

A STUDY ON CUISINE TOURISM OF ODISHA, INDIA: PROSPECTS, POTENTIAL AND PROGNOSIS

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Abstract

In the present scenario, cuisine tourism is one of the most emerging tourism products all over the globe. Destinations filled with various touristic attributes and attractions along with 'cuisine' or 'culinary' attractions or 'food' surge ahead attracting a large pool of visitors all across the universe. Cuisine tourism is now the new buzzword in the travel and tourism competitiveness market associated with history, heritage, tradition, lifestyles, culture and gastronomy of a particular destination. In general, cuisine tourism very much used interchangeably with 'culinary tourism' or 'food tourism' or 'gastronomy tourism' have a global reputation among the tourists, but in the context of Odisha particularly, the cuisine tourism should be highlighted and explored to a greater extent, that can be moulded as a tourism product like other tourism resources. Hence the author has sincerely tried his best to explore the potential and prospects of Odisha cuisine, and chalked out a strategic framework for the development of cuisine tourism of the state.

Keywords: *Cuisine, Tourism, Destination, Potential, Prospects*

JEL Classification: *L83, E24, J21.*

I. INTRODUCTION

The vast potential and multidimensional touristic attractions and attributes of Odisha have been attracting a huge pool of tourists all across the universe. Odisha, the scenic, serene, and sublime, the "soul of incredible India", is the perfect destination famous for its enchanting wildlife, sandy and sunny beaches, lofty mountains, historical and heritage temples and mountains, colourful and vibrant fairs and festivals, heart touching music and dances. In recent past, a paradigm shift has been occurred in the taste and preference of modern tourists, looking for novelty and unforgettable experience by tapping the unexplored destinations. Again the destination attractiveness and competitiveness has ushered the desire of the tourists into a realm of innovativeness and rejuvenation. The pristine history, heritage and the cultural milieu of Odisha mingled with its food and cuisine has conceived a new form of tourism called as 'cuisine tourism'. The state is famous for its archaeological sites, along with enriched culinary essences and other tourism resources.

The diverse religions, customs, festivals, and varied climatic conditions have enriched the Odisha cuisine as one of the unmatched and unparalleled cuisines among the various state cuisine of India. Odisha not only the abode of various monuments, forts, and temples, but also the state itself offers an array of mouth-watering and traditional dishes that tantalizes the taste buds of many visitors.

From east to west, south to north, still the Odisha cuisine of our great country rejoices and pleases everyone's saliva, by offering the variety of dishes which are heritage, history-based, some time legendary, ubiquitous and sumptuous by nature. The cuisine has the potential of being as one of the touristic attractions by the dint of enriched and diverse flavours, unique and distinct cooking methods and utensil, and handpicked ingredients used. Apart from the natural beauty and wildlife, the state has been popularized by the splendour hospitality and lavish cuisine. The food culture of the Odisha has a long pristine history of which has to unfolded, explored to a greater extent further to intensify the potential of cuisine tourism of the state.



Figure 1 (Map of Odisha) **Location of the study**
Source (Google.com)

II. OBJECTIVE OF THE STUDY

- To identify and analyze the cuisine tourism of Odisha ahead of other tourism prospects of the state towards the development of tourism.
- To highlight and to bring into lime light the potential of cuisine tourism of the state for destination marketing and management.
- To understand the future prospects of cuisine tourism as an alternative tourism that helps in the sustainability of the destination.

Purpose of the study

Odisha, the land of art and architecture, historic monuments, and temples, along with its lush green and panoramic view of various national parks and wildlife sanctuary has attracted numerous visitors all across the globe. The various tourism resources of the state in the forms of religious, spiritual tourism, ecotourism or nature-based tourism, wildlife tourism and adventure tourism have much ahead and saturated to a greater extent. But prospects and potential of its traditional cuisine have not yet been explored. Hence a comprehensive study is required to identify and analyze the potential of the state's traditional and unique foods and further a proper marketing strategy and management is also prerequisite to blend it as a cuisine tourism product.

Scope of the study

The scope of this study is very vast, and exploring the potential of traditional food of the state will surely help the hospitality industry to create a new benchmark. The study will unfold a new tourism product in the form cuisine tourism that leads to the destination management and marketing. The DMMO, tourism practitioner, and other stakeholders will promote this tailor -made tourism product that fetches

more tourists to the state, ultimately increases the tourism revenue. The study will also create an impact on the characteristics of the various cuisine of Odisha on tourism business.

III. LITERATURE REVIEW

Cuisine tourism: A conceptual review

Before penetrating much into the cuisine tourism, the first and foremost is to define the meaning of cuisine, is a specific set of cooking traditions and practices very often closely associated with a specific region or a geographical location or sometimes to a state or a place. If the cuisine entails the geographical location, again it is influenced by the people, their traditions, lifestyles, culture, history, and heritage. The cuisine and tourism both are interrelated with each other and there are many common factors that are associating and impacting both cuisine and tourism. The cuisine sometimes bounded by the physical boundary or sometimes changes in the same physical boundary within a minimum distance. In the tourism parlance, that physical boundary is called the destination. Hence the importance of cuisine in a tourism destination is never underpinned. The destinations have all the attraction, but without the cuisine, everything is just like sauce without the seasonings.

The discerning and varietal nature of today's visitor and tourists has changed drastically the facade of a destination. Richards (2012) asserts that the focus has shifted away from visiting typical "must-see" physical sights, to engaging in "must-experience" tourism activities, in which visitors can discover, participate, and learn about everyday life. As the cuisine tourism has been emerging and the tourists will get a chance to explore, participate and learn the technical and non- technical parts of the cuisine. The tourists are seeking no more the sightseeing rather than

looking for real-time and authentic experience from the destination. Though there is much attractiveness that destinations hold, and the tourists derive the experience, but the experience derived from the cuisine of a destination is unforgettable and incredible. Because the cuisine imbues and exudes everything starting from the destination people, their culture, history, heritage, art and craft, music and dances. Hence cuisine tourism can be regarded as the “one in all forms” of tourism and the destinations are always proud of their great cuisine. In most of the European tourism market, the cuisine tourism is much more popular than the Asian tourism market. Because the European destinations have much before explored the cuisine tourism. In the Asian tourism market, specifically in India, though cuisine tourism has been emerged gradually in the due course of time, and interchangeably coined with culinary tourism, or food tourism or gastronomy tourism that has been somehow popularized

Though cuisine tourism is very much associated with the culinary tourism, gastronomy, and food tourism, still as its own it has been a new and emerging concept, as because cuisine of a region or place or of a destination are linked with their climatic condition, traditions, culture, history and heritage etc. Hence cuisine tourism could be one of the tailor-made package needs to promote for destination marketing further enhancing the visitor's footfall. In the present scenario, most of the research outcomes focus on tourist interest and they define that travelling becomes valuable and more precious and experience-centric, when the regional cuisine, or traditional food of a particular region or local food plays a pivotal role along with the other touristic attributes. In the recent era, cuisine culture of a destination is the mainstay of the various tourism phenomena. Cuisine culture of a destination contributes not only the tourism activities as well as it strengthens the socio-economic stability of the society. This cuisine tourism is very much perennial by nature and happens all year round, influencing positively the other tourism activities.

Cuisine tourism combining all the traditional food items, the methods of preparation, various techniques and process involved, and the magical people to finish it, served along with cultural essence based, with a hint of ancient music and dances is the perfect vehicle for attracting visitors and in the same time contributing regional and local development and strengthens the sustainability of a destination. Above all cuisine tourism is a journey of meaningful experiences that involves experimenting and tasting the new foods in a traditional way and also interacting with the local people and mingling with their culture and lifestyles. The intimacy of traditional food, food-related activities, and gastronomic practices and process comes under the broad umbrella of cuisine tourism. Hence food is the central focus in the cuisine tourism that cannot be neglected. The destinations are further enriched and enhanced due to the popularity of

cuisine tourism and at the same time entertain other tourism like cultural and heritage based. A trip initiated by the tourists or a visitor to a destination always opens the door for its cuisine that comes first and much of the touristic experience are dominated by the cuisine and cuisine related activities. That's why food is considered as the perpetual travel motivator. In the field of tourism, most of the researchers are concentrating on the regional cuisine for the local sustainable development, hence in the context of cuisine tourism, regional development is given due reverence. Regional development initiatives are increasingly utilizing the relationships that exist between the tourism and locally-based food production and processing sectors to strengthen areas' economic and social vitality (Telfer and Wall, 1996; Telfer, 2000; Boyne et al., 2002; Richards and Hjalager, 2002).

In the last three decades, people only associate tourism with travelling for pleasure and considers it as an industry (Kay, 2003), while some perceive it as merely providing services related to leisure and recreation (Michelitsch, 2001). Hunt and Layne (1991) acknowledged that those perceptions were mostly accepted until the late 70's. But in the mid 80's there is a radical change towards to the other tourism-related activities. The ancient concepts of travel motivators have radically replaced and replenished by the food related activities conceiving the cuisine tourism. Cuisine tourism has been used interchangeably with culinary and gastronomy tourism and other food and food-related tourism and predominantly popular in foreign countries. Also, it's very much similar to the wine tourism. The research about wine tourism in late 1990, and the first meeting on wine tourism in Australia in the year 1998 has ushered the larger interest in gastronomic tourism. Various synonymous of cuisine tourism are culinary tourism, food tourism, and gastronomy tourism. In the mid 17th century, from the Latin word “Culina” or “Culinarius” the word culinary has been derived which means related to kitchen, similarly in the late 18th century, from the Latin word “Coquina” or “Coquere”, the word cuisine has been derived which means style of cooking pertaining to a region or place. And in the 4th century BC, Greek author Archestratus had written book on Mediterranean food and wine. In the year 2004, Santich found the term gastronomy in few chapters of that book. The gastronomy is a term which is derived from two words like *gaster* (stomach) and *nomos* (law).

The Culinary term is very much associated and similar with cuisine and it defines a country's or state's or regions' or destination's food, its method of preparation, process, technique, ingredients and tools and equipment to produce the food. Hence culinary tourism can be used interchangeably that strengthens and adds value to the cuisine tourism. “Culinary Tourism,” was a term first suggested by Long (2003) in 1998, to express the idea of tourists' experiencing other cultures through food. Similarly Food tourism is defined as the desire to experience a particular type of

food or the produce of a specific region (Hall & Sharples, 2003) and covers a vast number of gastronomic opportunities for tourists (Okumus, Okumus, & McKercher, 2007) as well as involving numerous economic development schemes.

Gastronomy Tourism or Culinary Tourism can be defined as the kind of tourism that has a high contribution to the motivation and behaviour of travel to live a unique food and beverage experience (Kesici, 2012, p. 34). Cuisine tourism is not different from the above tourism, but unique in its own way, cuisine tourism much more pragmatic in the traditional way of preparing and processing the food that has been imbibed with cultural insignia and carrying the legacy of ancient history and heritage, which actually attracts the visitors' to a particular destination. According to Renko et al., (2010) food, along with other phenomena such as religion, events, festivals, and architecture are considered to be —gray zones of cultural and heritage tourism. The catalytic nature of cuisine or food enhances the tourist's inner experience. The Cuisine is not only the bare necessity for the survival of tourists; rather it is an essential destination attractiveness highlighting the image and brand value. Hence the role of cuisine in tourism and tourism in cuisine are equally significant. Scarpato (2002) considers food to be a "cultural artefact". It has become recognized as a manifestation of identity and culture, and has emerged as one of the popular aspects of cultural tourism (Bessiere, 1998).

Richards (2012) claimed that besides its role as cultural identity, food or cuisine is recognised as one of the elements of creativity in everyday life that can engage many visitors. Food is an essential component of tourism along with transportation, accommodation, and attractions. When travelling, visitors engage in some form of dining (Chang, Kivela, & Mak, 2011), ranging from eating food which is familiar from home to seeking novel and different local dishes (Cohen & Avieli, 2004). To illustrate, Hegarty and O'Mahony (2001) assert that food can lead visitors to learn about the culture of societies other than their own and to meet locals with whom they engage. The link between food and travel has been evident since prehistoric times (Boniface, 2003).

From the pristine age, cuisine is the essential ingredients for the human sustenance on this universe. May be the purpose of travel vary from individual to individual, but the tourists always seek for the local cuisine to fulfil his or her appetite. Cuisine is simultaneously significant to pacify the physiological needs of the tourists and the cultural milestones of a destination really can be achieved through the cuisine. Cuisine and tourism are part and parcel of a destination's culture and culture is one of the routes through which both cuisine and tourism are performed, reflected and experienced by the tourists. Moreover, according to Hall and Mitchell (2001) in general, food can be divided into four major categories: (1) a component of the local culture that can be offered for

tourism, (2) a tourism promotional tool, (3) development of local produce as income generator or economic impact, and (4) food affected by the local consumption patterns and ways its preferred by travellers.

IV. RESEARCH METHODOLOGY

As this paper chosen by the author is qualitative by nature (non-numerical), does not require collecting the data from the stipulated respondents or people. The author in this paper has utilized and converted the qualitative forms into certain ideas, concepts and themes. Hence the extensive study of state's cuisine tourism, its potential, prospects and various attributes has been explored through the content analysis as it has been found suitable for this kind of emerging tourism research not yet bring into limelight ever before. This research methodology has further helps to formulate and depict the various framework pertaining cuisine tourism, destination marketing and development. The content analysis of methodology will definitely help in the future for other researchers and practitioners willing to do empirical analysis of cuisine tourism. To solidify the above statement, the author has cited the content analysis is found to be the appropriate technique or tool that can be used to analyse any kind of text (Esterberg, 2002). Further evidence given by Puvnesvary, Rahim et al (2011), mentions Content analysis is one of the popular methodology for conceptual paper and successfully proven, and it uses the extensive studies like written, verbal communication like novels, journal articles, newspapers, focus groups, observation and social media. The above criteria are used for the literature review section, chalking out the various frameworks for studying the potential, prospects and prognosis of cuisine tourism in the state.

Odisha cuisine

The pristine history of Odisha replete with its cultural tapestry and enriched heritage. The sublime blend of various culinary essences and attributes has made the Odisha cuisine unique and incredible. The colourful blending of various indigenous and handpicked herbs and spices is the symbol of simple cuisine of Odisha. Hence the simplicity of this cuisine has surpassed the other regional cuisine of the country. From centuries ago, Odisha has been offering the variety of unique delicacies that are the result of traditional and local food prepared in an authentic way involving the traditional equipments and utensils along with the cultural legacy passing from generation to generation. The incredible blending of cooking oil, homemade spices, and standardized recipe makes this cuisine more dainty and delicious.

The state Odisha, land of spiritualism and religiosity is playing a major role in creating various temple foods that symbolizes the sanctity and sacredness, now the mainstay or the focal point of the

cuisine tourism of the state. The close proximity of Bay of Bengal with the state and the long coastal line has been offering an array of non vegetarian food and paddy cultivation is the chief occupation of the state people has made this cuisine more strong and robust. Again the cuisine tourism of the state has been enriching by the various fairs and festivals, music and dances, traditions and lifestyle and the food prepared during these festive occasion are tourist's centre stage to be experienced and cherished. The tribal and village life laced with music, dances, and traditions intensify and strengthen the cuisine of the state to achieve the gastronomic milestone.

The various religious rituals and spiritual practices in form of *Osha*, *Brata*, and *Upabasa* highlights the attractiveness of the cuisine by using the plantain leaf for consumption of food Traditionally, the people of Odisha prefers consuming the food by sitting on the floor on a *Chatai*(Mat). There is no use of cutlery, rather people loves to eat their food by using their hand. A *Thali*(Platter) along with *Katori*(Small bowls) are used for the consumption of food which are generally placed in front of an individual. A glass of water and a salt container made out of wood is also placed in right hand side. The cuisine tourism of Odisha is world famous for its *Pakhala*(Water rice), *Dalma*(Mixed lentil with vegetables) *Pitha*(Cake), and *Meetha*(Sweets) which are now widely consumed by the various visitors coming to the state.

The below mentioned table shows the various traditional dishes of Odisha cuisine with their short definition and methods of preparation. It consists of both vegetarian and non-vegetarian popular dishes widely consumed in and around the state of Odisha.

Table 1 (Traditional foods of Odisha)

| List of various dishes in Odisha cuisine | Short descriptions |
|--|---|
| Besar | Variety types of vegetable stir fried with panchu phutan and cooked in mustard gravy. |
| Chhenchada | Mixed vegetables stir fried with fish head along with other spices |
| Ghanta | Variety types of vegetables stir fried and tempered with panchu phutan |
| Dalma | Lentils are cooked with variety types of vegetables and then tempered. |
| Kanika | It is a yellow rice preparation with desi ghee, dry fruits and mildly sweetened. |
| <i>Dahi Baigan</i> | Deep fried egg plant cooked in yoghurt based gravy. |
| <i>Badi chura</i> | It is a coarsely powder of dried <i>urad dal</i> with garlic, onion, and green chillies |

| | |
|----------------------------|--|
| <i>Ghugni</i> | It is a curry preparation of peas and dices of potatoes mildly spiced |
| <i>Santula</i> | Lightly spiced assortment of steamed vegetables |
| <i>Kakharu phula bhaja</i> | It is the pumpkin flower dipped in rice batter and then shallow fried |
| <i>Oau Khatta</i> | It is a sweet and sour preparation made out of elephant apple |
| <i>Kankada jhola</i> | Crab along with potatoes cooked in tomato based gravy garnished with chopped coriander leaves. |

Source (Designed by the Authors)

Mahaprasad, food offered to Lord Jaganath(Temple Cuisine)

Mahaprasad, the food offered to Lord Jaganatha is one of the unique culinary tradition of Odisha. Not a single devotee or pilgrims who come for visit or *darshan* of lord Jaganatha go without the relish of this great sacred food. It is one of the mysterious food for which Puri jaganatha temple is universally famous. Its value and essence should be promoted beyond the boundaries to capture a pivotal position in global culinary map. The world's largest kitchen located in Puri where more than 400 *Supakaras*(cooks) works around 752 wood burning clay hearths(*chulas*) to prepare this unique dish .It is cooked by a unique steaming method where earthenware pots are kept above on each other. Around more than 10000 people on daily basis consume this *Mahaprasad* on a large open air restaurant called "*Anand Bazar*". *Nirmalya* is the dried forms of *Mahaparasad* available in and around the Jaganatha temple considered to be as the most sacred essential in the death bed for salvation. As Odisha is proudly called the city of temples, the food offered to various gods and goddesses are regarded as the temple food, prepared without onion and garlic is also one of the major components of cuisine tourism.

The above mentioned table 2 called the *chhapan bhog* of Lord Jaganatha consisting of 56 numbers of sacred dishes that offered to the lord on every day .It consists of variety types of rice, lentils, vegetables and sweet items. These foods cooked in a proper way by maintaining authentication and standard recipe and are offered first to the lord Jaganatha and the goddess *Vimala*, after that it converts into *Mahaprasad*. The holy food, *Mahaprasad* is distributed among the devotees free of cost without any cast, and creed discrimination. In most of the festive occasion, religious and social rituals, *Mahaprasad* are being served as the token of sacredness.

Table 2 (CHHAPAN BHOG) (56 sacred foods of lord Jaganatha)

| | |
|--|--|
| 1. Ukhuda (Sugar coated puff rice) | 29. Dalma (Dal with vegetables) |
| 2. Nadia kora (Coconut ladu) | 30. Bada Kakara (Large Fried sweet cake) |
| 3. Khua (condensed milk) | 31. Luni Khuruma (Salty Biscuits) |
| 4. Dahi (Yoghurt) | 32. Amalu (Malpua, Sweet Puri) |
| 5. Pachila kadali (Ripe Banana) | 33. Suar Pitha (Poda Pitha, Baked Cake) |
| 6. Kanika (Flavoured Rice) | 34. Biri Buha (Black gram cake) |
| 7. Tata Khechudi (Dry Khechudi) | 35. Jhadai Nadaa (Small ball shaped cakes) |
| 8. Mendha Mundia (A kind of cake) | 36. Khasta Puri (Strong fried cakes) |
| 9. Bada Kanti (Fried Cake) | 37. Kadali Bara (Fried Plantain) |
| 10. Matha Puli (A kind of Pan cake) | 38. Sana Arisha (Small fried cakes) |
| 11. Hamsa Keli (Sweet cake) | 39. Sakar (Chatni) |
| 12. Jhili (Thin pan cake like Dosa) | 40. Podo Pitha (Panned Cake) |
| 13. Enduri (Idli) | 41. Kanji (Sour Rice) |
| 14. Adapachedi (Ginger Paste) | 42. Dahi Pakhal (Curd rice) |
| 15. Saga Bhaja (Fried leafy vegetables) | 43. Bada Arisha (Large size Fried cake) |
| 16. Kadali Bhaja (Fried Plantain) | 44. Tipuri (Three stage fillings) |
| 17. Marich Ladu (Chilli Ladu) | 45. Sakara (Sugar candy) |
| 18. San Pitha (Small size Cake) | 46. Suji Khir (Milk with semolina) |
| 19. Bara (Donalds) | 47. Muga Sijha (Boiled green gram) |
| 20. Arisha (Sweet fried cake made of rice flour) | 48. Manohar (A kind of sweet) |
| 21. Bundia (Sweet granules made of gram flour) | 49. Magaja Ladu (A kind of sweet) |
| 22. Pakhal (Water rice) | 50. Pana (Sweet Drink) |
| 23. Khiri (Milk Rice) | 51. Anna (Rice) |
| 24. Kadamba (A kind of sweet) | 52. Ghia Anna (Ghee rice) |
| 25. Pat Manohar (a variety of sweet) | 53. Dali (Sweet Dal) |
| 26. Takuaa (Sweets shaped like tongue) | 54. Besar (Mixed vegetable curry) |
| 27. Bhaga Pitha (A kind of cake) | 55. Mahur (Vegetable curry with mustard seeds) |
| 28. Gotai (A kind of salty cake) | 56. Saga (Leafy vegetables) |

Source

(<https://chappanbhog.wordpress.com/tag/chappan56-bhog-list/>)

Festival cuisine (Pithas and Mithas)

Fairs and festivals are one of the prominent aspects of the cultural tourism of Odisha attracting a large number of tourists to the state. Festivals reflect the region's history, heritage, culture, tradition as well as music, dance and food. In Odisha numerous festivals are celebrated all round the year, creating an aura of enjoyment and merry making, where along with the music and dances, food becomes the main centre stage of the celebration. Festivals without food are just like sauce without the seasonings. Hence every festival has their own distinct and unique styles of *Pithas* and *Mithas* prepared in an authentic and traditional way.

Table 3(Traditional Pithas of Odisha)

| Name of Pithas(Cakes) | Short description |
|-----------------------|--|
| <i>Arisa Pitha</i> | Dough of rice flour kneaded with jaggery and sesame seeds fried with ghee. |
| <i>Chakuli Pitha</i> | It is a pancake similar to Dosa made from rice batter. |
| <i>Chitau pitha</i> | It is a fried pancake made from rice flour batter, jaggery, grated coconut, and milk. |
| <i>Enduri Pitha</i> | It is a mixed batter of black gram and rice, stuffed with grated coconut and jaggery , wrapped with turmeric leaf , then it is steamed. |
| <i>Gaintha Pitha</i> | Small balls of rice flour dough dipped in sweetened milk |
| <i>Kakara pitha</i> | Dough is made of refined flour, rice flour and semolina and stuffed with grated coconut, jaggery, cardamom powder, cinnamon powder and deep fried. Served on many occasions. |
| <i>Manda pitha</i> | Rice flour dough stuffed with grated coconut and sugar ,then steamed . |

Source (Designed by the Authors)

Table 4 (Traditional Mithas of Odisha)

| Name of Mithas(Sweets) | Short description |
|------------------------|--|
| <i>Rasabali</i> | Cheese and semolina combined dough are flattened and deep fired and again dipped in sweetened condensed milk |
| <i>Chhenna jhilli</i> | Flattened shape cheese cake dipped in sugar syrup |
| <i>Chhenna poda</i> | Dough of cheese mixed with semolina and sugar, and then baked in wood fire. |
| <i>Chandrakranti</i> | It is a deep-fried sweet made from mixture of green gram and rice flour |

| | |
|--------------------|--|
| <i>Karanji</i> | Dough made from refined flour and stuffed with grated coconut and sugar then deep fried. |
| <i>Khaja/Pheni</i> | Layered wise refined flour dough deep-fried and drizzled with sugar syrup |
| <i>Kheer sagar</i> | Dumplings of cheese dipped in sweetened milk. |

Source (Designed by the Authors)

Cuisine as a destination attraction

The destination attractions are bundle of tourism product and services that affords various facilities and basic amenities to the visitors, from where they derive their experience and desired experiences induces the revisit of the destination. The destination attractiveness could be of manmade and nature made. The destination always tries his best to offer a bouquet of services to the most awaited visitors in tangible and intangible forms. In the context of cuisine tourism, local and traditional food and its culinary practices, and the gastronomic essences are the most sought after tourism attraction for any destination .Cuisine tourism builds the brand image that leverage and enhance the attractiveness and competitiveness of the destinations.

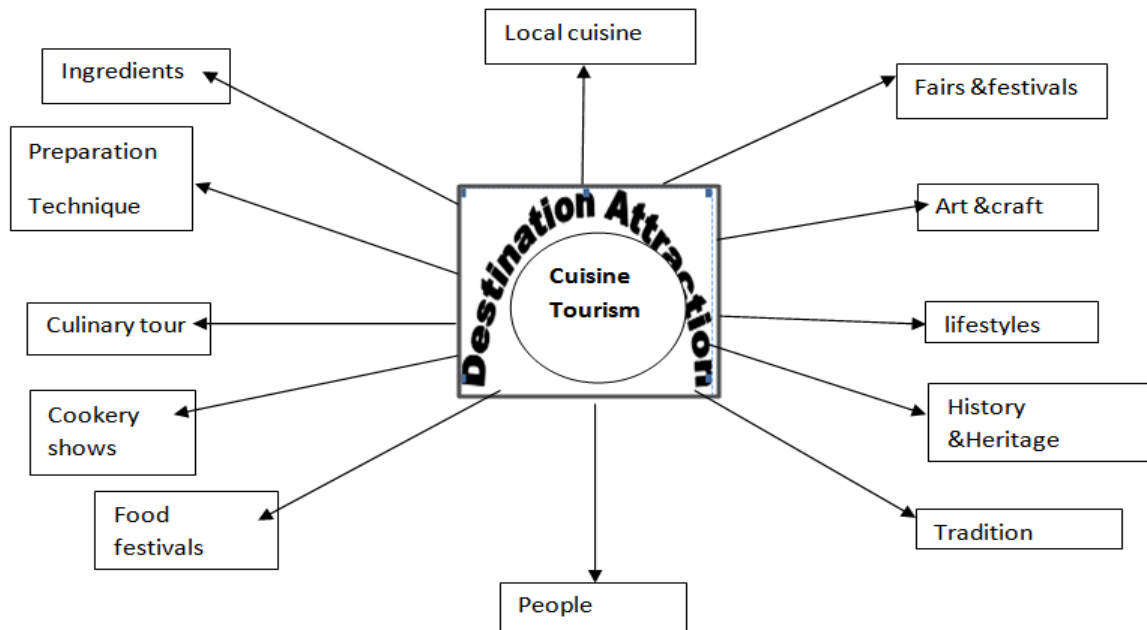


Figure 2(Cuisine as part of destination attraction)

Source (Designed by the Authors)

Hence at a regional and a national level, destination cuisines can become unique elements of the brand image of a place and help to create distinctiveness (Du rand & Heath, 2006; Haven-tang & Jones, 2006; Henderson, 2009; Richards, 2012). Many tourism destinations have developed unique food attractions to stimulate visitation (Cohen & Avieli, 2004).Further for the survival of destinations in this competitive era ,the potential of cuisine tourism can explore the platform for the activities like cuisine or culinary tour, competition, cookery shows, food and wine festivals, and food carnivals etc. Hence cuisine tourism has the power and potential to convert a simple destination to a destination of paradise. Okumus et al. (2007) suggested that aspects such as the image of the destination, market positioning and product diversity may also determine the success of utilising food as a destination attraction. Cuisine tourism is fantastically a golden gateway that helps in encountering the cuisine

culture and the host guest leading to the intensifying of the overall experience of the destination.

Cuisine as part of destination experience

According to Murphy, Pritchard, and Smith (2000), a destination can be seen as an amalgam of individual tourism products that combine to form an integrated travel experience of the area visited. As depicted in figure 3, the overall visitor evaluation of the destination experience quality is shaped by the two major destination components: service infrastructure and destination environments. The service infrastructure consists of a collection of tourism products and services with which the visitor engages directly after arriving at the destination. It comprises of food, food related activities, transport, accommodation and other facilities. In the same time, destination environment includes the various attractiveness, climate and other amenities.

Similar to Murphy et al. (2000), Karim and Chi (2010) claim that the provision of food experiences

is a central function of the tourism industry. Interestingly, most visitors experience the cuisine of the visited destination at some time, whether intentionally or not. Food-related experiences can enhance the overall destination experience (Karim & chi, 2010). Evidence from a number of studies suggests that visitor interests in and preferences for food in destination settings can have a significant influence on their destination choices (Bessiere, 1998; Cohen & Avieli, 2004; Hall & Mitchell, 2001; Hall & Sharples, 2003). As revealed by a visa and PATA's survey in 2012, food

was the third major reason for participants to visit Asia Pacific countries and it was the first reason for respondents to revisit a destination (Visa & Pata, 2012). Other studies have revealed the influence of food experiences on visitor perceptions, satisfaction and intentions to revisit (Hjalager & Corigliano, 2000; Nield et al., 2000). For instance, in their Hong Kong study, Kivela and Crofts (2005) found that gastronomy plays a major role in the way tourists experience a destination, and that some travellers would return to the same destination to enjoy its unique gastronomy.

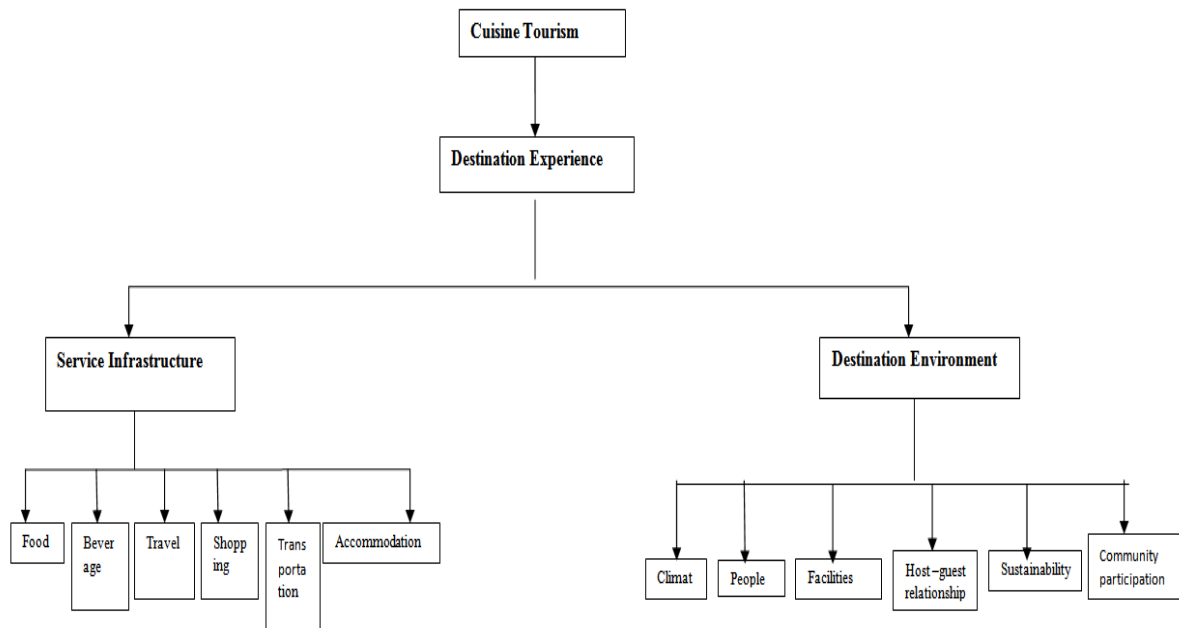


Figure 3(Cuisine as part of destination experience)

Source (Designed by the Authors)

V. CUISINE- A TOOL FOR DESTINATION SUSTAINABILITY

According to Okumus et al. (2007), DMOs should facilitate sustainable tourism development and this can be achieved through culinary tourism. The discussion on the role of food in terms of sustainability has received substantial attention from researchers in the tourism area. As shown in Figure 4, there are at least six major direct and indirect contributions that local food can make to destination sustainability (Du Rand et al., 2003). These contributions include: stimulating and supporting agricultural activity and food production; preventing authentic exploitation of the local produce; enhancing destination attractiveness; empowering the community by offering job opportunity and encouraging entrepreneurship; reinforcing the brand identity of the destination with the focus on culinary tourism; and building community pride pertaining to the food and culture of the food (Du Rand et al., 2003).

The above said six parameters of destination sustainability created by the local food or cuisine are utmost importance. Discussing one by one, the local cuisine induces the agricultural activities, because it helps in the production of locally grown and available vegetables, food stuffs, and ingredients that adds value to the sustainability index. Some time, the organic farming is another most significant features of sustainability intensifies by the demands from cuisine tourism. Authentic exploitation is an attributes of cuisine tourism, where the local and traditional food retains its authenticity and genuinity over the years, or may be sometimes a hidden cuisine recipe of legacy passed from generation to generation maintaining its consistency and standardization. Brand building and imaging of a destination may be created and processed by the other various attractiveness of the destination, but cuisine of a destination strengthens the brand value and position of the destination in the tourism target market. The pride generation is another quality unfurled to the destination by the cuisine exposing the local ingredients, local process and finishing of food products, and also maintaining the consistency and

authentication from the ancient age and the same recipe passed from generation to generation that brings the pride to that particular destination. Local cuisine also helps in the direct and indirect employment, brings the foreign exchange earnings to the state, and also in the

due course of time creates the platform for for future entrepreneurship in the food service and allied sectors. A destination may have many attractions, but the cuisine is the most simplest and yet more powerful attraction that fetches many tourists from far off places.

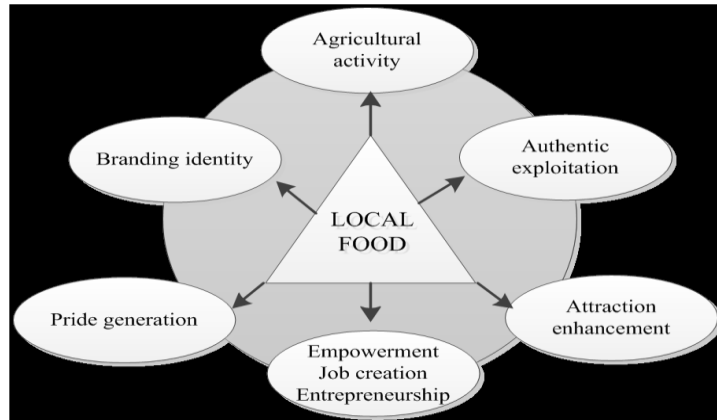


Figure 4 (Role played by local food for destination sustainability)

Source: (Du Rand et al., 2003)

Cuisine as destination marketing tool

In the context of destination marketing, cuisine tourism is one of the prominent tools, as because this kind of tourism activities happens 12 months in a year. Every destination may not have three “S” like sun, sea and sand, but the cuisine or food is the most elementary commodity to every destinations. The

role played by the cuisine tourism along with other attributes enhances the destination image and brand building. In the age of cut throat competition, competitiveness is the prime issue among the destination; hence the unique cuisine tourism experience could be the real survival for the destination. Hence cuisine tourism is the most preferred tool for tourism destination marketing. Gone are the days, when the tourists seeks only the pleasure from their destinations, but the paradigm shift in the

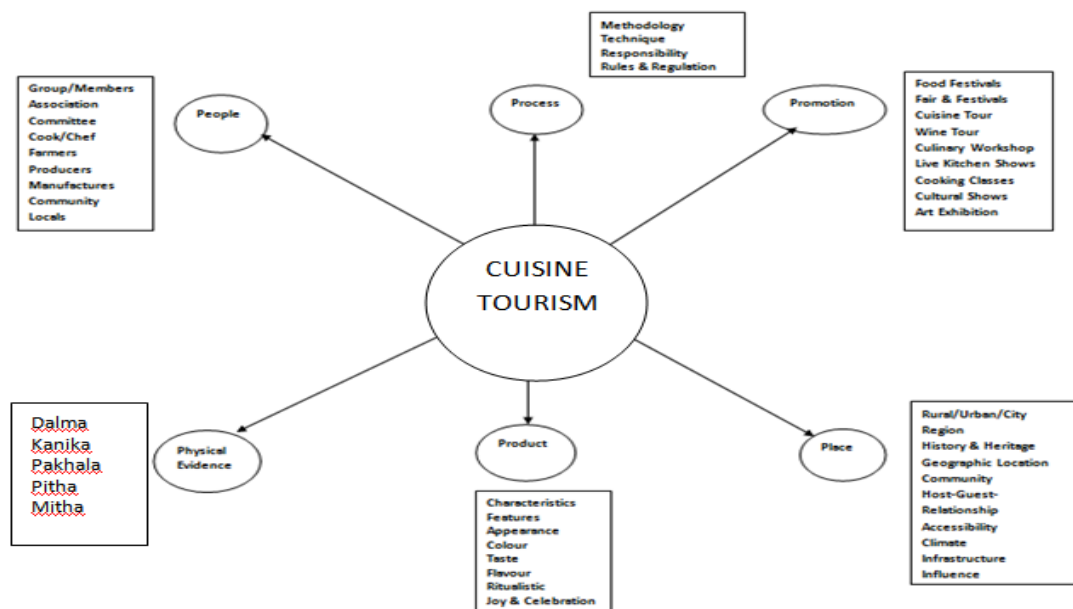


Figure 5(Cuisine as destination marketing tool)

Source (Designed by the Authors)

tourists consumption pattern has ushered the cuisine offering the unique and unforgettable experience. Apart from this destination becomes enriched by the cuisine and culinary related activities like food festivals, wine and food tour, food shows,

culinary contest etc also ultimately helps in destination marketing strategy.

The above figure 5 depicts the destination marketing considering the cuisine tourism as its one of the prominent tool. The 6 P’s of marketing like product,

people, process, place, promotion, and physical evidence here are clearly mentioned by inculcating the various attributes that symbolizes and facilitates the marketing strategy for the tourism professionals and stake holders as well as travel and tour planner.

VI. DISCUSSION AND FINDINGS

SWOT analysis for cuisine tourism

Table 5(SWOT analysis showing potential, prospects and prognosis of cuisine tourism)

| Strengths | Opportunities |
|---|--|
| <p>*Indigenous ingredients, standardized recipe ,a strong legacy.</p> <p>*Unique food preparation technique and process blending with traditional equipment and utensils.</p> <p>*Various festival foods and tribal foods provide unforgettable culinary experience to the tourists.</p> <p>*Temple food is the outstanding contribution to the cuisine of Odisha.</p> | <p>*Scope for promoting local healthy food like <i>pakhala, santula, pitha</i> in international arena.</p> <p>*Local food of Odisha and wine pairing will provide a scope for foreign tourists to enjoy and experience the uniqueness.</p> <p>*Festival tourism can be promoted internationally and locally to bring limelight the various foods prepared during occasion.</p> <p>*Enhancement of local food through village tour will serve the dual purposes for the tourists.</p> <p>*A larger platform can be implemented for promoting the temple food in the international market.</p> |
| Weakness | Threats |
| <p>*Lack of perceptions among the tourists towards to the Odisha cuisine is the sole bottleneck.</p> <p>*Lack of proper marketing strategy for promotion of local food.</p> <p>*Less number of tourists influx to the state sometimes creates a huge gap to derive the culinary experience.</p> <p>*Lack of knowledge and awareness about the cuisine tour and its marketing among the local travel agent</p> <p>*Lack of coordination on behalf of govt authorities and tourism stakeholders for promotion of culinary tourism of the state.</p> | <p>*No proper financial outlay for the development of cuisine tourism of the state.</p> <p>*Lethargic marketing promotion and strategy for the enhancement of culinary essence of the state.</p> <p>*Poor recognition of cuisine potential of the state in international market.</p> <p>*Sign of food safety and hygiene, service quality creates an unfavourable condition for acceptance.</p> |

Source (Designed by the Authors)

Summary of finding

The gist of the findings from this extensive study on cuisine tourism paves the way for highlighting the prospects and potential of the cuisine of this state as well as formulates the marketing strategy for destination development and promotion. Based on the literature review and various frameworks, it has been clearly visualized that, the study will devise and channelize the various postulates; an integrative framework will help the tourism professionals, stakeholders, promoters for future destination planning and management. The conceptual analysis which has been adopted for research methodology is also depicting the interlinking of cuisine along with history, heritage and culture of the state that may in future promote other types of tourism in the state.

Theoretical and Managerial implications

The major theoretical contribution performed in and derived from this paper is, highlighting and bringing into limelight the potential and prospects of cuisine tourism of the state. The values and essence of cuisine tourism of the state have been unfolded that will help in the destination development and management. The SWOT analysis of various potentials of cuisine tourism will create a platform to formulate a solid marketing strategy in order to attract more tourists to the state. The discussion highlights, and implementation of potential, prospects of cuisine tourism will definitely strengthen and promote the other tourism resources of the state.

Concluding statement

In state like Odisha, the huge potential and prospects of cuisine tourism should be explored or tapped to a greater extent so that the destination competitiveness and attractiveness can be harnessed fetching more number of international tourists to the state. And at the same time, this type of special interest tourism (SIT) will create a platform for cultural assimilation and would be a learning opportunity for the international visitors. Visitors are particularly attracted to a destination by its sumptuous local cuisine, cultural melodrama, and elite hospitality service. Hence, in this case, cuisine tourism will be regarded as a tailor made tourism product that helps in the branding and imaging of the destination. The contribution of cuisine tourism towards to the socio-economic, cultural and sustainable development of the host destination will be highly praised, if it is promoted and implemented at all levels of tourism planning and management. In the present context, the demand for cuisine tourism can be proved its mettle through the local DMMO, travel and tourism planner.

Major recommendations of this research study are

- The state tourism board and authority should come forward for the betterment of tourism resources by promoting the local food along with various cultural fairs and festivals.
- An integrative marketing framework should be chalked out by the local DMMO and other tourism

stakeholder and planners that will create cuisine pathways for international visitors' influx.

- The various cuisine related promotional activities should be conducted in international travel market would create the awareness about the cuisine tourism of the state.

- The entrepreneurship endeavour should be encouraged among the state by promoting the local food in the global market by opening up food chains, restaurants, and kiosks.

- The unique cuisine tour and cuisine circuit should be developed and organised by the Govt.

tourism authority to create the awareness about the potential and prospects of cuisine tourism of the state.

- Further for the development of cuisine tourism of the state, the village tour should be organised among the foreign visitors to explore the cuisine-cultural extravaganza.

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