysia. This study focuses on urban farmers" markets in Malaysia and the potential of this type of market to the tourism industry. In order to generate a useful contribution to policy makers, the research needs to be well designed utilising a rigorous, methodological approach. An attempt to do this was done in this present study and is discussed below.

3.4.1 Research Sites

Due to the nature of this study, the research only concentrated on „mixed" farmers" markets in urban centres, commonly known as urban farmers" markets. This type of market has strong linkages with the Malaysian tourism industry and, as a result, mixed farmers" markets have been advertised on the Tourism Malaysia website. Considering their enduring nature, urban farmers" markets have demonstrated that their importance cannot be taken for granted. For example, the Satok Weekend Market has been in operation for more than 30 years. This phenomenon indicates that these urban farmers" markets are sustainable and have managed to continue to attract people.

Four research sites were selected from farmers markets advertised in the tourism Malaysia website – these are the farmers" markets located in the capital states of Sarawak, Sabah, Kelantan and Terengganu. The sites were chosen based on their regional coverage to represent various regions in Malaysia, i.e., the east and west of Malaysia. Satok Weekend market is located in Kuching, Sarawak. Gaya Street Sunday Market is located in Kota Kinabalu, Sabah (both of these markets are located in East Malaysia). The other two markets are located in West Malaysia – Siti Khadijah Central Market is situated in Kota Bharu, Kelantan, while Payang Central Market is located in Kuala Terengganu, Terengganu. The purposive choice of markets from different regions is so the researcher can find if any difference exists in the markets. All four are established urban farmers‟ markets and all have been in existence for many years.

Table 3.1 below gives a brief description of the urban farmers‟ markets based on the Tourism Malaysia website.

Table 3.1: Location of study sites

Mixed Market	**Location**			**Website**	**Physical Structure**
	City	**East Malaysia**	**West Malaysia**		
Pasar Minggu Satok	Kuching	✓		http://202.157.188.226/consumer/destinations/item.asp?item=jlnsatok	Non-structured market
Pasar Tamu Gaya	Kota Kinabalu	✓		http://www.tourism.gov.my/europe/destinations/state_sabah.asp	Non-structured market
Pasar Siti Khadijah	Kota Bharu		✓	http://202.157.188.226/consumer/destinations/item.asp?item=sitikhadijah	Structured market
Pasar Payang	Kuala Terengganu		✓	http://202.157.188.226/consumer/destinations/item.asp?item=pasarpayang	Structured market

3.4.1.1 Pasar Minggu Satok (Satok Weekend Market), Kuching, Sarawak

Pasar Minggu Satok is located in Kuching City Centre at Jalan Satok. Kuching is the capital city of Sarawak. The market has been the place to sell jungle products, handicrafts, textiles, local delicacies, flowers, and products from small and medium cottage industries. The speciality of this market is that it offers indigenous products such as *mulong* worms from the sago tree, edible wild herbs – like *midin* (fern), *paku uban*, and *belimbing Sarawak* – and *dabai* fruit (Sarawak olive). The market never fails to attract both locals and tourists, especially because of its famous salted fish. The market operates each weekend from 2 pm on Saturday to noon on Sunday.

3.4.1.2 Pasar Tamu Gaya (Gaya Street Sunday Market), Kota Kinabalu, Sabah

The *tamu* or open-air market is held every Sunday at Jalan Gaya in Kota Kinabalu, the capital city of Sabah. The *tamu* offers a tantalising range of products that both excite and educate: farm produce, handicrafts and foodstuffs. It also sells clothes, antiques, pottery, pets, ornamental fish and other unusual animals. The *tamu* is famous for a variety of farm products, from its exotic food, such as the *bambangan* (pickled mango), to the more common, such as fresh produce (which can be exotic, even so, to foreigners and Malaysians from other States). It sells anything from vegetables, seafood, bottled pickles and local fruits, to fabrics, clothes, kitchenware and household items. It is also known for its local handicrafts, from the hand-woven basket to the bamboo musical instrument – the *sompoton*. The market starts at about 6.30 am and closes at around noon on Sundays.

3.4.1.3 Pasar Siti Khadijah (Siti Khadijah Central Market), Kota Bharu, Kelantan

Siti Khadijah central market is located in Kota Bharu, Kelantan. A paradise for browsing and shopping, this market offers a myriad of fresh produce including fruits and vegetables and local handicrafts including *batik*, leather goods, clothing and household items. It also sells traditional and modern cakes. This market is famous for its mixture of tangy spices, sweet meat floss, chewy *dodol* (a traditional glutinous rice flour cake made of palm sugar, coconut milk and *pandan* leaves), as well as its luscious fried fish paste snack *keropok lekor*. The market is open from 8am to 6pm daily, Saturdays and Sundays being the busiest days.

3.4.1.4 Pasar Payang (Payang Central Market), Kuala Terengganu, Terengganu

This central market, locally known as Pasar Payang, is located by the Terengganu River and is one of the most popular tourist spots in Kuala Terengganu. This market offers a variety of products such as fresh fish, meats and vegetables of all colour, and also a whole range of traditional greens. It also offers the best handmade *batik* and *songket* in Malaysia and a vast choice of traditional textile. A wide range of colourful handkerchiefs, *batik* shirts, scarves and kaftans are also available. It is also popular because of its wide array of souvenirs and other products such as silk garments, rattan baskets, brassware items and farmers‟ hats. However, like other markets, Pasar Payang is famous for its fresh produce such as fruits, vegetables, *serunding* – the spicy flavoursome meat floss – and *Keropok Lekor*, which is a special local delicacy made from a mixture of fish and sago, as well as its variety of traditional handicrafts such as *batik*, silk, *songket*, brocade and brassware.

3.4.2 Sampling Frame

There are three main respondents in this study – (i) the local authorities and tourism agencies, (ii) the tourists and (iii) the vendors. Each group are discussed below.

3.4.2.1 Local Authorities and Tourism Agencies

In each of the sites, the organization responsible for managing the market was identified. One representative from each Local Authority responsible in managing the market in all four markets was contacted. The researcher also searched the tourism bodies involved in the development of urban tourism. The state office of Tourism Malaysia in the four cites were likewise contacted and asked to nominate or suggest an officer who is knowledgeable and could speak with authority about the field. From there, the list of respondents was created. From these four respondents, a further ten people were recruited through the snowball and convenience sampling techniques (Patton, 1990). The list of respondents for the interviews are shown in Table 3.2. Each interview took between 1-2 hours in length.

Table 3.2: **Respondents for the interviews**

No.	Market	Department/ Agency	Interviewee
Local Authority			
1.	Satok Weekend Market	Enforcement Division Kuching North City Council	Senior Health Inspector, Licensing Unit
2.	Gaya Street Sunday Market	Health and Urban Services Department, Kota Kinabalu City Hall	Head of Hawker Management
3.	Siti Khadijah Central Market	Licensing Department, Kota Bharu Municipal Council	Head of Market Management
4.	Payang Central Market	Town Service Department, Kuala Terengganu Municipal Council	Health Inspector, Licensing Unit
Tourism Agencies			
5.	Satok Weekend Market	Tourism Malaysia, Sarawak	State Director of Tourism Malaysia
6.		Sarawak Tourism Board,	Corporate Officer
7.		Sarawak Tourism Action Council	General manager
8.	Gaya Street Sunday Market	Tourism Malaysia, Sabah	Deputy State Director of Tourism Malaysia
9.		Sabah Tourism Board	Assistant Product Research Manager
10.	Siti Khadijah Central Market	Tourism Malaysia, Kelantan	State Director of Tourism Malaysia
11.		Kelantan Tourism Action Council	Marketing and Promotion Manager
12.	Payang Central Market	Tourism Malaysia Terengganu	Tourism Officer
13.		Terengganu Tourism Action Council	Event Manager
14.		Industrial & Tourism Development Terengganu State Secretariat	Assistant Tourism Officer

3.4.2.2 Tourists

The targeted sample of tourists was 200 for each site. According to Hair *et al.* (2005), a sample size between 200 and 400 is normally recommended and accepted as a critical sample size. The respondents for the tourist survey were drawn using convenience sampling. The criteria for the choice of participants included:

- The person must be a tourist, defined by (MacCannell, 1976) as a temporary leisured person who voluntarily visits a place away from home for the purpose of experiencing a change
- The tourist must be found in the city of the particular market
- The tourist must willingly agree to participate in the survey.

The rational for using this type of sampling is the uncertainty of who the tourists are in the targeted states and the difficulty of getting the targeted number of tourists to participate in the research. The researcher tried many ways to generate at least 200 tourists in each of the four cities. The initial approach was by intercepting tourists in the city but it was very time consuming and many were not willing to participate. Therefore to improve response rates, the researcher contacted hotels, backpackers‟ hostels and tourists‟ information counters. Some of them indicated they were willing to help and questionnaires were left at the counters to be distributed to the tourists. Initially, the feedback was low so the data collection time was extended. Data collection for the tourist survey was nine months. The total number of samples of tourists is shown in Table 3.3.

Table 3.3: Number of tourists that participated in the research

Region	City	Number of tourist
East Malaysia	Kuching (Satok Weekend Market)	203
East Malaysia	Kota Kinabalu (Gaya Street Sunday Market)	213
West Malaysia	Kota Bharu (Siti Khadijah Central Market)	348
West Malaysia	Kuala Terengganu (Payang Central Market)	220
Total		984

3.4.2.3 Vendors

For the vendor survey, a structured interview using a questionnaire was employed in the research. This approach was chosen because some of the vendors are not well educated. As the sample vendors had to be interviewed individually, it was very time consuming and costly. Initially, approximately 200 vendors per site were targeted to provide a fairly good sample; however, the sample size was increased in two markets because the population size in these markets are high (Table 3.4). Sample respondents were chosen using random sampling. As vendors were busy trading, it was initially difficult to do the survey. Hence, the assistance of the local authorities was elicited to communicate information about the survey to the vendors. Three enumerators assisted the researcher in each of the markets. In two of the markets, enumerators were university students, while in the other two, the enumerators were appointed based on suggestions of the officers at the local authorities. In all cases, enumerators were pre-trained with the questionnaire to get themselves familiarised with the questions.

Table 3.4: Number of vendors surveyed

Market	Total number of vendors	Sample
Satok Weekend Market	1409	335
Gaya Street Sunday Market	685	211
Siti Khadijah Central Market	2567	400
Payang Central Market	1109	202
Total	5770	1148

3.5 Sources and Methods of Data Collection

As mentioned in section 3.3, a multiple method of data collection is used in this study. Wicker (1989) argued that a single source and single method of data collection can oversimplify and distort information, thus failing to identify any underlying dynamic processes; whereas a multi-method approach will increase the potential to uncover differences as well as a tendency to counter-balance limitations of other methods used. The various data gathering methods used in this study include: semi-structured interviews, structured survey and observations.

3.5.1 Personal Interviews

Two types of personal interviews were conducted; firstly, the local authority and secondly, the tourism board. The officer in charge of the market (local authority) and a few officers were interviewed to represent the tourism agencies. The tourism agencies involved several stakeholders; the Tourism Board, the Malaysia Tourism Promotion Board and the Tourism Action Council.

Personal interviews are a relatively flexible method of gathering data. Respondents can clarify any unclear questions, and the interviewer can pursue ambiguous answers to open-ended questions. An advantage of personal interviews is their high response rate, commonly between 80–85 per cent (Patton, 1987). However, interviewer bias is often cited as a major limitation of the method.

Patton (1987) described three basic approaches to interviewing. These are the informal conversational interview, the general interview guide approach, and the standardised open-ended interview. For the current study, the standardised open-ended interview was adopted. This kind of interview determines the exact wording and sequence of the open-ended questions in advance.

Interviews with the local authority

The interview conducted with the local authority covered structured questions comprising of the issues below:

- history of the farmers‟ market
- management and policy of the farmers‟ market
- support from the local authority
- future of the farmers‟ market.

Interviews with tourism authorities

The interview carried out with tourism authorities included structured questions based on the topics below:

- perceptions of the tourism agency of farmers‟ markets
- support given by the tourism agency
- marketing and promotion by the tourism agency.

3.5.2 Survey

The objective of using a survey in this study is to obtain as wide a coverage of vendors‟ and tourists‟ viewpoints as possible. This noted, the personal interview was considered the most appropriate method to fulfil this aim with the goal of ensuring a high rate of response to both tourists and vendors. Another reason is that some of the vendors are not well educated; personal interviews can help to some extent to overcome this issue, as compared to a mail out survey.

Survey of market vendors

The survey of market vendors was divided into different sections. Section A of the survey asked respondents for their background including the type of vendor, the type of farmer, the main products offered, the sources of the product, the distance of the market from their house, and transportation and licensing issues.

Section B comprised of questions on practices, operational aspects and services. The respondents were asked about selling frequencies, operation time, the number of customers, the activities of customers at the stall, any services or initiatives offered to customers and the average daily income of the vendor.

Section C of the survey consisted of questions relating to the criteria for entry and exit. The questions centred on the rules or regulations to participate in the market, criteria for market entry and the fees imposed.

Section D looked at vendor satisfaction, with respondents asked to rate the services and amenities available.

Section E determined what is needed by respondents. This covered motivations, the importance of tourists to the business and vendors opinion on urban farmers‟ markets as a place of interest to visit for tourists.

Finally, Section F of the survey asked respondents for personal details. These included gender, age, education, city location and the district or village of the respondents.

Survey of tourists

One of the aims of this study was to assess the current state of urban farmers‟ markets in Malaysia and to explore the potential of urban farmers‟ markets as a tourism product by assessing the interest of tourists and visitors. This would result in a best practice model for urban farmers‟ markets for Malaysia that is well-linked to tourism. Hence the survey was designed to elicit information for this purpose.

Section A of the survey asked about the interest in urban farmers‟ markets. It covered such questions as whether the tourist had ever heard of an urban farmers‟ market and, if the reply was „yes", where?; also – had the tourist visited a market in the last five years, what did they think of the market and how likely would they be to select the market as a „must-see" place during the vacation?

Section B focused on the opinion of the tourist of what urban farmers" markets have to offer. This included a rating of the criteria of the decision to visit or revisit the urban farmers" market, the interest to buy products at the market, and which products in particular.

Section C covered the expectation of tourists of the urban farmers" market. This included the expectation of the environment, the preferred type of market, and the day and time of operation.

Section D covered specific questions on the market visited. This comprised of asking how the respondent travelled to the market and how convenient they found this, their satisfaction with the market as a place for tourists to visit, how much time was spent by the respondent at the market, the activity at the market, the products bought, the amount spent, the respondents" opinions of the vendors and their initiatives, their feelings about being in the market, the preferred characteristic of the market and what needed to be improved. The last question in this section asked the respondent if they would recommend friends to visit the market.

Section E of the survey asked tourists for personal details. These include gender, age, highest education attainment, average income per month, occupation and home location.

3.5.3 Direct Observation

Direct observation is a more passive form of data collection, where the researcher directly observes the phenomenon of interest. According to Yin (1994), observational evidence provides additional useful information about the topic of interest. Furthermore, observation is an important method to increase the researcher"s understanding of the context of the research focus.

The unobtrusive nature of this data collection method enabled many opportunities for direct observation to occur during the field trips. Situations where observational techniques were used to gather information included (Figure 3.1):

- the farmers‟ market zone
- the immediate surrounding zone
- the secondary zone
- the suburban/rural zone.

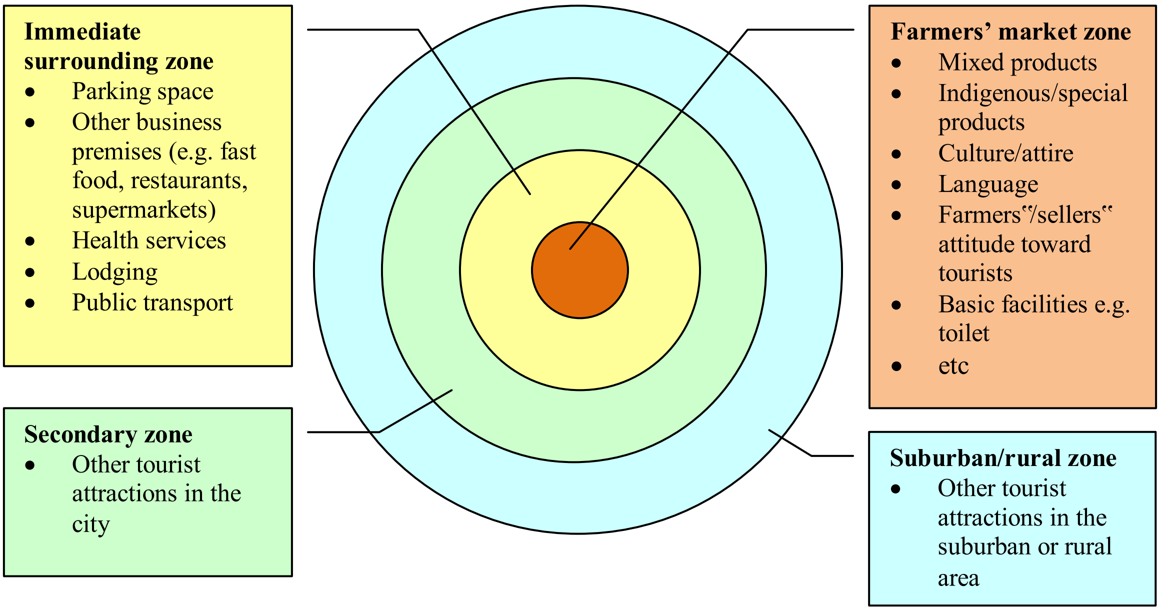


Figure 3.1: Information guide on observing the market

3.6 Data Analysis

The mixed methods data collection meant that the different information obtained complemented one other. The interviews conducted generated information which could not be acquired through other methods of data collection and vice versa. However, several techniques were also required to analyse the data.

3.6.1 Interview Data

The interview data consisted of transcripts of the oral information, and numerous interview notes. Creswell (1998) outlined a useful procedure with which case study data can be analysed, and this was applied to the analysis of the interview data as follows:

- The data was thoroughly read in order to obtain an overall sense of the meaning. As there was only one researcher involved in the data collection process, an ongoing „feel" for the data was able to occur during the collection process.
- Summaries of the transcripts and notes were then produced. Continued contact with community stakeholders enabled the verification or expansion of points that began to emerge in these summaries.
- The data was analysed for meaning and themes. The summaries were searched for recurring themes for each market, and also for common themes across the four markets.
- The data was further reduced into categories and converged with data from other sources to form the market profile.

3.6.2 Survey Data

There are two sets of survey data: the vendor survey and the tourist survey. The first step in the analysis of the survey data was to ensure that those who responded formed a representative sample of population. Verification of this was undertaken through the „matching" of the demographic data and exploratory analyses. In all instances, survey respondents provided a representative sample of each market and city.

Quantitative data was analysed using a variety of statistical techniques. Data from both the vendor survey and the tourist survey was analysed using the statistical analysis software, SPSS. The analytical techniques employed included descriptive statistics, analysis of variance (ANOVA), chi-square analysis and logistic regression analysis. Prior to data analysis, accuracy of data entry and missing values were examined. Missing data was infrequent and randomly distributed, and cases with single missing values were retained for analysis through the process of mean substitution.

3.6.3 Direct Observation

The data from the direct observation consisted of field notes that were gathered on the field visit to each urban farmers" market. The analysis of these data followed a similar strategy to that described by Creswell (1998), with the field notes read to help give a feel for the atmosphere of each market, and then used to supplement the other data obtained in the study.

3.7 Summary and Conclusion

Detailing the methodological process in applied research is vital, as it leaves an „audit trail" for other researchers undertaking similar research in the future to follow (Lincoln and Guba, 1985). This in turn allows the findings and conclusions to be supported or refuted, thus greatly enhancing the reproducibility and authenticity of theory. This chapter outlined the methodological approach used in this study.

The objective of this study is to analyse urban farmers" markets as a tourism product in Malaysia. To answer this objective, the case study methodology was chosen because this research is new in the Malaysian context. The use of case studies as a research method allowed for an in-depth examination of urban farmers" markets in Malaysia. The researcher needed to establish and put all the information together to understand the character of the markets and then the potential of the markets as a tourism product. The adoption of case study techniques fits neatly within the triangulation techniques in data gathering undertaken by the researcher. Therefore the generated information from various sources and techniques can be put together to achieve the aim of the research. The interview sessions allowed better understanding of the markets and at the same time allowed the researcher to request and access further documentations about the markets. The survey on the other hand was suitable for getting detailed information, as well as feedback, from the vendors and tourists. The researcher"s observation also helped add to the richness of the data.

The research only concentrated on „mixed" farmers" markets in urban centres, which have strong linkages with the Malaysian tourism industry. The four selected markets were based on advertised markets in the Tourism Malaysia website and chosen because of their location in the urban centres of the capital states of Sarawak, Sabah, Kelantan and Terengganu. Two of the markets were chosen from East Malaysia (Satok Weekend market located in Kuching, Sarawak, and Gaya Street Sunday Market located in Kota Kinabalu, Sabah); while the other two are located in West Malaysia (Siti Khadijah Central Market situated in Kota Bharu, Kelantan, and Payang Central Market located in Kuala Terengganu, Terengganu). All four are established urban farmers" markets and have been in existence for many years.

The following four chapters will now discuss the findings of the study.

Chapter 4
Farmers' Markets in Malaysia: The Case Studies

4.1 Introduction

This chapter presents the four case studies included in this research, starting with the first case study – the Satok Weekend Market (Section 4.2). This is followed by the Gaya Street Sunday market (Section 4.3), Siti Khadijah Central Market (Section 4.4) and Payang Central Market (Section 4.5). The main criterion for choosing these markets as the case studies is that they are located in major urban areas. They were also chosen for their specific location: for instance two of the markets are from the eastern part of Malaysia and two are from the west.

Each of the sections in this chapter covering the case study markets includes a discussion of the profile and background of the market, their history, regulations for market entry and the support provided to the market.

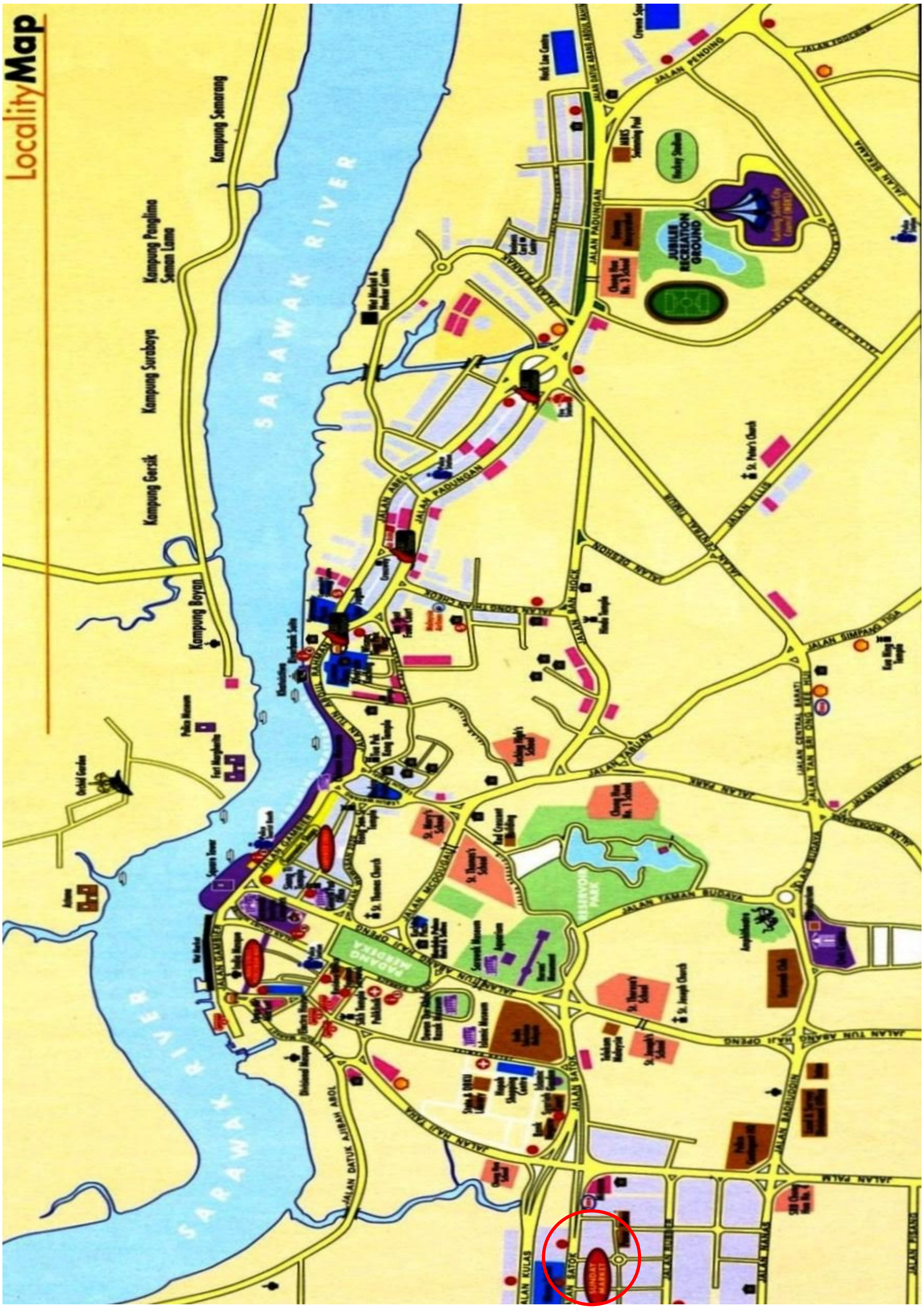
4.2 The Satok Weekend Market

The first case study is the Satok Weekend Market, located in Kuching City. The market profile was developed based on qualitative data obtained from the interview with the representative from the local authority (Senior Health Inspector, Licensing Unit, Enforcement Division, Kuching North City Council) which is responsible for managing the farmers" market, as well as interviews with the tourism agency personnel responsible for urban tourism in the city.

4.2.1 Background

The Satok Weekend Farmers" Market is located in Kuching, the capital city of Sarawak, which is the biggest state in Malaysia. Sarawak is part of Borneo Island, East Malaysia. Based on the year 2000 census the total population in Kuching is 163 846 people. The main activities of Sarawak are trade, commercial activities and tourism.

The urban farmers‟ market is held in the car park at the junction of Jalan Satok and Jalan Palm, opposite the Miramar Cinema, located in Kuching city centre. This market has an „open-air‟ concept, occupying the car park. The parking spaces are numbered and each vendor is assigned their own space. A map showing the location of the Satok Weekend Market is shown in Figure 4.1. The market is well known for many products among the locals and tourists. There are various products available including delicacies and unusual fruits. Among local tourists, this market is famous for salted terubuk fish. The market operates each weekend from 2 pm on Saturday to noon on Sunday.



Source: Kuching Talk, Vol. 2 Oct-Dec 2006, page 14

Figure 4.1: Kuching city centre map

4.2.2 Market History

Satok Weekend Market, locally known as *Pasar Minggu Satok*, was initially established as a jungle products market at Hj Taha Road, Kuching, back in the early 1970s. The market gained its popularity in the 1980s, when it was expanded to the mosque car park. Due to a high number of visitors the market created traffic congestion in the area; as there was no space for the market"s expansion the market was moved to its present site at Jalan Satok.

Initially the market was under the jurisdiction of the Kuching Municipal Council; however, when Kuching was conferred city status in August 1988, the Satok Weekend Market fell under the management of the Kuching North Commission (DBKU).

The initial objective of the market was to serve urban dwellers and at the same time to assist the smallholder farmers to market their products. The market also caters for the increasing urban population.

4.2.3 Market operations

Satok Weekend Market is under the management of the Licence Section, Kuching North Commission. The Market is administered according to the City of Kuching North (Hawkers) By-laws, 2005.

Vendors need to observe the rules and regulations as provided in the City of Kuching North (Hawkers) By-laws, 2005. In general, vendors are required to abide by the licences or permits as hawkers, to pay the fees, to observe the rules and regulations (e.g. location and time of operation), and also to maintain cleanliness. In addition, vendors are restricted based on the type of selling permit they are given. Dangerous goods and items are not allowed.

Despite its current location, there are still several problems with the market. According to the representative from the local authority, traffic jams and parking space are a problem; the space cannot accommodate the number of growing visitors and it becomes overcrowded. Moreover, temporary spaces provided to vendors in the car park located in between buildings do not provide the freedom to arrange and manage trading activities. Some shop owners in the vicinity were unhappy with the market activity surrounding their shops, although some felt the other way round as the market activities also increase the number of potential customers to their shops.

4.2.4 Market entry

The selection of vendors" participation in the market is based on the products they want to sell. The candidates are shortlisted by their background. Priority is given to rural folks, single mothers and the disabled, low-income groups, and low rank government employees with special permission from their head of department. Candidates who are successful are issued a permit.

The vendors at the Satok Weekend Market are divided into seven product categories as follows: flowers and pets; wet food; jungle products; food, drink and groceries; live animals and pork; textile, hardware and accessories; and fruits. The arrangement of the vendors around the market is based on these seven zone categories, as shown in Figure 4.2.

Figure 4.2: Zone categories of the Satok Weekend Market

The number of licences available can be up to 1521 and the take-up number of licences is 1409. The fee structure imposed is based on the zone category (Table 4.1) and vendors pay the fee by buying a coupon. The coupon is available through two options – four weeks or five weeks; for example, a vendor may be issued a licence under the jungle product category and can purchase a coupon, which lasts for either four weeks (4XRM2=RM8) or five weeks (5XRM2=RM10). Vendors can pay for the fees at the Kuching North Commission counter. To cater for vendors who are from rural areas, the local authority also sets up a mobile/temporary counter at the market on the first week and final week of the month.

Table 4.1: Number of licences issued and fees charges (coupon)

Zone category	Number of licences	Fees charges per
Flowers and pets	164	RM6
Wet food – fish, meat, beef and seafood	132	RM9
Jungle products	645	RM2
Food, drink and groceries	183	RM8
Live animal and pork	8	RM9
Textile/hardware and accessories	124	RM9
Fruits	153	RM8
Total	1409	

Source: Adapted from http://www.dbku.gov.my/infoPRD_pasar_minggu.html and Borang Penyata Pengeluaran Kupon Pasar Minggu Satok (DBKU)

4.2.5 Market support

The local authority supports the market by maintaining the toilet, and providing garbage collection and cleaning services after market days. In terms of promotion, the local authority does not really promote the market because it is already popular. However, at times, some newspapers feature the farmers" markets in some articles and ask local authority for information.

4.3 The Gaya Street Sunday Market

The second case study is the Gaya Street Sunday Market. The market profile for this case study was established by triangulation of various data sources including interviews with the local authority (Head of Hawkers and Small Traders Management Division, Health and Urban Services Department, Kota Kinabalu City Hall), and interviews with officials from the tourism organisations – Tourism Malaysia Sabah and the Sabah Tourism Board. Secondary data sources were also utilised such as documents provided by the City Hall, information derived from various tourism websites, and from the researcher"s observations. All interviews took place in Kota Kinabalu, Sabah.

4.3.1 Market background

The Gaya Street Sunday Market is located in Kota Kinabalu which is the capital of Sabah, the biggest state in Malaysia. Sabah is located in Sarawak which is part of Borneo Island, East Malaysia. Based on the 2000 census, the total population in Kota Kinabalu is 354 153. Kota Kinabalu is the main industrial and commercial centre for Sabah. Sabah"s economy is dominated by the primary sector – namely agriculture, forestry, mining and fishing.

Gaya Street (Figure 4.3) has been the venue for the weekly Sunday Market in Kota Kinabalu. The market opens from as early as 6 am till about 1 pm. The market is also an „open-air" market and occupies the public car park. Hawkers, both locally and from outside of Kota Kinabalu, gather along the Gaya Street every Sunday to sell everything from vegetables and fruits to traditional ethnic cultural souvenirs and flowers, all at bargain prices. The Sunday Market is very popular among locals and tourists.

Source: http://www.transborneo2u.com/map.htm accessed on 8th November 2010

Figure 4.3: Kota Kinabalu city centre map

4.3.2 Market History

Gaya Street Sunday Market, or locally known as *Pasar Tamu Jalan Gaya*, is believed to have been established back in the early 1980s. In earlier days this area was quiet and had no night time activities. Kota Kinabalu City Hall or *Dewan Bandaraya Kota Kinabalu* (DBKK) suggested establishing a market so that every Sunday there is somewhere for people to go. This idea was initially not supported because there was little interest to sell there. Hence the handful of early vendors that took part invited their friends and relatives to join in; this is why many of the current vendors of the market are related. The market also organised a show called *Pesta Jalan Gaya,* but it was not successful in attracting people. Eventually, though, the market grew and after ten years, the general populace started to recognise and patronise the market so more vendors became interested in selling in the market.

Gaya Street Sunday Market is under the jurisdiction of Kota Kinabalu City Hall. The main objective of the market is to serve urban dwellers, and at the same time to assist small holder farmers to market their products. At the same time it also aims to make the market one of the tourist destinations and to make Gaya Street more vibrant. It is envisioned that the market will be able to serve tourists and also help small vendors.

4.3.3 Market operations

The traffic at the current area of Gaya Street Sunday Market is very busy because Gaya Street closes every weekend and people need to find alternative routes. This, however, is not seen as a serious problem because it has been this way since the opening of the market.

Gaya Street Sunday Market is under the management of the Hawkers and Small Traders Management Division, Health and Urban Services Department, Kota Kinabalu City Hall. However, there is no specific law for the market as yet. As the local authority officer said, *„We do not have the proper book on that yet; but we do have a notice that vendors have to follow from time to time. Actions have been taken after several warnings if regulations are not followed"*.

Even though there is no specific by-law, vendors can still be charged a maximum of RM500 under MPPK Anti-Litter By-Law 1978 if they fail to keep their stall or space clean after trading. Their licences can also be cancelled if they violate the regulations. Food and drink vendors need to wear an apron and headscarf, handle food with proper utensils such as a serving tong and observe the Code of Practice for Food Hygiene 2001.

In addition, vendors are restricted to selling products based on the type of permit they have. Live animals from bird groups (such as chicken or birds) are not allowed. Sharp weapons are allowed to be sold in the market but must be put in proper display compartments.

4.3.4 Market entry

Every vendor that wants to take part in the market must have a business permit to trade in the market. The selection of vendors in the market is based on a „first come first serve" application and approval is based on their income background. Forms have to be completed to show a vendor"s income and liabilities. The permit is also issued based on the product to be sold in the market and on the regularity of the business conducted. A permit will be cancelled if it is found that the vendors do not always turn up for trading. Vendors are also monitored to ensure that the business is their own. If it is proven that they are doing business on behalf of someone else, their vendor"s licence will be disqualified. This is to ensure that there is no abuse of the licence and to allow proper recording of all vendors in the market.

Nonetheless, DBKK will give permission if the person has a permit and there is an available lot space. Immigrants are strictly prohibited from selling in the market. Other criteria include restrictions on selling alive animals in bird groups such as chicken. There are also restrictions on caged animals (e.g., puppy, pigs, etc) because of animal rights, after some complaints from tourists.

The vendors at the Gaya Street Sunday Market are generally divided into the seven categories as shown in Table 4.2 and the arrangement of the vendors around the market is based on these seven zone categories. Generally, vendors at the Gaya Market are categorised as Block A (174 vendors), B (144 vendors), C (137 vendors), D (58 vendors), Gaya Square (141 vendors), Promotional Lot 1 (16) and Promotional Lot 2 (19). These zoning categories are based on the location along Gaya Street. All fees must be paid at the DBKK headquarters and there is no counter for paying the fees in this market. There are staffs who check on vendors who have not paid. In the Gaya Square area, the staffs of DBKK come to collect the fees every session every week.

Table 4.2: Vendors classification based on zone categories

Zone category	Number of licences issued	Fees charges per
A	174	RM3
B	144	RM3
C	137	RM3
D	58	RM3
Gaya Square	141	RM3
Promotional lot 1	16	RM50
Promotional lot 2	19	RM30
Total	685	

In terms of the type of product, there is no specific group category, but the products sold in the market can more or less be divided into handicrafts, clothes, beverages, animals (e.g. dogs, cats, sometimes for free), plants and flowers, traditional medicine, fruits and vegetables, agricultural by-products such as traditional pillow (made from pure cotton) and entertainment (e.g., from blind association).

4.3.5 Market support

The local authority supports the market by maintaining services such as toilet facilities, providing garbage collection and cleaning services after the market closes.

In order to encourage more tourists, the local authority initiates special areas to allow for promotional activities. They also organise many activities, for example, dance performances to promote certain products.

In terms of promotion to the public and tourists, the local authority does not promote the market because it is already popular. Tourism agencies, however, promote the market to visitors in the area.

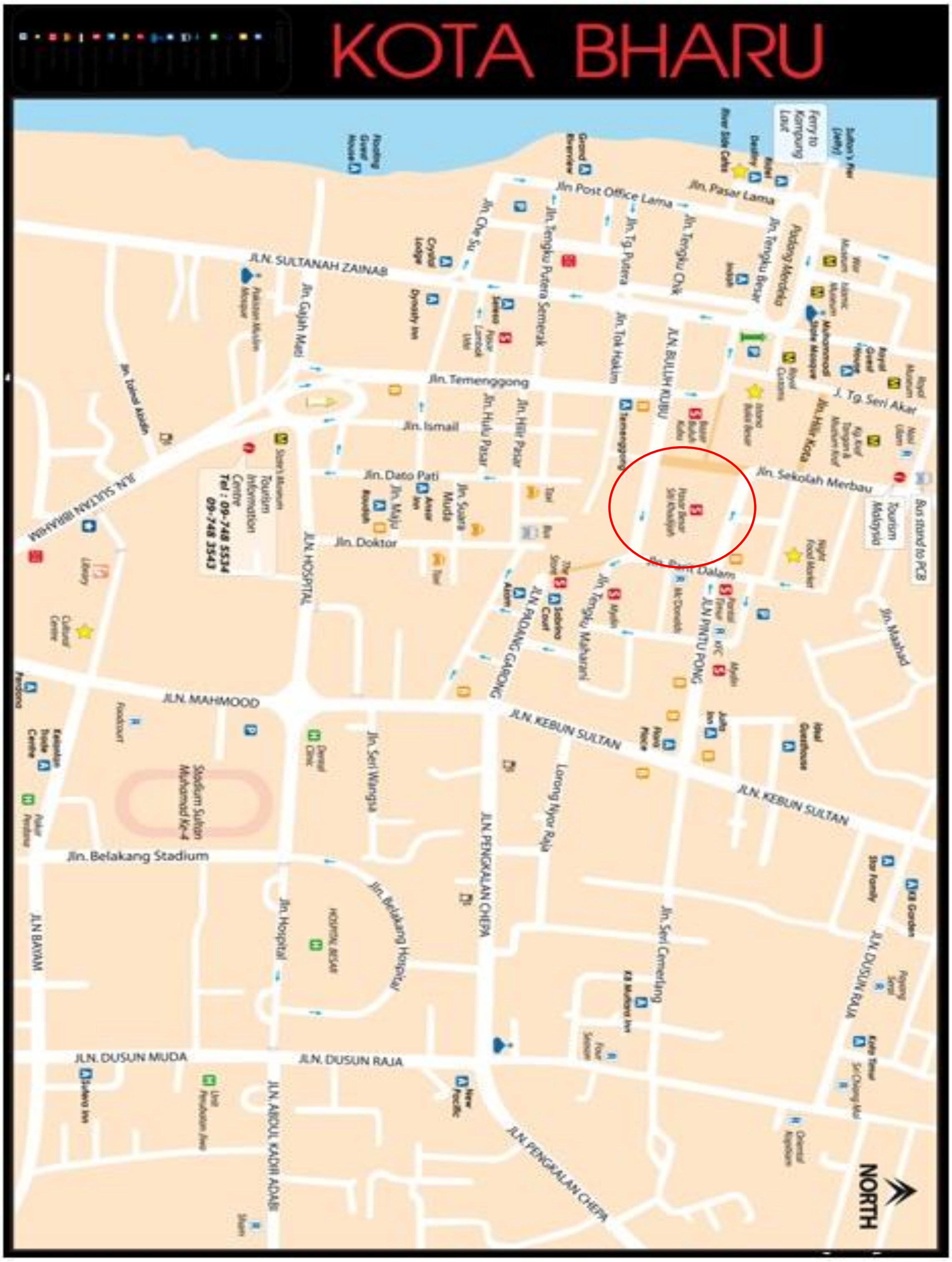
4.4 The Siti Khadijah Central Market

The third case study is the Siti Khadijah Central Market. The data used to build the profile of the Siti Khadijah Central Market below was based on information gathered from the interviews with the local authority (Head of the Market Management, Licence Department, Kota Bharu Municipal Council) and representatives from two tourism agencies responsible for urban tourism in the city where the market is located. Secondary data via documents provided by the City Hall, information from the website and the researcher"s observation were also utilised.

4.4.1 Market background

Siti Khadijah Central Market (Figure 4.4), locally known as *Pasar Besar Siti Khadijah*, is the biggest market in Kota Bharu, Kelantan. Kelantan is located at the north-east coast of Peninsular Malaysia and is the state capital is Kota Bharu. Kota Bharu, is a bustling town well connected to other major towns in Malaysia and serves as the center for Kelantan's administrative and business activities. Based on the 2000 census, the total population in Kota Bharu is 400,321 people. Kelantan"s economy is dominated by the primary sector - namely agriculture, fishing, forestry and mining.

Siti Khadijah Central Market is located in a structured building in the centre of Kota Bharu. The Market is open from as early as 7 am till about 6 pm every day. Hawkers, both locally and from outside of Kota Bharu, sell everything from vegetables and fruits to traditional ethnic cultural souvenirs and flowers at bargain prices. There are colourful items on sale. The attire of both buyers and sellers also showcases the traditional costume and hence offers a great experience for tourists.



Source: http://tic.kelantan.gov.my/download/KBMap.pdf accessed on 8th November 2010

Figure 4.4: Kota Bharu city centre map

4.4.2 Market History

Siti Khadijah Central Market was built in 1983 and opened by the Sultan of Kelantan in 1985. It was simply known as the *Buluh Kubu Market*. The market was renamed as Siti Khadijah Central Market in 1997 in honour of the wife of the Prophet Muhammad, a shrewd businesswoman. In a way, the renaming of the market was also done to honour the many sellers at the market who are mostly women.

Siti Khadijah Central Market is three storeys tall. It is located at Buluh Kubu, in the centre of Kota Bharu. The foundation stone of the market was laid by Tengku Razaleigh Hamzah, a Kelantanese prince who was also the Federal Minister of Finance.

Siti Khadijah Central Market is under the jurisdiction of Kota Bharu Municipal Council. The objective of the market is to serve urban dwellers, to serve tourists and at the same time to assist the smallholder farmers to market their products. At the same time the market is expected to help provide livelihoods for small vendors.

4.4.3 Market operations

Siti Khadijah Central Market is under the management of the Market Management Division, Licence Department, Kota Bharu Municipal Council. All markets under Kota Bharu Municipal Council are regulated under Kota Bharu Municipal Council (Market) By-law, 1986. This By-law covers all aspects of market management such as cleanliness, health and sanitation, licensing, space allocation, and vendors" responsibilities.

4.4.4 Market Entry

Many vendors in Siti Khadijah Central Market initially transfered from the old Kota Bharu Central Market which is currently known as *Arked Kota Bharu*. The Siti khadijah Market is open to any vendors interested to join in. Any interested party can apply by completing a form but will have to undergo a selection process. Licences are issued based on the product(s) to be sold, the suitability of the business, remaining stalls/ space available and the vendor"s health record (especially vendors engaged in selling food). Selected applicants have to undergo an interview with the Kota Bharu Municipal Council officers. They are briefed on the market regulations and the importance of following the rules such as keeping the market clean. Licences issued are on annual basis and one of the requirements for licence renewal is the health report of the vendor. The vendors at Siti Khadijah Central Market are generally classified based on the zone in the market building. The zones and the number of licenses available and issued and the relevant fees are shown in Table 4.3.

Table 4.3: The vendors classification based on zone categories

Zone category	Number of licences available	Number of licences issued	Fees charges per week
Ground Level			
• Rice	82	70	91
• Tobacco Leaves	22	20	91
• Pickle	12	6	91
• Mutton	4	2	182.50
• Beef	15	15	36.50
• Imported beef	1	1	102
• Grated Coconut	14	14	91
• Ice cube	1	1	102
• Chicken	108	69	102
• Fish	38	30	102
• Fish (size of two stalls)	400	114X2	102
• Vegetable	129	127	102
• Vegetable (size of two stalls)	114	24X2	102
• Dried product	1	1	102
First Level	700	512	86
Second Level	802	798	77
In the circle (Bulatan)	163	110	50
Ground Level Extension	227	214	102
First Level Extension	90	85	86
Fruits Section	212	128	60
Fruits Section (Size of two stalls)	48	20X2	60
Wakaf 2/3	30	25	60
Wakaf ¾	30	23	60
Total	3243	2567	

Source of basic data: Market Licence Statement, June 2008

4.4.5 Market support

The local authority supports the market by providing several services such as rubbish collection, provision of water supply, electricity supply and also monitoring the health and sanitation aspects in the market.

4.5 The Payang Central Market

The fourth case study is the Payang Central Market. Similar to the other case studies, the market profile of the Payang Central Market was established from a triangulation of several data sources. The main data were gathered from interviews with the local authority (Health Inspector, Licensing Unit, Town Service Department, Kuala Terengganu Municipal Council). Tourism Officers from three tourism related agencies were also interviewed, and secondary data via documents provided by the City Hall and information from internet was also utilised. Finally, the Researcher‟s observations were also utilised.

4.5.1 Market background

The Payang Central Market is located in Terengganu, along the east coast of Peninsular Malaysia. To the north of Terengganu lies the Kelantan state, and to the south, Pahang. Terengganu covers around 12,995 sqkm and comprises seven districts: Besut, Setiu, Kuala Terengganu, Hulu Terengganu, Marang, Dungun, and Kemaman.

Kuala Terengganu, the state capital is located on the banks of the Terengganu River which flows down from Lake Kenyir to the South China Sea. It features a blend of old and modern buildings and appears to have stood still in time, moving at a slow and relaxed pace. Good accommodation can be found to suit all tastes in this developing yet vibrant town.

Based on the 2000 census, the total population in Kuala Terengganu is 250,528 people. Kuala Terengganu was awarded city status in January 2008 and continues to serve as the center for Terengganu's administrative and business activities. Terengganu‟s economy is dominated by mining and manufacturing. It is also supported by services, agriculture and construction.

Payang Central Market, locally known as *Pasar Payang*, is the biggest market in Kuala Terengganu, Terengganu. The market opening time is between 10 am to 10 pm daily but some vendors start early. This market has a permanent structure with a proper building to „house‟ the vendors. Hawkers, both locally and from outside of Kuala Terengganu, sell everything from vegetables and fruits to traditional ethnic cultural souvenirs and flowers at very low prices. There are colourful items on sale and the attire of both buyers and sellers offers an attraction to tourists. The location of Payang Central Market can be seen in Figure 4.5.

Source:
http://www.tourismmalaysia.or.jp/map/pdf/map_Terengganu_KualaTerengganu.pdf
accessed on 8 November 2010

Figure 4.5: Kuala Terengganu city centre map

4.5.2 Market History

According to history, the town Kuala Terengganu once had two big famous markets - the Pasar Tanjung (Foreland Market) which is also known to the locals as *Pasar Kedai Hilir* (Down River Market Shop); and Pasar Payang (*Payang* is a traditional large fishing net which is pulled by a boat called *Perahu Payang*, the most popular boat used by traditional fishermen). The marketplace was called Pasar Payang because of the famous traditional *Perahu Payang*, one of the Terengganu trademarks and which can only be found in Terengganu. Between the two markets, Pasar Besar Tanjung had more sellers and peddlers. During those times almost all the seller there were Malays with a few Indians who sell a large variety of spices, herbs and also some household items.

Like Pasar Payang there are many things, either big or small, sold in the market. The Pasar consists of two large buildings; there is a place for cow, deer, water buffalo and other meat, while the eastside building is allocated for fishmongers. The ground area near the beach around the building are allocated to peddlers.

Every day at exactly 5 pm, the area around Pasar Besar Tanjung fills up with a team of peddlers and sellers selling all kinds of delicacies, food and other things that can be can be found in the market. When night time comes, the area looks like a fiasta with many kerosene lamps (*pelita*) lining up both sides of the lane at Pasar Tanjung. Business is conducted at the market till the peddler goes home at 3 or 4 in the morning.

In the 60"s, the Pasar Payang Kuala Terengganu was modified and enlarged. The market was built by the Public Works Department in 1965 and completed in 1967. All the old buildings were replaced with new stone buildings. After the renovations of Pasar Payang, many peddlers, sellers and shop owner either from Pasar Tanjung or the old Pasar Payang moved to the new Pasar Payang Central Market. Further maintenance and extension work were performed in 1982-1984, 1988-1993, 2000 and in 2004. Payang Central Market, located along the Terengganu River can be accessed through Jalan Sultan Zainal Abidin or Jalan Hiliran.

4.5.3 Market operations

Payang Central Market is under the management of Town Service Department, Kuala Terengganu Municipal Council. All markets under the Kuala Terengganu Municipal Council are regulated under the Kuala Terengganu Municipal Council (Market) By-law of 1986. This By-law covers all aspects of market management such as cleanliness, licensing, space allocation, and vendors‟ responsibilities.

4.5.4 Market Entry

The Payang Central Market is open to any vendors that are interested in joining. However, a criteria is that the applicant must be a local person. Priority is given to individuals from low income group and certain family backgrounds, for instance single mothers. Licenses are also issued based on the type of products to be sold and the current vacancies.

Anyone who meets the criteria can apply by completing an application form and will then undergo selection process. The market authority holds formal meetings to solve problems and other issues related to the market including the issue of licenses.

Vendors are restricted to sell goods or products that are prohibited and not listed by the local authority. The vendors at Payang Central Market are generally divided based on the zones in the market building. These zones are shown in Table 4.4.

4.5.5 Market support

The services provided by the local authority include rubbish collection, arrangements for water supply, electricity supply and monitoring of health and sanitation of the market. In this market, refrigeration and storage facilities are also provided for those vendors who need to keep their products in cold storage or wish to leave their goods in the market.

Table 4.4 Vendors classification based on zone categories

Zone category	Number of licences	Rent charges per	License fees per
Ground Level			
Room			
• Grocery	59	140-260	120
• Under the staircase	6	100	60
• TLK Ground	24	150-350	120
• Goldsmith	2		
• Multi	23	230	120
• Meat processing	8	40	60
• Grated Coconut	4	50	60
Stall			
• Fruits	44	40-60	25
• Fish	70	30	25
• Beef	32	30	30
• Fish stick	13		
• Traditional cakes	37	44	40
• Junk food	54		
• Noodles/egg	34	45	20
• Vegetables	72	50	25
Lot			
• Rice	17	60	60
• Fruit – selling at night	10	40-60	25
• Non-food	24	30	25
• Disable vendors	2		
• Fruits wholesalers	13	RM3 per day	25
• Vegetables	242	RM1 per day	25
• Betel/ Tobacco leaves	14	RM0.50 per day	25
Rented facilities/Toilet			
• Fridge	3	350-500	
• Store	2	30	Temporary
• Temporary rental stall	2		
• Toilet	4	1800-3500	
Top Floor			
Room			
• Kitchenware	30	110-120	120
• Seafood product	34	110-150	60
• Shoes/slipper	18	130-310	120
• Food/drink	35	130-150	60
• Food	20	60	60
• Clothing (new)	58	140-300	120
• Clothing (secondhand)	55	180-300	120
Stall			
• Traditional cakes	44	40	25
Total	1109		

4.6 Summary and Conclusion

Chapter Four presented the four case study markets included in this research - two markets in the West of Malaysia and another two in the East of Malaysia. These four markets are very special in their own way. Satok Weekend Market and Gaya Street Sunday Market are famous open air markets. These two markets take place at public car parks. As such, Satok Weekend Market only operates over the weekends while Gaya Street Sunday Market only operates on Sundays. In contrasts, Siti Khadijah Central Market and Payang Central Market have fixed structures. These two markets are open daily. However, the common feature of these four markets is their location in the city centre. These markets are very accessible for tourists. The nature of the markets in which a diverse range of produce is sold is another main attraction of these four markets. Urban consumers and tourists alike are presented with a range of colourful products including Indigenous and special products from specific locales.

The information in this chapter provides a platform upon which to consider the discussion in the next three chapters. The next chapter (Chapter 5) will present the results of the vendors" survey.

Chapter 5
Vendors' Survey: Results and Discussion

5.1 Introduction

This chapter presents the results of the vendors‟ survey. The purpose is to provide a background of the vendors, including the types of vendors, their motivation for selling, the types of products they sell, and their level of satisfaction of the infrastructure, services and operational issues in regards to the farmers‟ market. The operational issues, practices and services, and the vendors‟ assessment of the infrastructure and services available in the farmers‟ market in which they operate will to a large extent demonstrate the current state of farmers‟ markets in Malaysia.

Following the above, this chapter is divided into six sections. Section 5.2 provides a background of the respondents. This is then followed by Section 5.3 which outlines the practices, operational aspects and services available in the various markets. Section 5.4 discusses the level of satisfaction of vendors while Section 5.5 examines the motivation of the respondents. Finally Section 5.6 synthesises the findings and summarises the state of farmers‟ markets in Malaysia.

5.2 Vendors background

A survey of the vendors was undertaken in all the case study markets. A total of 1,148 vendors were randomly selected and interviewed; 335 from Satok Weekend Market, 211 from Gaya Street Sunday Market, 400 from Siti Khadijah Central Market and 202 from Payang Central Market. The background of the vendors are discussed below.

5.2.1 Gender

Generally, there are more female traders (vendors) in all the case study farmers‟ markets. In Satok Weekend Market, about 54 per cent of respondents were female while about 46 per cent were male, while in the Gaya Street Weekend Market, about 59 per cent were female while 41 per cent were male. The same pattern also appeared in the Siti Khadijah Central Market, where the majority of the traders, 224 (56.4%) were female and 43.6 per cent were male. Again, in the Payang Central Market, the majority of the traders were female (72.2%), while small percentages were male traders (27.8%). The vendors gender in the four farmers‟ markets are summarised below in Table 5.1.

Table 5.1: Types of vendors by gender

Market		**Gender**		**Total**
		Male	**Female**	
Satok Weekend Market	No.	155	180	335
	%	46.3	53.7	100.0
Gaya Street Sunday Market	No.	84	121	205
	%	41.0	59.0	100.0
Siti Khadijah Central Market	No.	173	224	397
	%	43.6	56.4	100.0
Payang Central Market	No.	55	143	198
	%	27.8	72.2	100.0
Total	No.	467	668	1135
	%	41.1	58.9	100.0

The demographics reveal that there is a high number of female vendors in the urban farmers‟ markets, with all four markets showing a higher ratio of female vendors, ranging from about 54 per cent to 72 per cent. This is in contrast to a study conducted with West Virginia direct marketers (Brown et al., 2007) where there were more male vendors. The reason for this contradictory figure is perhaps because one of the policies set by the local authority is to give priority to single mothers and the poor. This policy may have encouraged more participation of women in farmers‟ markets in Malaysia.

5.2.2 Age

In terms of age, there is a wide range in the age groups of vendors in the case study farmers‟ markets (Table 5.2). However, it is worthy to note that over half (56.7 %) of the Satok Weekend Market traders (vendors) were between 31 and 50 years of age.

About 15 per cent were between 20 and 30 years of age while only small percentages (6.0%) were above 60 years of age (Table 5.2).

Table 5.2: Age group of vendors

Market		Age range (yrs)					Total
		20-30	31-40	41-50	51-60	60 and above	
Satok Weekend Market	No.	50	82	108	75	20	335
	%	14.9	24.5	32.2	22.4	6.0	100.0
Gaya Sunday market	No.	32	53	64	35	20	204
	%	15.7	26.0	31.4	17.2	9.8	100.0
Siti Khadijah Central Market	No.	38	78	123	96	59	394
	%	9.6	19.8	31.2	24.4	15.0	100.0
Payang Central Market	No.	33	65	64	22	15	199
	%	16.6	32.7	32.2	11.1	7.5	100.0
Total	No.	153	278	359	228	114	1132
	%	13.5	24.6	31.7	20.1	10.1	100.0

Similarly, more than half (57.4%) of the vendors at the Gaya Street Weekend Market were between 31 to 50 years while about 16 per cent of traders were between 20 and 30 years of age. This pattern is similar in Siti Khadijah Central Market and the Payang Central Market where 51 per cent and 64.9 per cent of respondents were between 31-50 years of age, respectively. In all case study farmers‟ markets, only a small percentage of farmers were above 60 years, where the percentage of farmers ranged between 6 to 15 per cent in this age group.

It appears that a considerable number of young people and the middle aged are involved in running businesses (i.e., 31 to 40 years (ranging from 20-33%), 41 to 50 years (about 30%) and 51 to 60 years (11-24%) as shown in Table 5.3. The average life expectancy in Malaysia for males is 71.9 years and 76.4 years for females. Based on life expectancy, therefore, it is likely that many market vendors will be able to continue to participate in the market for a long time, assuming that they are motivated to remain in the business.

5.2.3 Years trading in the market

The vendors were asked how long they had been trading in the market. Their responses are summarised in Table 5.3. As shown in the table, majority of the vendors at Satok Weekend Market had been trading at the venue for less than five years (34.9%) or from 5 to 10 years (32.8%). About 15 per cent of traders had been at Satok Weekend Market for 10 to 15 years while 17.5 per cent had been trading for over 15 years.

Table 5.3: Length of trading

Market		**Length of trading (yrs)**				**Total**
		Less than 5	**5.1-10**	**10.1-15**	**15.1+**	
Satok Weekend Market	No.	116	109	49	58	332
	%	34.9	32.8	14.8	17.5	100.0
Gaya Street Sunday Market	No.	98	67	16	28	209
	%	46.9	32.1	7.7	13.4	100.0
Siti Khadijah Central Market	No.	229	61	55	53	398
	%	57.5	15.3	13.8	13.3	100.0
Payang Central Market	No.	65	74	19	43	201
	%	32.3	36.8	9.5	21.4	100.0
Total	No.	508	313	139	182	1142
	%	44.5	27.4	12.2	15.9	100.0

In the Gaya Street Weekend Market, majority of traders had also been trading at the venue for less than five years (46.9%) or from 5 to 10 years (32.1%). Close to eight per cent of traders had been at the Gaya Street Weekend Market for 10 to 15 years while about 13 per cent had been trading for over 15 years. The same is true for the Siti Khadijah Central Market where majority of traders had been trading at the venue for less than five years (57.5%) or from 5 to 10 years (15.3%). About 14 per cent of traders had been at the Siti Khadijah Central Market for 10.1 to 15 years while about 13 per cent had been trading for over 15 years (Table 5.3). Similarly, in the Payang Central Market, majority of traders had been trading at the venue from 5 to 10 years (36.8%) or less than five years (32.3%). Slightly over 21 per cent of traders had been at the Payang Central Market trading for over 15 years while 9.5 per cent have been trading in the market for 10.1 to 15 years.

Although a large percentage are new vendors (less than 5 years) in their respective farmers‟ market, there is still a good distribution of vendors in terms of their length of trading in the market, with a substantial number having been involved in the market for a long period. More than 30 per cent of the respondents have participated in the market for 5.1 to 10 years, except in Siti Khadijah Central Market where the figure is only about 15 per cent (Table 5.3). About 13 to 22 per cent have been attached to the market for more than 15.1 years. The new vendors that have entered the market in the last 5 years also give a good indication of the capacity to sustain wider participation from vendors, where the numbers vary from 32 per cent to 58 per cent.

5.2.4 Education

In Satok Weekend Market, majority of the traders (52.2%) had completed high school while 22.4 per cent of the respondents had only attended primary school. Approximately 18 per cent had no formal education (Table 5.4). Referring to the table, it can be seen that the remaining respondents had either achieved a diploma (3.9%) or possessed a university degree and postgraduate qualification (2.7%).

Table 5.4: Highest educational attainment of vendors

Market		Education							Total
		Post-graduate	University degree	Diploma	High school	Primary	Others- Did not go to school	Others - certificate	
Satok weekend market	No	1	8	13	175	75	60	3	335
	%	0.3	2.4	3.9	52.2	22.4	17.9	0.9	100.0
Gaya Sunday market	No	1	7	20	125	43	11	0	207
	%	0.5	3.4	9.7	60.4	20.8	5.3	0.0	100.0
Siti Khadijah Central Market	No	0	0	0	244	150	3	0	397
	%	0.0	0.0	0.0	61.5	37.8	0.8	0.0	100.0
Payang Central Market	No	0	1	3	101	69	23	1	198
	%	0.0	0.5	1.5	51.0	34.8	11.6	0.5	100.0
Total	No	2	16	36	645	337	97	4	1137
	%	0.2	1.4	3.2	56.7	29.6	8.5	0.4	100.0

In Gaya Street Sunday Market, majority of the traders (60.4 %) had completed high school, 20.8 per cent of the respondents had only attended primary school and 5.3 per cent had no formal education. The remaining respondents had achieved either diploma (9.7%) or possessed a university degree and postgraduate qualification (3.9% in total). The same holds true in Siti Khadijah Central Market where most of the traders (61.5%) had attained high school education. A total of 37.8 per cent or 150 of the traders indicated that primary school was their highest level of educational attainment. Three traders (0.8%) had not attended any form of schooling. In the case of Payang Central Market, more than half of the traders (51.0%) had completed high school, while 34.8 per cent (or 69) of the traders indicated that primary school was their highest level of education completed. Very few (less than 1%) held a university degree or postgraduate qualifications.

The results show that the educational attainment of respondents is relatively low, with most of the vendors only obtaining secondary schooling and many completing only primary schooling. The majority of the respondents in each of the four case study farmers‟ markets – i.e., more than 50 per cent - completed high school. At the lower end, vendors in two of the urban farmers‟ markets showed quite a substantial percentage of vendors who never went to school - Satok Weekend Market (18%) and Payang Central Market (12%). This is in contrast with a study by Brown *et al.* (2007) in a developed country situation (at a West Virginian farmer‟s market), where majority of the vendors held a high school diploma (32%) and college, graduate or doctoral degree (31%). The low educational attainment level of vendors in this study in Malaysia is, however, not uncommon in developing countries as people with university degrees and postgraduate qualifications often prefer working in white collar jobs. The low educational level of vendors has some implications in terms of communication and interaction with tourists, as education is likely to influence the character of the vendor, for example their confidence and their marketing and communication skills. A study by Hinrichs (2004) showed that having formal education and being female can significantly influence the intensity of innovative practices. He added that as marketing and direct marketing, in particular, have become more sophisticated about collecting and using diverse forms of „information‟, formal education can confer an advantage. In addition, as discussed in the literature review, markets are generally attractive to local and international tourists, but the ability to make a transaction will very much depend on the interaction and communication between the traders and the customers. Hence, the ability of vendors to speak English can be an advantage to them as it would enable them to communicate better and attract more tourists to buy their products. If, on the other hand, they are unable to communicate effectively, their interaction will likely be limited.

5.2.5 Types of vendors

As mentioned in Chapter 1, farmers‟ markets in Malaysia are mixed markets in terms of product mix as well as the mix of vendors. For the purposes of this study, vendors were classified into three types: farmers, farmer-vendors, and solely vendors. The farmer category refers to respondents who only sell their own agricultural produce and by-products. The farmer-vendor category refers to respondents who sell both their own farm produce and by-products as well as products from other farmers/ suppliers. The solely vendor category refers to respondents who act solely as businessmen selling products (including agricultural products) that they get from farmers/ suppliers or other sources. They do not farm in their own right. The number of vendors in each category for the case study urban farmers‟ markets are summarised in Table 5.5 below.

Table 5.5: Types of vendors

Market		**Type of vendor**			**Total**
		Farmer	**Farmer – vendor**	**Solely vendor**	
Satok Weekend Market	No.	87	68	180	335
	%	26.0	20.3	53.7	100.0
Gaya Street Sunday Market	No.	20	95	96	211
	%	9.5	45.0	45.5	100.0
Siti Khadijah Central Market	No.	1	11	383	395
	%	0.3	2.8	97.0	100.0
Payang Central Market	No.	2	36	164	202
	%	1.0	17.8	81.2	100.0
Total	No.	110	210	823	1143
	%	9.6	18.4	72.0	100.0

As shown in Table 5.5, more than half of the traders (53.7%) at Satok Weekend Market were solely vendors. Twenty-six per cent were farmers and the remaining 20.3 per cent were farmer-vendors. In Gaya Street Weekend Market, there were more farmers and farmer-vendors combined (9.5% and 45%, respectively). Pure vendors comprised less than half of the traders (45.5%). On the other hand, the vast majority of traders (97.0%) at the Siti Khadijah farmers‟ market were solely vendors. Only about three per cent were either farmers or farmer-vendors. The same is true in Payang Central Market where the majority of traders (81.2%) were solely vendors. Less than a fifth of the traders (18.8%) were either farmers or farmer-vendors.

There are two obvious patterns that emerged among these four case study urban farmers‟ markets. Satok Weekend Market and Gaya Street Sunday Market had more traders that belonged to the first two categories: farmer and farmer-vendor. However, in Siti Khadijah Central Market and Payang Central Market, the pattern was reversed, where a higher per centage of the respondents belonged to the vendor only category. These two contradictory characteristic are strongly linked to the nature of the markets. Satok Weekend Market and Gaya Street Sunday Market operate only on weekends. Therefore, more farmers and farmer-vendors are able to participate. Farmers tend to spend more time in their farm during weekdays and sell their produce in the farmers‟ markets on the weekend.

On the other hand, Siti Khadijah Central Market and Payang Central Market operate every day. As farmers still need to work in their farm, they do not market their produce in the farmers‟ market every day. Rather, they attend the market only on certain days. Hence sole vendors dominate the market. The sole vendors get their products from suppliers or even the farmers and resell them at the market. Farmers who participate in this market make special arrangements with the local authority to sell their products for half a day (morning till noon) or they may go back to their farms earlier if their products have all been sold. They normally spend the afternoon on their farm.

Another option the local authorities provide in these markets to encourage farmers to market their own farm products is to provide a „drop in‟ place for farmers to sell their products. Not all the farmers have continuous farm output whole year round and some of the products are seasonal. Therefore, whenever they have products to sell at any time during the year, they can bring the products to the city centre and sell them at the farmers" market. In Payang Central Market, the mechanism for this particular arrangement is that farmers just pay the fees at the office in the farmers" market to sell at the allocated „drop in" space. The same mechanism was practiced at Siti Khadijah Central Market.

5.2.6 Type of farmer-vendors

The actual farmer-vendors in the study ranged between less than five per cent in Siti Khadijah Central Market to about 54 per cent in Gaya Street Sunday Market. Out of the 155 farmer-vendors at the Satok Weekend Market, 64 per cent considered themselves as full-time farmers while 36 per cent were part-time farmers (Table 5.6). In Gaya Street Sunday Market, out of the 115 farmers, 42.6 per cent were full-time farmers while 57.4 per cent were part-time farmers. At Siti Khadijah Central Market, out of the 12 farmers, about 58 per cent worked on a full-time basis while the remaining approximately 42 per cent worked on a part-time basis. This is similar to the Payang Central Market where only about 38 respondents were farmers. Of these farmer-vendors, close to 90 per cent were full-time farmers while the other 10.5 per cent worked on a part-time basis (Table 5.6).

Table 5.6: Types of farmers

Market		Full time Farmers			Part-time Farmers			Total
		Male	Femal	Total	Male	Femal	Total	
Satok Weekend Market	No	25	74	99	23	33	56	155
	%	16.1	47.8	63.9	14.8	21.3	36.1	100.0
Gaya Street Sunday Market	No	20	29	49	22	44	66	115
	%	17.4	25.2	42.6	19.1	38.3	57.4	100.0
Siti Khadijah Central Market	No	1	6	7	2	3	5	12
	%	8.3	50.0	58.3	16.7	25.0	41.7	100.0
Payang Central Market	No	11	23	34	3	1	4	38
	%	29.0	60.5	89.5	7.9	2.6	10.5	100.0

Looking at the gender of the farmer-vendors, the results showed that a high number of the farmer-vendors were women, regardless of whether they were full-time or part-time farmers (Table 5.6). This is reflective of the role of women in Malaysian farms wherein women are generally involved in marketing the farm"s produce.

According to Ahmed *et al.* (1995), rural women have many roles – as wife, mother and agricultural producers. As agricultural producers women are involved in raising livestock, growing crops, harvesting, processing and marketing produce. Another possible reason why women dominated marketing in the farmers‟ markets is that many males were engaged in other jobs while the wives worked full time on their farm to help with the family income.

5.3 Motivation for Selling in the Urban Farmers' Market

Vendors were asked what their motivation for selling was. The responses are summarised in Table 5.7. As shown in the table, majority of the respondents (25.8 %) at Satok Weekend Market claimed that their main motivating factor in trading at this market is to generate income. This is followed by their personal goals/ interests with 24.4 per cent indicating this reason. Customer is another factor that motivated vendors to sell in this market as claimed by 15.0 per cent of the vendors. Other motivating factors included generating additional or supplemental income, good location, family and market attraction.

Similarly, in Gaya Street Sunday Market, most of the respondents (32.5%) claimed that the main motivating factor for them to trade in this market is to generate income. This is followed by customers‟ pull (i.e., there is a good market for their produce) where 17.2 per cent agreed on this motivation factor. Personal goal or interest is another factor vendors identified (15.3%). Other catalysts include generating supplemental or extra income, good location, family, profit and market attraction.

In the case of Siti Khadijah Market, the majority of the respondents (47.5%) claimed that the key motivating factor for them to trade in this market is income generation. This was followed by personal interest, identified by 25.9 per cent of vendors; then family, identified by 5.8 per cent of the vendors; and location identified by 5.5 per cent of the vendor respondents. Other factors that motivated them included market attraction and extra income selling at the market can generate.

Most of the respondents (43.0%) at Payang Central Market claimed that income generation was the main motivating factor that attracted them in trading in this market. Other key factors indicated by vendors were family reasons (31%) and self or personal interest (21%).

Hence, it appears that the main motivating factor in selling for vendors in all four case study markets is to generate income. For many of the vendors, trading in the market represents their main way of generating cash. This is important for farmers, in particular, who apart from producing agricultural products to meet their consumption requirements, also need to generate cash to meet their other family needs such as education, health and other needs. Another plausible reason relates to the market entry requirement set by the local authority, as discussed in Chapter 4. As mentioned in Chapter 4, local authorities give priority to those applicants from low income groups, therefore their motivation to trade at the market is very much for income generation.

Table 5.7: Motivation for selling in the urban farmers' market

Market		Motivation to sell in the market											Total
		Market attraction	Capital	Customer	Extra income	Family	Good location	Main income	Location	Other	Profit	Personal interest	
Satok Weekend Market	No.	11	0	44	36	12	6	76	23	15	0	72	295
	%	3.7	0.0	14.9	12.2	4.1	2.0	25.8	7.8	5.1	0.0	24.4	100.0
Gaya Sunday market	No.	16	0	28	22	6	0	53	9	2	2	25	163
	%	9.8	0.0	17.2	13.5	3.7	0.0	32.5	5.5	1.2	1.2	15.3	100.0
Siti Khadijah Central Market	No.	3	43	1	2	23	0	189	22	12	0	103	398
	%	0.8	10.8	0.3	0.5	5.8	0.0	47.5	5.5	3.0	0.0	25.9	100.0
Payang Central Market	No.	2	0	3	0	62	0	86	4	1	0	42	200
	%	1.0	0.0	1.5	0.0	31.0	0.0	43.0	2.0	0.5	0.0	21.0	100.0
Total	No.	32	43	76	60	103	6	404	58	30	2	242	1056
	%	3.0	4.1	7.2	5.7	9.8	0.6	38.3	5.5	2.8	0.2	22.9	100.0

5.4 Products sold

The products sold at the four case study markets are shown in Table 5.8. Fruits and vegetables were the most commonly sold items at Satok Weekend Market. About 29 per cent of sellers sold vegetables while 24.6 per cent sold fruits. Other commonly sold items included meat, fish and poultry (10.5%), flowers, shrubs and herbs (7.7%), dried food (6.8%), baked goods (6.3%) and souvenir products (4.9%). In Gaya Street Sunday Market, fruits and vegetables were also the most commonly sold items. About 16.6 per cent of sellers sold fruits while 16.0 per cent sold vegetables. Other commonly sold items included flowers, shrubs and herbs (11.5%), dried food (11.4%) and souvenir products (9.2%).

In Siti Khadijah Central Market, however, meat, fish and poultry, fruits, vegetables and dried food were the most commonly sold items. A total of 21.9 per cent of sellers sold meat, fish and poultry while 17.6 per cent sold fruits. Other commonly sold items included vegetable (14.3%) and dried food (12.4%). In Payang Central Market, vegetables, dried food, souvenir and fruits were the most commonly sold items. As shown in Table 5.8, 20.9 per cent of sellers sold vegetables while 18.6 per cent sold dried food. Other commonly sold items included souvenir (15.9%), fruits (14.1 %), flower and shrub (6.4%) and meat, fish and poultry (5.9%).

Table 5.8: **Products sold at the case study urban farmers' markets**

Market		**Product Sold**														**Total**
		Fruits	**Vegetables**	**Flowers/shrubs/herbs**	**Dried food**	**Meat, fish and poultry**	**Baked good**	**Prepared food**	**Drinks**	**Souvenir products**	**Books/magazines/ newspaper**	**Antique products**	**Cloths**	**Furniture**	**Others**	
Satok Weekend Market	No.	105	124	33	29	45	27	13	7	21	6	8	3	2	4	427
	%	24.6	29	7.7	6.8	10.5	6.3	3	1.6	4.9	1.4	1.9	0.7	0.5	0.9	100.0
Gaya Street Sunday Market	No.	119	117	84	83	71	33	51	51	67	23	29	-	-	2	730
	%	16.3	16	11.5	11.4	9.7	4.5	7	7	9.2	3.2	4	-	-	0.3	100.0
Siti Khadijah Central Market	No.	85	69	-	60	106	4	44	78	27	-	-	-	-	11	484
	%	17.6	14.3	-	12.4	21.9	0.8	9.1	16.1	5.6	-	-	-	-	2.3	100.0
Payang Central Market	No.	31	46	14	41	13	13	4	9	35	3	9	-	-	2	220
	%	14.1	20.9	6.4	18.6	5.9	5.9	1.8	4.1	15.9	1.4	4.1	-	-	0.9	100.0
Total	No.	340	356	131	213	235	77	112	145	150	32	46	3	2	19	1861
	%	18.3	19.1	7.0	11.4	12.6	4.1	6.0	7.8	8.1	1.7	2.5	0.2	0.1	1.0	100.0

5.4.1 Sources of agricultural products

In general, the products sold in the case study urban farmers" markets came from farmers" own farms, from the forest, from traders or agents, from other non-vendor farmers and other sources (Table 5.9). As shown in Table 5.9, over a third of the agricultural produce (36.3%) sold at Satok Weekend Market were grown on the farmers" own farms. A third (33.0%) were purchased through traders/agents while a small portion of the produce came from the forest (8.5%) or were being sold on behalf of other farmers (6.5%). At Gaya Street Sunday Market, over a third of the agricultural produce (31.5%) sold at the market came from the farmers" own farms. Forty-five per cent was purchased through traders or agents while a small portion of the produce came from the forest (1.8%) or was being sold on behalf of other farmers (1.4%).

Table 5.9: Source of agricultural products sold in Satok Weekend Market

Market		**Source of agricultural products***						
		Own Farm	**Forest**	**Trader/ Agent**	**Help Other Farmer to Sell**	**Others**	**Not Applicable**	**Total**
Satok Weekend Market	No.	157	37	143	28	1	67	433
	%	36.3	8.5	33.0	6.5	0.2	15.5	100.0
Gaya Street Sunday Market	No.	70	4	100	3	13	32	222
	%	31.5	1.8	45.0	1.4	5.9	14.4	100.0
Siti Khadijah Central Market	No.	7	-	306	14	-	42	369
	%	1.9	-	82.9	3.8	-	11.4	100.0
Payang Central Market	No.	3	1	94	1	2	-	101
	%	3.0	1.0	93.1	1	2.0	-	100.0
Total	No.	237	42	643	46	16	141	1125
	%	21.1	3.7	57.2	4.1	1.4	12.5	100.0

*Multiple responses

On the other hand, the vast majority of the produce sold at Siti Khadijah Central Market were from traders/agents (82.9%). Seven traders (1.9%) sold produce which came directly from their own farm while 14 traders (3.8%) sold goods on behalf of other farmers (Table 5.9).

In Payang Central Market, most of the produce sold came from traders/ agents (93.1%). Three traders (3.0%) sold produce which came directly from their own farms, one trader (1.0%) sold goods on behalf of another farmer whilst a further one trader‟s produce came from the forest (Table 5.9).

5.5 Distance and Transportation

5.5.1 Market distance

The distance of the urban farmers‟ market from the vendors‟ house of residence is summarised in Table 5.10. A total of 41.5 per cent of traders lived within 30 minutes drive from Satok Weekend Market, 33 per cent between 30 minutes to an hour. However, some traders (16.1%) have to travel between 1-2 hours and others (9.6%) even spent more than 2 hours travelling between their home and the market. In Gaya Street Weekend Market, more than half of the vendors lived within 30 minutes drive from the market, and 33 per cent between 30 minutes to an hour drive. A small percentage had to travel 1-2 hours and more than 2 hours (9.6% and 2.4%, respectively) to the market.

Table 5.10: Urban farmers' markets distance from vendors' home

Market		Travel time from home to market (min)				Total
		Less than 30 minutes	30 minutes to 1 hour	1-2 hours drive	More than 2 hours	
Satok Weekend Market	No.	139	110	54	32	335
	%	41.5	32.8	16.1	9.6	100
Gaya Street Sunday Market	No.	115	69	20	5	209
	%	55.0	33.0	9.6	2.4	100
Siti Khadijah Central Market	No.	289	88	19	-	396
	%	73.0	22.2	4.8	-	100
Payang Central Market	No.	171	21	7	-	199
	%	85.9	10.6	3.5	-	100
Total	No.	714	288	100	37	1139
	%	62.7	25.3	8.8	3.2	100.0

Seventy-three per cent traders of the traders lived within 30 minutes drive from the Siti Khadijah Central Market and 22.2 per cent lived between 30 minutes to an hour drive. However, 4.8% per cent of the traders lived 1 hour up to 2 hours from between their home and the market. The same is true in Payang Central Market where majority of the traders (85.9%) lived less than 30 minutes drive from the market. A further 10.6 per cent lived between 30 minutes to an hour drive, while 3.5% had to drive between 1 hour to 2 hours between their home and the market (Table 5.10).

5.5.2 Transportation to the market

The majority of traders travelled to the Satok Weekend Market via their own transportation as stated in the Table 5.11. For instance, 40.3 per cent of traders travelled in their own van/lorry while 38.2 per cent travelled by car. Chartered van or lorry (15.2%), motorcycle (4.2%), chartered bus (1.5%) were the other methods of transportation for traders. This trend is similar with the vendors trading in Gaya Street Sunday Market. In this case, 63.6 per cent of traders travelled in their own van or lorry while 23.3 per cent travelled by car. The remaining respondents travelled to the market via chartered van or lorry (5.8%), chartered bus (4.4%) and own motorcycle (0.5).

Table 5.11: Vendors' transportation to the market

		Transport to the market						Total
		own transport - van/lorry	own transport- car	chartered bus	chartered van/lorry	own transport - motorcycle	Other	
Satok Weekend Market	No.	135	128	5	51	14	2	335
	%	40.3	38.2	1.5	15.2	4.2	0.6	100.0
Gaya Street Sunday Market	No.	131	48	9	12	1	5	206
	%	63.6	23.3	4.4	5.8	.5	2.4	100.0
Siti Khadijah Central Market	No.	111	224	9	15	19	18	396
	%	28.0	56.6	2.3	3.8	4.8	4.5	100.0
Payang Central Market	No.	32	82	23	16	28	20	201
	%	15.9	40.8	11.4	8.0	13.9	10.0	100.0
Total	No.	409	482	46	94	62	45	1138
	%	35.9	42.4	4.0	8.3	5.4	4.0	100.0

In the case of Siti Khadijah Central Market, 28 per cent of traders travelled in their own van or lorry, 56.6 per cent travelled using their own car and 4.8 per cent travelled using their own motorcyle. The remaining respondents travelled to the market via own motorcycle (4.8), chartered van or lorry (3.8%) and chartered bus (2.3%). Majority of the traders from Payang Central Market also travelled to the market via their own vehicles, with 15.9 per cent travelling in their own van or lorry, 40.8 per cent travelling by car and 13.9 per cent travelling by their own motorcycle. The remaining respondents travelled to the market via chartered van or lorry (8.0%) and chartered bus (11.4%) (Table 5.11).

5.6 Market Practices, Operation and Services

5.6.1 Trading day/ time

Satok Weekend Market only operates on weekends. Most of the traders (89.3%) take this opportunity to sell their products during these two days; however, some traded only on either Saturday (3.3%) or Sunday (6%). Gaya Street Weekend Market, on the other hand, only operates once a week on Sundays. In this case, almost all the respondents (99.5%) claimed that they traded every Sunday. Only one respondent traded on an irregular basis, depending on whether she has some produce to sell (Table 5.12).

Table 5.12: The trading day for vendors at the markets

Market		Trading day for vendors					Total
		Every-day	Every weekend	Every Saturday	Every Sunday	Others - irregular	
Satok Weekend Market	No.	-	301	11	20	3	335
	%	-	89.3	3.3	6	0.9	100.0
Gaya Street Sunday Market	No.	-	-	-	209	1	210
	%	-	-	-	99.5	0.5	100.0
Siti Khadijah Central Market	No.	393	1	-	-	5	399
	%	98.5	0.3	-	-	1.3	100.0
Payang Central Market	No.	202	-	-	-	-	202
	%	100.0	-	-	-	-	100.0
Total	No.	595	302	11	229	9	1146
	%	51.9	26.4	1.0	20.0	0.8	100.0

Both the Siti Khadijah Central Market and the Payang Central Market operate every day. In Siti Khadijah Central Market, almost all the respondents (98.5%) claimed that they traded every day. Only one respondent (0.3%) traded on weekends and five other vendors (1.3%) indicated that they traded on an irregular basis. In Payang Central Market, all the respondents (100%) claimed that they traded every day. As alluded to earlier, due to the daily trading hours, most of the vendors are solely vendors and they are those that are able to take advantage of the daily trading hours. Most farmers and farmer-vendors can only trade on weekends or on an irregular basis, unless one of the partners (mostly the wife or a family member) is able to sell in the market), which was quite rare in this study.

5.6.2 Satisfaction on current day/ time of operation

5.6.2.1 Satisfaction on current day of operation

To find out vendors" level of satisfaction in relation to the trading hours, respondents were asked to indicate whether they believe the current trading hours was just right, or whether more days are needed or less days are needed. The vendors" responses are summarised in Table 5.13.

As shown in Table 5.13, majority or 81.8 per cent of Satok Weekend Market traders were satisfied with the current number of days of operation of the market. Around 17 per cent felt that more days were needed for trading whereas less than one per cent of the traders felt that trading should be limited to fewer days. Vendors in Gaya Street Sunday Market were also mainly satisfied with the current number of days of operation, with 91.4 per cent of the Gaya Street Weekend Market traders indicating their satisfaction. However, a small percentage (7.7%) felt that more days were needed for trading.

In a similar vein, majority (99.7%) of the Siti Khadijah Central Market traders were satisfied with the current number of days of operation of the market, while all of the Payang Central Market traders interviewed were satisfied with the current number of day of operation of the market.

Table 5.13: Satisfaction on current day/ time of operation

Market		Satisfaction on current day operation				Total	Satisfaction on current time of operation				Total
		Just right	More days needed	Less days needed	Others		Just right	More time needed	Less time needed	Others	
Satok Weekend Market	No.	274	57	3	1	335	278	56	-	-	334
	%	81.8	17	0.9	0.3	100.0	83.2	16.8	-	-	100.0
Gaya Street Sunday Market	No.	191	16	-	2	209	187	19	-	1	207
	%	91.4	7.7	-	1.0	100.0	90.3	9.2	-	0.5	100.0
Siti Khadijah Central Market	No.	395	-	1	-	396	394	2	1		397
	%	99.7	-	0.3	-	100.0	99.2	0.5	0.3		100.0
Payang Central Market	No.	202	-	-	-	202	202	-	-	-	202
	%	100	-	-	-	100.0	100.0	-	-	-	100.0
Total	No.	1062	73	4	3	1142	1061	77	1	1	1240
	%	93.0	6.4	0.4	0.3	100.0	85.6	6.2	0.1	0.1	100.0

5.6.2.2 Satisfaction on current time of operation

With regards to the length of operation (time) each day at Satok Weekend Market, the majority of traders (83.2%) were satisfied with the current length as stated in Table 5.13. Close to 17 per cent of traders, however, felt that trading hours needed to be extended.

Similarly, majority of the vendors at the other three case study urban farmers‟ markets were satisfied with the trading time, with 90.3 per cent of traders from Gaya Street Sunday Market, 99.2 per cent of traders at Siti Khadijah Central Market and all traders at Payang Central Market signifying that they were satisfied with the current operating time in their respective markets.

5.7 Customers

5.7.1 Number of customers

The customers that visited the market were comprised of local residents, local tourists and international tourists. Table 5.14 shows the average number of customers that visit a vendor‟s stall in the case study farmers‟ markets.

Table 5.14: Average number of customer that comes to the stall per day

Market		No. of customers per day					Total
		Less than 20	21-50	51-100	More than 100	No response	
Satok Weekend Market	No	55	97	98	57	1	308
	%	17.9	31.5	31.8	18.5	0.3	100.0
Gaya Sunday Market	No	22	65	39	24	0	150
	%	14.7	43.3	26.0	16.0	0.0	100.0
Siti Khadijah Central Market	No	211	72	107	4	0	394
	%	53.5	18.3	27.2	1.0	0.00	100.0
Payang Central Market	No	158	37	1	1	3	200
	%	79.0	18.5	0.5	0.5	1.50	100.0
Total	No	446	271	245	86	4	1052
	%	42.4	25.8	23.3	8.2	0.4	100.0

As shown in Table 5.14, most of the traders at Satok Weekend Market (31.8%) reported serving between 51 to 100 customers a day on average while 31.5% of the traders claimed serving between 21 to 50 customers per day. A number of traders (17.9%), however, reported serving less than 20 customers while 18.5 per cent reported having in excess of 100 customers per trading day on average. A small portion of traders (0.3%) did not know the number of customers they served each day.

In Gaya Street Sunday Market, most of the traders (43.3%) reported serving an average of 21 to 50 customers and another 26 per cent traders claimed serving between 51 to 100 customers per day. A number of traders (16%), however, reported serving more than 100 customers while 14.7 per cent entertained less than 20 customers per trading day on average. (Table 5.14).

Looking at Siti Khadijah Central Market, majority of the traders (53.5%) reported serving less than 20 customers on average while 27.2 per cent claimed serving between 51 to 100 customers per day on average. Close to a fifth (18.3%), however, reported serving between 21 to 50 customers. Only one per cent indicated having more than 100 customers per trading day. Similarly, in Payang Central Market, 79 per cent reported serving less than 20 customers on average per day while 18.5 per cent traders claimed that on average they had between 21 to 50 customers per day. Only a small percentage indicated that they had over 50 customers in a day (i.e., 0.5 per cent reported serving between 51 to 100 customers; 0.5 per cent entertained more than 100 customers per trading day) (Table 5.14).

There are two patterns that emerged in regards to the number of customers that visit vendors‟ stalls on their trading days. The first pattern showed a higher volume of customer traffic on market days (i.e., with a significant number of vendors having around 21 to 100 customers per day). This occured at both Satok Weekend Market and Gaya Street Sunday Market. The other dominant pattern, which is apparent in both Siti Khadijah Central Market and Payang Central Market, is the lesser volume of customers per day. In this case, most vendors had less than 20 customers visiting their stall per day. Looking closely at these patterns, it appears that the nature of the markets influence the number of customers. In the first case, the two markets are non-structured markets and only operate on weekends, so there is a large volume of customers during the two days the market is open during the week; whereas the latter case, the two markets (Siti Khadijah Central Market and Payang Central Market) are structured markets and operate on a daily basis. Hence, their customer traffic is well distributed throughout the week.

5.8 Level of Satisfaction of Vendors with Urban Farmers' Markets in Malaysia

One of the objectives of this study is to examine the vendors‟ level of satisfaction with the current state of urban farmers‟ markets in Malaysia. Knowledge of the level of satisfaction of vendors can aid in determining whether the services available in the urban farmers‟ markets are meeting the requirements of the vendors and whether they are at a high standard based on the perceptions of a key stakeholder – the vendors. These responses can provide direction as to what is needed to improve services required in establishing a high standard farmers‟ market.

Vendors were asked to indicate their level of satisfaction in relation to some fundamental attributes of urban farmers‟ markets. For instance, they were asked to rate a list of services and/ or amenities in their respective markets using a Likert scale of 1-7 (with 1 being extremely poor and 7 being excellent). Vendors were also asked to indicate their level of satisfaction in regards to a series of factors including location of stall, vendors fees, promotion, number of customers, number of tourists, profit made, space allocation (i.e., size), arrangement (e.g., section divisions), operation day and time and others. The rating for the level of satisfaction was also based on a Likert scale of 1 to 7, with 1 being extremely dissatisfied and 7 extremely satisfied. Chi-square analysis was then conducted to determine whether there is a significant difference in the rating of vendors from different markets. The results are discussed below.

The level of satisfaction ratings, for some attributes differed depending on the urban farmers‟ market. The following sections will discuss the results firstly of those attributes whose ratings were not significantly different from each other regardless of market (Section 5.8.1), followed by those attributes whose ratings were dependent on the urban farmers‟ market (Section 5.8.2).

5.8.1 Attributes with ratings that are not significantly different across urban farmers' markets

There are three attributes that had the same median rating across markets, which indicate that there were no significant differences in the satisfaction of the vendors regardless of market. These attributes are location of the stall/ lot, promotion, and space allocation.

5.8.1.1 Location of stall/ lot

About three quarters of the traders (75.7%) surveyed at Satok Weekend Market were satisfied with the location of their stalls, while 62 traders (18.6%) were neither satisfied nor dissatisfied with the location, and 19 traders (5.7%) felt dissatisfied. Of these 19 traders, one was extremely dissatisfied. In Gaya Street Sunday Market, half of the traders (54.5%) surveyed were satisfied with the location of their stalls, while 30.7 per cent were neither satisfied nor dissatisfied with the location. A total of 30 traders (14.9%), however, felt dissatisfied. Of these 30, three traders were extremely dissatisfied (Table 5.15).

Similarly, in Siti Khadijah Central Market, more than half of the traders (64.8 %) surveyed were slightly satisfied to extremely satisfied with the location of their stalls. About 24 per cent were neither satisfied nor dissatisfied with the location while 43 traders representing 10.8 per cent of the traders felt slightly dissatisfied to extremely dissatisfied. In Payang Central Market, about three-thirds of the traders (74.7 %) surveyed were slightly satisfied to extremely satisfied with the location of their stalls. A total of 18.7 per cent were neither satisfied nor dissatisfied with the location while 13 traders (6.6%) felt dissatisfied (Table 5.15).

Table 5.15: Vendor satisfaction on location of stall

Market	Extremely dissatisfied 1		Very dissatisfied 2		Slightly dissatisfied 3		Neither dissatisfied nor satisfied 4		Slightly satisfied 5		Very satisfied 6		Extremely satisfied 7		n	Mean	Median
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Satok Weekend Market	1	0.3	3	0.9	15	4.5	62	18.6	115	34.4	87	26.0	51	15.3	334	5.25	5.0
Gaya Street Sunday Market	3	1.5	1	0.5	26	12.9	62	30.7	38	18.8	23	11.4	49	24.3	202	4.96	5.0
Siti Khadijah Central Market	0	0	9	2.3	34	8.5	97	24.3	153	38.4	72	18.1	34	8.5	399	4.88	5.0
Payang Central Market	1	0.5	2	1.0	10	5.1	37	18.7	62	31.3	46	23.2	40	20.2	198	5.35	5.0

*Significantly different at $\alpha = 5\%$

Overall, the vendors were satisfied with the location of the market with mean score ratings between 4.88 to 5.35 and a median rating of 5.0 in all case study markets (Table 5.15). All of the four markets are located in a strategic area. According to Brown (2002), the most important factor in the composition of the customer base of a farmers‟ market is location. Markets draw primarily from the neighbourhoods where they are situated. In all cases, the markets are accessible to customers, including tourists. For example, Gaya Street is located in the city's tourist belt, lined with numerous backpacker lodges, hotels, restaurants and shops. It enjoys a central location that can be reached from anywhere within the city centre on foot in a matter of minutes. In the same token, Payang Central Market has a good location by the river bank, with a stretch of waterfront which is a tourists‟ attraction.

5.8.1.2 Promotion

In terms of promotion, just under half of the Kuching traders (46.5%) were satisfied with the promotion of the markets, with 26 traders (7.8%) indicating that they were extremely satisfied. About 30 per cent of the traders were neither satisfied nor dissatisfied with the promotion while just under a quarter of the traders (23.1%) felt dissatisfied. In Gaya Street Sunday Market, about one third of the traders (36%) were satisfied with the promotion of the markets, with 33 traders (17.2%) feeling extremely satisfied. Close to 31 per cent of the traders were neither satisfied nor dissatisfied with the promotion while just one third of the traders (33.4 %) felt slightly dissatisfied to extremely dissatisfied (Table 5.16).

Meanwhile, 44.4 per cent of the traders at Siti Khadijah Central Market rated promotion as slightly satisfactory to extremely satisfactory. However, 40.6 per cent of the traders were neither satisfied nor dissatisfied with the promotion while 15.1 per cent of the traders were slightly dissatisfied to very dissatisfied. In Payang Central Market, 39.8 per cent of the traders indicated that they were slightly satisfied to extremely satisfied with promotion received by the market, while 29.2 per cent of the traders were neither satisfied nor dissatisfied with the promotion. Close to a third (30.9%) were slightly dissatisfied to extremely dissatisfied.

Table 5.16: Vendor satisfaction on promotion

Market	Extremely dissatisfied		Very dissatisfied		Slightly dissatisfied		Neither dissatified nor satisfied		Slightly satisfied		Very satisfied		Extremely satisfied		n	Mean	Median
	1		2		3		4		5		6		7				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Satok Weekend Market	7	2.1	31	9.3	39	11.7	102	30.5	80	24.0	49	14.7	26	7.8	334	4.40	4.0
Gaya Street Sunday Market	1	0.5	8	4.2	55	28.7	59	30.7	18	9.4	18	9.4	33	17.2	192	4.59	4.0
Siti Khadijah Central Market	1	0.3	6	1.5	53	13.3	162	40.6	110	27.6	48	12.0	19	4.8	399	4.50	4.0
Payang Central Market	1	0.6	13	7.3	41	23.0	52	29.2	33	18.5	27	15.1	11	6.2	178	4.72	4.0

*Significantly different at α = 5%

Overall, vendors‟ ratings were neutral to slightly satisfactory when it comes to the level of satisfaction on promotion, with a median rating of 4.0 across all markets and a mean score rating of 4.4 to 4.72, as shown in Table 5.16, indicating that promotional aspects could be improved. Much more can be done to promote the case study urban farmers‟ markets. Promotion is an important component of the marketing mix because it generates awareness for the product and persuades consumers to buy. For tourists who are not familiar with the existence of urban farmers‟ markets, it is important to promote the urban farmers‟ markets and to communicate relevant information about the farmers‟ markets including their location and operating days as well as opening and closing hours. Information concerning the times and locations of farmers‟ markets could be delivered to consumers through the use of a promotional campaign. In addition, consumers need to be aware of the types and characteristics of the products available at farmers‟ markets. There is no doubt urban farmers‟ markets have a large group of regular customers who will consistently spend at the market. But the local authority should not feel comfortable with this situation; promotional work should be done to attract more customers, including tourists.

5.8.1.3 Space allocation

In terms of space allocation, in Satok Weekend Market, while 37.2 per cent of traders were dissatisfied with the size of the space they had been allocated for trading, and around the same proportion of traders (38.4%) reported being satisfied with their space. Just under a quarter (24.6%) of the surveyed traders indicating they were neither satisfied nor dissatisfied with the size of the space they had been assigned (Table 5.17).

In Gaya Street Sunday Market, 39.2 per cent of the traders were dissatisfied with the size of the space they had been allocated for trading. One-third of the traders (31.7%) were neither satisfied nor dissatisfied with the size of the space had they been assigned. The remaining 29.1 per cent of the traders were slightly to extremely satisfied with their space allocation (Table 5.17).

Table 5.17: Vendors satisfaction on space allocation

Market	Extremely dissatisfied		Very dissatisfied		Slightly dissatisfied		Neither dissatified nor satisfied		Slightly satisfied		Very satisfied		Extremely satisfied		n	Mean	Median
	1		2		3		4		5		6		7				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Satok Weekend Market	18	5.4	30	9.0	76	22.8	82	24.6	80	24.0	29	8.7	19	5.7	334	4.01	4.0
Gaya Street Sunday Market	10	5.0	7	3.5	61	30.7	63	31.7	19	9.5	18	9.0	21	10.6	199	4.10	4.0
Siti Khadijah Central Market	2	0.5	17	4.3	84	21.0	162	40.5	69	17.2	32	8.0	34	8.5	400	4.28	4.0
Payang Central Market	3	1.5	13	6.7	31	15.9	78	40.0	39	20.0	22	11.3	9	4.6	195	4.36	4.0

*Significantly different at $\alpha = 5\%$

A similar pattern emerged in Siti Khadijah Central Market, where about 26 per cent of traders were dissatisfied with the size of the space they had been allocated for trading, while 40.5 per cent of the traders were neither satisfied nor dissatisfied with the size of the space they had been assigned. The remaining 33.7 per cent of the traders were slightly satisfied to extremely satisfied with their space allocation. At Payang Central Market, 24 per cent of traders were dissatisfied with the size of their space allocation, 40 per cent of the surveyed traders were neither satisfied nor dissatisfied with the size of the space they had been assigned, and the remaining 35.9 per cent of the traders were slightly satisfied to extremely satisfied with their space allocation (Table 5.17).

Overall, vendors‟ satisfaction rating averaged between 4.01 to 4.36 (mean score), with a median of 4.0, indicating that in general, vendors were neither satisfied nor dissatisfied with their space allocation. Although there were no significant differences between the satisfaction ratings across markets, vendors at Gaya Street Sunday Market seemed to be the least satisfied with their space allocation (Table 5.17). This is perhaps more to do with the vendors‟ preferences. The local authority does accommodate vendors who need a larger space by offering more than one lot, however, the vendor will be charged on a per lot basis.

Given the median and mean score rating for this attribute, there is still more room for improvement. The main issues local authorities need to deal with are the size of the spaces allocated since there is a high demand for vending space. This has led many farmers‟ markets to establish space-priority rules, reservations, points and credit systems to track sellers‟ attendance, and waiting lists for future vacancies.

In non-structured markets, the local authority monitors the vendors. Only interested vendors with a high level of commitment to trade at the market are given opportunities. Failure to regularly open stalls will result in the space being given to someone else. In structured markets, permanent vendors have their own stalls or shop lots in the market. Other spaces/ stalls are nominally rented daily on a first-come, first-serve basis.

Some large vendors at the non-structured markets had the opportunity to rent two adjacent aisle spaces at the same rate. For example, at Gaya Street Sunday Markets, some of the vendors were old vendors who have been trading with the market for more than a decade. In the early years, there were not many vendors participating in the market, and hence they were able to obtain more than one allocated space. In the structured market, for instance in Siti Khadijah Central Market, there were allocated spaces or shop lots available for rent at double the regular size but at double the price.

5.8.2 Attributes with ratings that are significantly different across urban farmers' markets

The attributes that have vendors‟ level of satisfaction ratings that are statistically significantly different across the markets include garbage collection, toilet, general structure, profit made and arrangement.

5.8.2.1 Garbage collection

In Satok Weekend Market, more than two-thirds (70.3%) of the traders were satisfied with the garbage management, rating it good to excellent. However, 19.9 per cent of the traders gave it an average rating and 9.9 per cent of respondents rated garbage collection as unsatisfactory (fair to extremely poor). Meanwhile, 17.3 per cent of the traders at Gaya Street Sunday Market claimed that the garbage management was satisfactory. On the other hand, 32.5 per cent of the traders were dissatisfied and rated it fair to extremely poor. The remaining traders (34.6%) rated garbage collection as average (Table 5.18).

One third (35.9%) of the traders in Siti Khadijah Central Market claimed the garbage management was good to excellent. On the other hand, 12.1 per cent of the traders were dissatisfied, rating it fair to extremely poor. The remaining traders (52.1%) claimed garbage collection rated garbage collection and management as average. In Payang Central Market, a third (75.4%) of the traders claimed the garbage management was good to excellent. Only 8.5 per cent of the traders were dissatisfied. The remaining traders (16.1%) claimed garbage management was average (Table 5.18).

Table 5.18: Vendors' rating on garbage collection and management

Market	Extremely poor		Poor		Fair		Average		Good		Very good		Excellent		n	Mean	Median
	1		2		3		4		5		6		7				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Satok Weekend Market	0	0.0	8	2.5	24	7.4	65	19.9	133	40.8	67	20.6	29	8.9	326	4.96	5.0
Gaya Street Sunday Market	7	3.7	9	4.7	46	24.1	66	34.6	30	15.7	17	8.9	16	8.4	191	4.14	4.0
Siti Khadijah Central Market	11	2.8	8	2.0	29	7.3	208	52.1	86	21.6	32	8.0	25	6.3	399	4.37	4.0
Payang Central Market	0	0.0	4	2.0	13	6.5	32	16.1	31	15.6	78	39.2	41	20.6	199	5.47	6.0

*Significantly different at $\alpha = 5\%$

Overall, vendors rated garbage collection and management as neutral to slightly satisfactory, with mean score ratings of 4.14 to 5.47. As shown in Table 5.18, there were varied responses across the markets in terms of vendors‟ satisfaction with the management of garbage collection. Payang Central Market received the highest average satisfaction score, while Gaya Street Sunday market received the lowest average score when it came to garbage collection. There was a slightly higher percentage of vendors unsatisfied (32.5%) with garbage collection in Gaya Sunday market; thus, there is still room for improvement. The respective market authority should increase the efficiency in handling the garbage collection. However, this is only achievable with the cooperation of both the vendors and the local authority.

The average satisfaction rating shows that improvement in this aspect is needed to meet the requirements of vendors in terms of rubbish collection to keep the markets clean. The role the vendors themselves play in keeping the market clean is also crucial. The vendor is responsible for taking away all rubbish from the market as public litter bins are often not allowed to be used, and the market should be left in the condition it was found. For non-structured markets, management arranges the cleaning after the markets close. This is more to ensure that the condition of the public parking is returned back to normal for the following day.

According to Zsuzsanna (2010), the bursting life of markets is not seen as desirable by city leaders. Markets are synonymous with dirt, rubbish, with unwanted elements; with smuggling, and sometimes with smelly conditions. Therefore, markets have to be managed better so customers will have a better and more enjoyable experience. On the contrary, the markets would not be any different to supermarkets if they were deprived of their attributes, which include the dirt, noise, smells and frenzy. As pointed by Zsuzsanna (2010), it is a strange paradox and a real urban development challenge to sustain the atmosphere of urban farmers‟ markets while keeping this within its boundaries.

5.8.2.2 Toilet facilities

Majority of the traders were satisfied with the existing public toilet at Satok Weekend Market with 56.7 per cent giving it a rating of good to excellent. In contrast, 19.4 per cent of the traders were dissatisfied with the toilet facilities and

23.9 per cent of the traders rated it as average. In Gaya Street Sunday Market, most of the traders (65.0%) claimed the existing public toilet were unsatisfactory. In contrast, only 19.9 per cent of the traders were satisfied with the toilet (i.e., good to excellent rating) while 15.2 per cent of the traders said the toilet facility in the market was average (Table 5.19).

Majority of the traders (39.4%) at Siti Khadijah Central Market claimed the existing public toilet was good to excellent. In contrast 28.5 per cent of the traders rated the toilets as fair to poor, while 32.2 per cent of the traders found the toilet facilities average. In Payang Central Market, majority of the traders (65.8%) claimed the existing public toilet in the urban farmers‟ market was satisfactory. In contrast, 23.6 per cent of the traders rated it as unsatisfactory while about a tenth of the traders rated the toilets as average.

The level of satisfaction of the vendors with the toilet facilities was statistically significantly different across markets. The mean overall score was 4.19 with the lowest mean score from the vendors of Gaya Street Sunday Market (3.12) indicating vendors‟ dissatisfaction; while the highest score was from vendors of Payang Central Market, with a score of 4.76 signifying slight satisfaction.

The main problem is that there are limited toilet facilities available within the markets. This is particularly true in Gaya and Satok markets as they are open space markets and only use the car park space in between buildings. Non-structured markets basically use the nearest public toilets, while the structured markets have their own built-in toilets. Due to this, there are limited options available to overcome this problem for non-structured markets such as Gaya Street Sunday Market. According to Tazilan *et al.* (2006), some public facilities in some urban and suburban areas were never improved, mostly because of very poor maintenance by local authorities. One possible solution to ease this problem in this study, however, is to consider the provision of transportable public toilets during market days.

Table 5.19: Vendors satisfaction on toilet facilities

Market	Extremely poor		Poor		Fair		Average		Good		Very good		Excellent		n	Mean	Median
	1		2		3		4		5		6		7				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Satok Weekend Market	13	3.9	21	6.4	30	9.1	79	23.9	91	27.6	58	17.6	38	11.5	330	4.64	5.0
Gaya Street Sunday Market	35	17.8	45	22.8	48	24.4	30	15.2	20	10.2	8	4.1	11	5.6	197	3.12	3.0
Siti Khadijah Central Market	9	2.3	21	5.3	83	20.9	128	32.2	99	24.9	34	8.5	24	6.0	398	4.22	4.0
Payang Central Market	12	6.0	12	6.0	23	11.6	21	10.6	42	21.1	74	37.2	15	7.5	199	4.76	5.0

*Significantly different at $\alpha = 5\%$

5.8.2.3 General structure

Respondents were asked to rate the general structure of the farmers" markets again using a Likert scale of 1 to 7, with 1 being extremely poor and 7 being excellent. General structure here refers to the walkways in the markets. Of the traders at Satok Weekend Market, 60.5 per cent indicated they were satisfied, rating the general structure of the walkways in the market as good to excellent, as shown in Table 5.20. However, 22 per cent rated it as average and 17.4 per cent were not happy with the general structure of the market, rating it fair to extremely poor. In Gaya Street Sunday Market, 42.5 per cent of the traders were satisfied (i.e., good to excellent rating). However, 36.8 per cent gave an average rating while 20.7 per cent indicated they were not satisfied with the general structure of the walkways, rating it fair to extremely poor.

In Siti Khadijah Central Market, 57.7 per cent of the traders were satisfied and rated this attribute good to excellent (Table 5.20). However, 29.9 per cent claimed it was average and 12.4 per cent said they were not satisfied. Similarly, 55.6 per cent of the traders in Payang Central Market were satisfied with the general structure of the walkways in the market. However, 11.1 per cent claimed it was average and 33.4 per cent said it was fair to poor (Table 5.20).

To enforce good practice, the satisfaction of the vendors to the service, amenities and a few other factors should be considered. The results showed vendors are relatively satisfied with the general structure of the walkways in the market, rating it as good (4.17 to 4.71) as shown Table 5.20, although the rating is just slightly above average. The vendors have mostly no problems with the walkways; after all, they are not much affected. However, the customers might have different views, since they are the one who use the walkways having to navigate their way through the market.

The walkways are an important aspect of the markets. This is the place where consumers spend time to look at the products, and where selling and buying activities take place. In general, farmers" markets are usually characterized by crammed stalls, a maze of narrow walkways, wet floors, and a pungent smell in the air, which some would argue are part and parcel of the character of a farmers" market. However, there is a need to get the balance right for customers to still enjoy the experience.

Table 5.20: Level of satisfaction of vendors with the general structure (walkways) in the farmers' market

Market	Extremely poor		Poor		Fair		Average		Good		Very good		Excellent		n	Mean	Median
	1		2		3		4		5		6		7				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Satok Weekend Market	4	1.2	17	5.1	37	11.1	73	22.0	101	30.4	81	24.4	19	5.7	332	4.71	5.0
Gaya Street Sunday Market	2	1.0	8	4.2	30	15.5	71	36.8	36	18.7	11	5.7	35	18.1	193	4.58	4.0
Siti Khadijah Central Market	3	0.8	10	2.5	36	9.1	118	29.9	157	39.7	35	8.9	36	9.1	395	4.68	5.0
Payang Central Market	32	16.2	15	7.6	19	9.6	22	11.1	60	30.3	31	15.7	19	9.6	198	4.17	5.0

*Significantly different at $\alpha = 5\%$

In the study, the mean satisfaction score ranged from 4.17 to 4.71, thus showing there is still room for improvement. The walkways should be cleared and spacious. This is to ensure smooth traffic flow of people and to maintain a certain level of convenience for consumers to buy products. Safety aspects also need to be considered. Based on observations in the non-structured markets, for example at the Satok weekend market, walkways sometimes cause problems. The footings of umbrellas that provide shade could cause accidents because they obstruct the walkways. Another issue in regards to walkways was that some vendors occupied parts of the walkways by arranging their products beyond the tables or the space allocated to them. As for the wet product sections, many vendors did not observe the required hygiene practices. If the vendors observed the rules and took proper care of their area, the walkways would not be wet and dirty. This could also reduce the odour level and keep the markets clean.

5.8.2.4 Profit

With regards to profits made, as shown in Table 5.21, just over half of the traders (56.3%) were satisfied with the amount of profit they made trading at the Satok Weekend Market, with 9.3 per cent of traders feeling extremely satisfied. However about a fifth of the traders (19.5%) were dissatisfied with their profit while just under a quarter (24.3%) was neither satisfied nor dissatisfied. In Gaya Street Sunday Market, 38.2 per cent of vendors were satisfied with the amount of profit they made trading at the markets, with 7 per cent feeling extremely satisfied. One-third of the traders (30.1%) were dissatisfied with their profit while another one-third of the traders (31.7%) were neither satisfied nor dissatisfied.

In Siti Khadijah Central Market, 44.4 per cent were satisfied with the amount of profit they made trading at the markets, with 7.3 per cent of the traders feeling extremely satisfied. Only a small percentage of traders (12.8%) were dissatisfied with their profit. However, another 42.9 per cent were neither satisfied nor dissatisfied. On the other hand, the number of vendors in Payang Central Market dissatisfied with their profit made was higher than those that were satisfied. Thirty-nine per cent of the vendors were not happy while only 23.6 per cent were satisfied with the amount of profit they made at the market. A total of 37.4 per cent of the traders were neither satisfied nor dissatisfied.

Table 5.21: Level of satisfaction of vendors with profits they made in the farmers' market

Market	Extremely dissatisfied		Very dissatisfied		Slightly dissatisfied		Neither dissatified nor satisfied		Slightly satisfied		Very satisfied		Extremely satisfied		n	Mean	Median
	1		2		3		4		5		6		7				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Satok Weekend Market	1	0.3	21	6.3	43	12.9	81	24.3	103	30.8	54	16.2	31	9.3	334	4.65	5.0
Gaya Street Sunday Market	2	1.0	4	2.0	54	27.1	63	31.7	33	16.6	29	14.6	14	7.0	199	4.36	4.0
Siti Khadijah Central Market	1	0.3	2	0.5	48	12.0	171	42.9	114	28.6	34	8.5	29	7.3	399	4.54	4.0
Payang Central Market	3	1.5	14	7.2	59	30.3	73	37.4	32	16.4	10	5.1	4	2.1	195	3.98	4.0

*Significantly different at α = 5%

On average, vendors in each of these markets, except for Payang Central Market, were slightly satisfied with the profits they made (Table 5.21). Among the four markets, vendors in Satok Weekend Market showed the highest satisfaction with their profits (i.e., more than half of the vendors were satisfied). However, the percentage of satisfied vendors in the other markets were all below 50 percent. Vendors at Payang Central Market, especially the vendors selling handicrafts and souvenir products, were affected by the new *Bazaar Warisan* opposite the Market. This new bazaar specialises in selling handicrafts and souvenirs which has affected the number of customers, especially tourists, spending money at the Payang Central Market.

5.8.2.5 Arrangement

As mentioned in Chapter 4, the markets are divided into segments and vendors are assigned a space or a stall depending on the type of product they sell. The majority of traders at the Satok Weekend Market (57.8%) were satisfied with the arrangement and division of the space. Referring to Table 5.22, it can be seen that 17.4 per cent of the vendors were dissatisfied with the arrangement while just under a quarter (24.9%) were neither satisfied nor dissatisfied.

In Gaya Street Weekend Market, the satisfaction level is fairly evenly distributed, with just slightly more than a third of the traders (36.9%) satisfied with the arrangement and division of the space. Likewise, about a third of the traders (31.8%) were dissatisfied with the arrangement while another third (31.3%) were neither satisfied nor dissatisfied (Table 5.22).

In both Siti Khadijah Central Market and Payang Central Market, the majority of traders were currently satisfied with the arrangement and division of the space. About 41 per cent of the traders were satisfied in the former, while about 53 per cent were satisfied in the latter. About a fifth of the traders (21.7%) were not happy with the arrangement in Siti Khadijah Central Market while 14.4 per cent of the traders in Payang Central Market were dissatisfied with the arrangement in their market (Table 5.22).

Table 5.22: Level of satisfaction of vendors with the arrangement in the farmers' market

Market	Extremely dissatisfied		Very dissatisfied		Slightly dissatisfied		Neither dissatisfied nor satisfied		Slightly satisfied		Very satisfied		Extremely satisfied		n	Mean	Median
	1		2		3		4		5		6		7				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Satok Weekend Market	5	1.5	10	3.0	43	12.9	83	24.9	107	32.0	62	18.6	24	7.2	334	4.67	5.0
Gaya Street Sunday Market	2	1.0	9	4.5	52	26.3	62	31.3	22	11.1	18	9.1	33	16.7	198	4.44	4.0
Siti Khadijah Central Market	1	0.3	10	2.5	75	18.9	149	37.5	101	25.4	33	8.3	28	7.1	397	4.40	4.0
Payang Central Market	2	1.0	4	2.1	22	11.3	63	32.5	61	31.4	26	13.4	16	8.2	194	4.78	5.0

*Significantly different at α = 5%

In general, vendors in all markets rated arrangement in their respective markets slightly above average (mean score rating of 4.4 to 4.78). The majority of them were slightly satisfied with the segregation in the market, although satisfaction ratings were not very high. Some vendors were not happy with their location, for instance, if their space is located near the main entrance or if they were allocated a place within the market which is not considered to be a strategic location.

Urban farmers‟ markets are arranged according to the type of product, and in general, this is better for the consumers and tourists. Customers could pick and choose the area they would like to go to. For instance, some people may not like to go to the wet areas where people sell fish or meat. Hence they could avoid this place and could just visit the vegetable, fruit or other sections they are interested in. The segregation makes it easier for customers to shop based on the products they are looking for. There is also better competition among vendors in terms of the services and prices if products that are of similar type are located in a specific area.

For non-structured urban farmers‟ markets, the space arrangement for the vendors are already assigned. The local authority has the space lay-out with reference numbers. Thus, the respective vendors need to stick with their assigned space. Both the Satok Weekend Market and the Gaya Street Weekend Market have the same policy. The structured urban farmers‟ markets also have a similar arrangement. Each of the vendors has their own stall or is assigned a place in the market. According to the local authority, there is also a place for farmers who want to trade on an irregular basis and who come to trade whenever they have harvested their agricultural products and have produce to sell. Farmers who avail of these spaces are charged on a one-off basis. They just have to go to the local authority counter at the markets to buy a ticket to start trading that day.

5.8.2.6 Car Parking

For parking space, more than half of the traders at Satok Weekend Market (56.7%) were dissatisfied, giving it a rating of fair to extremely poor. A smaller number (21.1%) were fairly satisfied with the parking space giving it a rating of good to excellent and 22.3 per cent rated it average. In Gaya Street Sunday Market, more than half of the traders (62.3%) were dissatisfied with the parking space, rating them poorly. Only a small group (14.5%) rated it good to excellent (Table 5.23).

In Siti Khadijah Central Market, almost half of the traders (42.7%) claimed the parking amenities were poor (Table 5.23). About 27.1 per cent rated it good to excellent. However, 30.2 per cent of the traders gave it an average rating. The parking space provided by the market in Payang Central Market was rated by more than half of the traders (56.4%) as good to excellent. On the other hand, about 17.4 per cent rated it fair to extremely poor.

The overall score of vendors‟ satisfaction for the car parking is relatively low with a mean of 3.15 to 4.68. The mean score vendor satisfaction rating for car parking was below average in three of the four case study markets. Examining the results, it appears that non-structured markets received a lower rating compared to structured markets (Table 5.23). The average score for car park facilities in Satok Weekend Market was 3.37, and Gaya Street Sunday Market 3.15. For the structured markets, the vendors‟ average rating for parking facilities at Siti Khadijah Central Market was 3.61, and at the Payang Central Market was 4.68. Many vendors were not happy with car park availability in both markets.

Urban farmers‟ markets in Kuching and Kota Kinabalu are both non-structured. Therefore, logically, there is no proper planning for parking spaces. In fact, these markets take place at public parking spaces in between buildings, so stalls take the normally allocated car park facilities. Nonetheless, the choice of location is very important to cater for customers. For example, Satok Weekend Market is located in a very strategic location. There are many parking spaces available and a shopping complex is walking distance from the market which helps cater for parking space to some degree. Consumers could park in the shopping centre parking spaces and also utilise street parking, which is available close to the farmers‟ markets. Unfortunately, the increasing number of customers is making it difficult to find parking.

Table 5.23: Level of satisfaction of vendors with car parking arrangement in the farmers' market

Market	Very poor		Poor		Fair		Average		Good		Very good		Excellent		n	Mean	Median
	1		2		3		4		5		6		7				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Satok Weekend Market	38	11.6	63	19.2	85	25.9	73	22.3	38	11.6	14	4.3	17	5.2	328	3.37	3.0
Gaya Street Sunday Market	25	12.6	52	26.1	47	23.6	46	23.1	12	6.0	7	3.5	10	5.0	199	3.15	3.0
Siti Khadijah Central Market	38	9.5	72	18.1	60	15.1	120	30.2	62	15.6	36	9.0	10	2.5	398	3.61	4.0
Payang Central Market	3	1.5	12	6.2	19	9.7	51	26.2	53	27.2	39	20.0	18	9.2	195	4.68	5.0

*Significantly different at $\alpha = 5\%$

5.8.2.7 Signage

In Satok Weekend Market, many of the traders were dissatisfied with the signage in the market. About 47.7 per cent of the Satok Weekend Market traders rated signage as fair to extremely poor. About 28 per cent of the traders rated signage as average while 24.1 per cent rated it as good to excellent. Meanwhile, more than half of the traders (56.4%) at Gaya Street Sunday Market rated signage in their market fair to extremely poor. About a quarter (26.8%) were satisfied, rating it as good to excellent. However, 16.8 per cent of Gaya Street Sunday Market vendors rated it as average (Table 5.24).

In Siti Khadijah Central Market, 41 per cent of traders rated signage in their market as good to excellent. Ten per cent of the traders rated signage in the market as fair to extremely poor. Almost half (48.9%), however, rated it as average (Table 5.24).

In Payang Central Market, 7.5 per cent of the traders rated signage in the market as fair to extremely poor. Majority or 76 per cent of traders claimed rated market signage as good to excellent. However, 16.5 per cent rated it as average (Table 5.24).

In terms of signage, there are two patterns that emerged. Most of the vendors in the non-structured markets (Satok Weekend Market and Gaya Sunday market) were not satisfied with the signage in the market, giving market signage a rating of 3.68 and 3.88, respectively. On the other hand, majority of the vendors in the structured markets (Siti Khadijah Central Market and Payang Central Market) were generally satisfied giving signage an average rating of 4.5 and 5.32, respectively. In the structured market, the signage is easily installed on the buildings and the local authority can easily install proper signage as a point of information for the customer, whereas for the non-structured markets, it is difficult to put up signage because of the nature of the markets. As previously discussed, non-structured markets only occupy the parking space during weekends. However, the market authority may use temporary signage as is practised in the Ithaca Farmers‟ Market (The Ithaca Farmers‟ Market Stall Improvement Guidelines 6/5/02). Temporary signs could then be removed during non-market hours.

Table 5.24: Level of satisfaction of vendors with signage in the farmers' market

Market	Extremely poor		Poor		Fair		Average		Good		Very good		Excellent		n	Mean	Median
	1		2		3		4		5		6		7				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Satok Weekend Market	14	5.8	38	15.8	63	26.1	68	28.2	32	13.3	7	2.9	19	7.9	241	3.68	4.0
Gaya Street Sunday Market	7	3.7	25	13.2	75	39.5	32	16.8	9	4.7	12	6.3	30	15.8	190	3.88	3.0
Siti Khadijah Central Market	4	1.0	6	1.5	30	7.5	195	48.9	100	25.1	38	9.5	26	6.5	399	4.50	4.0
Payang Central Market	0	0.0	5	2.5	10	5.0	33	16.5	53	26.5	67	33.5	32	16.0	200	5.32	5.0

*Significantly different at $\alpha = 5\%$

5.8.2.8 Number of customers

At Satok Weekend Market, two thirds of the traders (65.9%) were satisfied with the number of customers they were currently servicing. A minority of traders (13.8%) were slightly to very dissatisfied with the number of customers at the markets, however no traders felt extremely dissatisfied. On the other hand, 20.4 per cent of traders were neither satisfied nor dissatisfied with the number of customers in their stalls (Table 5.25).

In the case of Gaya Street Sunday Market, almost half of the traders (43.3%) were satisfied with the number of customers they were currently servicing (Table 5.25). A quarter of the traders (24.4%) were slightly to extremely dissatisfied with the number of customers at the markets, while 32.3 per cent of traders were neither satisfied nor dissatisfied with the number of customers to their stalls.

Almost half of the traders (48.3%) in Siti Khadijah Central Market were satisfied with the number of customers they were servicing. A minority of traders (13.4%) were slightly dissatisfied to extremely dissatisfied while 38.2 per cent of traders were neither satisfied nor dissatisfied with the number of customers in their stalls (Table 5.25).

In Payang Central Market, thirty one per cent of the traders were satisfied with the number of customers they were currently servicing. The majority of traders (43.6%), however, were slightly dissatisfied to extremely dissatisfied with their number of customers at the markets. About a quarter (25.4%) of traders were neither satisfied nor dissatisfied with the number of customers at their stalls (Table 5.25).

Table 5.25: Level of satisfaction of vendors with the number of customers in the farmers' market

Market	Extremely dissatisfied		Very dissatisfied		Slightly dissatisfied		Neither dissatified nor satisfied		Slightly satisfied		Very satisfied		Extremely satisfied		n	Mean	Median
	1		2		3		4		5		6		7				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Satok Weekend Market	0	0.00	11	3.3	35	10.5	68	20.4	102	30.5	83	24.9	35	10.5	334	4.95	5.0
Gaya Street Sunday Market	1	0.5	2	1.0	46	22.9	65	32.3	37	18.4	33	16.4	17	8.5	201	4.52	4.0
Siti Khadijah Central Market	1	0.2	9	2.2	44	11.0	153	38.2	131	32.8	42	10.5	20	5.0	400	4.52	4.0
Payang Central Market	4	2.0	29	14.7	53	26.9	50	25.4	38	19.3	16	8.1	7	3.6	197	3.94	4.0

*Significantly different at $\alpha = 5\%$

Looking at the overall picture, vendors are generally satisfied with the number of customers, although the average rating was not extremely high (3.94 to 4.95) on average (Table 5.25). The vendors from non-structured markets gave a higher rating compared to structured market. The mean score rating from the vendors was 4.95 for Satok weekend market and 4.52 for Gaya Street Sunday Market; whereas the mean score rating for the structured markets, Siti Khadijah Central Market is 4.52 and Payang Central Market, 3.94.

All these four markets have existed for more than 25 years, and it shows that there is indeed a demand; for when there is demand, there will be supply. Urban farmers‟ markets are still considered as complete markets with all kinds of produce at reasonable price, which is unbeatable by the limited produce offered by supermarkets and the relatively higher price range. Potentially, if markets are linked to tourism and seen as a tourism product, this could increase the number of customers that visit urban farmers‟ markets.

5.8.2.9 Number of tourists

Although the majority of traders in Satok Weekend Market were generally satisfied with the number of customers, 39.6 per cent were not satisfied with the number of tourists currently visiting Satok Weekend Market (Table 5.26). A relatively similar proportion of traders (35.1%), in contrast were satisfied with the number of tourists frequenting Satok Weekend Market, with 8% of traders being extremely satisfied. About a quarter of the traders (25.4%) were neither satisfied nor dissatisfied with the number of tourists.

In Gaya Street Sunday market, one-third of the traders (30.4%) were satisfied with the number of tourists frequenting the market, with 6.6 per cent of traders being extremely satisfied. Another one-third of the traders (29.8%) were neither satisfied nor dissatisfied with the number of tourists, while 39.9 per cent of the traders were slightly to extremely dissatisfied with the number of tourists.

Table 5.26: Level of satisfaction of vendors with the number of tourists in the farmers' market

Market	Extremely dissatisfied		Very dissatisfied		Slightly dissatisfied		Neither dissatified nor satisfied		Slightly satisfied		Very satisfied		Extremely satisfied		n	Mean	Median
	1		2		3		4		5		6		7				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Satok Weekend Market	19	5.7	52	15.6	61	18.3	85	25.4	58	17.4	33	9.9	26	7.8	334	3.94	4.0
Gaya Street Sunday Market	8	4.0	14	7.1	57	28.8	59	29.8	35	17.7	12	6.1	13	6.6	198	4.04	4.0
Siti Khadijah Central Market	83	20.8	35	8.8	102	25.6	88	22.1	36	9.0	31	7.8	24	6.0	399	3.38	3.0
Payang Central Market	29	14.9	54	27.8	46	23.7	30	15.5	20	10.3	10	5.2	5	2.6	194	3.24	3.0

*Significantly different at $\alpha = 5\%$

On the other hand, 22.8 per cent of vendors from Siti Khadijah Central Market were satisfied with the number of tourists visiting, with 6.0 per cent of traders being extremely satisfied. However, about half (55.2%) of the traders were slightly dissatisfied to extremely dissatisfied with the number of tourists visiting the market. Another 22.1 per cent were neither satisfied nor dissatisfied with the number of tourists visiting Siti Khadijah Central Market.

In the case of Payang Central Market, 18.1 per cent were satisfied with the number of tourists frequenting the market. Another 15.5 per cent of the traders were neither satisfied nor dissatisfied with the number of tourists, but majority of the traders (66.4%) were slightly dissatisfied to extremely dissatisfied with the number of tourists frequenting the market.

The reaction of vendors toward the number of tourists, overall, was not favourable (Table 5.26), with many expressing that there were not enough tourists frequenting the market. However, out of all the vendors, vendors from non-structured markets seem to be happier with the number of tourists as compared to vendors from the structured markets. The average rating by vendors in Satok Weekend Market (3.94) and Gaya Street weekend market (4.04) were relatively higher than the ratings by vendors at the Siti Khadijah Market (3.38) and Payang Central Market (3.24), albeit both were slightly the middle range.

5.9 Summary

In summary, this chapter gathered the relevant data from four case study farmers" markets. Background information such as demographics, distance from markets and source of agricultural products will help in understanding the vendors in Malaysian urban farmers market. For instance as compared to developed countries, the vendors are less educated and this affects their marketing and communication skills. The distance from the markets shows their willingness and commitment to participate in the markets. For example, some of the vendors are more than two hours away from the market but they are still willing to trade in the market.

The urban farmers‟ markets in Malaysia can be classified into structured markets and non-structured markets. The size of the urban farmers‟ markets is relatively large with at least 500 vendors in each of the markets dominated by female vendors. The main motivation for the vendors‟ participation in the urban farmers‟ market is for income generation. The nature of urban farmers‟ markets in Malaysia is mix (products) market as well as mix vendors. Most of the vendors are solely vendors, therefore more participation by farmers should be encouraged. The composition between solely vendors and farmers and farmer-vendors should be controlled to ensure that farmers are indeed provided the opportunity to sell their own produce at the urban farmers‟ market, given that these are farmers‟ markets. The existing strategy of providing a „drop in‟ space is positive for farmers due to the fact that many of them cannot sell in the market on a daily basis.

The level of satisfaction of vendors was also examined in this chapter. Vendors‟ level of satisfaction was viewed from a range of key attributes fundamental to urban farmers‟ markets. The vendors are generally satisfied with most of the attributes except for toilet, profit made, signage and number of tourists. However the overall level of satisfaction is quite mediocre. More initiatives and improvements in the facilities and services need to be taken by the authorities responsible for the management of the farmers‟ markets to boost vendors‟ satisfaction. These improvements are needed because they are important for the future of the markets. This is supported by Spitzer *et al.* (1995) in discussing the history and value of public markets, where he points out that management generally is recognized as the critical determinant for achieving long run success with any public market. A study of the organization of small farmers‟ markets in Kansas also stated that there is "a strong need for organization within a market to ensure vendor satisfaction" (Hughes and Mattson, 1992).

Chapter 6
Tourists' Survey: Results and Discussion

6.1 Introduction

One of the main components of this research is the tourists‟ survey. The tourists‟ survey was conducted to determine tourists‟ knowledge and awareness of urban farmers‟ markets, their interest in urban farmers‟ markets when visiting a locality, their experience of urban farmers‟ markets so far and their expectations of urban farmers‟ markets. This information will be critical in determining the potential of the urban farmers‟ market as a tourism product since the tourists themselves are the main targeted customers. This chapter presents the components of the tourists‟ survey, in particular their knowledge and awareness of urban farmers‟ markets and their experience and satisfaction of various aspects of urban farmer‟ markets. Tourists‟ interest in and expectations of urban farmers‟ markets will be discussed in the next chapter.

This chapter is divided into six sections. Section 6.2 provides a background of the tourists‟ surveyed. This is then followed by Section 6.3 which describes their knowledge and awareness of urban farmers‟ markets. Section 6.4 examines the number of tourists who have visited urban farmers‟ markets, while Section 6.5 discusses the level of satisfaction with urban farmers‟ markets of tourists who had visited farmers‟ markets as part of their tourism experience. Section 6.6 assesses the tourists‟ satisfaction with the vendors at urban farmers‟ markets. Section 6.7 ends the chapter with a summary of the key findings.

6.2 Background of the tourists

A survey of tourists was conducted in each of the cities where the case study urban farmers‟ markets were located. A total of 203 tourists participated in the survey in Kuching (Satok Weekend Market), 213 in Kota Kinabalu (Gaya Street Sunday

Market), 348 in Kota Bharu (Siti Khadijah Central Market) and 220 in Kuala Terengganu (Payang Central Market), respectively. The backgrounds of the tourists are discussed below.

6.2.1 Gender, age and education

Of the 203 tourists that participated in the survey in Kuching (where Satok Weekend Market is located), 64 per cent were males and 36 per cent were females (Table 6.1). Most of the participants were between 20 to 29 years old (25.9 %) and 30 to 39 years old (24.4 %) years old. Close to 18 per cent were between 40 to 49 years, while 9.5 per cent each were 50 to 59 years old and 60 years old and above. As for the highest education attainment of the participants, 38 per cent of the participants were university degree holders while 13.5 per cent held postgraduate qualifications. About 26 per cent were diploma holders, while 20.5 per cent had completed high school. Only a small percentage (1.5 %) had primary school as their highest level of education (Table 6.1).

Table 6.1: Gender, age and education of tourists

Characteristics	Kuching (Satok Weekend Market)		Kota Kinabalu (Gaya Street Sunday Market)		Kota Bharu (Siti Khadijah Central Market)		Kuala Terengganu (Payang Central Market)	
	No.	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**
Participant								
Tourists	203	19.8	213	20.8	348	34.0	220	21.5
Gender								
Male	130	64.0	129	60.8	171	49.6	99	46.3
Female	73	36.0	83	39.2	174	50.4	115	53.7
Total	203	100.0	212	100.0	345	100.0	214	100.0
Age range								
16-19	26	12.9	22	10.3	75	22.3	21	9.9
20-29	52	25.9	75	35.2	107	31.8	91	42.7
30-39	49	24.4	59	27.7	103	30.6	74	34.7
40-49	36	17.9	49	23.0	42	12.5	17	8.0
50-59	19	9.5	8	3.8	7	2.1	9	4.2
60 and above	19	9.5	0	0.0	3	0.9	1	0.5
Total	201	100.0	213	100.0	337	100.0	213	100.0
Education								
Postgraduate	27	13.5	16	7.5	37	10.9	24	11.2
University degree	76	38.0	88	41.5	124	36.4	55	25.6
Diploma	51	25.5	65	30.7	77	22.6	89	41.4
High school	41	20.5	37	17.5	91	26.7	29	13.5
Primary	3	1.5	3	1.4	4	1.2	13	6.0
Others- Did not go	2	1.0	3	1.4	8	2.3	5	2.3
Total	200	100.0	212	100.0	341	100.0	215	100.0

**Not all respondents provided an answer to all questions*

In Kota Kinabalu, where the Gaya Street Sunday Market is located, tourist respondents comprised about 61 per cent males and about 39 per cent females. About 35 per cent were between 20 to 29 years old, about 28 per cent were 30 to 39 years old, 23 per cent were 40 to 49 years old and only about 4 per cent were 50 to 59 years old. About a tenth of the respondents were between 16 to 19 years old. As for the highest educational attainment of the participants, most of the tourists were highly educated with 41.5 per cent of the participants holding a university degree, 7.5 per cent postgraduate degree holders and 30.7 per cent diploma holders. The remaining had given either high school as their highest educational attainment (17.5

%), or primary (1.4 %) and others (1.4 %) including vocational education (Table 6.1).

Of the tourist respondents in Kota Bharu (Siti Khadijah Central Market), a total of 49.6 per cent were male and 50.4 per cent were female. About 32 per cent were between 20 to 29 years old, 30.6 per cent were 30 to 39 years old. The 40 to 49 years age group represented 12.5 per cent of the participants while those between 50 to 60 and above comprised only about three per cent. About a fifth of the respondents were young tourists aged between 16 to 19 years old (Table 6.1). In regards to the highest educational attainment, 36.4 per cent of the participants were university degree holders, while 10.9 per cent had postgraduate qualifications and another 22.6 per cent were diploma holders. About a quarter of the respondents had a high school level education and only about one per cent had completed primary school only (Table 6.1).

In Kuala Terengganu, the location of Payang Central Market, a total of 46.3 per cent of respondents were male and 53.7 per cent were female (Table 6.1). Once again, the majority were between 20 to 29 years old (42.7 %) and 30 to 39 years old (34.7 %) years old, then 40 to 49 years old (8 %). Only a small per cent were between 50 to 59 years old (4.2 %) and 60 years old and above (0.5 %). Only a small percentage (9.9%) of the tourists interviewed at this site were young tourists aged between 16 to 19 years old. Most of them were highly educated (41.4 %) were diploma holders, 25.6 per cent were university degree holders, while 11.2 per cent were postgraduate degree holders). About 14 per cent of the participants had high school listed as their highest education while 6 per cent had only completed primary school.

6.2.2 Occupation

The tourist respondents were asked about their occupation. Tourists that participated in the Kuching survey came from various occupational backgrounds. About 26 per cent of the participants came from the education field, while about eight per cent of the participants worked in the marketing field. Close to five per cent of the participants worked in the area of finance. A similar percentage worked in the natural sciences and in the social and cultural field. A large number of tourist respondents

(41.8 %) in Kuching worked in a field other than that specified in the questionnaire (Table 6.2).

Table 6.2: Occupation of tourists

Field	Kuching (Satok Weekend Market)		Kota Kinabalu (Gaya Street Sunday Market)		Kota Bharu (Siti Khadijah Central Market)		Kuala Terengganu (Payang Central Market)	
	No.	%	No.	%	No.	%	No.	%
Agriculture	7	3.8	11	5.8	19	6.8	8	5.0
Environment	7	3.8	22	11.6	32	11.4	12	7.5
Education	48	26.1	58	30.7	54	19.2	35	22.0
Fishing	3	1.6	2	1.1	7	2.5	4	2.5
Finance	9	4.9	20	10.6	20	7.1	19	11.9
Marketing	15	8.2	18	9.5	27	9.6	34	21.4
Natural science	9	4.9	9	4.8	17	6.0	6	3.8
Social/cultural	9	4.9	15	7.9	19	6.8	16	10.1
Other	77	41.8	34	18.0	86	30.6	25	15.7
Total	184	100.0	189	100.0	281	100.0	159	100.0

**Not all respondents provided an answer to all questions*

In Kota Kinabalu, most of the participants who participated in the tourists" survey worked in education (30.7 %), while about 10 per cent of the participants worked in the marketing field, about 12 per cent worked in the environment sectors, about 11 per cent in the field of finance, about eight per cent in the social or cultural field and about 5 per cent in the natural sciences field. Some six per cent of the participants worked in the agriculture sector, while about only one per cent were involved in fishing (Table 6.2).

In Kota Bharu, about 19 per cent worked in the field of education, while about 11 per cent worked in the environment sector, close to 10 per cent worked in the marketing field, about 7 per cent in finance, 6 per cent in the natural science field and about 7 per cent in the social or cultural field (Table 6.2).

Meanwhile, most of the participants in Kuala Terengganu worked in the marketing field (21.4 %) and in education (22 %). About 12 per cent of the participants came from the area of finance, about 10 per cent worked in the social or cultural field while 7.5 per cent worked in the environment sectors. Other areas of occupation of tourists included the natural sciences (3.8 %), agriculture (5 %), and fishing (2.5 %) (Table 6.2).

6.2.3 Type and place of origin of tourists

Both local and international tourists participated in the survey. In Kuching, there were slightly more international tourists than local tourists. As shown in Table 6.3, about 46 per cent of respondents were local tourists from Malaysia while about 54 per cent were international tourists. International tourists came from different continents with 33 per cent from Europe, 7.4 per cent from Australia/Oceania, 6.9 per cent from Asia, 5.4 per cent from America and 0.9 per cent from Africa (Table 6.3).

Table 6.3: Place of origin of tourists

Origin	**Kuching (Satok Weekend Market)**		**Kota Kinabalu (Gaya Street Sunday**		**Kota Bharu (Siti Khadijah Central Market)**		**Kuala Terengganu (Payang Central Market)**	
	No.	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**
Local-Malaysia	94	46.3	185	87.3	276	80.0	140	71.1
Africa	2	0.9	-	-	-	-	-	-
America	11	5.4	4	1.9	11	3.2	8	4.1
Asia	14	6.9	8	3.8	37	10.7	19	9.6
Australia/Oceania	15	7.4	1	0.5	3	0.9	5	2.5
Europe	67	33.0	14	6.6	18	5.2	25	12.7
Total	203	100.0	212	100.1	345	100	197	100

**Not all respondents provided an answer to all questions*

In the other three cities there were more domestic or local tourists than international tourists (Table 6.3). In Kota Kinabalu, for instance, about 87 per cent of tourists were from other parts of Malaysia, while about 13 per cent were international tourists. The majority of the tourists were from Europe (6.6 %) and other countries in Asia (3.8 %). A small percentage was from America and Australia/Oceania.

In Kota Bharu, local tourists comprised 80 per cent of the respondents while only 20 per cent were from overseas. International tourists mainly came from Europe and Asia, with a small percentage coming from America and Australia/Oceania (Table 6.3).

The same scenario is true of Kuala Terengganu where most tourists were domestic tourists (71.1%). International tourists were from Europe (12.7%), Asia (9.6%), America (4.1%), and Australia/Oceania (2.5%) (Table 6.3). The percentage of domestic and international tourists is useful in providing background information of the research. It may also be useful for the tourism agencies since most of the tourism promotional work will be regionally based.

6.3 Knowledge and awareness of urban farmers’ markets

6.3.1 Knowledge of urban farmers’ markets

To determine tourists‟ awareness of urban farmers‟ markets, respondents were asked whether they had heard of an urban farmers‟ market before. The results showed that many tourists had heard about urban farmers‟ markets, although the percentage of tourists in Kuala Terenganu who had heard of them was smaller.

As shown in Table 6.4, in Kuching a total of 63.4 per cent of tourists signified that they had heard about urban farmers‟ markets before, while 36.6 per cent of the tourists admitted that they had not heard about the urban farmers‟ market. In Kota Kinabalu, a total of 69 per cent of tourists indicated that they had heard about urban farmers‟ markets while 31 per cent of the tourists admitted that they had not heard about urban farmers‟ markets before. The highest percentage of tourists who were aware of urban farmers‟ markets was in Kota Bharu where the majority of participants (77 %) said that they had heard about urban farmers‟ markets before, with only 23 per cent indicating that they had not heard about them before.

The reverse is true in Kuala Terengganu where only 39.6 per cent of tourists had heard about urban farmers‟ markets. The majority (60.4 %) indicated that they had not heard about urban farmers‟ markets prior to the survey (Table 6.4).

Table 6.4: Awareness of tourists of urban farmers’ markets

Place	Awareness of urban farmers’ markets				Total	
	Yes		No			
	No.	%	No.	%		
Kuching (Satok Weekend Market)	128	63.4	74	36.6	202	100.0
Kota Kinabalu (Gaya Street Sunday Market)	147	69.0	66	31.0	213	100.0
Kota Bharu (Siti Khadijah Central Market	268	77.0	80	23.0	348	100.0
Kuala Terengganu (Payang Central Market)	86	39.6	131	60.4	217	100.0
Total	629		351		980	

**Not all respondents provided an answer to all questions*

These results show that, in general, many tourists are aware of the existence of urban farmers‟ markets, which is positive in terms of considering the potential of urban farmers‟ markets as a tourism product.

6.3.2 Source of information about urban farmers’ markets

There were various sources of information about urban farmers‟ markets mentioned by the tourists. The top three sources of information were friends, magazines and/or newspapers and the internet (Table 6.5). In Kuching, 22.3 per cent of the tourists got their information about urban farmers‟ markets from their friends, 15.6 per cent of the tourists found out about urban farmers‟ markets from magazines and newspapers, while 12.9 per cent found out about urban farmers‟ markets from the internet. Specific information for tourists was also a source, with a total of 12.5 per cent of the tourists stating that they heard about urban farmers‟ markets from tourist leaflets, while 9.4 per cent found out about urban farmers‟ markets from the tourist information centres and 7.1 per cent of the tourists heard about urban farmers‟ markets from travel agencies. On the other hand, 6.2 per cent of the tourists heard about urban farmers‟ markets from advertisements on TV, radio and other media, while 2.7 per cent had heard about them from the hotels they stayed at during their visits, with the remaining 11.2 per cent stating that they had heard about urban farmers‟ markets from other sources.

Table 6.5: Sources of knowledge about urban farmers' markets

Source	Kuching (Satok Weekend Market)		Kota Kinabalu (Gaya Street Sunday Market)		Kota Bharu (Siti Khadijah Central Market)		Kuala Terengganu (Payang Central		Total	
	No.	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**
Tourist leaflet	28	12.5	28	9.2	69	10.5	21	10.2	146	10.5
Tourist Information Centre	21	9.4	39	12.7	66	10.1	28	13.6	154	11.1
Magazine/newspaper	35	15.6	39	12.7	113	17.3	48	23.3	235	16.9
Internet	29	12.9	54	17.6	97	14.8	21	10.2	202	14.5
Travel agency	16	7.1	33	10.8	55	8.4	19	9.2	123	8.8
From a friend	50	22.3	75	24.5	143	21.8	42	20.4	310	22.3
Advertisement on TV, radio,	14	6.2	22	7.2	82	12.5	16	7.8	134	9.6
In hotel/accommodation	6	2.7	14	4.6	25	3.8	5	2.4	50	3.6
Others	25	11.2	2	0.7	5	0.8	6	2.9	38	2.7
Total	224	100.0	306	100.0	655	100.0	206	100.0	1392	100.0

**Multiple responses*

The same pattern emerged in Kota Kinabalu, where 24.5 per cent of the tourists received their information about urban farmers‟ markets from their friends, 17.6 per cent from the internet and 12.7 per cent from magazines and newspapers. Meanwhile, a total of 9.2 per cent of the tourists in Kota Kinabalu stated that they heard about urban farmers‟ markets from tourist leaflets while 12.7 per cent found out about urban farmers‟ markets from the Tourist Information Centre. On the other hand, 10.8 per cent of the tourists heard about the urban farmers‟ markets from the travel agency. Other sources of information about urban farmers‟ markets included advertisements on TV, radio and other media (7.2 %), the hotel the tourists stayed at during their visit (4.6 %), and other sources (0.7 %) (Table 6.5).

In Kota Bharu, a total of 21.8 per cent of the tourists received information about urban farmers‟ markets from their friends, 17.3 per cent from magazines and newspapers, while 14.8 per cent found out about them from the internet. Other main sources of information about urban farmers‟ markets for tourists in Kota Bharu were advertisements on TV, radio and other media (12.5 %), tourist leaflets (10.5 %), and Tourist Information Centres (10.1 %).

In Kuala Terengganu the main sources of information for tourists about urban farmers‟ markets were magazines and newspapers and friends. A total of 23.3 per cent and 20.4 per cent of the tourists got their information about urban farmers‟ markets from magazines and/or newspapers and friends, respectively. Meanwhile 10.2 per cent of the tourists stated that they heard about urban farmers‟ markets from tourist leaflets, 13.6 per cent from tourist information centres, 10.2 per cent from the internet, 9.2 per cent from the travel agency, 7.8 per cent from advertisements on TV, radio and other media, 2.4 per cent from the hotel that they stayed at during their visit, and 2.9 per cent from other sources (Table 6.5).

Based on these findings it appears that the main source of information for tourists about urban farmers‟ markets is via word-of-mouth through their friends. Interpersonal communications have long been recognised as influential in the tourism industry. For instance, O‟ Neill, Palmer and Charters (2002) found that visitors‟ word-of-mouth (WOM) recommendations boost wine sales when vacationing; opinion leaders return home and tell others of their experiences. Similarly, a study of destination selection methods carried out by Shanka (2002) found that the majority of Western Australian travel decisions were based upon WOM communications. In a USA-based study, Litvin *et al.* (2005) noted that tourists‟ restaurant selections were predominantly influenced by the WOM recommendations of opinion leaders, with surprisingly few decisions based on the influences of more formal media sources. In the case of urban farmers‟ markets as a tourism product this confirms how WOM from friends is highly valuable for promoting farmers‟ markets to tourists.

Magazines or newspapers are another important source of knowledge about urban farmers‟ markets, as was indicated by 16.9 per cent of the tourists overall. A study by Vogt and Fesenmaier (1998) showed that consumers can gain product knowledge from their previous experiences with the product, the experiences of others, and by means of visual, verbal, and sensory stimuli such as advertisements, newspaper/magazine articles, and television programming.

The internet is another important source of knowledge for tourists to learn about urban farmers‟ markets. In this study, overall, 14.5 per cent of tourist respondents claimed that they received their information about urban farmers‟ markets via the internet. In today‟s era of information technology, the internet is one of the emerging sources that tourists rely on for information about tourist destinations and places to visit. According to the World Tourism Organisation (2001), more than ever before the Internet, mobile technology and wireless computing (ICT) provide tourists with a greater means to gain immediate access to relevant, varied, and in-depth information about destinations throughout the world. The internet is becoming the primary channel for business-to-business (B2B) communication. The United Nations (2004) also promoted the use of modern information and communication technology in tourism development.

On examining the differences between local and international tourists, further analysis revealed that there was no difference between local and international tourists in terms of their knowledge about urban farmers‟ markets, as shown in Table 6.6. As the table reveals, about two-thirds of both local and international tourists had heard about urban farmers‟ markets prior to the survey.

Table 6.6: Awareness of tourists of urban farmers' markets by type of tourists

Tourists	Awareness of urban farmers' market				Total	
	Yes		No			
	No.	%	No.	%	No.	%
Local	467	66.6	234	33.4	701	100.0
International	153	61.0	98	39.0	251	100.0
Total	620	65.1	332	34.9	952	100.0

*Chi-square is 2.610, p-value=0.106

**Not all respondents provided an answer to all questions*

Gender, however, does make a difference. As shown in Table 6.7, although there were more tourists who had heard about urban farmers‟ markets before the survey regardless of gender, the percentage of awareness among females was higher than for males. Close to 70 per cent of females were aware of urban farmers‟ markets while only about 60 per cent of males had heard of urban farmers‟ markets. The reason for this is that females tend to be the main shoppers, so are most likely to patronise farmers‟ markets (Govindasamy et al., 1998). This is supported by another study that found that seven out of ten survey shoppers at small farmers' markets in Maine were women (Kezis et al., 1998).

Table 6.7: Knowledge of tourists of urban farmers' market by gender

Ever heard of urban farmers'		Sex		Total
		Male	Female	
Yes	No.	315	308	623
	%	59.5	69.5	64.1
No	N0.	214	135	349
	%	40.5	30.5	35.9
Total		529	443	972

*Chi-square is 10.434, p-value <0.05

**Not all respondents provided an answer to all questions*

Further statistical analyses were conducted to examine whether tourists‟ age and educational attainment influenced their awareness of urban farmers‟ markets. Based on the Kruskal-Wallis test, tourists‟ age and educational background were found not to significantly influence tourists‟ awareness of urban farmers‟ markets.

6.4 Number of tourists who have visited an urban farmers' market

Tourists were asked whether they had visited an urban farmers" market in the last five years. In Kuching, 72 per cent of the tourists indicated that they had visited an urban farmers" market in the last five years, while only 28 per cent of the tourists had not visited an urban farmers" market. In Kota Kinabalu, 88.7 per cent of the tourists said they had visited an urban farmers" market in the last five years while only 11.3 per cent of the tourists had not. Meanwhile, 86.7 per cent of the tourists in Kota Bharu signified that they had visited an urban farmers" market in the last five years while only 13.3 per cent of the tourists had not visited an urban farmers" market. Kuala Terengganu showed the lowest percentage of tourists who had visited an urban farmers" market in the last five years; however, the percentage is still high. A total of 59 per cent of the tourists in Kuala Terengganu indicated that they had been to an urban farmers" market while 41 per cent said they had not been to an urban farmers" market in the last five years (Table 6.8).

Table 6.8: Tourists who have visited an urban farmers' market in the last 5 years

Market	Visited an urban farmers' market				Total	
	Yes		No			
	No.	%	No.	%	No.	%
Kuching (Satok Weekend Market)	97	72.0	38	28.0	135	100.0
Kota Kinabalu (Gaya Street Sunday Market)	110	88.7	14	11.3	124	100.0
Kota Bharu (Siti Khadijah Central Market	215	86.7	33	13.3	248	100.0
Kuala Terengganu (Payang Central Market)	50	59.0	35	41.0	85	100.0
Total	472	79.7	120	20.3	592	100.0

**Not all respondents provided an answer to all questions*

Overall, about 80 per cent of the tourists on average claimed that they had visited an urban farmers" market in the last five years. This shows that the majority of tourists had had an urban farmers" market experience and that this experience was relatively recent. Further statistical analyses showed there was no significant difference in relation to the type of tourists (local and international), or their gender, age and education.

6.5 Tourists' satisfaction with urban farmers' markets

One of the key objectives of this study is to determine the level of satisfaction of tourists with urban farmers" markets. Hence, in each of the cities, tourists who have visited the respective case study farmers" markets were asked a series of questions regarding their experience and level of satisfaction of the relevant urban farmers" market using a range of criteria. Results of the study are discussed below.

One of the questions asked was how satisfied the tourists were with the urban farmers" market as a place to visit. Tourists who visited the market were asked to rate their satisfaction based on a seven-point Likert scale. As shown in Table 6.9, about two-thirds of the tourists in Kuching rated the Satok Weekend Market as a slightly interesting to very interesting place to visit for tourists. In contrast only about 12 per cent rated the market as a slightly uninteresting to quite uninteresting place to visit for tourists. However about a fifth (21.1 %) of the tourists indicated that the market was neither an interesting nor uninteresting place to visit. Similarly, the majority of the tourists (71.2 %) in Kota Kinabalu rated the Gaya Street Sunday market as a slightly interesting to a very interesting place to visit whereas only 19.9 per cent claimed it was neither an interesting nor uninteresting place to visit. Again only a small percentage (8.9 %) rated the market as slightly uninteresting to very uninteresting as a place to visit.

In Kota Bharu, the majority of the tourists (65.8 %) also rated the Siti Khadijah Central Market as a slightly interesting to very interesting place to visit, whereas only 5.5 per cent rated the market as a slightly uninteresting and very uninteresting place to visit. However, 28.8 per cent claimed it as neither an interesting nor uninteresting place to visit. The same pattern emerged in Kuala Terengganu where the majority of the tourists (61.9 %) rated Payang Central Market as a slightly interesting to very interesting place to visit. A total of 27.2 per cent claimed the market was neither interesting nor uninteresting as a place to visit. In contrast, only 10.9 per cent rated the market as a slightly uninteresting to very uninteresting place to visit.

Table 6.9: Tourists satisfaction of urban farmers' market as a place to visit

Market		Likert scale							Total	Mean
		Very uninteresting	Quite uninteresting	Slightly Uninteresting	Neither interesting nor uninteresting	Slightly interesting	Quite interesting	Very interesting		
		1	2	3	4	5	6	7		
Kuching (Satok Weekend Market)	No.	5	3	8	28	37	31	21	133	5.00
	%	3.8	2.3	6.0	21.1	27.8	23.3	15.8	100.0	
Kota Kinabalu (Gaya Street Sunday	No.	2	4	7	29	50	43	11	146	5.01
	%	1.4	2.7	4.8	19.9	34.2	29.5	7.5	100.0	
Kota Bharu (Siti Khadijah Central	No.	1	4	9	74	96	43	30	257	4.98
	%	0.4	1.6	3.5	28.8	37.4	16.7	11.7	100.0	
Kuala Terengganu (Payang Central Market)	No.	3	3	4	25	27	24	6	92	4.80
	%	3.3	3.3	4.3	27.2	29.3	26.1	6.5	100.0	

**Not all respondents provided an answer to all questions*

Of the four markets, Gaya Street Sunday Market (mean=5.01) and Satok Weekend Market (mean=5.00) were given the highest average rating. A possible reason for this is the structure of the market as both these markets have an „open air" concept, which seems to be popular with tourists.

Based on the literature reviewed, no study had yet been conducted on tourists" satisfaction with urban farmers" markets as a place for tourists to visit. In this study, an attempt was made to examine both local and international tourists" perceptions. The results of the rating of domestic and international tourists are summarised in Table 6.10 and Table 6.11, respectively.

As shown in Tables 6.10 and 6.11, there were similar response patterns among the markets from the local tourists (average score for all the markets of more than four) and international tourists (average score for all the markets of more than five). However, there was a difference between the responses of local tourists and those of international tourists. The international tourists seemed more satisfied with urban farmers" markets as a place for people to visit as compared to local tourists. Although, overall responses show that tourists in general were happy with the markets regardless of whether respondents were local or international.

The difference in the level of satisfaction between local and international tourists may be due to the fact that local tourists are more familiar with this kind of market. For international tourists many aspects of the urban farmers" market tourism experience are novel, such as the products offered, the food available, and even the costumes of local people at the market, all of which may be worthwhile overall experiences as a tourist.

Table 6.10: Local tourists' satisfaction with the urban farmers' market as a place for tourists to visit

Market	No.	Likert scale							Mean
		Very dissatisfied	Quite dissatisfied	Slightly Dissa-tisfied	Neither satisfied nor dissatisfied	Slightly satisfied	Quite satisfied	Very satisfied	
		1	2	3	4	5	6	7	
Kuching (Satok Weekend Market)	51	3	0	4	16	12	7	9	4.78
		5.9	0.0	7.8	31.4	23.5	13.7	17.6	
Kota Kinabalu (Gaya Street Sunday Market)	128	1	6	17	21	39	32	12	4.83
		0.8	4.7	13.3	16.4	30.5	25.0	9.4	
Kota Bharu (Siti Khadijah Central	214	1	2	11	75	55	40	30	4.97
		0.5	0.9	5.1	35.0	25.7	18.7	14.0	
Kuala Terengganu (Payang Central	49	0	3	1	10	22	12	1	4.86
		0	6.1	2.0	20.4	44.9	24.5	2.0	

**Not all respondents provided an answer to all questions*

Table 6.11: International tourists' satisfaction with the urban farmers' market as a place for tourists to visit

Market	No.	Likert scale							Mean
		Very dissatisfied	Quite dissatisfied	Slightly Dissatisfied	Neither satisfied nor dissatisfied	Slightly satisfied	Quite satisfied	Very satisfied	
		1	2	3	4	5	6	7	
Kuching (Satok Weekend Market)	28	2	0	1	3	2	8	12	5.68
		7.1	0.0	3.6	10.7	7.1	28.6	42.9	
Kota Kinabalu (Gaya Street Sunday Market)	23	0	0	0	0	8	7	8	6.00
		0.0	0.0	0.0	0.0	34.8	30.4	34.8	
Kota Bharu (Siti Khadijah Central	47	0	0	1	9	25	10	2	5.06
		0.0	0.0	2.1	19.1	53.2	21.3	4.3	
Kuala Terengganu (Payang Central	27	0	0	2	2	3	14	6	5.74
		0.0	0.0	7.4	7.4	11.1	51.9	22.2	

**Not all respondents provided an answer to all questions*

Most of the international tourists agreed that the uniqueness of the products and culture were the main reasons they were satisfied with urban farmers‟ markets as a place for tourists to visit. Other reasons included product variety and the friendliness of people at the market (Table 6.12). Local tourists also indicated uniqueness as a factor influencing their satisfaction with urban farmers‟ markets as a place to visit for tourists. However, they put more value on the variety of products available in the market and the ease of access.

Table 6.12: Top three reasons given by tourists for market satisfaction

Reason	Local	International
Main reason	Product varieties	Unique
Second reason	Easy access	Product varieties
Third reason	Unique	Friendliness

These results are not surprising as research shows that tourist shoppers look for products that are unique to the tourist destination or simply unavailable at home (Paige and Littrell, 2002; Costello and Fairhurst, 2002; Reisinger and Turner, 2002; Littrell *et al.*1994). The unique quality of the product enhances the tourism experience by giving the tourist a special memory of their trip (Turner and Reisinger, (2001), allowing them to positively reminisce about the experience they had while travelling. Markets can also be considered unique through their cultural demonstration of vendor-customer behaviour, and the manner in which trade is done at the market. Culture, as presented in a range of definitions, not only consists of traditional culture (such as visiting museums, the performing arts, galleries, cultural heritage, etc.), but also includes the way of life of people living in a certain area, including aspects such as language, beliefs, dress and customs, (World Tourism Organization, 2005).

Product variety is another reason given by the tourists for market visits. This is the main reason identified by local tourists and is ranked as the second among international tourists. This is akin to the shopping complex concept; that is, allowing customers to shop for almost everything under one roof. The same applies to farmers‟ markets and tourists. Even though some of the tourists would not be able to buy fresh produce, such as vegetables or fish, they can still engage in this „experience‟ by seeing how local people do their trading. The local tourists especially buy vegetable and forest produce to bring home. They are free to buy more widely as compared to international tourists, who have to deal with strict „plant quarantine‟ procedures in their countries of origin. However, some international tourists staying at apartments, home stays, or even those on ocean cruises also buy fresh produce to be consumed from the markets.

A wide variety of products provides a great opportunity and experience for tourists at the markets. Tourists are not only offered the opportunity to see the fresh produce, such as vegetables, fruits, fish and meat, but also jungle products, handicrafts, homemade cookies and snacks, local foods and so on. For instance, at Satok Weekend Market and Gaya Street Sunday Market, customers are offered all kinds of plants, flowers, herbs, and pets. This is a very enriching experience for tourists to have – access to all kinds of unique products in the one market. According to the Department of Agriculture State of Hawaii (2001), farmers‟ markets offer a broad selection of high quality, well-packaged produce, merchandise and services, fine food and good entertainment, making it a „must-see‟ and „must experience‟ tourist attraction. Food also creates its own tourist attraction. Food is frequently seen as an emblem or a symbol of local distinctiveness, so when tourists choose local food and beverages, they literally taste elements of the visited area‟s local character. In numerous tourism regions, the local gastronomy is thus seen as a crucial part of the local heritage (Haukeland and Jacobsen, 2001). Farmers‟ markets are also considered to be one of the examples of food and beverage tourism development from around the world (Çela et al., 2007).

Easy access is another satisfaction factor claimed by local tourists. Easy access refers to the location, and also to the traffic within the market. Easy access is considered to be a pull factor and urban farmers‟ markets should take advantage of their location in the city centre. All four markets are located in strategic locations and are walking distance from the major tourist districts of the respective cities where they are located. The accessibility of the market is well established. The markets are zoned according to various products and are relatively convenient for visitors, including tourists, to move around.

Friendliness is another factor highlighted by international tourists. They were satisfied with the vendors‟ attitudes towards them. This is the obvious difference between shopping or visiting a supermarket compared to an urban farmers‟ market. Tourists would generally expect some interaction with the vendors regarding the products. Perhaps one of the hurdles is the language barrier, but a smile or even a simple greeting can always help.

However, there are two factors highlighted by the tourists in terms of the drawbacks of urban farmers‟ markets. Some of the tourists complained about the narrow walkways in the market. This has already been discussed earlier in terms of vendors‟ satisfaction. The walkways should be cleared and be more spacious. Tourists would like to move about freely to see and experience the market. The narrow walkways made tourists uncomfortable about stopping and enjoying the products offered. Some tourists would like to take photos and learn about certain products available at the market; if the walkways are too crowded this is not possible. Even local customers would not be comfortable when there is heavy traffic. Some of the markets already have proper sized allocated walkways. However, some vendors sometimes trade outside the boundaries allowed and take up part of the space allocated for walkways, causing the walkways to become narrow and causing problems to customers, especially tourists.

The safety aspects also need to be considered, as discussed earlier. The issue of the footings of the umbrellas can cause accidents because they obstruct the walkways. This is inconvenient for tourists, inhibiting them from bringing baby strollers or even for customers with shopping trolleys. This issue was also confirmed by the researcher‟s observation, particularly in the non-structured markets (see Figure 6.1 and Figure 6.2). For example at the Satok Weekend Market, the footings of the umbrellas can cause accidents because they obstruct the walkways. Another issue regarding the walkways has been created by the vendors themselves. Some of the vendors occupied part of the walkways by arranging their products beyond the tables or the space allocated to them. As for the wet product sections, the vendors did not observe good hygiene practises. If the vendors could take proper care of their area, the walkways would not be wet and dirty. This would also help reduce the smell and keep the market clean.

Figure 6.1: Vendors occupy part of the walkways beyond their allocated space

Figure 6.2: Umbrella footing in the middle of walkways

Feedback from tourists also highlighted the issue of smelly and dirty areas with poor hygiene practices in the market. Based on observation, this problem was rooted mostly in the wet section of the markets. The handling of the wet products – for example, fish – was not at a satisfactory standard. Referring to Figure 6.1 above, fish were not properly placed on trays, and this situation caused water to spill from the wet area and into the walkways when the vendor sprinkled water onto the fish to keep them fresh.

6.6 Tourists' satisfaction with the vendors at the urban farmers' market

The service provided by vendors is very important for attracting more visitors to the market. If vendors are friendly, willing to share information about the products, able to describe the products well, and show honesty and trustworthiness they are likely to be deemed as providing a very good service and hence will satisfy tourists.

Based on the survey, results showed that the average ratings of tourists in all the case study farmers" markets were satisfactory. When asked whether vendors showed any initiative in catering their products to tourists (such as preparing ready-to-eat fruits), most of the local tourists indicated that some vendors or many vendors take initiatives in making the product „tourist-friendly" (Table 6.13). International tourists also generally give positive feedback of this aspect with most of the international tourists indicating that some or most of the vendors show initiative (Table 6.14).

Table 6.13: Local tourists' satisfaction with vendors' initiative

Number of vendors showing initiative	Kuching (Satok Weekend Market)		Kota Kinabalu (Gaya Street Sunday Market)		Kota Bharu (Siti Khadijah Central Market)		Kuala Terengganu (Payang Central Market)	
	No.	%	No.	%	No.	%	No.	%
Only a few	12	24.5	35	26.9	28	13.1	13	24.1
Some of the	21	42.9	58	44.6	101	47.4	28	51.9
Most of the vendor	15	30.6	35	26.9	83	39.0	12	22.2
None	1	2.0	2	1.5	1	0.5	1	1.9
Total	49	100.0	130	100.0	213	100.0	54	100.0

**Not all respondents provided an answer to all questions*

Table 6.14: International tourists' satisfaction with vendors' initiative

Number of vendors showing initiative	Kuching (Satok Weekend Market)		Kota Kinabalu (Gaya Street Sunday Market)		Kota Bharu (Siti Khadijah Central Market)		Kuala Terengganu (Payang Central Market)	
	No.	%	No.	%	No.	%	No.	%
Only a few	7	24.1	2	8.7	2	4.3	3	11.5
Some of the	13	44.8	10	43.5	22	47.8	12	46.2
Most of the vendor	6	20.7	11	47.8	22	47.8	10	38.5
None	3	10.3	0	0	0	0	1	3.8
Total	29	100.0	23	100.0	46	100.0	26	100.0

**Not all respondents provided an answer to all questions*

In general, international tourists were more satisfied with the vendors‟ friendliness as compared to local tourists. This is probably because vendors pay more attention to the international tourists than the local tourists. Local tourists might be difficult to distinguish from local consumers so vendors may assume that they are already familiar with the market, hence less effort is given to offering special services to local tourists. Hence, it is likely that a vendor‟s willingness to share information about the products and describe the products is more satisfying for the international tourists in Satok Weekend Market and Gaya Street Sunday Market.

In the Siti Khadijah Central Market and Payang Central Market, the local tourists were more satisfied than the international tourists. Perhaps the reason for this is that Satok Weekend Market and Gaya Street Sunday Market only operate over the weekend. Based on the researcher‟s observation, many of the vendors were assisted by their immediate family, such as their sons or daughters, who are often more educated than their parents and are able to communicate better in English. Consequently, they can assist the vendors in entertaining the international tourists and explaining their product offerings.

Based on tourists‟ opinions in all the urban farmers‟ markets, the majority of them agreed that in their particular market some of the vendors took the initiative to cater for tourists‟ needs. As shown in Table 6.15, between 43 to 47 per cent of the tourists indicated that some of the vendors showed initiative in catering for tourists, while between 25 to 41 per cent indicated that most of the vendors did.

Table 6.15: Tourists' feedback on vendors' initiative to cater for tourists

Number of vendors showing initiative	Kuching (Satok Weekend Market)		Kota Kinabalu (Gaya Street Sunday Market)		Kota Bharu (Siti Khadijah Central Market)		Kuala Terengganu (Payang Central Market)	
	No.	%	No.	%	No.	%	No.	%
Only a few	19	24.4	37	24.0	30	11.5	24	26.1
Some of the	34	43.6	69	44.8	124	47.3	43	46.7
Most of the	21	26.9	46	29.9	107	40.8	23	25.0
None	4	5.1	2	1.3	1	0.4	2	2.2
Total	78	100.0	154	100.	262	100.0	92	100.0

**Not all respondents provided an answer to all questions*

Vendors must be creative when attracting tourists to buy their products. For example packaging is important for tourists. In Satok Weekend Market, which is famous among tourists for its salted *Terubuk* fish, most of the tourists, especially local tourists, will buy the fish as a gift to their relatives back home. The vendors are very good at catering for this tourist need. The salted *Terubuk* fish is difficult to bring back home especially if one is travelling by air. Vendors offered proper packaging to ensure that tourists could bring the fish home easily without having to worry about bad smells and the difficulty of handling their purchase (Figure 6.3 and Figure 6.4). At Kuching International Airport there are travellers with boxes fashioned like a bag, complete with raffia handles, and, chances are, they are carrying their salted *Terubuk* fish.

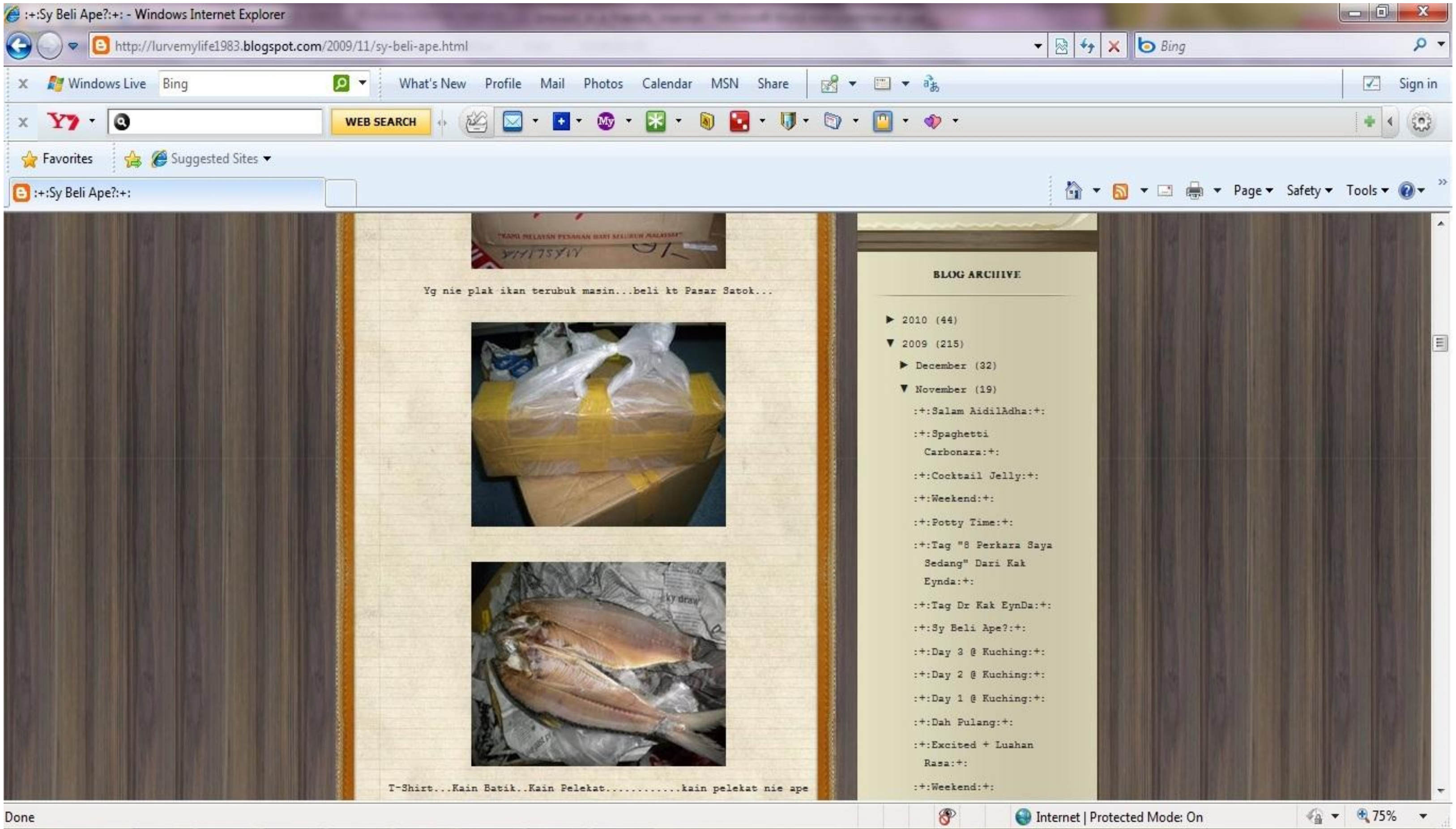


Figure 6.3: Tourists' blog excerpt on taking salted *Terubuk* fish in proper packaging

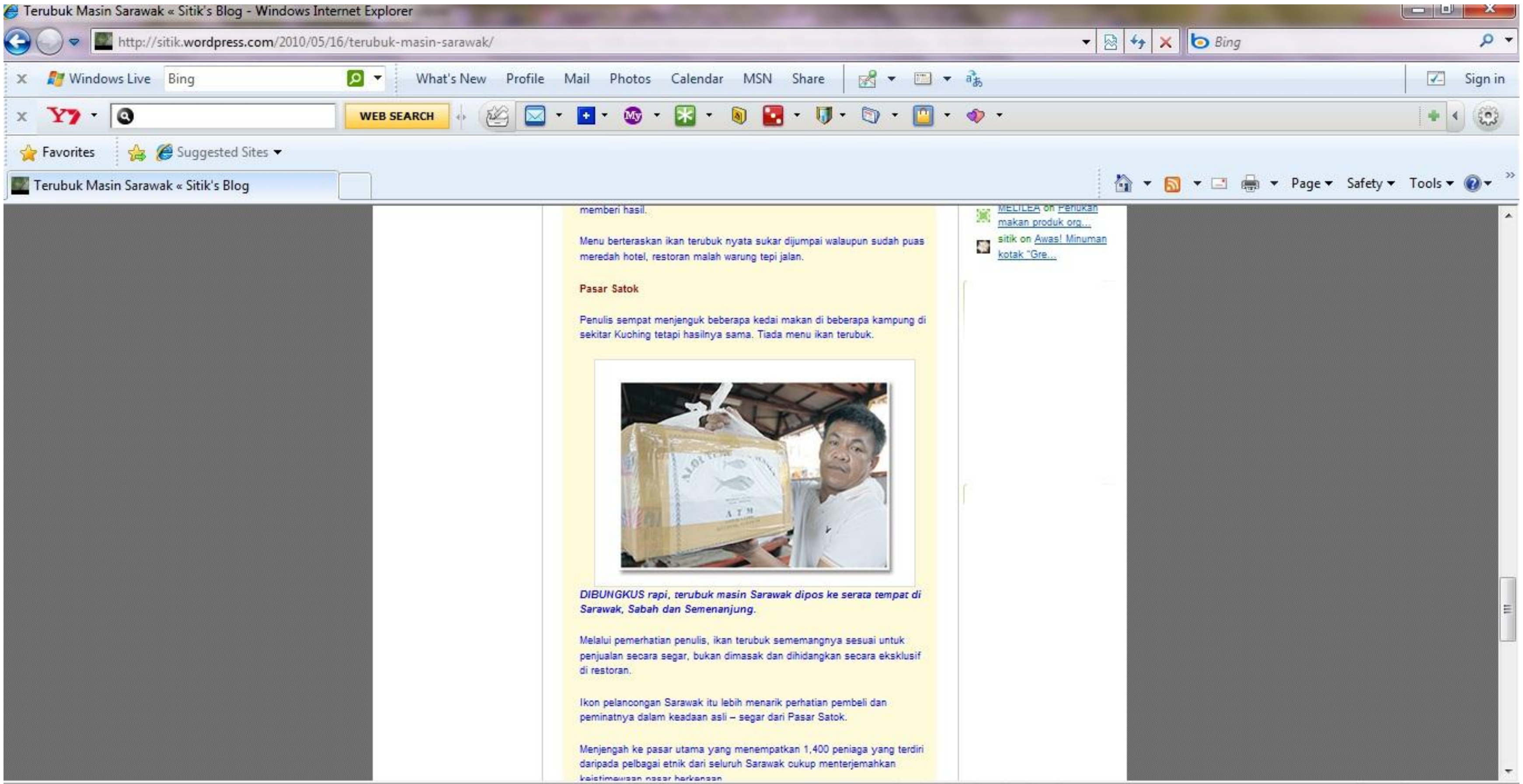


Figure 6.4: Blog excerpt by a local tourist who bought salted *Terubuk* fish in proper packaging

Vendors should be proactive and creative in order to attract more buyers, especially tourists. There are tourists who buy vegetables and fruits to be brought back to their home. Therefore the vendors should take this opportunity by offering proper packaging – a sturdy, attractive box, for instance, to put the produce in. As tourists, they may be hesitant to buy certain products because they need to find a box and string to pack the produce themselves. If vendors offered these services to them, tourists would then be more likely to be interested in buying products from urban farmers"markets.

6.7 Chapter Summary

This chapter summarised the relevant data gathered from tourists in all four cities where the case study urban farmers" markets are located. Further discussions of the findings were also presented. Tourists who participated in the survey were from diverse background – both local and international. The tourists" demographics helped provide a background of the type of tourists that visit farmers markets in Malaysia which helped to better understand their behaviour. In general, the tourists" knowledge and awareness of urban farmers" market was satisfactory, with a large percentage of local and international tourists having heard of urban farmers" markets in the past. Urban farmers" markets are more popular among females, both domestic and international tourists, while neither a tourist"s age nor educational background is a differentiating factor.

This finding is supported by the considerable number of tourists that had visited urban farmers" markets in the last five years. Tourists were also generally satisfied with the market. However, there were also aspects of the urban farmers" market with which tourists were not satisfied; this included cleanliness, smell and the hygiene. There were also some concerns with the safety of the walkways. These issues need to be addressed in order to make farmers" markets an attractive place for tourists to visit.

Chapter 7
Linking Urban Farmers' Markets to Tourism in Malaysia

7.1 Introduction

In this chapter, the potential of linking urban farmers" markets to tourism in Malaysia is examined. The potential of urban farmers" market as a tourism product is assessed by looking at three key aspects – firstly, by examining the importance of tourists as visitors to urban farmers" markets; secondly, by looking at the benefits of tourism to urban farmers" markets and to Malaysia in general and thirdly, by looking at the demand by tourists, that is, by looking at whether tourists are interested in going to farmers" markets when they are visiting a place and the value they place in visiting a farmers" market as part of their tourism experience.

This chapter considers these three aspects. Section 7.2 examines the importance of tourists as visitors and customers in urban farmers" markets from the vendors" perspective. Section 7.3 discusses the benefits of linking tourism to urban farmers" markets from the local authorities and tourism authorities" perspectives, while Section 7.4 examines the tourists" interest in urban farmers" markets. The expectations of tourists are also discussed in this section to provide some information on what is needed to make urban farmers" markets in Malaysia an attractive place to visit for tourists.

7.2 Importance of Tourists as Visitors to Urban Farmers' Markets: The Vendors' Perspective

To determine the importance of tourists as visitors to urban farmers" markets, vendors were asked about their perceptions on the importance of tourists as customers. This section will first discuss the number of tourists that visit the case study urban farmers" markets, the activities of tourists and the importance of tourists to their business.

7.2.1 Number of tourists that visit urban farmers' markets

All vendors from the four case study markets were asked about the type of customers they normally have. The results are summarised in Table 7.1. These results should be taken with caution as it may not be easy to identify tourists, particularly local tourists. It is often only the foreign tourists, especially westerners or those unable to speak *Bahasa Melayu* or the local dialect, that vendors are able to identify tourists. Nonetheless, these figures could give a rough estimate of the tourist visitors that go to farmers‟ markets and therefore an indication of tourists‟ interest in urban farmers‟ markets as a tourism product.

Table 7.1: Average number of tourist customers in farmers' markets

Market		**Number of customers that are tourists**					**Total**
		Less than 20	**21-50**	**51-100**	**More than 100**	**None**	
Satok Weekend market	No.	191	55	29	6	29	310
	%	61.6	17.7	9.3	1.9	9.4	100.0
Gaya Sunday market	No.	92	27	15	4	5	143
	%	64.3	18.9	10.5	2.8	3.5	100.0
Siti Khadijah Central market	No.	361	7	4	1	16	389
	%	92.8	1.8	1.0	0.3	4.1	100.0
Payang Central market	No.	163	32	1	1	3	200
	%	81.5	16.0	0.5	0.5	1.5	100.0
Total	No.	807	121	49	12	53	1042
	%	77.4	11.6	4.7	1.2	5.1	100.0

**Not all respondents provided an answer to all questions*

As shown in Table 7.1, the customers of Satok Weekend Market tended to be locals rather than tourists. Close to 62 per cent of traders reported that on average they serve less than 20 tourists each day, while 17.7 per cent of traders reported serving between 21 and 50 tourists per day on average. Only 1.9 per cent indicated serving more than 100 tourists per trading day. Meanwhile, around 29 traders (9.4%) reported serving no tourists.

In Gaya Street Sunday Market, 64.3 per cent of traders reported serving less than 20 tourists each day on average, 18.9 per cent of traders reported serving between 21 and 50 tourists while 10.5 per cent indicated serving an average of 51 to 100 tourists per trading day. Only a few traders (2.8%) entertained more than 100 tourists and five traders (3.5%) reported serving no tourists.

Close to 93 per cent of traders in Siti Khadijah Central Market reported serving, on average, less than 20 tourists each day. A few traders (1.8%) reported entertaining between 21 to 50 tourists, one per cent entertained between 51 to 100 tourists, and 0.3 per cent traders entertained more than 100 tourists on average. However, 4.1 per cent of the traders in Siti Khadijah Central Market claimed they have not had any tourist visit their stall.

In Payang Central Market, 81.5 per cent of traders reported serving less than 20 tourists each day on average. A small number of traders (16%) entertained between 21 to 50 tourists. Very few traders (0.5%) traders entertained between 51 to 100 tourists, and 0.5 per cent traders entertained more than 100 tourists. However, 1.5 per cent traders claimed they had no tourist customers so far. The majority of the respondents in all the markets claimed that the number of tourists they served was less than 20 people per day on average. However, there is a considerable number of vendors from all the markets except for Siti Khadijah Central Market that claimed that between 21 to 50 tourists visited their stall on a daily basis (Table 7.1).

7.2.2 Tourists activities in urban farmers' markets stalls

It is also of interest in the study to find out what tourists do when they visit farmers‟ markets. Do they actually purchase food and other products, or do they just want to see and experience the place? To determine tourists‟ activities in the market, vendors where asked what activities tourists did in their stall.

As shown in Table 7.2, when approaching traders‟ stalls in Satok Weekend Market, most tourists tended to either look at the produce on sale (74.6%) or take photos of the produce (66.4%). Tourists were also reported to taste the produce and then proceed to make a purchase (44.3%) or to ask for more information (44%). In Gaya Street Sunday Market, when approaching traders‟ stalls, most tourists tended to either look at the produce on sale (70.5%) or taste the produce then proceed to make a purchase (42.5%). Tourists were also reported to take photos of the produce (34.3%) or to ask for more information (23.2%).

Table 7.2: Tourists' activities at the vendors stall

Market		Activities							
		Look at products		Taste/try and then buy		Take photo		Ask for more information	
		Yes	No	Yes	No	Yes	No	Yes	No
Satok Weekend Market	No.	244	83	145	182	217	110	144	183
	%	74.6	25.4	44.3	55.7	66.4	33.6	44.0	56.0
Gaya Sunday Market	No.	146	61	88	118	71	135	48	158
	%	70.5	29.5	42.5	57.0	34.3	65.2	23.2	76.3
Siti Khadijah Central Market	No.	302	97	285	114	76	323	46	353
	%	75.7	24.3	71.4	28.6	19.0	81.0	11.5	88.5
Payang Central Market	No.	131	71	112	90	60	142	26	176
	%	64.9	35.1	55.4	44.6	29.7	70.3	12.9	87.1
Total	No.	823	312	630	504	424	710	264	870
	%	72.5	27.5	55.6	44.4	37.4	62.6	23.3	76.7

**Not all respondents provided an answer to all questions*

In Siti Khadijah Central Market, most tourists tended to either look at the produce on sale (75.7%) or taste the produce then proceed to make a purchase (71.4%). Tourists were also reported to take photos of the produce (19%) or ask for more information (11.5%). On the other hand, most tourists who approached traders‟ stalls in Payang Central Market tended to either look at the produce on sale (64.9%) or taste the produce then proceed to make a purchase (55.4%). Tourists were also reported to take photos of the produce (29.7%) or ask for more information (12.9%).

In general, it appears that most or about two-thirds of the tourists look at the products but only about half try or test the product which eventuated into a sale. This pattern is consistent in all the markets. Furthermore, while about a third took photos, it seems that not many tourists asked information about the products available in the market. Again, this is relatively consistent for all the markets. A strategy should be imposed to attract a high volume of tourists and to encourage them to buy suitable products, for example, local fruits. Tourists seem to prefer to just look, instead of taking photos or asking for further information. A possible reason why many tourists were reluctant to ask was that, perhaps they do not know what to expect; or maybe the vendors do not speak English, thus discouraging communication. In some cases vendors may not like to be asked, or some vendors may expect that whenever a customer asks for information about the product they are expected to buy. If tourists ask for further information, vendors would be able to explain their products, and at the same time probably encourage tourists to buy.

7.2.3 Importance of tourists to the business

Another key question when examining the potential of linking urban farmers" markets and tourism is how important tourists are to the business. This question can provide valuable information on the benefits tourists can bring to farmers" markets.

As shown in Table 7.3, majority (85.4%) of the traders in Satok Weekend Market believed that tourists were essential for the successful operation of their business whereas, in contrast, 38 traders (14.6%) believed that tourists were not important. In the same token, in Gaya Street Sunday Market, most of the traders (78.7%) believed that tourists were important to their business whereas, in contrast, 39 traders (21.3%) believed that tourists were not important.

Table 7.3: Importance of tourists to the business

Market		**Are tourists important to the business**		**Total**
		Yes	**No**	
Satok Weekend market	No.	222	38	260
	%	85.4	14.6	100.0
Gaya Sunday market	No.	144	39	183
	%	78.7	21.3	100.0
Siti Khadijah Central market	No.	248	54	302
	%	82.1	17.9	100.0
Payang Central market	No.	106	29	135
	%	78.5	21.5	100.0
Total	No.	720	160	880
	%	81.8	18.2	100.0

**Not all respondents provided an answer to all questions*

Again, this trend continued with Siti Khadijah Central Market and Payang Central Market. Majority of the traders (82.1%) at Siti Khadijah Central Market believed that tourists were essential for the successful operation of their business whereas, in contrast, 54 traders (17.9%) believed that tourists were not important. In Payang Central Market, majority of the traders (78.5%) also believed that tourists were important to their business whereas, in contrast, only 29 traders (21.5%) believed that tourists were not important.

Therefore it seems that vendors value tourists and believe they are important to the business. There is no doubt about the „multiple effect" tourists can bring to vendors. The tourists themselves are likely to buy at the market to try the product and at the same time, if they have a positive experience, may encourage their friends or family members to also visit the market, thus increasing the number of customers. Moreover, tourists are often on the lookout for products to take back home as souvenirs for themselves to remind them of their visit in a particular place or to take home as gifts for family and friends. Hence, it is important to encourage tourists to visit urban farmers" markets. As earlier reviewed in the literature, an alternative is to link farmers" markets into the broader context of regional events and festivals.

7.2.4 Vendors' initiatives to attract tourists

Currently, Satok Weekend Market traders offer a number of services or initiatives for tourists. These include special offers (42.9%), explanations about the products (27.5%), opportunities to try the product (20.6%) and proper packaging (9.1%) (Table 7.4). In Gaya Street Weekend Market, traders offered explanations about the products (47.7%), gave special offers (26.0%), provided opportunities to try the product (13.2%) and offered proper packaging (13.2%).

Table 7.4: Vendors initiative to attract tourists

Market		Packaging	Explanation about the product	Trying the product	Special offers
Satok Weekend market	No.	49	148	111	231
	%	9.1	27.5	20.6	42.9
Gaya Sunday market	No.	34	123	34	67
	%	13.2	47.7	13.2	26.0
Siti Khadijah Central market	No.	123	258	142	13
	%	22.9	48.1	26.5	2.4
Payang Central market	No.	57	41	31	72
	%	28.4	20.4	15.4	35.8
Total	No.	263	570	318	383
	%	17.1	37.2	20.7	25.0

**Multiple responses*

The Siti Khadijah Central Market traders also offered a number of services or initiatives for tourists such as including explanations about the products (48.1%), opportunities to try the product (26.5%), proper packaging (22.9%) and special offers (2.4%). Similarly, the Payang Central Market traders offered a number of services or initiatives for tourists (Table 7.4) including special offers (35.8%), proper packaging (28.4%), explanations about the products (20.4%), and opportunities to try the product (15.4%).

Customers like value for their money, thus special services or initiatives such as those mentioned above can encourage tourists to purchase in farmers‟ markets. Vendors at urban farmers‟ market must be creative to attract more tourists to their stall. A popular initiative taken by the vendors in the case study farmers‟ markets is to offer explanations about the product to tourists. This is positive approach to reach tourists. Vendors need to be friendly, welcoming and explain their product especially if it is an indigenous product or a product special to the locality.

At the same time, vendors can promote and market their products. There is a high number of traders that claimed that they are very familiar with the products they sell. It is valuable for traders to have a good knowledge of their product so they can share this knowledge with tourists. For instance they can share the recipe of local vegetables which can hardly be found in other places or explain the medicinal value of certain products known locally. Vendors could also take more initiative in encouraging tourists to sample their products to persuade them to buy. Based on the researcher"s observation, this is not a popular initiative practice by the vendors in Malaysia. In farmers" markets in other places like Australia, vendors usually provide a sample of the food for tourists or potential buyer to taste. This strategy could also be tried in Malaysia. Good strategies could attract a higher volume of tourists to the market.

7.3 Linking Tourism to Urban Farmers' Markets: Local Authorities and Tourism Authorities' Perspectives

The local authorities and the tourism authorities were also interviewed on the potential of linking tourism to urban farmers" markets. The key findings are presented below for each of the markets – Satok Weekend Market, Gaya Street Sunday Market, Siti Khadijah Central Market and Payang Central Market.

7.3.1 Satok Weekend Market

All the respondents from the local authority and the tourism authorities consulted in Satok Weekend Market felt strongly that linking the urban farmers" market with tourism is a good thing. They believed that urban farmers" market can help to strengthen the urban tourism development as another potential „product" for tourists.

According to the local authority in Satok Weekend Market, there are many benefits of having the urban farmers" market. These include allowing customers to see and access local products, buy cheap products and witness the culture. On top of that, the market offers the availability of mix products, a wide range of products including indigenous products or special products and, more importantly, a guaranteed supply of fresh products. It can also attract tourists to the market.

In order to encourage more tourists, the local authority initiates activities to integrate the market with other festivals or celebration. For example, Bazaar Ramadhan was introduced in 1989, in which the Bazaar operates every day for a month. Locating it next to Satok Weekend Market, this event attracts a considerable crowd for the urban farmers‟ market over the weekend as people go to both the market and the bazaar.

One respondent indicated that there are many tourists that visit Malaysia. The advantage of linking tourism and the urban farmers‟ market is that it will help to promote local food and boost the tourism industry. At the same time it will attract more tourists to come to the city. However, the disadvantage is that, it will create further congestion and difficulties in finding parking space for tourists‟ buses or vans.

Another respondent agreed that there is a potential for this linkage, with further development of the market. The market is unique in terms of food and culture, hence tourists can shop in the farmers‟ market for unique products to take back home. The market can create better business opportunities for farmers and vendors by selling their products not only to local customers but also to tourists. However, cleanliness must be improved. The market also needs to be more organised and parking space must be improved.

Meanwhile, the third respondent claimed that farmers‟ market is part of tourism nature. Tourists get first hand experience of everything in the market. For instance they might want to know and see the fruits that they have read about or heard about before. The only likely opportunity for them to see these in urban areas is in urban farmers‟ markets where farmers bring the produce to the market. The market therefore acts as a bridge in promoting the produce. If the tourism agency promotes for instance *Durian* (a local fruit) but makes no arrangement to bring tourists to the farm, then the promotion will not be effective. As bringing tourists to the farm may not necessarily attract tourists or may not be sensible, then an alternative to taking tourists to the farm is to instead bring the produce to tourists through the urban farmers‟ market. Urban farmers‟ market can offer tourists with all kinds of exotic fruits and farm produce.

The fourth respondent also agreed that the market is a must-visit place. The Satok Weekend Market is very popular and important for domestic tourism. The respondent also agreed that the market can offer tourists local produce, not only fruits but also jungle produce such as *midin* (shown in Figure 7.1), a famous local vegetable widely served in restaurants in Kuching, Sarawak.

Figure 7.1: Jungle fern (*Midin*)

7.3.2 Gaya Street Sunday Market

The respondent representing the local authority in Gaya Street Sunday Market and all respondents consulted from tourism authorities felt strongly that linking urban farmers‟ market with tourism is something good. They believed that urban farmers‟ markets definitely can help urban tourism as another potential product for tourists.

According to one of the respondents, there are various benefits in having the urban farmers‟ market. For one, tourists can see local products and buy cheap products. They can also see the culture in action. Apart from that, the market offers a mix of products including a wide range of indigenous products or specialty products and more importantly, a supply of fresh products. The uniqueness of the market can also attract more tourists to the region.

One of the respondents indicated that the market would be an avenue to promote local products. There are a variety of local products such as rattan, local plants and fruits which tourists would find interesting.

Another respondent claimed that Gaya Street Sunday Market is one of the top products for tourists in the city area. Apparently, there had been good feedback from tourists because they experienced numerous things from the market; for instance the culture, language and specially the products they found at the market.

Another respondent stated that if the market has reasonable attractions that would make people make repeat visits, then it would be a good tourism product. For instance, people go to Eiffel Tower because of the attraction of the tower‟s design. The same situation could occur with local urban farmers‟ markets in Malaysia. The respondent, however, commented that *'the product sold in farmers" markets should be good products that relate to our locality"*. The respondent highlighted his concern that some of the products sold at the market may not truly represent local products. According to the respondent, *"some of the products sold at the farmers" markets are from the Philippines and Indonesia, so those need to be controlled."* These could enhance the "authenticity" experience of consumers, particularly tourists.

7.3.3 Siti Khadijah Central Market

Once again, all the respondents consulted in Siti Khadijah Central Market felt strongly that linking urban farmers‟ market with tourism would generate a positive impact in the city. They claimed that urban farmers‟ market could help boost urban tourism and should therefore be considered a "product" for tourists.

According to respondents interviewed, there are various benefits of having an urban farmers‟ market in the city as it supports both local customers as well as tourists. The local customers and tourists can see local products, buy cheap products and witness the culture in the region. The market also offers a mix of products, particularly indigenous products or products that are locality-specific including specialty products, as well as integrate other festivals or celebrations. This respondent also highlighted that one of the advantages of Siti Khadijah Central Market is that it has easy access, organised stalls, a strategic location, a safe environment, proper signage and also ample parking space for customers, including parking space for tourist buses, i.e. *"There are enough parking spaces for tourists" buses near the market in front of Kota Lama"*.

Another respondent felt that the media coverage the market may get as a tourist destination will be good for the market itself. *"I think it is good when reporters come and promote Siti Khadijah Central Market for tourism purposes in the television or when featured in a film. Even if they sometimes criticise the markets, I think it is also good so that we can take action to improve its operation and quality"*.

Siti Khadijah Central Market is also known as the „face‟ of Kota Bharu and a „must-visit‟ place for tourists. According to one respondent, *"this market is unique because it is dominated by female vendors, some product designs found in the market are rare and there are many products that are offered at a reasonable price"*.

Another respondent claimed that Siti Khadijah Central Market provided local and traditional products for tourists. Another respondent agreed that its location at the heart of the city could provide the platform for Siti Khadijah Central Market to link to the tourism industry. Tourists could easily get to the market which is beneficial for both tourists and the farmers‟ market.

7.3.4 Payang Central Market

In Payang Central Market, all respondents representing the local and tourism authorities strongly agreed that linking urban farmers‟ market with tourism would bring positive impact to the community; hence, urban farmers‟ market could be, without doubt, offered as another tourism product.

One respondent claimed that there are numerous advantages of having the urban farmers‟ market in the city. It is not only to support urban residents but also tourism. The tourists can see the culture, a range of products, unique indigenous products and specialty products. Similar to the respondent from Siti Khadijah Central Market local authority, this respondent claimed that Payang Central Market is easily accessible, has organised stalls, is in a strategic location and has proper signage. One of the respondents felt linking urban farmers‟ market with tourism in a more formal way will help to develop and grow business in the market. It will attract more customers and grow the tourist customer base who have enormous spending potential. The market itself has a lot to offer to the tourists such as handmade products and traditional foods, so it would be a win-win situation.

The second respondent claimed that the linkage would be positive, i.e., *"It will be very good because it can be a one stop centre since a variety of products are sold in Payang Central Market"*.

Similarly, the third respondent believed that the market would attract a lot of tourists and benefit other sectors, such as taxi and food stalls. It would also help market vendors sell their product. Another respondent, however, suggested a need for proper rebranding and packaging of handicrafts as souvenirs.

7.3.5 Synthesis of local authorities and tourism authorities' perceptions

From all the four case study markets above, it appears that the local authorities and tourism authorities have a positive and strong view about the potential of urban farmers‟ market to be forwarded as a tourism product. From the interviews in each of the markets, the respondents emphasised what urban farmers‟ markets in Malaysia can offer to tourists. The strengths of urban farmers‟ market in Malaysia identified by the local authorities and the tourism authorities are that diverse products available in the markets, particularly those that are specific to the locality are an attraction to visitors. Apart from that, a unique component of the markets would be the local people and local culture which could be an enriching experience for the tourists.

7.4 Tourists' Interest and Perception of Malaysian Urban Farmers' Markets

Much of the discussion on linking farmers to tourism lies on whether farmers‟ markets are indeed of interest to tourists. This section is devoted to the analysis of whether farmers‟ markets interest tourists in Malaysia and the value they put on farmers‟ markets in their tourism experience of a place.

7.4.1 Urban farmers' markets as an interesting place for tourists

One of the key objectives of the tourists‟ survey is to determine how tourists felt about urban farmers‟ market as a place to visit, not only in Malaysia, but anywhere in the world. A summary of the responses of tourists that participated in the research are in Table 7.5.

As shown in Table 7.5, majority of the tourists in Kuching (75.1%) rated urban farmers‟ market as a slightly interesting to very interesting place to visit. In contrast, only 8.1 per cent rated farmers‟ markets as a slightly uninteresting place to visit. Others (16.9%) do not have a strong view and indicated that they neither considered farmers‟ markets as an interesting or uninteresting place to visit.

In Kota Kinabalu, a total of 83.9 per cent of the tourists indicated that urban farmers‟ markets are slightly interesting to very interesting places to visit, while 9.4 per cent disagreed. However, 6.7 per cent claimed urban farmers‟ markets were neither interesting nor uninteresting places to visit.

This trend is similar with tourists in Kota Bharu, where majority (65.6%) rated urban farmers‟ markets as slightly interesting to very interesting place to visit, with only 27.4 per cent claiming they are neither an interesting nor uninteresting place to visit. In contrast, only 6.7 per cent rated urban farmers‟ markets as a slightly uninteresting and very uninteresting place to visit.

In Kuala Terengganu, majority of the tourists (68.1%) rated urban farmers‟ markets as a slightly interesting to very interesting place to visit, whereas only 27.8 per cent claimed they were neither interesting nor uninteresting place to visit. In contrast, only 4.1 per cent rated urban farmers‟ markets as a slightly uninteresting place to visit.

A Man-Whitney U test was conducted to see if there is any difference between genders in terms of their interest in the urban farmers‟ markets. Results showed no significant difference between genders. The male group (median=5) displayed no significant difference in the median score of the female group (Median=5), $U=49086.00$, $p>0.05$.

Table 7.5: Tourists perception on urban farmers' markets as a place to visit

Place		Likert scale							Total	Mean
		Very uninteresting	Quite uninteresting	Slightly uninteresting	Neither interesting nor uninteresting	Slightly interesting	Quite interesting	Very interesting		
		1	2	3	4	5	6	7		
Kuching (Satok Weekend Market)	No.	0	3	8	23	27	50	25	136	5.38
	%	0	2.2	5.9	16.9	19.9	36.8	18.4	100.0	
Kota Kinabalu (Gaya Street Sunday Market)	No.	3	1	10	10	43	66	16	149	5.35
	%	2.0	0.7	6.7	6.7	28.9	44.3	10.7	100.0	
Kota Bharu (Siti Khadijah Central Market)	No.	3	0	15	74	93	59	26	270	4.98
	%	1.1	0.0	5.6	27.4	34.4	21.9	9.6	100.0	
Kuala Terengganu (Payang Central Market)	No.	0	0	4	27	35	25	6	97	5.02
	%	0.0	0.0	4.1	27.8	36.1	25.8	6.2	100.0	
Total	No.	7	4	37	134	197	200	73	652	
	%	1.1	0.6	5.7	20.6	30.2	30.7	11.2	100.0	

**Not all respondents provided an answer to all questions*

Based on the overall responses of the tourists, it appears that majority (72.1%) of them rated the market as an interesting place to visit. Only 20.6 per cent of the tourists see the market as neither interesting nor uninteresting and an even smaller percentage of tourists (7.4%) rated urban farmers‟ markets as uninteresting. This therefore, shows that urban farmers‟ market has a high potential to be put forward officially as a tourism product. In fact, farmers‟ markets have already been developing a following from tourists in Malaysia, albeit not officially recognised and promoted as a tourism product.

The interest on farmers‟ markets by tourists is in fact not confined to Malaysia. For instance, in a Canadian Tourism Commission (2003) survey on consumer intentions, activities and interest in farmers‟ markets scored 6.5 out of 10 in terms of interest of tourists. A number of studies have also examined food events and festivals and have found that food events and festivals, as a form of food tourism, can play an important role in introducing a tourist to new flavours and different traditions on their holidays (Getz, 2000; Hjalager and Corigliano, 2000; Yuan *et al.*, 2005). According to Getz (2000), food and wine festivals present visitors with an authentic lifestyle experience in a pleasant environment. Hjalager and Corigliano (2000) found that the availability of special kinds of food, including wine, fruits, vegetables, and fish, had given rise to festivals and other events that appealed to tourists and local residents. Yuan *et al.* (2005) also studied the motivations of attendees at wine festivals. Research on food and beverage-related events and festivals is at an early stage, however, and so its basic tenets are still being established.

7.4.2 Tourists expenditure in Urban Farmers' Markets

One way of determining the interest of tourists towards urban farmers‟ markets is by assessing their participation in the markets, for instance, shopping. An analysis was conducted to determine tourists expenditure in the respective urban farmers‟ markets included in the case study. Tourists were asked how much they spent in the farmers‟ market during their last visit. The analyses included expenditure by market, by gender and by type of tourists.

7.4.2.1 Tourists' expenditure by market

As shown in Table 7.6, in the case of Satok Weekend Market, majority of the tourists (46.8%) claimed they spent less than RM$50 during their most recent visit to the market. Thirty eight per cent of the tourists spent between RM$51 to 100 and 15.2 per cent spent between RM$101 to 200 (Table 7.6).

Table 7.6: Tourists expenditure by markets

Market		**Tourists expenditure**				**Total**
		Less than RM$50	**RM$51-100**	**RM$101-200**	**More than RM$200**	
Satok Weekend Market	No.	37	30	12	0	79
	%	46.8	38.0	15.2	0.0	100.0
Gaya Street Sunday Market	No.	40	78	30	4	152
	%	26.3	51.3	19.7	2.6	100.0
Siti Khadijah Central Market	No.	93	118	34	20	265
	%	35.1	44.5	12.8	7.5	100.0
Payang Central Market	No.	13	24	21	29	87
	%	14.9	27.6	24.1	33.3	100.0
Total	No.	183	250	97	53	583
	%	31.4	42.9	16.6	9.1	100.0

**Ringgit Malaysia (RM); **US$1.00=RM$3.07*

In Kota Kinabalu, more than half of the tourists (51.3%) claimed they spent between RM$51 to 100 at Gaya Street Sunday Market during their last visit to the market. Twenty six point three per cent of the tourists revealed that they spent less than RM$50. Only 19.7 per cent of tourists spent between RM$101 to 200 and the remaining 2.6 per cent spent more than RM$200 (Table 7.6).

Of the visitors in Siti Khadijah Central Market, 44.5 per cent spent between RM$51 to 100 and 35.1 per cent spent less than RM$50. Only 12.8 per cent claimed that they spent RM101 to 200 while 7.5 per cent indicated they spent more than RM$200 (Table 7.6).

In Payang Central Market, majority of tourists (33.3%) spent more than RM$200, followed by 27.6 per cent claiming they spent between RM$51 to 100. Another 24.1 per cent of tourists spent between RM$101 to 200 and the remaining 14.9 per cent spent less than RM$50 (Table 7.6).

7.4.2.2 Tourists' expenditure by gender

Tourists‟ expenditure by gender is shown in Table 7.7. As shown in the table, majority of male tourists (43.1%) spent between RM$51 to 100 while 32.4 per cent spent less than RM$50. Only 16.4 per cent spent between RM$101 to 200 and the remaining eight per cent spent more than RM$200 (Table 7.7).

Table 7.7: Tourists expenditure by gender

Market		**Tourists expenditure**				**Total**
		Less than RM$50	**RM$51-100**	**RM$101-200**	**More than RM$200**	
Male	No.	97	129	49	24	299
	%	32.4	43.1	16.4	8.0	100.0
Female	No.	84	117	48	27	276
	%	30.4	42.4	17.4	9.8	100.0
Total	No.	181	246	97	51	575
	%	31.5	42.8	16.9	8.9	100.0

**Ringgit Malaysia (RM); **US$1.00=RM$3.07*

Meanwhile, most of the female tourists (42.4%) spent RM$51 to 100 during their last visit in the farmers‟ market, while 30.4 per cent spent less than RM$50. Only 17.4 per cent female tourists spent RM101 to 200 and the remaining 9.8 per cent spent more than RM$200. It appears that more females spent more in their purchases in urban farmers‟ markets, but the different is statistically insignificant.

7.4.2.3 Tourists' expenditure by type of tourists

The expenditure by type of tourists (local vs international) is summarised in Table 7.8 below. As shown in the table, majority of local tourists (42.4%) spent between RM$51 to 100 and 30.4 per cent spent less than RM$50. A total of 16.6 per cent of the tourists spent between RM$101 to 200 and the remaining 10.7 per cent spent more than RM$200. About a third of the international tourists (36.5%) also spent between RM$51 to 100 and a further 44.4 per cent spent less than RM$50. Meanwhile, 15.9 per cent of the tourists spent between RM$101 to 200 and the remaining 3.2 per cent spent more than RM$200 (Table 7.8).

Table 7.8: Tourists' expenditure by type of tourists

Market		Tourists expenditure				Total
		Less than RM$50	RM$51-100	RM$101-200	More than RM$200	
Local - Malaysia	No.	134	187	73	47	441
	%	30.4	42.4	16.6	10.7	100.0
International	No.	46	56	20	4	126
	%	36.5	44.4	15.9	3.2	100.0
Total	No.	180	243	93	51	567
	%	31.7	42.9	16.4	9.0	100.0

**Ringgit Malaysia (RM); **US$1.00=RM$3.07*

In all the markets, majority of the tourists (42.9%) spent between RM51 to 100 based on their recent visit (Table 7.6). However, the gender and the type of tourists seem to have no effect on tourists‟ expenditure. Tourists, regardless of whether they are local or international, or male or female, when on vacation, spend about the same levels. Nomura‟s (2002) study also found that the amount of money spent and the numbers of souvenirs purchased were distributed by gender, however, there was no significant difference between the amount of money spent on souvenir purchases by gender. In the context of urban farmers‟ market, the nature of the market does not discriminate by gender. Most of the products offered capture both males and females, for instance food or fruits. Therefore the market manages to attract both genders and all kinds of tourists. Tourists are usually more relaxed and have the time to browse. Looking at the products, taking photos or sampling products will provide them a good experience and motivate them to spend. The market management and the vendors should take note of this phenomenon to improve the market and to strengthen the vendors‟ sales. The vendors should target both males and female tourists to buy their products.

Shopping at urban farmers‟ markets enhances the tourists‟ experience. They can buy and taste local food which, perhaps, they have never tried before in their life. Visiting farmers‟ markets also provide the opportunity to buy souvenirs for themselves to remind them of their holiday and for their family and friends as gifts when they return home.

7.4.3 Factors that attract tourists to urban farmers' markets

An analysis was conducted to determine the factors that attract tourists to urban farmers‟ markets. Table 7.9 shows the pull factors for tourists to visit urban farmers‟ markets.

Table 7.9: Factors that attract tourists to urban farmers' markets

Factors	City								Total	
	Kuching		Kota Kinabalu		Kota Bharu		Kuala Terengganu			
	No.	%	No.	%	No.	%	No.	%	No.	%
Can see local products	114	23.9	93	23.1	183	22.8	50	20.6	440	22.8
Can buy cheap products	61	12.8	84	20.8	174	21.6	36	14.8	355	18.4
Can see the culture	91	19.1	80	19.9	136	16.9	44	18.1	351	18.2
The availability of mix products	64	13.4	55	13.6	80	10.0	32	13.2	231	12.0
The availability of indigenous products/special products	43	9.0	40	9.9	90	11.2	21	8.6	194	10.1
The availability of a wide range of products	64	13.4	28	6.9	92	11.4	39	16.1	223	11.6
Integration with other festivals or celebrations	34	7.1	22	5.5	48	6.0	17	7.0	121	6.3
Others	5	1.1	1	0.2	1	0.1	4	1.6	11	0.6
Total	476	100.0	403	100.0	804	100.0	243	100.0	1926	100.0

Multiple responses

As shown in the Table 7.9, 23.9 per cent of the tourists in urban Kuching indicated that urban farmers‟ markets were a good place to visit because they could see local products, while 12.8 per cent of the tourist indicated that the fact that they could buy cheap products was an attraction. Tourists also chose the following reasons on why an urban farmers‟ market was a good place to visit; 19.1 per cent indicated that they could see the culture of the people in the market, 13.4 per cent indicated that the product mix was an attraction, while 13.4 per cent said the place had a wide range of products available. A total of nine per cent of the tourists indicated that the availability of indigenous products or special products was a pull factor while 7.1 per cent of the tourists thought that an urban farmers‟ market was a good place to visit because of the integration with other festivals or celebrations.

In Kota Kinabalu, a total of 23.1 per cent of the tourists indicated that urban farmers‟ market was a good place to visit because they could see local products, while 20.8 per cent of the tourists agreed that they could buy cheap products in farmers‟ markets. Tourists also chose the following reasons on why the urban farmers‟ market was a good place to visit; 19.9 per cent indicated they could see the culture of the people, 13.6 per cent indicated that the place had an available mix of products, while 6.9 per cent indicated that the place had a wide range of products. In addition, 9.9 per cent of the tourists indicated the availability of indigenous product/ specialty products while 5.5 per cent of the tourists thought that urban farmers‟ market was a good place to visit because of the integration with other festivals or celebrations.

In Kota Bharu, a total of 22.8 per cent of the tourists indicated that urban farmers‟ market was a good place to visit because they could find local products, while 21.6 per cent agreed that they could buy cheap products. Other reasons indicated by tourists include the following: they could experience the culture (16.9%), availability of product mix (10%), availability of a wide range of products (11.4%), availability of indigenous products/ specialty products (11.2%), integration with other festivals or celebrations (6%) and other reasons (0.1%).

Meanwhile the factors that attracted tourists surveyed in Kuala Terengganu to visit farmers‟ markets were: to see local products (20.6%), ability to buy cheap products (14.8%), see the culture of the people (18.1%), availability of mixed products (13.2%), availability of wide range of products (16.1 %), availability of indigenous products/ specialty products (8.6%), integration with other festivals or celebrations (7%) and other reasons (1.6 %).

Overall, the response from tourists showed a few important criteria which must be offered in urban farmers‟ market. Most of the tourists (22.8%) identified the opportunity to see local products as the most interesting factor for them in visiting farmers‟ markets.

Another pull factor for tourists was the opportunity of buying cheap products, as indicated by 18.4 per cent of the tourists. Shopping is an important activity for tourists (Littrell et al., 1994) and as part of their travel experience, tourists enjoy purchasing goods which serve as symbolic reminders of the trip (Graburn 1977; Schmoll 1977; Littrell 1990; Littrell, Anderson, and Brown 1993). It is common for tourists to look for cheap products when they go shopping. Logically, vendors at urban farmers‟ markets could offer reasonable prices as compared to other prices in conventional marketing. This is due to the cheap rental rates they are paying as compared to other kinds of business.

The prospect of experiencing and seeing the culture is another interesting factor claimed by 18.2 per cent of tourists. Culture can be defined as not only consisting of traditional culture (such as visiting museums, performing arts, galleries, cultural heritage, etc.), but also encompassing the way of life of the people living in a certain area, including aspects such as language, beliefs, dress, customs, etc. (World Tourism Organization, 2005).

Another prominent factor is the availability of mixed products, as claimed by 12 per cent of the tourists. According to the Department of Agriculture, State of Hawaii (2001), farmers‟ markets offer a broad selection of high-quality, well-packaged produce, merchandise and services, fine foods and good entertainment, making them a “must-see” and must “experience” tourist attraction.

The availability of a wide range of products is another interesting factor, as claimed by 11.6 per cent. This is supported by Cameron (2005) , who stated that, because of the colourful scenes and wide range of products, farmers‟ markets are attractive to local and international tourists. Cameron and De Vries (2006) pointed out that farmers and producers find it too great a risk to sell at the market on a regular basis, and the limited number of stallholders and narrow range of products may fail to attract customers.

Another interesting factor is the availability of indigenous products or special products (10.1 %). Research shows that tourist shoppers look for unique products unavailable at home or unique to the tourist destination (Costello and Fairhurst 2002; Littrell *et al.* 1994; Paige and Littrell 2003; Reisinger and Turner 2002). The unique quality of the products enhances the tourism experience by giving the tourists special memories about their trip (Turner and Reisinger 2001), allowing them to reminisce fondly about the experience they had while travelling.

The factors above identified by tourists as aspects that attract them to visit urban farmers‟ market, provide useful information for stakeholders of urban farmers‟ markets, especially the local authorities responsible for the management of farmers‟ markets, the vendors and also the tourism authorities.

7.4.4 Factors that tourists find unattractive in urban farmers’ market

The number of tourists that indicated unattractive factors about farmers‟ markets was minimal compared to those citing interesting factors. However, it is important for tourists to highlight their concern, so that the markets can be improved for everyone‟s benefit. This information would also be valuable for vendors and the local authorities managing farmers‟ markets.

In Kuching, tourists who felt that urban farmers‟ markets were not a good place to visit mentioned a few reasons. A total of 60 per cent of the tourists indicated that urban farmers‟ market was not an attractive place to visit because it was dirty and smelly, while 30 per cent stated that the facilities and amenities at the markets were limited. In addition, 10 per cent said there was no fixed price for the products in the urban farmers‟ market and customers had to haggle to get a good price (Table 7.10).

Table 7.10: Uninteresting factors of urban farmers' markets

Factors	City										
	Kuching		Kota Kinabalu		Kota Bharu		Kuala Terengganu		Min	Max	Diff.
	No.	%	No.	%	No.	%	No.	%	%	%	%
Dirty and smelly	6	60.0	6	33.3	13	31.0	7	46.7	31.0	60.0	29.0
Limited facilities and amenities	3	30.0	7	38.9	16	38.1	6	40.0	23.1	40.0	16.9
No fixed price	1	10.0	5	27.8	13	31.0	2	13.3	10.0	31.0	21.0
Total	10	100.0	18	100.0	42	100.0	15	100.0			

In Kota Kinabalu, 38.9 per cent of tourists who said farmers‟ markets were not a good place to visit stated that the facilities and amenities in farmers‟ markets were limited while 33.3 per cent indicated that urban farmers‟ markets were dirty and smelly. On the other hand, 27.8 per cent indicated that there was no fixed price for the products in the urban farmers‟ market.

In Kota Bharu, 31 per cent of tourists who felt farmers‟ markets were not a good place to visit indicated that the turnoff was the dirty and smelly environment, while 38.1 per cent indicated that the facilities and amenities at the market were limited. On the other hand, 31 per cent agreed that having no fixed price for the products in the urban farmers‟ market was an unattractive feature for them.

Majority of the tourists in Kuala Terengganu who thought farmers‟ markets were not a good place to visit indicated that they were dirty and smelly (46.7%), while 40 per cent stated that the facilities and amenities at the market were limited. On the other hand, 13.3 per cent agreed that the fact that there was no fixed price for the products in the urban farmers‟ market.

It appears that the main concern of tourists who indicated that urban farmers‟ markets were not a good place to visit was the cleanliness factor (or absence thereof), as they regarded farmers‟ markets as dirty and smelly (36.4% per cent of respondents, overall). This is not isolated to Malaysia. Farmers‟ markets in general are considered as being traditional markets. In Hong Kong consumers describe them as slippery, crowded, smelly, unorganised and noisy (Goldman et al., 1999). According to Hsu and Chang (2002), the floor in most traditional markets in Taiwan is wet and dirty. In Indonesia, many consumers complain about the dirty conditions of wet markets, claiming they are frequently robbed by pickpockets (Muharam, 2001) .

Another important factor that makes the markets uninteresting for some tourists is the limited facilities and amenities. About a third of respondents agreed on this issue. Facilities and amenities, such as parking space, toilets and signboards, are among the prominent problems at urban farmers‟ markets. Parking space for cars or tourist buses is generally inadequate. According to Govindasamy *et al.*(1998), when choosing the site for a market, the major factors considered were proximity to downtown areas, visibility, sufficient parking, easy accessibility and traffic flow, enough space for farmers‟ stands, number of potential customers, safety, and use of public land for insurance and financial purposes. However, the number of producers that could be attracted to sell in farmers‟ markets, proximity of farmers to market locations and consumers‟ tastes and preferences, also played a role in location selection.

7.5 Tourist preferences and expectations

7.5.1 Urban farmers' market as a must-see place as part of a vacation

Tourists were asked a general question on their interest in urban farmers‟ market as a must-see place during their vacation holidays. Tourists were asked to use a rating of 1-7 (1=very unimportant; 7= very important).

The reaction of the tourists in Kuching, was that majority of tourists (67%) agreed urban farmers‟ market was a must-see place (Table 7.11). In contrast, only some of the tourists (12%) rated farmers‟ market as an unlikely must-see place during their vacation. However, 21 per cent did not have a strong preference, and had a neutral response.

Most of the tourists (71.2%) that participated in the survey in Kota Kinabalu agreed that urban farmers‟ market was an important *must-see* place to visit for tourists during their vacation. In contrast, only some of the tourists (8.9%) rated urban farmers‟ market as an unlikely *must-see* place during their vacation (rating it as unimportant). However, 19.9 per cent of the tourists said farmers‟ market did not have a strong inclination either way on whether or not urban farmers‟ market is a must-see place to visit during their vacation.

Table 7.11: Urban farmers' market as a must-see place

Market	Very unimportant		Quite unimportant		Slightly unimportant		Neither important nor unimportant		Slightly important		Quite important		Very important		n	Mean
	1		2		3		4		5		6		7			
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
Satok Weekend Market	5	3.8	3	2.3	8	6.0	28	21.1	37	27.8	31	23.3	21	15.8	133	5.00
Gaya Street Sunday Market	2	1.4	4	2.7	7	4.8	29	19.9	50	34.2	43	29.5	11	7.5	146	5.01
Siti Khadijah Central Market	1	0.3	4	1.6	9	3.5	74	28.8	96	37.4	43	16.7	30	11.7	257	4.98
Payang Central Market	3	3.2	3	3.2	4	4.3	26	28.0	27	29.0	24	25.8	6	6.5	93	4.80
Total	11	1.7	14	2.2	28	4.5	157	25.0	210	33.4	141	22.4	68	10.8	629	100

**Not all respondents provided an answer to all questions*

In Kota Bharu, majority of the tourists (65.8%) considered urban farmers" market as a must-see place. In contrast, only some of the tourists (5.4%) rated it unlikely as a *must-see* place during their vacation. However, 28.8 per cent of the tourists did not have a strong view on whether or not urban farmers" market is a must-see place to visit during their vacation.

For tourists that participated in this research in Kuala Terengganu, majority (61.3 %) agreed that urban farmers" market was a must-see place during their vacation. In contrast, 10.7 per cent of the tourists were unlikely to visit the market during their vacation. The remaining 28.0 per cent of the tourists once again did not have a strong view with regard to urban farmers" markets as a must-see place during their vacation.

Based on the overall reaction in all four cities, it is likely that majority of the tourists" would visit an urban farmers" market during their vacation if there was one in the place they are vacationing. Only a small percentage of tourists were not interested, although about a quarter did not have a strong view on this matter.

There were many reasons given by tourists for selecting urban farmers" market as a must-see place during their vacation. These are summarised in Table 7.12. The most common reasons were the local products offered, the opportunity to see the culture and local people, the market is interesting, the products are cheap and that there are huge varieties of products offered.

Only a few of the tourists claimed that they would not go to an urban farmers" market during their vacation. Reasons they cited are summarised in Table 7.13. Most of them felt that farmers" markets were not interesting. Another reason is that for some tourists, markets were not a priority place to go or that the market was not appropriate for them. Another reason cited was that the markets were dirty.

Table 7.12: Reasons for selecting urban farmers' market as a must-see place during tourists' vacation

Reason	First		Second		Third	
	No.	%	No.	%	No.	%
Local product	42	29.6	19	31.1	6	21.4
Culture and local people	36	25.4	15	24.6	3	10.7
Interesting place	21	14.8	-	-	3	10.7
Cheap product	13	9.2	6	9.8	2	7.1
Varieties of product	11	7.7	13	21.3	5	17.9
Self interest	5	3.5	1	1.6	2	7.1
Help local producer	2	1.4	1	1.6	-	-
Strategic location	2	1.4	1	1.6	-	-
Quality product	1	0.7	2	3.3	1	3.6
Unique	1	0.7	-	-	-	-
Limited facilities and amenities	1	0.7	3	4.9	-	-
Other	7	4.9	-	-	~~6~~	21.4
Total	142	100.0	61	100.0	28	100.0

**Not all respondents provided an answer to all questions*

Table 7.13: Reasons for not selecting urban farmers' market as a must-see place during vacation

Reason	No.	%
Dirty	1	5.3
Not appropriate	3	15.8
Not interesting	10	52.6
Not a priority	5	26.3
Total	19	100.0

**Not all respondents provided an answer to all questions*

The above perceptions of tourists highlighted the strengths and weaknesses of urban farmers‟ markets as a tourism product. It seems that there is a ready market for urban farmers‟ markets when it comes to tourists. However, there are also aspects that need to be improved to satisfy tourists. The weaknesses mentioned by the tourists should be taken into consideration when planning how to make farmers‟ markets more interesting to visitors.

7.5.2 Factors considered by tourists in visiting or revisiting urban farmers' markets

Tourists were asked to indicate the level of importance they attach to a list of market criteria when deciding to visit or revisit an urban farmers‟ market by using a seven-point Likert scale. Based on the average ranking above the midpoint of the Likert scale, all market criteria were rated as being important (Table 7.14). However, the main market criterion for tourists in visiting or revisiting urban farmers‟ markets appeared to be the availability of food. Two other market criteria that were highly rated by tourists were availability of indigenous products or specialty products and the availability of cultural demonstration. Other important market criteria were integration of the market with festivals or celebrations, availability of a wide range of products, and availability of a mix of products.

Food has many roles to play, and is important for tourists. According to Mitchell and Hall (2003), for many, food becomes highly experiential (i.e., much more than functional); when it is part of a travel experience, it can become sensuous and sensual, symbolic and ritualistic, and can take on new significance and meaning. Food is frequently seen as an emblem or a symbol of local distinctiveness, so when tourists choose local food and beverage they literally taste elements of the visited area‟s local character. According to Haukeland and Jacobsen (2001) , in numerous tourism regions, the local gastronomy is thus seen as a crucial part of the local heritage. Tourists‟ preferences are also supported in a study by Cela *et al.* (2007) where farmers‟ markets are also considered as one of the examples of food and beverage tourism development around the world.

The availability of Indigenous or special products and culture is an important factor preferred by tourists. Research shows that tourist shoppers look for unique products unavailable at home or unique to the tourist destination (Costello and Fairhurst 2002; Littrell *et al.* 1994; Paige and Littrell 2003; Reisinger and Turner 2002). According to Turner and Reisinger (2001), the unique quality of the product enhances the tourism experience by giving tourists a special memory about their trip, allowing them to positively reminisce about the experience they had while travelling. Culture not only consists of traditional culture, such as visiting museums, the performing arts, galleries, cultural heritage, etc., but also includes the way of life of people living in a certain area, including aspects such as language, beliefs, dress, customs, etc. (World Tourism Organization, 2005).

Table 7.14: Factors tourists consider in visiting and revisiting urban farmers' markets

Factor	Very unimportant		Quite unimportant		Slightly unimportant		Neither important nor unimportant		Slightly important		Quite important		Very important		n	Std. Deviation	Mean
	1		2		3		4		5		6		7				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Availability of mix products	11	1.1	43	4.5	124	12.8	274	28.4	224	23.2	150	15.5	140	14.5	966	1.43	4.73
Availability of a wide range of products	8	0.8	27	2.8	85	8.8	270	27.9	264	27.3	198	20.5	115	11.9	967	1.30	4.87
Availability of indigenous products/special products	7	0.7	17	1.8	59	6.1	233	24.2	253	26.3	234	24.3	159	16.5	962	1.29	5.13
Demonstrates culture	10	1.0	15	1.6	75	7.8	232	24.0	223	23.1	230	23.8	180	18.7	965	1.35	5.13
Availability of food	7	0.7	15	1.6	48	5.0	216	22.5	237	24.7	216	22.5	221	23.0	960	1.32	5.28
Integrated with a festival/celebration	17	1.8	24	2.5	87	9.1	238	24.9	227	23.7	197	20.6	167	17.5	957	1.42	4.98

**Not all respondents provided an answer to all questions*

7.5.3 Buying preference and type of products

Tourists were asked whether they were going to buy any products from urban farmers" markets. In general, 75.6 per cent claimed that they would buy from the market (Table 7.15). To determine whether responses were influenced by age, gender, education, income and type of tourist, further analysis was conducted using logistic binary regression. No significant differences were found in the responses of tourists regardless of age, gender, education, income and type of tourist (local tourists or international tourists).

Table 7.15: Would tourist consider buying a product from an urban farmers' market

Response	Frequency	%
Yes	737	75.6
No	238	24.4
Total	975	100.0

**Not all respondents provided an answer to all questions*

Respondents were then asked the type of product they considered buying. Most of the tourists claimed that they would buy fruits (16.3 %), vegetables (13.7%) and souvenir products (10.8%) (Table 7.16). Majority of the tourists who had been to either of the four urban farmers" markets in Malaysia had bought fruits, dried food, prepared food and souvenirs.

Table 7.16: Product the tourists consider buying*

Product	Local		International		Overall**	
	No.	%	No.	%	No.	%
Fruits	389	16.1	149	16.9	550	16.3
Vegetables	357	14.8	97	11.0	463	13.7
Flowers/shrubs/herbs	225	9.3	61	6.9	295	8.8
Dried food	253	10.5	67	7.6	330	9.8
Meat, fish and poultry	239	9.9	51	5.8	300	8.9
Baked good	148	6.1	56	6.4	211	6.3
Prepared food	153	6.3	73	8.3	233	6.9
Drinks	183	7.6	104	11.8	292	8.7
Souvenir products	236	9.8	124	14.1	364	10.8
Books/magazines/newspaper	84	3.5	39	4.4	125	3.7
Antique products	145	6.0	59	6.7	206	6.1
Total	2412	100.0	880	100.0	3369	100.0

**Multiple responses; **28 tourists did not specify their home location*

By comparing local and international tourists, the different preferences between these two groups can be identified. Local tourists bought more dried food, followed by prepared food, souvenirs and fruits (Table 7.16). On the other hand, international tourists bought more fruits, followed by dried food, prepared food and souvenirs. However, fruits, prepared food and souvenirs are the common products purchased by tourists, regardless of being local or international.

Tourism and shopping are inseparable. In fact, shopping is viewed as being one of the main purposes for tourists conducting their travel activities (Cohen,1995; Mak, Tsang, and Cheung, 1999). Thus shopping, particularly in the package tours of urban tourism, is often categorized as one of the most important spheres when tourism planning is negotiated by different stakeholders (Timothy & Butler, 1995; Dellaert, Borgers, and Timmermans 1995). Hudman and Hawkins (1989) and Keowin (1989) believe that a tour without shopping is not a complete travelling experience. According to Oh *et al.*(2004), tourists often act and behave in unique travel contexts differently from their day-to-day domestic shopping.

Products such as food, souvenirs and fruits are considered the most common products preferred by local and international tourists. Food is no doubt a primary expenditure item for tourists. Sampling the local food is a way of experiencing new cultures and countries. According to Ooi (2002), authenticity-seeking tourists want to appreciate, to participate in, and to experience local culture, including „going native‟ behaviours such as eating local food in order to experience authenticity.

Souvenirs are, likewise, important for tourists. The nature of humans is to return from travelling with a souvenir of the experience. Souvenirs are universal reminders of special moments or events. Historical evidence from the ventured-to place has always been offered as proof of travel. Marco Polo, the 13th-century Venetian traveller, returned from the Orient with silk and spices. Tourists frequently purchase gifts in addition to souvenir items for their own personal use (Rucker et al., 1986). The urban farmers‟ markets in Malaysia cater for tourists by selling souvenirs. All four markets sell souvenirs for tourists, and the survey showed that many tourists spend money on souvenirs at the market. Souvenirs are not limited to handicrafts or artisan products, but could cover a wide range of specialty or indigenous products. Homemade products and agro-based products can also be considered souvenirs; for example, homemade pineapple jam and fruit pickles. At the Satok Weekend Market, salted *Terubuk* Fish is very famous among domestic tourists to bring home. Some vegetables or fruits that cannot be found in their home state or country are also popular products for tourists. For example, the wild brinjal, known as *terung asam* (*Solanum ferox*), is claimed to be a rare vegetable from East Malaysia, and cannot be found in West Malaysia. Therefore, local tourists usually buy this vegetable to give to their relatives or friends back home. In other South East Asian countries like Indonesia, tourists might be attracted to what is claimed as the most expensive coffee in the world – a local coffee called *kopi Luwak. Kopi Luwak*, or civet coffee, is made from the coffee beans which pass through the civet‟s digestive tract. It is said to have a gamy flavor and sells for more than $100 per pound. The decision to bring all kinds of souvenirs home to their own country, however, depends greatly on the quarantine requirements. Some countries are very strict on allowing entry to plants, wooden particles and many others products.

According to Ooi (2002), the authencity seeking tourists want to appreciate, to participate in and to experience local cultures, including ‚going native‟ behaviours such as eating local foods in order to experience authenticity. Food here would refer to fruits as well. International tourists are drawn to interesting tropical fruits they find hard to access in their own countries. Even in the same tropical region, there are indigenous species that can be found only in certain places.

Based on the survey, fruit was one of the most popular products tourists buy in urban farmers‟ markets. Some of these fruits are easy to consume; they can just be eaten on the spot, they do not have to be cooked, and tourists do not have to worry about any food poisoning. They can also bring the fruit back to their own country as long there are no quarantine restrictions. Another reason is that althought a certain fruit might be available in their country, it may be very expensive, so tourists will take the opportunity to buy it when they visit other countries where it is more readily available at a reasonable price. According to Dimanche (2003), in the process of tourism shopping, tourists not only buy souvenirs but also things not easily found or too expensive in their home countries. Urban farmers‟ markets are usually the best place to find a variety of indigenous or rare fruits. At the Satok Weekend Market there is a section selling jungle products. Fruits are included and sold in this section.

Even urban consumers would not be familiar with some of the fruits, which only can be obtained in these markets. Therefore, unique, special and indigenous products could cover a diverse range of souvenirs and foods, including fruits, vegetables, prepared food, insects, and other items as discussed above.

Fresh vegetables, meat, fish and poultry are not as popular among the tourists, especially international tourists. There is still a demand for these kinds of products, especially for local tourists and international tourists. For example, there are local tourists from West Malaysia visiting Satok Weekend Market (located in East Malaysia), who buy fresh vegetables, prawns and fish to take back with them because some vegetables are hard to find elsewhere, or if such items are available, the price is very expensive, especially for jungle products.

A brief informal interview by the researcher with an international tourist couple at the Payang Central Market revealed that they had bought fresh vegetables and meat for their own consumption in their boat. They were sailing and visiting Kuala Terengganu and had tied up their boat at the Kuala Terengganu Heritage Bay Marina.

7.5.4 Urban farmers' market as an enriching experience

Tourists were asked to indicate the level of importance of a list of market attributes in enriching their experience at the urban farmers" market by using a seven-point Likert scale. In general, based on the average ranking above the midpoint of the Likert scale, all market attributes were rated as being important (Table 7.17). The highest rating was the availability of indigenous products or special products and availability of food. This was followed by culture demonstration and integration with festival or celebration.

Table 7.17: Importance of market attributes in enriching the tourist's experience

Factor	Very unimportant		Quite unimportant		Slightly unimportant		Neither important nor unimportant		Slightly important		Quite important		Very important		n	Std. Deviation	Mean
	1		2		3		4		5		6		7				
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%			
Availability of mix products	16	2.1	26	3.0	84	9.1	271	30.0	248	26.6	157	16.6	120	12.6	922	1.36	4.80
Availabilty of a wide range of products	9	1.1	16	1.9	79	8.6	242	27.1	277	29.4	195	20.9	104	11.0	922	1.25	4.91
Availability of indigenous products/special products	7	0.8	19	2.2	63	7.0	211	24.2	249	26.7	219	23.3	148	15.6	916	2.71	5.18
Demonstrates culture	9	0.8	19	2.2	61	7.0	218	24.2	228	26.7	207	23.3	174	15.6	916	1.35	5.13
Availability of food	12	1.2	16	2.0	54	6.8	211	24.9	244	24.4	200	22.3	181	18.5	918	1.35	5.16
Integrated with a festival/celebration	13	1.5	27	1.7	76	6.1	218	24.1	209	25.9	197	21.3	173	19.4	913	1.43	5.04

**Not all respondents provided an answer to all questions*

In marketing, a tourist experience is seen as a consumer experience (Moutinho, 1987; Swarbrooke & Horner, 1999; Woodside *et al.*, 2000). The tourist is a consumer, and the marketing significance of the tourist activity lies in the tourists‟ consumption (Quan and Wang, 2004). Tourists consume or experience at all times during their journey. According to Carlson (1997), an experience can be defined as a constant flow of thoughts and feelings that occur during moments of consciousness. An experience is made up inside a person and the outcome depends on how an individual, in a specific mood and state of mind, reacts to the interaction with the staged event (Schulze, 1992; Pine & Gilmore, 1999; Wang, 2002). Therefore, for a provider of tourism services to be successful, it is fundamental to know how companies can provide circumstances that enhance customers‟ experiences.

According to Mossberg (2007), no matter what kind of tourism product we have in mind (e.g., a medieval festival, or a visit to a museum), the tourist will be influenced by the „experiencescape‟, wherein personnel, other tourists, physical environment, products/ souvenirs and theme/ story play a major role. Tourists are looking forward to travel experiences that broaden the mind and enrich the soul.

Quan and Wang (2004) noted that food is able to convey unique experiences and be an enjoyment to travellers. Specifically, food may totally enhance tourists‟ experiences and can be the most memorable part of the trip. One of the central functions of the tourism industry is the provision of food experiences. Culinary tourism, food tourism or gastronomy tourism are related to food and eating experiences that occur when people travel. Additionally, during a trip or vacation, some travellers might look for types of foods similar to those that they eat at home. In contrast, there will be travellers who might be passionate about trying foods of other cultures, or those who are curious about different foods (Ab Karim, 2006). So, what are the underlying factors that can draw travellers who are interested in tasting different foods?

Clearly, the availability of indigenous products or special products are always part of tourism itself. In Malaysia, there is a multitude of indigenous products, including the batik craft, *pua kumbu* textiles, vegetables, fruits, and a variety of foods. In other parts of the world, for instance, in Canada, it is suggested that „there is a growing demand for indigenous and local produce and products which can serve to promote tourism by showcasing Manitoba"s regional cuisine" (Manitoba Agriculture and Food, 2003).

Cultural demonstration and integration with festivals or celebrations are also considered as important activities in enriching tourists" experiences. A good way for a traveller to sample local food and learn about local culture is to attend a market day, especially when it coincides with a festival, such as the fiestas in many towns in Latin America. There are many festivals that can be integrated into urban farmers" markets. However, in integrating festivals into urban farmers" markets, it is important to note that most tourists choose food festivals. In this research, close to 22 per cent of tourists preferred integration of food festival in farmers" markets and a further 21 per cent indicated their preference for fruits festival followed by cultural heritage festivals (17.5%) (Table 7.18). This is not unusual, because for most of the farmers" markets in the world, any food and cultural related festivals are best integrated with farmers" markets. Food events sometimes are referred to as hallmark or special events, such as fairs, festivals, expositions, cultural, consumers and industry events, which are held on either a regular or a one-off basis.

Table 7.18: Preferred festival integration with urban farmers' market

Festival	**Response**	
	No.	**%**
Fruits festival	550	21.0
Food festival	570	21.7
Floral festival	304	11.6
Cultural heritage festival	459	17.5
Musical festival	229	8.7
City festival	279	10.6
Street performers	153	5.8
I think a festival or event is not important	81	3.1
Total	2625	100.0

**Multiple responses*

7.5.5 Experience on indigenous or speciality products

Indigenous products could be food, fruits, vegetables, art and crafts and others. Most of the indigenous products are classified as souvenirs. Souvenir product assortments are not universal. The selection may include any of the following: mass-produced items and figurines; arts and crafts (Turner and Reisinger, 2001); gem stones; jewelry (Turner and Reisinger, 2001); leather goods; housewares; objects that depict wildlife and nature objects; markers (e.g., plates, mugs, tea towels, and t-shirts) depicting by word, picture or symbol the place represented by the souvenir (Blundell, 1993 ; Gordon, 1986); antiques (Grado, Strauss, & Lord, 1997); collectibles (Michael, 2002); clothing (Asplet and Cooper, 2000; Turner & Reisinger, 2001); postcards (Markwick, 2001); and local products such as foods and clothing (Gordon, 1986).

The survey shows that the majority of the tourists would buy these indigenous products. If it is food, then tourists would taste it or else just try to appreciate it. As Kent *et al.* (1983) commented, "*To be able to peruse, to examine, to feel and think of the joys derived from purchasing certain merchandise is indeed pleasurable to millions of people, and for them is a minor, if not a major reason for travel"*. However, quite a number of tourists (26.8 %) just choose to experience this by just looking at the products (Table 7.19).

Table 7.19: Experiencing the indigenous or special products by the tourists

	Local Tourists		International		Overall	
	No.	%	No.	%	No.	%
Look at it	367	26.3	155	27.1	547	26.8
Buy and then taste/try	462	33.1	153	26.7	632	31.0
Take photo	239	17.1	124	21.6	382	18.7
Ask for more information	324	23.2	135	23.6	469	23.0
Others	3	0.2	6	1.0	9	0.4
Total	1395	100.0	573	100.0	2039	100

**Multiple responses; **28 tourists did not specified their home location*

7.5.6 Local cuisine and food

Respondents were asked to rate the likelihood that they would buy local cuisine and food at an urban farmers‟ market. Generally, majority of both local tourists and international tourists have an interest in buying local cuisine and food at an urban farmers‟ market. However, 78.2 per cent of international tourists, as compared to only 68.3 per cent of local tourists, indicated a slight to a very strong likelihood of buying local cuisine and food at urban farmers‟ markets. This is reflected by the difference in mean scores, where local tourists had a mean score rating of 4.98 while international tourists had a mean score rating of 5.33 (Table 7.20).

Table 7.20: Likelihood that tourists will buy local cuisine and food at an urban farmers' market

Type of tourist		Likert scale							Total	Mean
		Very unlikely	Quite unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Quite likely	Very likely		
		1	2	3	4	5	6	7		
Local	n	7	13	33	165	237	180	54	689	4.98
	%	1.0	1.9	4.8	23.9	34.4	26.1	7.8	100.0	
International	n	6	7	15	26	66	73	55	248	5.33
	%	2.4	2.8	6.0	10.5	26.6	29.4	22.2	100.0	
Total		13	20	48	191	303	253	109	937	5.08
		1.4	2.1	5.1	20.4	32.3	27.0	11.6	100.0	

**Not all respondents provided an answer to all questions*

However, before tourists buy food in urban farmers‟ markets, they consider a few aspects. Generally, the same pattern was found between local and international tourists (Table 7.21). The top four important aspects considered by both international and local tourists were freshness, cleanliness, price and food safety. Freshness, cleanliness and food safety are interrelated to each other. This is a common ground not only for tourists but for consumers in general. In making a decision to buy, especially food, the cleanliness aspect plays an important role. Consumers will generally pick a clean stall and those selling fresh food. This is to ensure the food they buy is at least safe to consume.

Table 7.21: Tourists consideration to buy food at urban farmers' market

Consideration to buy food	Local Tourists		International		Overall	
	No.	%	No.	%	No.	%
Freshness	532	22.4	181	22.9	736	22.3
Cleanliness	557	23.4	190	24.0	772	23.4
Product presentation/packaging	234	9.8	76	9.6	328	10.0
Price	510	21.5	138	17.4	671	20.4
Region of origin	203	8.5	76	9.6	298	9.0
Food safety	341	14.3	130	16.4	491	14.9
	2377	100.0	791	100.0	3296	100.0

**Multiple responses; **28 tourists did not specified their home location*

According to Katsaras, Wolfson *et al.* (2001a), the characteristic rated most highly by all shoppers is cleanliness and sanitation, followed by the quality of fresh fruits and vegetables, and the quality of fresh meats. Food safety is another important issue in travel experience. There is a need to clearly define who, precisely, has responsibility for food safety and tourism. An international code of practice for food safety in tourist establishments is needed. The tourist‟s *‚apprehension regarding the safety of food (and beverage) in prospective destinations can be both assuaged and exacerbated by the routine warnings and advice regarding culinary matters found in guidebooks"* (Cohen and Avieli, 2004). A perusal of these popular sources indicates that the most common sickness mentioned is diarrhea. According to Buckley, Samagalski, Cummings, Storey and Strauss (1994), *„Travelers diarrhea has been around for a long time – even Marco Polo had it"*.

Price is another important criterion for the decision making process as to whether or not to buy a product. Buying food or shopping in general is a ritual for many tourists. In particular, the opportunity to shop is a major attraction that draws tourists to many developing and less developed countries where the prices of goods are generally low (Keown, 1989). Virtually everyone wants to feel they are getting good value for the money they spend (Katsaras *et al.*, 2001). Product presentation or packaging, and region of origin seem less important aspects.

7.5.7 Tourists' expectations from the urban farmers' market environment

From the survey, most of the tourists agree on three important attributes that they expect from the urban farmers‟ market environment: good location, proper walkways, organised stalls and good layout (Table 7.22). Malaysian urban farmers‟ markets enjoy the opportunity of being located in strategic locations in the urban areas, and at the same time offer their intrinsic „folksy‟ image, which creates the potential for being a tourist attraction. All four markets are located in the city centre and are accessible to tourists. A proper walkway, organised stalls and a good layout are important not only for tourists but for all consumers as well as vendors. Arrangements for vendors to meet aesthetic and social goals require the keeping of agricultural products visible at market entrances, enhancing traffic flow, keeping the market visually interesting, and reducing friction between specific vendors (Stephenson et al., 2007). Urban farmers‟ markets are not just a place to buy products, but also a point for people to meet and greet each other (Saili et al., 2007). This is also confirmed by Zukin (2004) , who mentioned that, best of all, even if you are by yourself at the farmers‟ market, you are never shopping alone – unlike in stores – where strangers often talk to each other. Therefore, urban farmers‟ markets must have proper walkways with a good layout to accommodate such special aspects of the market.

Table 7.22: Tourists expectations from urban farmers' market environment

Aspect	Responses	
	No.	%
Has proper walkways - easy access	596	20.4
Organised stalls and good layout	604	20.7
Good location - easy access for tourists	622	21.3
Safe environment	554	19.0
Has entertainment	294	10.1
Has signage	245	8.4
Total	2915	100.0

**Multiple responses*

In terms of the structure of urban farmers‟ markets, there is a difference in the preference for a permanent indoor or semi-permanent structure (open space). Forty-three per cent of the tourists preferred a semi-permanent market structure, while 33.3 per cent preferred a permanent structure indoors. Unsurprisingly, most of the tourists preferred farmers‟ market to operate every day during the day time (7 am to 6 pm).

7.6 Potential of Urban Farmers' Markets as a tourism product: Summary and Conclusion

In summary, the key stakeholders in linking urban farmers‟ markets to tourism – the vendors, tourists, local authorities and tourism agencies – all agree that there is a strong case for developing urban farmers‟ markets as a tourism product. In general they believed urban farmers‟ markets have a lot to offer to tourists, including food, local products and culture. In return there are economic benefits to vendors and to the economy as a whole.

Tourists are mainly attracted to food and local culture in urban farmers‟ markets. Tourists indicated they will spend on all kinds of products particularly fruits, souvenirs, vegetables and dried foods. A visit to urban farmers‟ market enriches their knowledge especially on the culture, food and indigenous or specialty products a locale can provide.

The benefits of developing urban farmers‟ market as a tourism product are numerous and include:

- Increasing the income of farmers and vendors since there is a demand from tourists
- Providing tourists with a first hand experience of lively local markets while at the same time giving them easy access to agri-products
- Enabling urban farmers‟ market and tourism to support each other
- Promoting local products and local culture
- Supplying traditional products for tourists that would have otherwise been difficult to obtain
- Providing an alternative avenue for tourists to go
- Creating flow-on benefits both to rural and urban people because most farmers come from rural areas
- Providing wider benefits to local communities as tourists that come to the market also spend on accommodation, food, and other activities, thus overall benefiting the tourism industry
- Creating more business opportunities for Malaysians

Clearly, linking urban farmers‟ markets to tourism can be a win-win situation.

Vendors would like to have more tourists come to the market and spend at their stalls, and have developed some initiatives to attract tourists. However, they need to be more creative and pro-active in attracting more tourists and work hand-in-hand with the local authorities and tourism authorities to make urban farmers‟ market a genuine attractive product for tourists. Local authorities, on the other hand, should improve the services and facilities to make urban farmers‟ markets an attractive place to visit. Finally, tourism agencies can support this linkage by promoting urban farmers‟ markets as a genuine tourism product.

Chapter 8
Summary, Conclusion and Recommendations

8.1 Introduction

This chapter provides the summary and conclusions drawn from the findings of this research. Section 8.2 will first summarise the thesis presenting a brief description of each of the chapters. This will then be followed by Section 8.3 which will synthesize the key findings and the conclusions of the study. Section 8.4 will then discuss the recommendations in relation to linking urban farmers‟ market to the tourism agenda. The chapter then ends with Section 8.5, where future opportunities for research are outlined.

8.2 Summary of the thesis

The main aim of this research project is to study and analyse the potential of urban farmers‟ markets as a tourism product in Malaysia. The introductory chapter explained the rationale for investigating urban farmers‟ markets as a tourism product in Malaysia. The objectives, research questions and theoretical framework of the study were presented.

Chapter 2 discussed the major themes of farmers‟ markets and tourism. The first section reviewed the various definitions of farmers‟ markets. In keeping with the accepted norm in Malaysia, farmers‟ markets included in this study were mixed markets. A farmers‟ market is therefore defined in this particular study as a market that operates on a regular basis (e.g., every weekend, every Sunday, daily, etc.) where most of the vendors sell agricultural products to end-user consumers. Primary producers or farmers are amongst the group of vendors.

The advantages and disadvantages of farmers‟ markets were reviewed in Chapter 2. As discussed in the chapter, farmers‟ markets can be a win-win solution for consumers and producers. Consumers can enjoy a good bargain while producers can make a higher profit margin through cutting short conventional supply chains. The chapter also considered the linkages of farmers‟ markets to tourism from a theoretical point of view. The merging concepts and characteristics of urban farmers‟ markets and urban tourism seemed to indicate strong synergies between urban farmers‟ market and tourism, thus providing a strong rationale for positioning farmers‟ markets on the urban tourism agenda.

The review of literature showed that while there is a substantial amount of literature on farmers‟ markets in developed countries, with studies focussing on the benefits of farmers‟ markets to consumers and vendors, there is a limited amount of research on linking farmers‟ markets with tourism. Moreover, there is a dearth of research pertaining to farmers‟ markets in developing countries. In fact, there does not seem to be a study on farmers‟ markets in Malaysia itself, particularly on urban farmers‟ markets and their connection to the tourism agenda. Therefore this research was seen to contribute in filling the existing gap in knowledge on the potential of urban farmers‟ market as a tourism product in Malaysia.

Chapter 3 addressed the methodology in answering the objective of this study, which is to analyse urban farmers‟ markets as a tourism product in Malaysia. The approach adopted for this research is a multiple case study approach, chosen as this research is new in Malaysian contexts, therefore it was deemed important to include several sites to provide a better understanding of the state of farmers‟ markets in Malaysia, including the different models and types that exist. Triangulation techniques in data gathering were utilised by the researcher to allow in-depth examination of urban farmers‟ markets in Malaysia. It was important for the researcher to establish and put all the information together to understand the character of the markets and assess the potential of the market as tourism product, taking into consideration the views of key stakeholders.

Chapter 4 presented the four case studies included in this research. Satok Weekend Market and Gaya Street Sunday Market are famous open air markets located in the east of Malaysia. These two markets operate at public car parks. As such, Satok Weekend Market only operates over the weekends while Gaya Street Sunday Market only operates on Sundays. In contrast, Siti Khadijah Central Market and Payang Central Market (both located in western part of Malaysia) have fixed structures.

These two markets are open daily. The common feature of these four markets is their location in the city centre and their accessibility to tourists. Urban consumers and tourists are attracted to the farmers‟ markets due to the very nature of the markets in which a diverse range of produce are sold, with a range of colourful products including indigenous and specialty products from specific locales. Chapter 4 provided the background and current state of the urban farmers‟ markets in Malaysia, examining the market history, market operation, market entry and market support in each case study site. The knowledge generated from this chapter helped in understanding the current state of farmers‟ markets in urban areas in Malaysia, the models or types, and offered an initial glimpse into the potential of urban farmers‟ markets as a tourism product.

Chapter 5 presented the results of the vendors‟ survey. The background of the vendors, including the types of vendors, their motivation for selling and the types of products they sell in the market provided an in-depth understanding of one of the main stakeholders in the study.

All four markets showed a profile of vendors that is likely to lead to their sustainable participation in the market. The level of vendors‟ satisfaction, also partially answers one of the key research objectives – i.e., to examine the vendors‟ and tourists‟ levels of satisfaction with urban farmers‟ markets in Malaysia. In addition, the assessment of their satisfaction on key aspects of urban farmers‟ market provided not only the strengths of the market but also what is needed to make farmers‟ markets an attractive product to tourists. The study found that vendors were generally satisfied with most of the services, infrastructure and operational issues (apart from cleanliness), although the level of satisfaction was not very high, which points out that there are many spaces for improvement to maximise the potential of farmers‟ markets as a tourism product.

Chapter 6 discussed one of the main components of this research – the tourists‟ survey. The knowledge and awareness of the tourists about urban farmers‟ markets were found to be promising in terms of considering farmers‟ market as a tourism product. Majority of the tourists are aware of farmers‟ markets; many of them had been to an urban farmers‟ market in the last five years. Their experience and satisfaction of various aspects of urban farmer‟ market were good indicators of the potential of the markets. It was found that majority of tourists were happy with various attributes, except for cleanliness and the narrow walkways in the markets.

Chapter 7 is devoted to the analysis of the potential of linking urban farmers‟ markets to tourism in Malaysia. The majority of the respondents agreed that tourists are important for their business due to the „multiple effects‟ tourists can bring to the vendors. However, most of the respondents in all the markets claimed that on average, they only served less than 20 tourists per day, although there was also a considerable number of vendors from all markets, except in Siti Khadijah Central Market, that served around 21 to 50 tourists in their stall per day on average.

The number of tourists that have visited stalls was encouraging but still has the potential to be increased. In addition, the majority of tourists who visited market stalls just looked at the products, therefore, vendors need to be more creative in encouraging tourists to purchase their products. Vendors need to be proactive in attracting more tourists, but they also need to develop strategies to eventuate a sale. Apart from offering explanations about their products to tourists, vendors should take more initiative in letting tourists sample the products to encourage them to buy, or to offer special prices or additional services (e.g., special or unique packaging for travellers).

The local authorities and tourism authorities in all markets agree there are numerous benefits for linking farmers‟ markets with tourism. Each of the markets have various things to offer customers including tourists. Majority of the tourists themselves claimed urban farmers‟ market is an interesting place to visit. Most of them spend around RM50 to RM100 per visit. There were a few identified criteria in defining urban farmers‟ market as a good place to visit. Among the main attractions valued by tourists was the opportunity to see local products. The cheap and reasonable price of products sold at the markets was also an attraction. Tourists also claimed that farmers‟ markets provide them a glimpse of the culture of local people at the market.

Tourists also outlined their preferences and expectations of farmers‟ markets. In all four cities, the overall reaction is that majority of the tourists‟ would most likely visit urban farmers‟ markets during their vacation. Common reasons provided by tourists for selecting urban farmers‟ markets as a must-see place during their vacation include the local products offered, the opportunity to see the culture of the local people, the market is interesting, the affordability of the products and the wide variety of products offered.

The main market criterion for tourists visiting or revisiting an urban farmers" market appears to be the availability of food. Two other market criteria that were highly rated by tourists were availability of indigenous products or specialty products and availability of cultural demonstration. The main factors that discourage tourists to visit farmers" markets are the lack of hygiene, including cleanliness and smell. The fact that prices were not fixed and that customers have to haggle for the price was also a disincentive for some, although the latter could also be considered by some tourists as part of a traditional market"s appeal. The weaknesses mentioned by tourists should be taken into consideration in planning how to make farmers" markets more interesting and appealing to customers, in general, and tourists, in particular.

The tourists claimed availability of indigenous products and availability of food enriched their urban farmers" market experience. Similarly, cultural demonstrations and integration with festivals or celebrations were also viewed by tourists positively. The tourists were eager to try the local food. However, the top four important aspects considered by both international and local tourists before they bought food were freshness, cleanliness, price and food safety.

In general, there was a consensus from the local authority and tourism authorities, the vendors, and the tourists in developing urban farmers" market into a tourism product. Each of these key stakeholders valued urban farmers" markets and believed that there is indeed a case to incorporate urban farmers" market into the tourism agenda.

8.3 Main Findings and Conclusions

The main aim of this research project is to analyse the potential of urban farmers" markets as a tourism product in Malaysia. Specifically, the objectives are:

(i) To examine the current state of urban farmers" markets in Malaysia
(ii) To examine the vendors" and tourists" levels of satisfaction with urban farmers" markets in Malaysia
(iii) To explore the potential of urban farmers" markets as a tourism product
(iv) To determine the tourists" preferences and expectations of urban farmers" markets in Malaysia
(v) To recommend strategies to enhance urban farmers" market as a tourism product in Malaysia

The key findings and conclusions of this research in relation to these objectives are outlined below:

8.3.1 Current state of urban farmers' markets in Malaysia

The first objective of the study is to examine the current state of urban farmers" markets in Malaysia. This objective was accomplished through the feedback from the vendors, local authorities, researcher"s observations and available documentation. The market history showed that all four markets had been running for more than 20 years, showing their importance, regardless of the type of market; structured market or non- structured market. For non-structured markets, the market operates only over the weekends, while for structured markets, the market is open daily.

A critical characteristic of the market is its sustainability. Market sustainability is a very important consideration when analysing the potential of urban farmers" markets as a tourism product. If vendors lose interest in trading, and customers are no longer attracted to the place, then the market will die. But the scenario of urban farmers" markets in Malaysia showed encouraging prospects for long term sustainability because of their strategic location, commitment from vendors, including farmers and farmer-vendors, and interest from tourists.

The urban farmers‟ markets in Malaysia also seem to have a strong management arm, critical to the smooth operations of the market. Based on the interviews, observations, secondary information and documentations available, the local authorities have been managing the urban farmers‟ markets well. Market operation procedures exist in terms of licensing, rules and regulations. Market entry requirements have also been properly specified by the local authorities. The local authorities also provide various market supports to vendors to ensure efficient operations of the market. However, there is still considerable room for improvement. For instance, introducing specific by-laws for the market will not only formalise procedures but provide a legal basis for action, if required. Enforcement is also another issue local authorities can improve on to ensure that vendors are meeting the regulations and that the existing rules and regulations applicable in the market are followed and are not only articulated on paper. This way, various aspects of the farmers‟ markets (such as hygiene and cleanliness standards) will improve.

8.3.2 Vendors' and tourists' levels of satisfaction with urban farmers' markets in Malaysia

The role of vendors is crucial and without their participation, there will be no urban farmers‟ market. Their continuous participation in the market will determine the sustainability of farmers‟ markets. Their satisfaction is therefore integral to ensuring the market operations continue and run smoothly. The tourists‟ level of satisfaction is also very important in the whole equation of urban farmers‟ market – tourism agenda. Their interest in patronising urban farmers‟ markets is very much influenced by their level of satisfaction and, perhaps, their satisfaction could be a reflection of customers‟ satisfaction, in general. If tourists are happy with urban farmers‟ markets, just like local customers, they will continue to support and come to the markets. Therefore, the results of this study would be useful in indicating the potential of farmers‟ markets as a tourism product in Malaysia.

In general, vendors were satisfied with the location of the market as all four markets are located in a strategic area, the city centre. The initiatives to promote the markets were also considered to be at a satisfactory level, even though much more can be done. The mean rating from the vendors in all markets also showed that vendors were satisfied with their space allocation, although once again, the mean scores indicate there is still more room for improvement. The main concerns included the small size of the spaces allocated and the high demand for vending space.

There was a mixed reaction in regards to garbage collection, toilet, general structure, profit made and arrangements, although overall, these attributes (apart from toilet facilities) were rated as satisfactory. The cleanliness of the public toilet within the markets and the availability of toilets were found to be lacking, particularly in unstructured markets. For structured markets (Siti Khadijah Central Market and Payang Central Market), the feedback from vendors were satisfactory in terms of car parking and signage as compared to non-structured markets. In terms of the number of customers and number of tourists, vendors from non-structured markets were more satisfied than vendors from structured markets. However, overall, results showed that vendors found the number of tourists was not at a satisfactory level. They would prefer to have more tourists come to the farmers‟ market.

The tourists‟ feedback from the research showed that non-structured or what is known as „open air‟ markets were more favoured by tourists as compared to structured markets. This is perhaps due to the „feeling‟ attached to open-air markets as authentic traditional markets which tourists want to experience. In terms of satisfaction, international tourists seemed to be more satisfied with urban farmers‟ markets as a place for people to visit as compared to local tourists. However, overall responses showed that tourists, in general, are happy with the markets.

In regards to tourists‟ satisfaction on the vendors, international tourists were more satisfied with the vendors‟ friendliness as compared to local tourists. The vendors‟ willingness to share information about the products and be able to describe the products well was more satisfying for the international tourists in Satok Weekend market and Gaya Street Sunday market than the other two markets. Some of the vendors provided good packaging for their products which impressed the tourists.

Services provided by the vendors are very important in attracting visitors to come to the market. A model vendor is one who carries the following characteristics: friendly, willing to share information about the products, able to describe the products well, honest and trustworthy. Based on the feedback of tourists, only some of the vendors showed initiative to cater for tourists‟ needs.

The research also identified tourists‟ preferences in shopping at urban farmers‟ markets. The study found that tourist shoppers look for unique products unavailable at home or unique to the tourist destination, for instance markets may be considered unique through the cultural demonstration of the vendor-customer behaviour, and the way they trade in the market.

Product mix and varieties of products available provide a great opportunity and experience to the tourists at the markets. Even though some of the tourists would not be able to take with them fresh produce, such as vegetables or fish, they can still engage in this experience by seeing how local people prepare the food and do their trading.

Easy access is another factor identified by tourists as important. Easy access refers to the location and also the traffic within the market. Ease of access is considered as a pull factor and urban farmer‟s markets should manipulate the advantage of being located in the city centre. Friendliness is another factor highlighted by tourists. They were satisfied with vendors‟ attitudes towards tourists. This is the obvious difference between shopping in a supermarket compared to an urban farmers‟ market. Tourists expected to have some interactions with vendors regarding the products.

Product variety is another factor indicated as important by tourists. This is the main reason identified by local tourists that attract them to visit urban farmers‟ markets, and is ranked as the second reason among international tourists. Easy access is another factor indicated by local tourists while friendliness is another factor highlighted by international tourists. However, two factors were highlighted by tourists as drawbacks of urban farmers‟ markets – the narrow walkways and cleanliness (or lack thereof).

The main drawback tourists mentioned were the smelly and dirty areas and the low hygiene standards in the market, which is mostly a problem in the wet section of the markets. Another concern raised by tourists was safety aspect when walking through farmers‟ markets. In particular, the footings of the umbrellas can cause accidents because they obstruct the walkways. In addition, the narrow walkways were also identified as an issue due to some of the vendors occupying parts of the walkways by arranging their products beyond the tables or the spaces allocated to them.

To sum up, this component of the research identified the level of vendors and tourists satisfaction and at the same time highlighted the loopholes of urban farmers‟ markets. The level of satisfaction of vendors and tourists for most of the key attributes in urban farmers‟ markets leaned towards the positive, except on a few aspects. Based on these findings, there seems to be a good rationale for linking farmers‟ markets and tourism and, hence, a potential for urban farmers‟ market to indeed be considered as a tourism product. However, more initiatives are needed to improve and develop certain attributes to deal with some of the weaknesses, thereby, attract more tourists as well as local customers to the market.

8.3.3 Potential of urban farmers' markets as a tourism product

There are satisfactory numbers of vendor participation in the markets with more than 500 vendors in each market. The vendor profiles also balance in term of age, length of trading and education. However the markets are dominated by females. The traders are divided into three types: farmer, farmer-vendor, and solely vendor. The ideal situation, the market should be dominated by farmers selling their own products. In order to increase the number of farmers, more opportunity should be given to famers and initiatives should be implemented to attract more farmers to participate in the market. The majority of the vendors in all four markets, motivated by income generated due to most of the traders are from low income group. The products sold in the markets are various but the most common products sold in all four markets are fruit and vegetables.

Majority of the traders tended to live within 30 minutes drive from the market and travel with their own transport. The customers that visited the market comprise the residents, local tourists and international tourists. The customer visiting the stalls in Satok Weekend Market and Gaya Street Sunday Market is between 21 and 100 customers per day. In Siti Khadijah Central Market and Payang Central Market, the majority of the vendors claimed that less than 20 customers visited their stall per day because they operated on daily basis.

There are local and international tourists visiting the markets. The overall survey revealed that the majority of the tourists (64.2%) claimed they had heard about urban farmers‟ markets. This is a good sign, indicating that many people are aware about the existence of the market. Based on the overall tourists, the descriptive analysis shows that most of the tourists heard about urban farmers‟ markets from their friends. Overall, about 80 per cent of the tourists claimed they had visited urban farmers‟ markets in the last five years. Further analysis shows there is no significant difference in relation to the type of tourists (local and international), gender, age and education. It shows that the markets are suitable for all kind of tourists‟ background. After all, this character is a good measure to show the potential of urban farmers‟ markets as a tourism product.

The majority of the vendors in all the markets claimed that they served less than 20 tourists per day, whereas in Siti Khadijah Central Market, many vendors claimed between 21 to 50 tourists visited their stall per day, on average. The tourists seem to prefer to just look, instead of taking photos or asking for further information. In terms of taking photos, not all tourists like to do so and some possibly do not feel comfortable simply taking snaps in the market. By asking further information, this is a good way for the vendors to be able to explain about their products, and at the same time persuade the tourists to buy.

The majority of the respondents agree that tourists are important for their business. However the vendors at urban farmers‟ market must be creative to attract more tourists to their stall. The local authorities and local tourism authorities agree that there are many benefits of having the urban farmers‟ market. These include allowing customers to see and access local products, buy cheap products and witness the culture. On top of that, the market offers the availability of mix products, a wide range of products including indigenous products or special products and more importantly a guaranteed supply of fresh products. It can also attract tourists to the market.

Based on the overall responses of the tourists, 72.1 per cent of them rated the market as an interesting place to visit. Therefore, this proves that urban farmers‟ market has a high potential to be officially put forth as a tourism products. There is already an establishing interest among tourists.

One way of determining the interest of tourists toward the urban farmers‟ markets is by assessing their participation in the markets, for instance shopping. Throughout all the markets, majority of the tourists (42.9%) spend between RM51 to 100 based on their recent visit. However, the type of gender and the type of tourists had no effect on the tourists‟ expenditure.

Most of the tourists identified the opportunity to see the local products as the most interesting attraction for them in visiting farmers‟ markets. This is followed by the chance to buy cheap products. The prospect of experiencing and seeing the culture is another factor that attracts tourists. Other factors of interest to tourists are the availability of indigenous products or special products, the availability of mixed products and the availability of a wide range of products.

The main concern of the tourists is the cleanliness aspect, where markets are regarded as dirty and smelly. Another important factor making markets uninteresting to some tourists is the limited facilities and amenities such as parking space, toilets and signboards, which are amongst the prominent problems at urban farmers‟ markets in Malaysia.

The potential of urban farmers‟ markets as a tourism product can be deduced from the profile of the vendors. The good balance of the age, gender, types of vendor, length of trading, their motivation to trade and also their initiatives in attracting tourists at the market indicate the sustainability of the market in the future. Adding to this, the survey on tourists‟ knowledge and interests on the markets revealed that there is already an interest from tourists to visit the markets.

8.3.4 To determine tourists’ preferences and expectations of urban farmers’ markets in Malaysia

The potential of urban farmers‟ markets depends, to a large extent, on the customers‟ interest in the market. To this end, tourists‟ preferences and expectations must be examined as a platform to understand the potential of urban farmers‟ markets in Malaysia.

Majority of the tourists indicated their preference to see local food, indigenous or specialty products, and cultural demonstration for them to visit or revisit an urban farmers‟ market. The study showed that majority of the tourists said they would spend money if the products they wanted are available. Domestic tourists prefer to buy dried food, prepared food, souvenir items and fruits at the market, whereas international tourists prefer to buy fruits, dried food, prepared food and souvenirs. Vegetables, meat, fish and poultry are not popular among tourists. However, there are opportunities to increase the demand for these products by linking or strengthening the existing linkages with specific tourism sectors, such as home stay tourism activities where tourists stay with selected families at Malaysian homes and have a chance to experience their daily life and the unique Malaysian culture. Such programs are already happening in some parts of Malaysia. The home stay program includes shopping at urban farmers‟ market as one of the activities to shop for fresh produce vegetables, meat, fish and poultry.

Majority of tourists rated availability of indigenous products or specialty products, and availability of food as important. This is followed by culture demonstration and integration with festivals or celebrations. The market authorities should be aware of this to be able to improve and strategically plan activities to make farmers‟ markets more attractive to tourists. For instance, the number of vendors selling indigenous or specialty products should be increased. The integration of festivals or celebrations with the market is another potential strategy to boost the festive mode of the market for tourists‟ benefit. The survey confirmed that majority of the tourists preferred to integrate the market with the fruits festival, followed by food festivals and cultural heritage festivals.

The last objective of the research is dealt with in the next section.

8.4 Policy Recommendations

This chapter deals with the last objective of this study – to determine what strategies are needed to enhance urban farmers‟ market as a tourism product. The section outlines the policy recommendations based on the research findings.

8.4.1 Overview

In its simplest term, a policy can be defined as a decision or action by someone in authority influencing the opportunities and responsibilities of others. The decision by a local authority to allow markets to operate on city streets or as a permanent public market is a form of external policy creating opportunities and responsibilities for marketers. Because any urban farmers‟ market is ultimately a local activity, it makes sense that majority of the policy issues facing markets are developed at the local level.

The findings from this research indicate that most of the policy issues relate to day-to-day market operation questions. While some cities have developed comprehensive policies to address the operation of urban farmers‟ markets, it is clear that most cities can do a better job in considering how farmers‟ markets can be integrated into tourism development goals.

The following ideas reflect a short but specific list of policy recommendations for public officials and others to consider for promoting urban farmers‟ markets as a tourism product. The recommendations relate to the management and improvement of markets at a micro level, but collectively represent a comprehensive policy for urban farmers‟ markets. This will enable the markets to flourish so that the farmers or vendors who operate there, the consumers and tourists who shop and visit there, and the communities who support them can reap the benefits.

8.4.2 Hygiene and sanitation

Shopping is one of the most important elements in tourism. Shoppers will come and visit the urban farmers‟ market, but some of them are turned away by the unsatisfactory level of cleanliness of the market. Cleanliness not only applies to the market, but covers an array of aspects including food hygiene and safety. If the markets are filthy, this will make the customers, especially the tourists, uncomfortable. For instance, during the outbreak of bird flu, tourists were scared to go to farmers‟ market, having a preconceived idea that urban farmers‟ markets are unclean and dangerous. Furthermore, fresh meat products may be easily contaminated as the butchers do not wash their hands between handling fresh meat and doing other tasks.

Freshness, cleanliness and food safety are interrelated to each other. This is the common ground for tourists and local consumers. In making a decision to buy, especially food, cleanliness and hygiene play an important role. Consumers will select, in general, clean stalls and those that sell fresh food. This is to ensure the foods they buy are at least safe to consume. This is not surprising as many studies have shown that amongst the most highly valued criteria customers look for are cleanliness and sanitation, quality and freshness.

In Malaysia, the four markets are in a good state because the local authorities made the right decision to confine the wet section into one place. This gives visitors, including tourists, the opportunity to skip this area if they do not feel comfortable in this area of the market. Local customers can also shop faster depending on the produce that they want to buy. The feedback from tourists is that cleanliness of the market can be improved. There are still dirty spots in the market which need attention. Based on observations and also the feedback of the local authority, the source of filth in the markets is always in the wet section, whether in structured or non-structured markets. Some of the vendors in this section are already on the right track to better their hygiene standards. They have proper trays to sell the fish and other products. But the handling of the produce is generally not at best practice standards. The walkways and floors become wet from the seafood, chicken and beef. The customers pass through and transfer the smelly water all around the market.

Another cleanliness aspect that vendors need to improve on is food handling. Some of the vendors sell food and drinks. Poor hygiene and food handling practices can still be observed at the market. The water supplies and waste disposal are also not up to standard. The food vendors, for instance, sometimes do not cover the food they sell, so foods are left exposed to the air. The vendors who sell drinks sometimes do not handle the ice cubes properly and their cleanliness is, likewise, questionable.

Tourism is growing rapidly in many developing countries, and this can have a profound impact on the domestic food industry and consumer demand for food. There are rising concerns about the hygiene and safety of food served at certain locations, for instance urban farmers" markets where travellers eat for convenience and recreation. This is also the case for local people – with development and modernization, lifestyles and attitudes toward food safety are also changing.

In terms of cleanliness, the authorities should impose strict regulations. The vendors must follow food safety procedures. This strict monitoring from the market authorities should be clearly formulated. The trading practice in the wet section should be improved. The market authorities should establish proper mechanisms to ensure vendors in the wet section have the proper trays and make sure they display their products in the trays. Thus, if the problem cannot be completely stopped, it can at least be minimised. Regulations must be imposed on all food vendors who must attend food safety courses before being given licences to trade in the market.

8.4.3 Heterogeneity of farmers' markets

In the same way that shopping malls are now criticised for being bland, unimaginative and everywhere the same, urban farmers‟ markets have also become all too common and therefore cease to generate much excitement. This is less of a case for the hometown crowd in any city where an urban farmers‟ market appears; but more for tourists and people who travel frequently, where the similarity among existing urban farmers‟ markets is already an issue.

In developed countries, the rapidly growing number of urban farmers‟ market has resulted in market authorities producing guidelines for managing the markets. There are many rules and regulations imposed to ensure markets are well managed. There are many restrictions; for example, the products must be farmers‟ produce only, produce must be organic and regulated food display. Rigid regulations often conflict with traditional ways of displaying and selling food. Markets have always been difficult places to control. Traditionally, the market operation runs mainly based on the laws of economics, the desire to trade, and the laws of competition.

Free market principles remain important; for example, the way vendors present their produce should be left alone as much as possible. There are traditional and unique ways of doing their business. For example, in Siti Khadijah Central market, the women usually sit on a high rise bench surrounded with their produce. They wear their traditional clothes, which creates a unique atmosphere for the visitor, especially tourists (see for example Figure 8.1).

Figure 8.1: Siti Khadijah Central Market

At the Satok Weekend market, some of the vendors especially the Iban ladies just display their produce on the floor under a canvas cover. This is something different and not widely seen in other markets. These vendors need to keep displays simple because they have to travel between 1 to 2 hours using hired transportation. On top of this, the market is not a structured market; it operates in a parking lot. Therefore, all the vendors need to use simple setups to make sure they can clear their stalls and bring it all back without too much effort.

Each urban farmers‟ market has its own traditions and characteristics. The tourists will be able to learn about different specialties, cultures and people from different areas, adding a whole new perspective to travelling. Introducing strict regulations and trying to change the market will possibly result in losing the shape and distinctive character of the market. This scenario indicates that the policymakers should consider this whenever they try to improve a market. They should focus only on certain issues and allow each of the markets to grow in their own way. The policymakers can learn from other countries about how to manage markets but it is not necessary to follow or adopt their styles. The existing markets already have their own strengths and should be encouraged to grow freely. The most important thing policymakers need to address is to tackle certain issues without detracting from the character of the markets.

8.4.4 Product variety

Product variety is not an issue in Malaysian urban farmers‟ market. The evidence from all four markets shows that the products on offer are very diverse. They not only offer fresh produce like vegetables, fruits, fish and meat, but also jungle products, handicrafts, homemade cookies and snacks, local food, to name a few. For instance, at the Satok Weekend Market and Gaya Street Sunday Market, all kinds of plants, flower, herbs and pets are offered. However, as discussed in the literature, there are other arguments against product variety. As has been stated in one of the literature reviewed, "*in authentic farmers" markets, crafts are generally discouraged; they are thought to convey a tacky image*" (Cameron and De Vries, 2006). Is this the case for urban farmers‟ markets in Malaysia?

This research showed that product variety is one of the main reasons tourists visit farmers‟ markets. Product variety offers an opportunity and experience for the tourists visiting the markets. Tourists are exposed to all kinds of unique products in one market. This is also supported by the literature. According to the Department of Agriculture State of Hawaii (2001), farmers‟ markets offer a broad selection of high quality, well packaged produce, merchandise and services, fine foods and good entertainment, making it a "must-see" and must "experience" tourist attraction. In Malaysian urban farmers‟ markets, some vendors also sell food which becomes a tourist attraction itself. Food is frequently seen as an emblem or a symbol of local distinctiveness, and when tourists choose local foods and beverages, they literally taste elements of the visited area‟s local character. In numerous tourism regions, the local gastronomy is thus seen as a crucial part of the local heritage (Haukeland and Jacobsen 2001). Farmers‟ markets are also considered as one example of food and beverage tourism development around the world (Çela, Lankford and Lankford 2007). The product variety is not only for the benefit of tourists but also for urban dwellers. All their shopping can be done under the one roof.

Hence, product variety in urban farmers‟ market in Malaysia is on the right track. The market authorities should review the policy on product mix in the market by offering incentives to those people who are interested in selling different kinds of products compared to existing vendors. However, the proportion of agricultural produce should be higher as compared to other produce. This produce should be given priority because after all, urban farmers‟ markets serve urban dwellers with fresh produce. They produce live handicrafts or pets, for instance, just to add value to the market and attract more visitors. In Malaysia, the whole family can go to a market where the mother can go for fresh produce and the father can spend time at the pet section with the kids or even at the stall selling books and magazines. The crowds and human activities in the market, on the other hand, create an interesting experience for tourists. Many tourists would love to see how the local people spend their weekends, their interaction with each other, and even the language they speak. For policymakers, there is no single formula to consolidate one successful model of urban farmers‟ market. The nature and the culture of the locals influence the market itself. In Malaysia, if the markets limit the produce to agricultural products only, this might not successfully attract the urban dwellers and, what more, the tourists.

8.4.5 Producer formation and strengthening

Farmers‟ participation in the market can be improved. In general the research provides an idea of what the market requires or prefers. There are a few potential strategies to enhance participation of farmers in the urban farmer's markets. The formation of producer groups to consolidate products and ensure quality, volume and regularity of supply to these farmer's markets would be a good strategy to be explored. This mechanism would help to accommodate the farmers especially those who cannot trade everyday and need time to spend at the farm. The producer group will be able to ensure that they can supply on everyday daily basis and the farmers can take turns to market the product on behalf of the group. The producer group establishment can go further by initiating business development services. The products in urban farmers markets need to undergo product development to meet the requirements of tourists, both local and international, branding, basic entrepreneurship and other marketing strategies.

8.4.6 Conclusion

Policies suggested for urban farmers‟ markets are focused on prominent issues highlighted by tourists, feedback from the stakeholders and the literature in this area. The issue of cleanliness and hygiene has been a long standing concern. Local authorities need to impose strict regulations and vendors need to make changes and cooperate to keep the markets clean. At the same time, the management‟s rules and regulations should be based on the specific character of the market itself and should not detract from its distinctive character. This is to maintain the market‟s unique identity and differentiate them from other markets in order to attract more tourists. The variety of products sold in the market can also contribute to the market attracting more tourists.

8.5 Recommendations for Future Research

A number of opportunities for further research have become apparent as a result of this study.

Further research can be conducted to compare and contrast rural farmers‟ markets, suburban farmers‟ markets and urban farmers‟ markets in Malaysia. Urban farmers‟ markets encounter an interesting dilemma that rural farmers‟ markets do not face. On one hand, urban farmers‟ markets benefit from the large population base, including tourists, the density and the clear need by many city dwellers for fresh, healthy foods. On the other hand, as highlighted by the research, they suffer from limited space, higher expenses, parking nightmares, and ill-equipped food selling regulations.

Further research should also investigate the consumer and tourist segments in urban farmers‟ markets. Previous consumer surveys conducted in farmers‟ markets in developed countries have revealed that consumers behave differently depending on their preferences and demographic characteristics.

Another dimension that needs to be explored further is the impact on farmers by looking at the downstream linkages. The potential of urban farmers' markets can be examined further by understanding how production and other value adding interventions can enhance the agricultural products (sold in these types of farmers markets) that cater to the needs of the tourists thereby enhancing profitability and sustainability of farmer's products.

This research has revealed the dirty and unhygienic aspect of urban farmers‟ markets which are mostly generated from the wet section. Hence, further study should be conducted into how the wet section of the market can be improved, especially its operational aspects.

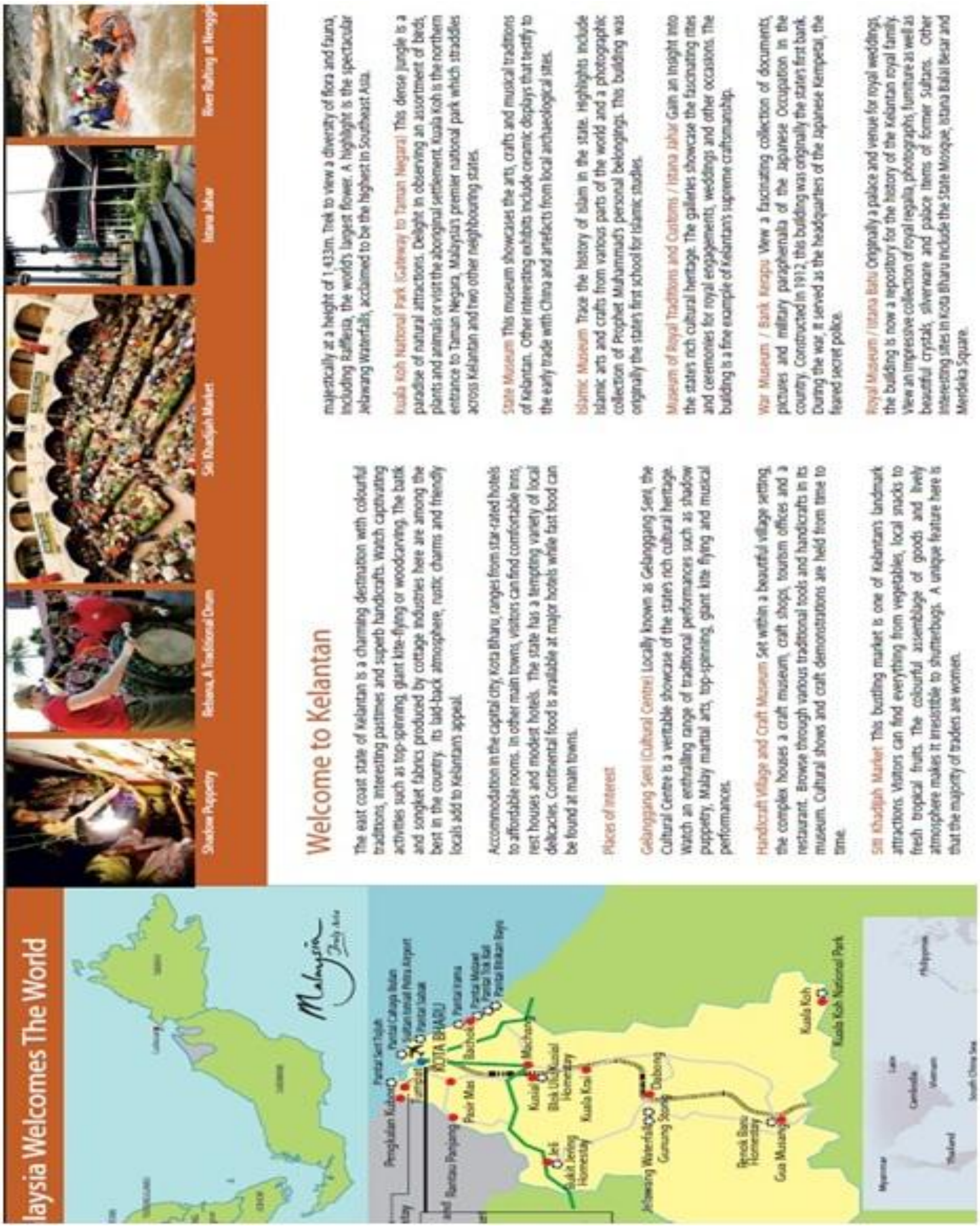
Another area that needs to be explored is the infrastructure condition, for instance the availability of good road connecting farmers to markets. At the macro level, infrastructure plays an important role for farmers to access or participate in the urban farmers market. Therefore further research on how infrastructure conditions affect the ability of farmers to access urban farmers market is needed. Apart from that, another potential research is to study the impact on those farmers who have now accessed farmers markets; for instance the difference in income before and after accessing farmers markets or compared to those which are not, and looking at other potential benefits.

Additional future research opportunities lie in the assessment of resources from social media such as blogs, websites, twitter or even facebook. There are many tourists who write about their experiences at urban farmers‟ market. A study of the blogs for example, can examine the interests and comment on the visited market. The photos uploaded may also explain, express and capture the best and most interesting moments during their visit. Another potential research that could be explored is the introduction of strategies to enhance participation of farmers in urban farmers markets. A detailed study needs to be conducted on the viability of the formation of producer groups to consolidate products and ensure quality, volume and regularity of supply to these farmer‟s markets. The role of business development services required such as product development that meet the requirements of tourists, local and international, branding and basic entrepreneurship and what would be the impact towards the originality of farmers market.

Appendix A: City Map which mapping the location of Satok Weekend Market

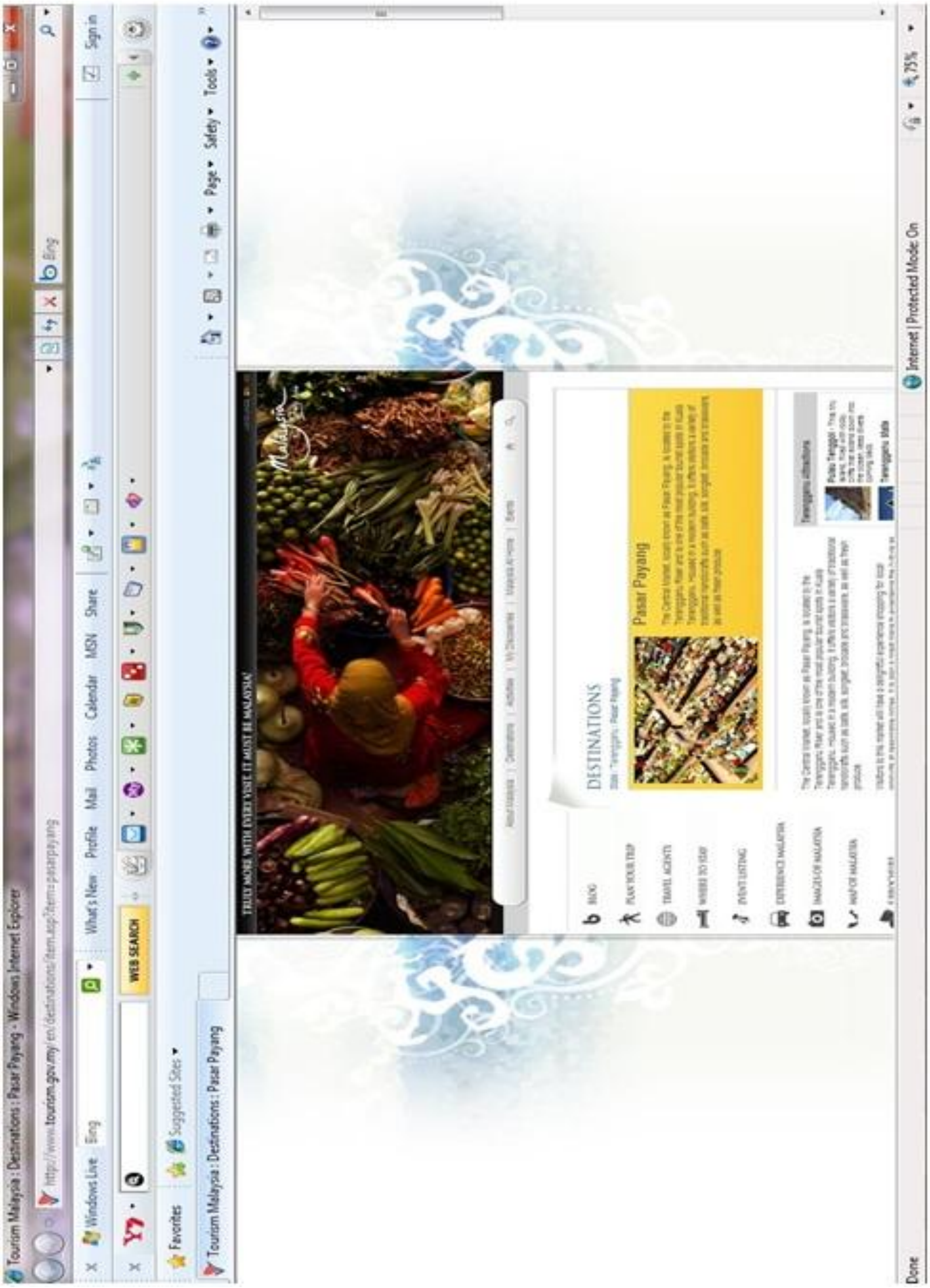
Source: http://kuching.outer-court.com/kuching-map.html, accessed 29/10/2010

Appendix B: Tourist brochure covered on Siti Khadijah Central Market



Source: http://www.tourism.gov.my/en/pdf/brochure_kelantan_mta.pdf , accessed 29/10/2010

Appendix C: Tourist Malaysia Website covered on Payang Central Market



Source:
http://www.tourism.gov.my/en/destinations/item.asp?item=pasarpayang
accessed 29/10/2010

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