

## **Food, Culture and Tourism: A Gastronomy Trilogy Enhancing Destination Marketing, case study of Odisha, India**

**P.P. Mohanty<sup>1</sup>, Dr. Himanshu Bhusan Rout<sup>2</sup>, Dr. Sapan Kumar Sadual<sup>3</sup>**

Faculty of Hospitality and Tourism Management,  
Siksha 'O' Anusandhan, Deemed to be University, Bhubaneswar, Odisha, India<sup>1,3</sup>  
Mizoram University, Mizoram, India<sup>2</sup>  
Correspondence Email: richhmohanty@gmail.com

### **ABSTRACT**

In the modern era, food mingled with culture and cultural subsets are one of the major tools for tourism destination marketing. Food, culture and tourism have the similar attributes that has formed a gastronomical trilogy differentiating traditional destination marketing from the modern day's destination marketing. The gastronomical trilogy can be defined as a group of similar attributes forming a triangle where each one of them are dependent with each other and the role played by each one is influenced by the other. Hence in this paper, a strong relationship and dependency has been derived among food, culture and tourism for enhancement of destination development and marketing.

**Keywords:** Food, Culture, Tourism, Destination, Marketing

### **INTRODUCTION**

Tourism and tourism related activities are always regarded as a growth propeller for socio-cultural, economic and environmental development of a particular region, destination or a state, creating a vast array of employment and abolishing the poverty from the society. As such responsible tourism, pro-poor tourism, community based eco-tourism are kept in high esteem and demanding by nature for the betterment of the society and people. Tourism plays a pivotal role for fostering sustainable and inclusive development in every aspect of the society. And when tourism mingled with culture and food creates a strong platform for visitors to experience the essence of a destination. The visitor's travelling becomes more worthiness when the real time experiences are derived from the destination. Tourism enables to create a food pathway emphasizing the biological sustenance performed by the food functions, that are essential for the visitors, as well as provides life time opportunities to learn about the various culture associated with the food. The 21<sup>st</sup> century has been tagged by the experiences derived from the tourism and it has been a phenomenon and the industry has been transformed radically. According to Richards (2012), 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. Hence the gastronomical trilogy has become one of the most sought after must experience activities in recent times. Marson (2011) asserts that today's visitors are seeking for extraordinary and meaningful travel experiences. And the gastronomical resources properly blended with cultural essence of a destination have now become the central theme for the tourists. The gastronomical trilogy consisting of food, culture

and tourism will influences the society's grass root level in social and economic viability as well as tourism destination marketing process. From the destination marketing point of view, gastronomy trilogy can be treated as a new dimension, where food, culture and tourism activities have their strategic roles for promotion of the destinations.

Gastronomic trilogy is a wealth for any destinations that can pull a huge number of visitors to experience the key attributes of destination. In the recent times many research outcomes focus on the tourist's interest and they state that travelling becomes more worthy of experiences by tasting the local food through the culture and vice-versa. In the present scenario the culinary culture of a destination is the mainstay of the tourism phenomenon. The universal cultural tourism arena has been widened its scope due to the popularity of cuisine culture, and its contribution to the socio-economic stability of a region. Food and culture go in a parallel line and happens all year round and it is utmost advantages for the tourists to derive the experiences from both the components. The combination of food, culture and the tourism has become an emerging tourism product called gastronomy, regarded as a vehicle for regional, local and sustainable development of a particular destination. The trilogy of gastronomy is much significant because of its ethical and sustainable values that are based on local food, culture, traditions, lifestyles, practices that not only allure the visitors but also in the same time promotes the destination marketing. The gastronomical trilogy is a journey of meaningful experiences that includes experimenting and tasting the new foods and drinks, different cultures, lifestyles, traditions, accumulating knowledge by the host and guest interaction that leverages the destination marketing process.

The tremendous potential and multifarious tourism attractions of Odisha are attracting visitors all across the globe. Odisha famous for its enchanting and mesmerizing wild life, sandy beaches, marvellous mountains, historical temples and monuments, colourful fairs and festivals and soul touching music and dances. According to Cohen & Avieli, (2004) the nature of the modern tourists always looks for a novelty experience by exploring the untapped destinations. Destinations filled with gastronomic resources and culinary repository ignites the burning desire of the visitor's taste buds. Hence in this context, the unique cultural fabric of Odisha is not only reflected in its art and architecture, fairs and festivals, music and dances, but also in its food or cuisine and its practices. Universally gastronomy has acclaimed as one of the major tourism products in general, but particularly in the state of Odisha, the cuisine culture has proclaimed itself as a new form of tourism. The rich history and heritage of Odisha's food mingled with its cultural fabric have conceived a new form of tourism coined as gastronomic tourism or culinary tourism or food tourism.

The definition cited by UNESCO (2001) signifies culture has been reflected through people's tradition, lifestyle, food, patterns, rituals, dances, festivals, art and crafts and other practices. Similarly, According to Nasaa-art (2004), Wadawi, Bresler & Okech, (2008; 2009)., culture is based on the mosaic of places, foods, traditions, art, rituals and experiences of a people. Hence in the context of Odisha, where culture is sheer blending of both rural and modern diasporas leveraging its gastronomic resources and potentials as the prominent tourist product to be promoted. The close association of food, food related activities and the culinary practices come under the broad umbrella of gastronomy. Hence the food is an essential element of gastronomy tourism that cannot be underpinned. A destination is further enriched and enhanced due to its regional or local traditional food or cuisine which comes under the subset of cultural and heritage-based tourism. A trip to a destination always begins with the cuisine of a particular destination that revolutionizes the tourist's mind for gaining the inner experience. That's why food is a perpetual motivating factors tourist being attracted to a destination. Regional Cuisine is thus getting more important to the researchers in the field of tourism. In the process of regional development, there lies a good relationships

and harmony between the tourism sectors and food production in local level in order to strengthen the economic and social strands.

### OBJECTIVE OF THE STUDY

- \*To investigate the significance and potential of gastronomical trilogy as a new product in tourism business.
- \*To identify the strong relationship between food, culture and tourism that creates a new and alternative form of tourism.
- \*To bring into limelight the gastronomical trilogy of Odisha that can help destination marketing process.

### LOCATION OF THE STUDY

Figure1: Map of Odisha



Source: Google map

Odisha, a state located in the eastern part of great country India, lies across the Bay of Bengal, having a huge coastline of 560 kilometre, primarily an agrarian state. The state is proudly called the land of temples due to its various religious and spiritual practices and rituals. Bhubaneswar, the capital city of the state is cosmopolitan by nature dotted with many temples, historical and heritage palaces, monuments and other art and architectural masterpieces.

### PURPOSE OF THE STUDY

The sole purpose of this study is to highlight the potential and prospects of gastronomical trilogy as a new tourism product in the state like Odisha. Another intention of this study is strengthening the tourism aspects of Odisha by incorporating the food and culture simultaneously to unfold the tremendous potential of Odisha's local and traditional food that has been concealed in its cultural values and essences which will benefit in the tourism destination marketing.

### **SCOPE OF THE STUDY**

The scope of this study will definitely create a linkage in between the food service sectors and tourism industry. Also, the study will pave the way for creating an alternative form of tourism called gastronomic tourism comprising of region's food or cuisine, and culture as an important tool for destination development. The scope will also help to tourism marketing planner and stakeholders to think beyond the contemporary tourism, and to implement the alternative form of tourism as gastronomy trilogy to re-engineer and to restructure the destination marketing. Also, this study will envisage the socio-economic development of the community participants and will able to derive the unforgettable and unique culinary experience among the tourists.

### **LITERATURE REVIEW**

#### **Gastronomy: A conceptual review**

The gastronomy is a term which is derived from two words like gaster (stomach) and nomas(law). So, the literal meaning of gastronomy is laws of stomach or rules and regulations of the stomach. Berchoux, J. (1804). From the ancient times, the evidence says Greek people first used the word gastronomy. In the 4<sup>th</sup> century BC, Greek author Archestratus had wrote book on Mediterranean food and wine. In the year 2004, Santich found the term gastronomy in few chapters of that book. The word "gastronomy" was in a poem of Jacques Berchoux in 1804 for the first time Berchoux, J. (1804). In the year 1835, the word gastronomy finally included in the French dictionary and defined as "the art of good eating." Gastronomy is an essential property that reflects and diversifies the cuisines of country, region in terms of food characteristics, pattern, eating habits and food preparation practices and techniques. From time to time different authors have quoted different definition of gastronomy. Some says it is the way of eating and drinking along with its practices and procedures. Some other says it is both art and science of eating and drinking including its cultural and social values.

But according to Santich (1996:115), gastronomy as, "reflective eating, which, however, it expands to reflective cooking and food preparation as well, maintaining the association with excellence and/or fancy food and drink" .The Greek writer Athenee was writing extensively about food, drink and the lifestyles of past historians, poets and philosophers, which shows that gastronomy has a touch of history, heritage and philosophical values ;Athenée de Naucratis,(1956). The history reveals Italians have a much-defined view on gastronomy, according to them; it touches every aspects of human life from medicine to agriculture. The study of medicine emphasizes food as the source of healthy living. In the ancient times gastronomy was much more involved with just enjoying food and drink and was a connotation of lifestyles. The definition presented by Jean Anthelme Brillat-Savarin (1755-1826) was considered most relevant and appropriate by nature. Again Savarin had followed the quotes of Santich(2004, 2007), and further described the new concept about gastronomy as not only the steps or method by which food and beverage is produced , but also demands the linkages of what we eat (types of food) and in what form (implicating technology and method of cooking) to also include how we eat (hand, fork or chopstick), where we eat (at the table, on the floor, standing or seated), when we eat (times/ period of eating the food ), why we eat ( motives disconnected with hunger) as well as with whom we eat (family or social networks).

The extensive meaning is gradually accepted and approved in all level Santich (2007). She summed up the term by stating that; "Gastronomy not only relates to the production and preparation of food and drink and how, where, when, why people eat but more diversify. Gastronomy now entails an understanding of the various social,



cultures, historical components, literature, philosophy, economic, religion and others with food as central axis". In the year 1920, France published the first gourmet literature as a fundamental guideline to promote the regional gastronomy tourism. In 1930, more information about gastronomy was included in the "Guide Bleu Bords de Loire et Sud", Csergo (1996). The curiosity of food, drinks, and its preparation practices, the associated culture, traditions, lifestyles has given birth to a new dimension in the tourism industry in the form of gastronomic tourism. Though gastronomic tourism is new to India and Indian sub-continent, but it is one of the pristine tourism activities performed in most of the European countries.

From the pristine age, people involve with tourism for the sake of pleasure and travelling happens in leisure and recreation to spend the good time. But in the mid 80's there is a radical change towards to the other tourism related activities. The old concepts of travel motivators for the people have drastically replaced and replenished by the food related activities now a day's showing a strong relation of gastronomy with tourism. At present food have been the prominent travel motivators for any destinations. The huge scope for modern day research on gastronomy has earlier started in the foreign countries. The research about wine tourism in the late 1990, and the first meeting on wine tourism in Australia in the year 1998 has ushered the larger interest on gastronomic tourism.

The report of World Tourism Organization; WTO (2012) indicates the burgeoning growth of gastronomic tourism that simply proved as eighty percent of tourist expenditure is allocated food and food related activities. As per Eurostat, (2014), twenty two percent Europeans said that the main reason for going on holiday is for cultural experience, which includes culinary arts, Bârleanu, (2013). The gastronomy tourism can be defined as the meaningful and memorable journey to a particular region or destination to experience the unique, authentic and unforgettable food. Different terms used interchangeably to emphasize the potential of gastronomic tourism are culinary tourism or food tourism. Some of the other subset of gastronomic tourism is wine tourism, beer tourism, chocolate tourism and cheese tourism and many foreign countries are promoting their destinations by taking advantages of the above brands. For example, France, Italy, Spain, Australia and Germany are famous for their wine tourism and France, Switzerland, Italy and Netherlands are worldwide fame for their cheese tourism. The term culinary is very much associated with gastronomy 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 equipments to produce the food. Hence culinary tourism can be used interchangeably that strengthen and adds value to the gastronomic tourism. Again, food tourism can be used interchangeably with gastronomic tourism that defines the innate desire of tourists to get mingle with a particular kind of food of a destination, region and to derive the experience out of it that to be cherished forever.

### **Linkage of Food, Culture and Tourism: A Gastronomical Trilogy**

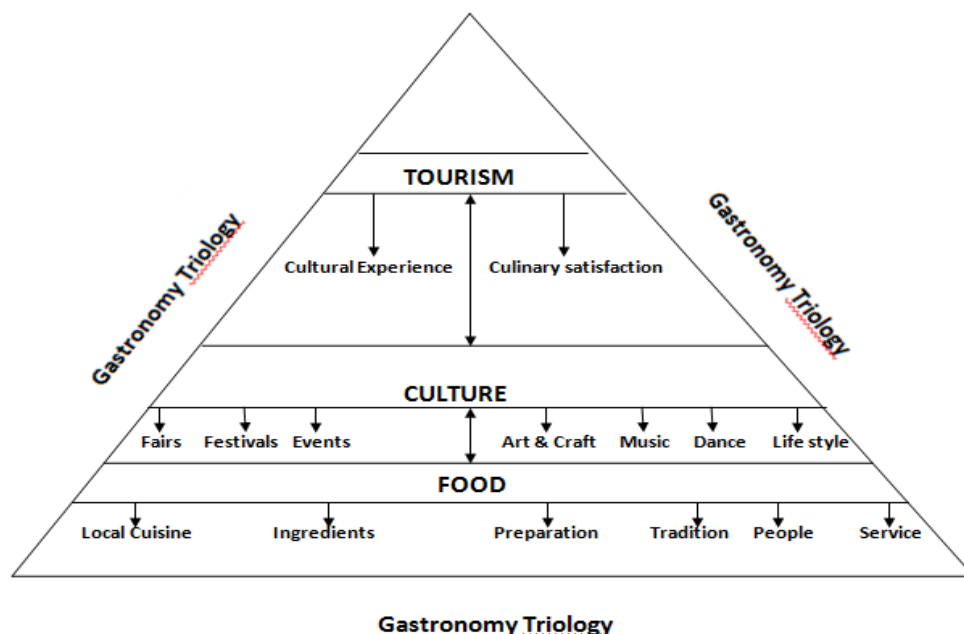
According to Renko et al., (2010) food, along with other phenomena such as religion, events, festivals, and architecture are considered to be "gray zones" of cultural and heritage tourism. Food is a catalyst in every destination that enhances the tourist's innate experience. Food is not only the bare necessity to sustain the life of tourist; rather it is an essential element of a region's culture adding value to the destination's image. Hence the role of food in culture and culture in food are equally significant. Food, culture and tourism are interlinked with each other that leverage a destination's image and attractiveness. Culture of the society influences the food and its patterns to a greater extent. Hence before the importance of food in tourism to be discussed, culture and its subsets should be really analysed.

The close association of food, food related activities and the culinary practices come under the broad umbrella of gastronomy. Hence the food is an essential element of gastronomy tourism that cannot be underpinned. A destination is further enriched and enhanced due to its regional or local traditional food or cuisine which comes under the subset of cultural and heritage-based tourism. A trip to a destination always begins with the cuisine of a particular destination that revolutionizes the tourists' mind for gaining the inner experience. That's why food is a perpetual motivating factors tourist being attracted to a destination. Culture can be analysed and illustrated in the view point of sociology and anthropology that a bundle of people's characteristics, attitude, behaviour, lifestyles and values exhibited, learned, shared and transmitted from generation to generation for the betterment of the society.

From the ancient times, food is the essential ingredients for the human sustenance on this earth. Although the purpose of travel varies from individual to individual, but the visitor seeks for the food to quench his thirst. Food is simultaneously significant to fulfil the physiological needs of the tourists as well as adds value to the regions' cultural attractiveness. In tourism the cultural milestones can really achieved through the platform of food. Food has an impeccable characteristics and unique functions that propelled by the social, cultural and lifestyles of the people living in the society. Tourists are much more enthusiastic to learn and experience about the new culture and lifestyles of a particular destination, and food is one of the easiest ways to fulfil these desires. Food and tourism are the inseparable and indispensable component of a region's culture and culture is one of the routes through which, both food and tourism are performed, reflected and experienced by the tourists. From its inception, culture has completely embraced the food and tourism, and the tourists obtain the pleasure by experiencing it. 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.

**Figure2: Gastronomy Trilogy Pyramid**

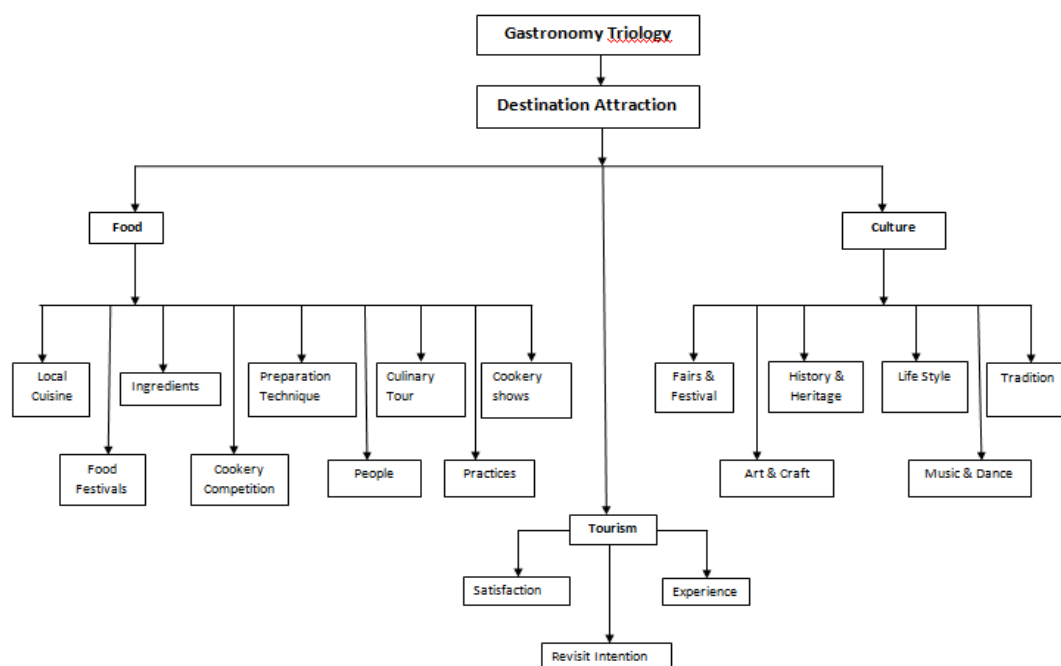
**Source: Designed by the Authors**



## Gastronomy Trilogy as Destination Attraction

The destination attraction is the sum total of core, generic and augmented product that the tourists derive experiences from it. Destination attraction is a bundle of man-made and nature-made resources that define the core value and essences of the destination which in turn attracts the visitors. By offering a bouquet of various facilities and amenities both in the form of tangible and intangible, it further strengthens its image and brand building. In the socio-cultural parlance, local food, and its preparation, practices, techniques, traditions, lifestyles, the host-guest interaction forms a gastronomical triangle which becomes an attraction. In the cultural proximity, food and food related activities can enhance the value and competitiveness of a destination. Hence destination cuisine has become the most sought-after unique elements that assists in brand image of a place and creates the distinctiveness. Further to enhance the destination branding and imaging, food mingled with the culture of a destination creates a many events and entertainments activities like food festivals, cookery or culinary shows and competition, food carnivals etc are used as a tourism attraction. Hence the gastronomy trilogy is used as a strategic tool for converting a simple destination to a culinary paradise. The destination image can be enhanced by the role played by the food culture identity. 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. Local food of a destination when encountered by the tourist speaks a lot about its close association with culture and traditions. Hence the overall experience of a destination is double up by the food interlinked with culture.

**Figure 3: Gastronomy trilogy as destination attraction**



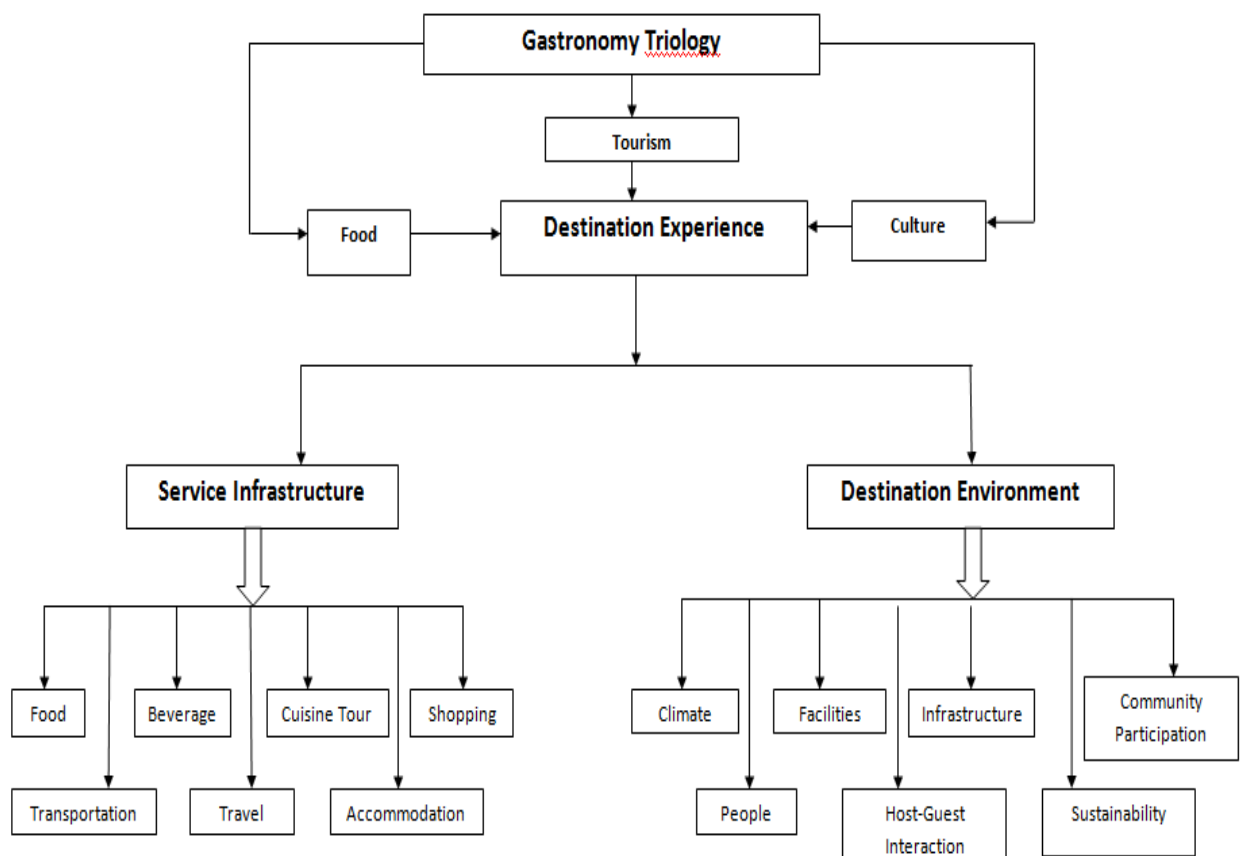
Source: Designed by the Authors

## Gastronomy Trilogy as Destination Experience

According to Murphy, Pritchard, and Smith (2000), the destination experience is an intangible substance that the tourists derive during their trip made to that destination. The overall experience quality depends on the tourist's evaluation of that particular destination. Meanwhile destination has two components which determine its experience level, one is service infrastructure and another one is destination environments. The service infrastructure is a bundle of products and services which tourist consumes after landing in the destination. It consists of food, transport, accommodation and other facilities. And the destination environment includes the various attractions, climate and other amenities. Richards (2012), stated that the paradigm shift towards from must see physical sight to must experience touristic activities has led to popularize the importance of food of a destination. According to Murphy et al. (2000), the potential of food makes the tourists to explore experience, involve and learn the novelty of the destination. Initially food or culinary traditions of a region was treated as a secondary service, but over the past few years there is an increased attention of food which has developed a unique experience Karim & Chi, (2010). According to Scarpato (2002), recently the potentiality of food has become most sought-after element to know the culture and lifestyles of a destination. The traditional values, authenticity, the feelings and sustainability are embedded in local food.

**Figure 4: Gastronomy trilogy as destination experience**

**Source: Designed by the Authors**





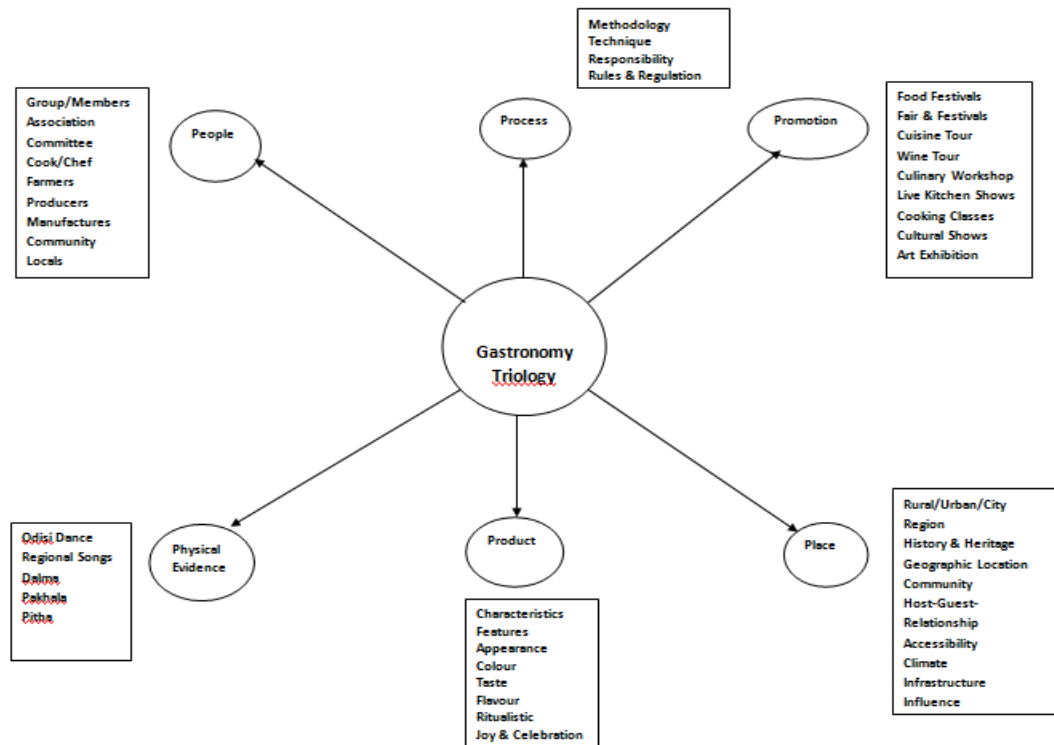
In the parlance of gastronomic tourism, the role played by the traditional local food is pivotal. Traditional food is a part of region's cultural heritage and a pristine legacy passed from generation to generation, involves the art and craft, rituals, local knowledge and customs. European commission (2007), has defined the traditional food is "Regional or local food that have been prepared by the local community from generation to generation in an authentic and indigenous way without having documented and standardized recipe. In some cases, they are not formally documented recipes, but are often associated with positive health benefits and always with local history. Hence the traditional food has some unique features and characteristics like use of indigenous ingredients, traditional way of preparing the food and traditional equipments and utensils which makes it stand apart from other similar kind of foods.

To fulfil the authentic and novel experience of the tourists, the local traditional food is utilized in rural areas that even lead to the destination development. The traditional food possesses a special kind of quality attribute in form of authenticity which attracts visitors to experience and make their trips memorable. Likewise, Okumus et al. (2007) note that local cuisines represent a core manifestation of a destination's intangible heritage, and through its consumption, the visitor can gain a truly authentic cultural experience.

#### **Gastronomy Trilogy as Destination Marketing Tool**

In terms of destination marketing, food and culture are the one of the most powerful tools as because this kind of tourism can be happening 12 months in a year. Every destination may not have sun, sea, and sand, but food and culture are generic to every destination. The role played by the local traditional food along with the culture enhances the destination image and brand building. In the era of competitiveness, a destination is further leveraged by the unique food and beverage experience offered to the tourists. Hence gastronomy plays a central role in the tourism destination marketing. Gone are the days when the tourists look for the only pleasure from a destination, but the today's discerning tourists are deriving the unique and unforgettable experience that long lasts from the food and culture. Hence most of the countries at the present scenario utilising their local food to survive in the competitive tourism market. The destination becomes enriched by the gastronomical activities like food festivals, fairs, food shows, and exhibitions, culinary tour and cookery shows that ultimately help in the marketing strategy. Cultural tourism is not only limited to visits to museums, historical sites and art galleries but at the same time includes experiences related with gastronomy that is getting to know the cuisine and tasting the food of the region, Santich (2004). Along with the cultural tourism, the cuisine of a destination strengthens the tourism marketing.

**Figure 5: Gastronomy trilogy as destination marketing tool**



**Source: Designed by the Authors**

Gastronomy trilogy is a symbolic and effective tool by creating a platform where the local people's participation leads to the sustainable as well as economic development that ultimately uplifts the destination image. In many European countries like France, Italy Spain, gastronomy has one of the most sought-after tourist products. Gastronomy or culinary or cuisine tour itself is a marketing strategy that many countries now has adopted for the better image and branding of the destination. The basic elements of gastronomy trilogy that helps in the destination marketing are local cuisine, culture and tourism. These three major components provide opportunity marketing and positioning of a destination. Gastronomy has been one of the crucial factors in the context of cultural tourism. The broad scope of cultural tourism is not only confined to the history, heritage, art and architecture of a destination, but also surpassed beyond that and has touched the very essence of gastronomy.

Gastronomic diversity is one of the most important elements for a destination. Within this context, gastronomy is an important element to create awareness in a destination and to support the destination to compete with other destinations, Deveci et al. (2013). In the present scenario, all the regions and destinations trying their level best to remain ahead from their competitor by creating unique and innovative products, and the local gastronomy resources has been the most aesthetic products that has been acting as a prominent marketing gimmick. Destination marketing process in the developing countries has placed gastronomy in a high esteem which has a direct and indirect impact on the destination. Gastronomy being regarded as a marketing tool adds authentic and exclusive value to the destination, same time abolishing the monotonous and ordinary things from the destination. Gastronomy has a tremendous power in increasing the competitive capacity of the destination and providing its sustainability, as well, Rand et al. (2003). According to researchers as Hjalager (2002),

Scarpato (2002), destinations like Tuscany and Lyons that use gastronomic products as a marketing tool and present them as touristic products along with their complementary character to the touristic products have therefore become popular. Hence gastronomy trilogy in the context of Odisha is of utmost importance in the destination marketing.

### **RESEARCH METHOD**

The sole purpose of this study is to systematically collecting the data and analysing the same in a view to fulfil and satisfy the linkage between the food or gastronomy, culture and tourism. In order to complete the research process, the requisite data and information are available by following these two steps.

Primary sources:

Data gathered through the primary sources involves the two sets of structured questionnaires are administered for tourists, hoteliers, and restaurant owners from the study area.

Secondary Sources:

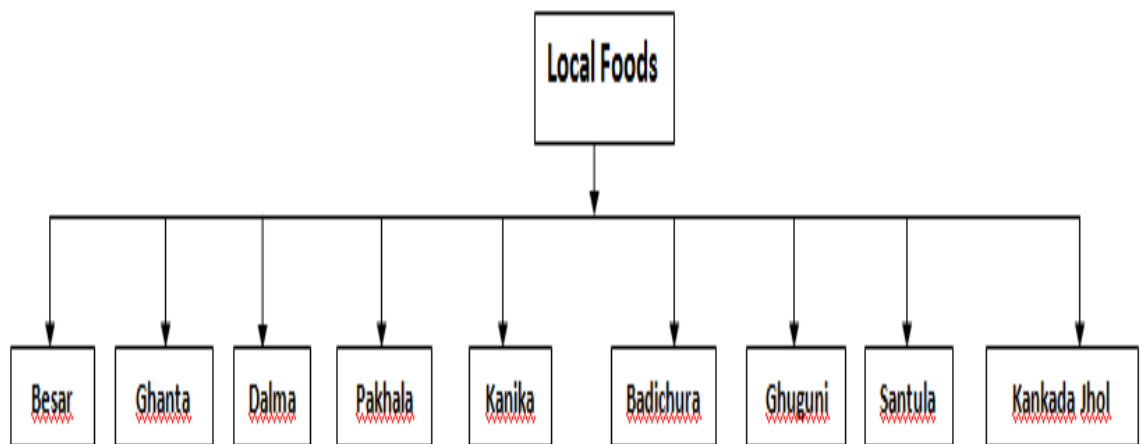
Data collected from the secondary sources involves the Department of Tourism, Govt.of India, Govt of Odisha, national and international referred journals, conference and symposium proceeding papers, Books, Magazines,etc.

### **RESULTS AND DISCUSSION**

The ancient history of Odisha replete with its cultural vibrancy, enriched heritage, art, architecture, traditions and lifestyles. The gastronomical essences of Odisha are the sublime blend of attributes which has made it unique and incredible. The simplicity of Odisha's food is the colourful blending of various herbs and spices made in a sublime way. Hence this simplicity in food has made it stand apart from other regional food. The unique delicacies of Odisha are the result of its traditional, local food prepared from centuries ago from generation to generation combining the indigenous and handmade ingredients, traditional equipments and utensils, and the cultural ethos all together. Another feature of this state's cuisine is the tropical and conducive climate producing an array of various ingredients that makes it more glorious. The perfect blending of cooking oil, homemade spices, and standardized recipe makes this cuisine more original and authentic. Religious belief and spiritualism play major part in the gastronomy of Odisha which has resulted in the creation of temple food that has become the centre of attraction among the tourist. The state's cuisine is enriched and multidimensional due to the close proximity of Bay of Bengal and cultivation of various crops. Another popular characteristic of the Odisha' gastronomy is fairs and festivals that plays a major role in the cultural milieu of this state and the food prepared during the fairs and festivals creates the mood of celebration which are very essential for visitors. The region's cuisine is laced with its music, dances, traditions that can only be expressed in its tribal and village life. The various religious rituals and practices bring into notice the consumption of food on a plantain leaf which is another attraction and unique experience for the tourists. Traditionally Odia people loves to eat their food by sitting on the floor on a *chatai*(mat). No use of cutlery, rather people prefer to use their fingers of the right hand. And the *Thali* (Platter) containing all the Odia dishes are place in front of them. A glass of water and a salt container made out of wood is also placed on the right-hand side. The gastronomy trilogy of Odisha is proud for its world famous food like *Pakhala*(Water rice), *Dalma*(Mixed lentil with vegetables) *pitha*(Cake), and

*meetha*(Sweets) , which has become the consumption pattern for the tourists coming to Odisha.

**Figure 6: Local foods of Odisha**



**Source: Designed by the Authors**

### **Mahaprasad, Food Offered to Lord Jaganatha**

*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 foods 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 Mahaprasad 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 God and Goddess are regarded as the temple food, prepared without onion and garlic is also one of the major components of gastronomic tourism.

**Table 1(Chhapan Bhog of Lord Jaganatha)**

1. Ukhuda (Jaggery coated puff rice)	29. Dalma (Lentils with assorted vegetables)
2. Nadia kora (Grated Coconut)	30. Bada Kakara (Large Fried sweet cake)
3. Khoya (condensed milk)	31. Luni Khuruma (Salty Biscuits)
4. Dahi (Curd)	32. Amalu (Malpua, Sweet Puri)
5. Pachila kadali (Ripe Banana)	33. Suar Pitha (Poda Pitha, Baked Cake)
6. Kanika (Sweetened Rice)	34. Biri Buha (Black gram cake)
7. Tata Khechudi (Dry Rice Porridge)	35. Jhadai Nadaa (Small ball shaped cakes)
8. Mendha Mundia (A kind of cake)	36. Khasta Puri (Strong fried cakes)
9. Bada Kanti (Deep-Fried Cake)	37. Kadali Bara (Fried Plantain dumplings)
10. Matha Puli (A kind of Pan cake)	38. Sana Arisha (Small fried cakes)
11. Hamsa Keli (Sweet cake)	39. Sakar (sugar syrup)
12. Jhili (Thin pan cake like Dosa)	40. Podo Pitha (Bked Cake)
13. Enduri (Steamed rice cake)	41. Kanji (Soury water rice)
14. Adapachedi (Sweetened curd with ginger)	42. Dahi Pakhal (Curd rice)
15. Saga Bhaja (Stir-fried leafy vegetables)	43. Bada Arisha (Large size Fried cake)
16. Kadali Bhaja (Pan-fried Plantain)	44. Tipuri (Three-layer fillings sweet)
17. Marich Ladu (Chilli Ladu)	45. Sakara (Sugar candy)
18. San Pitha (Small size Cake)	46. Suji Khir (Milk with semolina)
19. Bara (Rice Do-nought)	47. Muga Sijha (Boiled green gram)
20. Arisha (Sweet fried cake made of rice flour)	48. Manohar (A kind of sweet)
21. Bundia (Sweet balls made of gram flour)	49. Magaja Ladu (A kind of sweet)
22. Pakhal (Water rice)	50. Pana (Sweet Drink of wood apple)
23. Khiri (Rice Pudding)	51. Anna (Rice)
24. Kadamba (A kind of sweet)	52. Ghia Anna (Ghee rice)
25. Pat Manohar (a variety of sweet)	53. Dali (Sweet lentils)
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)

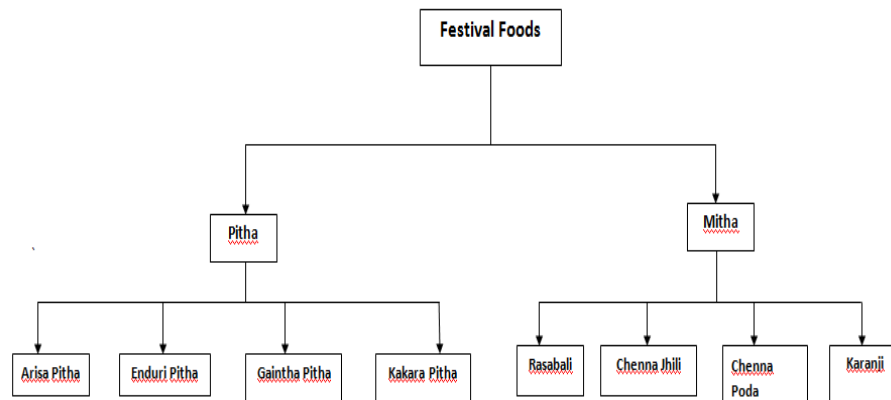
**Source** ([https://en.wikipedia.org/wiki/Mahaprasad\\_\(Jagannath\\_Temple\)](https://en.wikipedia.org/wiki/Mahaprasad_(Jagannath_Temple)))

### **Preparation of Food During Festival Occasion (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 and dances 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.



**Figure7: Various festival foods of Odisha**



**Source: Designed by the Authors**

The major findings of this study are as follows

- Gastronomical trilogy has the potential that can bring the food, culture and tourism in one platform for destination development.
- Similarly, it has the ability of showcasing the food linking with history, heritage, traditions, lifestyles, art and architecture, music etc.
- Indigenous ingredients, forgotten recipe, unexplored food substances, techniques and recipes both modern and traditional can bring in to limelight by the help of gastronomical trilogy.
- A perfect blending of cultural and culinary experience derived by the tourists can only be happen due to the gastronomical trilogy.
- It enhances the destinations image and attractiveness by focussing various local fairs and festivals, tribal festivals, thus brings the tribal food, local foods that allure the foreign tourist.
- Though gastronomy is an age-old concept in many foreign countries, but in the context of Odisha the gastronomical trilogy has the significance of performing and promoting the village tour as well as temple food for the international tourists.

## **CONCLUSIONS**

Gastronomical trilogy is one of the special interest tourism offering a real time experience to the visitors, simultaneously providing a huge platform for cultural assimilation and learning opportunities. Visitors are being enticed to a particular destination through the help of authentic local cuisine, cultural extravaganza, and high-end hospitality service. Gastronomy trilogy could be used as a tailor-made tourism product if promoted strategically helps in the destination marketing process and also leverages the destination image and branding. A larger contribution towards the socio-economic, cultural and sustainability development of the host destination can be performed by the gastronomical trilogy by promoting the local food blending with the various cultural fairs and festivals bringing more tourists to the state. In the present scenario, gastronomy trilogy is a new wing of tourism marketing for the local DMO, tourism planner and other stakeholders and should be highlighted as cultural cuisine

pathways for tourists' influx. In the context of Odisha, gastronomy trilogy is so enriched that, the solid marketing strategy can bring it to the limelight for the destination attractiveness enhancement and betterment for the tourist and the host population.

## REFERENCES

Archestratus, (4th century BC). *Gastrology Or Life of Pleasure or Study of the Belly or Inquiry into Dinner*. Gela: Quale Press.

Athenée de Naucratis, (1956). *Les deipnosophistes*, Livres I - II, Trans. A.M. Desrosseaux. Paris: Societè Les belles lettres.

Bârleanu, V., (2013). <http://www.sursazilei.ro/>. [Online]Availableat: "<http://www.sursazilei.ro/comisia-europeana-lansat-un-site-pentru-turismul-gastronomic-vezicare-sunt-destinatiile-din-romania/>" <http://www.sursazilei.ro/comisia-europeana-lansat-un-sitepentru-turismul-gastronomic-vezi-care-sunt-destinatiile-din-romania/> [Accessed 30 July 2014].

Berchoux, J. (1804). *La gastronomie, ou l'homme des champs à table: Poème didactique en quatre chants*, Paris: Giguet et Michaud.

Cohen, E., & Avieli, N. (2004). Food in tourism: Attraction and impediment. *Annals of Tourism Research*, 31(4), 755-778. doi: 10.1016/j.annals.2004.02.003

Csergo, J. (1996). *The emergence of regional cuisines*. In J. L. Flandrin (Eds.), *Food. A culinary history* (pp. 500-515). New York Columbia University Press.

Deveci,B., Türkmen, S. & Avcıkurt, C. (2013). Kırsal Turizm ile Gastronomi Turizmi İlişkisi:Bigadiç Örneği. *International Journal of Social and Economic Sciences* 3 (2): 29-34.

Esterberg, K.G. (2002). *Qualitative research methods in social research*. Boston: McGraw-Hill Inc.

Eurostat, (2014). <http://epp.eurostat.ec.europa.eu/>. [Online] Available at: "[http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/stat\\_illu/monthly\\_data/evolution](http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/stat_illu/monthly_data/evolution)" [Accessed 30 July 2014].

European Commission. (2007). European research on traditional foods (D.-G. f. Research, Trans.) (pp. 36). Brussels: European Commission.

Hall, M.& Mitchell, R. (2001). Wine and food tourism. In N. Douglas and R. Derrett, (Eds), *Special interest tourism* (pp. 307-325). Australia: John Wiley

Karim, S. A., & Chi, C. G.-Q. (2010). Culinary tourism as destination attraction: An empirical examination of destinations' food image. *Journal of Hospitality Marketing & Management*, 19(6), 531-555. doi: 10.1080/19368623.2010.493064

Marson, D. (2011). *From mass tourism to niche tourism*. In P. Robinson, S. Heitmann & P. U. C. Dieke (Eds.), *Research themes for tourism* (pp. 1-15). Oxfordshire: CAB International

Murphy, P., Pritchard, M. P., & Smith, B. (2000). The destination product and its impact on traveller perceptions. *Tourism Management*, 21(1), 43-52. doi: 10.1016/S0261-5177(99)00080-1

Nasaa-art,(2004).*Definition of Culture*.Available from: [www.nasaa-arts.org/artworks/cultuor.shtml](http://www.nasaa-arts.org/artworks/cultuor.shtml) (14 March 2014).

Okumus, B., Okumus, F., & McKercher, B. (2007). Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey. *Tourism Management*, 28, 253-261. doi: 10.1016/j.tourman.2005.12.020  
Puvenesvary, M., Rahim, R.A., Naidu, R.S., Badis, M. Nayan, N.F.M. & Aziz, N.H.A. (2011). *Qualitative research: data collection and data analysis techniques*. Sintok: Universiti Utara Malaysia press.

Renko, S; Renko, N; & Polonijo, T; (2010). Understanding the role of food in rural tourism development in a recovering economy', *Journal of Food Products Marketing*, vol. 16, no. 3, pp. 309–324.

Richards, G. (2012). Food and the tourism experience: Major findings and policy orientations. In D. Dodd (Ed.), *Food and the tourism experience* (pp. 13-46). Paris: OECD. doi: 10.1787/9789264171923-1-en

Santich, B. (1996). *Sustaining Gastronomy*. In: Proceedings of the Eighth Symposium on Australian Gastronomy: Sustaining Gastronomy, Adelaide, 28–30 September, 1994

Santich, B. (2004). *The study of gastronomy and its relevance to hospitality education and training*. *Hospitality Management*, (23), 15–24.

Santich, B. (2007). The study of gastronomy: A catalyst cultural understanding. *The International Journal of the Humanities*, 5 (6):53-58

Scarpato, R. (2002). Gastronomy as a tourist product: The perspective fo gastronomy studies. In A.-M. Hjalager & G. Richards (Eds.), *Tourism and gastronomy* (pp. 51-70). London & New York: Routledge - Taylor & Francis Group.

UNESCO, (2001). *Universal Declaration on Cultural Diversity*. Available from: <http://www.portal.unesco.org/ev.php.htm> (29 March 2014).

Wadawi, JAK; Bresler, N; & Okech, RN; (2009). The role of hotels in the consumption of cultural tourism in Kenya', *Revista de Tusrism – Journal of Tourism Studies and Research*, vol 8, no. 8, pp. 34-39.

WTO, (2012). *Global report on Food Tourism*. Madrid: World Tourism Organization

### **Webliography**

[https://en.wikipedia.org/wiki/Cuisine\\_of\\_Odisha](https://en.wikipedia.org/wiki/Cuisine_of_Odisha)

[www.cultureoforissa.com](http://www.cultureoforissa.com)

<https://www.tourmyindia.com/states/odisha/cuisine.html>

<https://www.indianmirror.com/culture/states-culture/orissa.html>