

**BUILDING THE
FUTURE OF TOURISM**

MEANINGFUL TOURISM

**STRATEGIES AND
FUTURE DEVELOPMENT**

EDITORS

**PANKAJ KUMAR TYAGI,
VIPIN NADDA, AJIT KUMAR SINGH**

Meaningful Tourism

BUILDING THE FUTURE OF TOURISM

Series Editor: Anukrati Sharma

The world is entering the Third Millennium in which great changes are expected in all areas of human interest, life and activity. These changes have been brought on by past and present man-made events, which have had both positive and negative consequences. The coming millennium will be marked by significant social, political, demographic and technological changes and will definitely differ from the last century. The future will bring more leisure time, a higher standard of living and a better quality of life for us all. This series examines recent and the most probable changes and gives a wide range of visionary insights as well as operational takeaways.

Meaningful Tourism: Strategies and Future Development

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INVESTOR IN PEOPLE

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Preface

Welcome to *Meaningful Tourism: Strategies and Future Development*. This book emerges from a collective recognition of the urgent need for a more sustainable and impactful approach to tourism. As the industry faces unprecedented challenges and opportunities, this volume gathers insights from leading experts to explore innovative strategies and forward-thinking developments.

Our contributors, drawn from diverse fields, offer unique perspectives on creating tourism experiences that are both meaningful and sustainable. From community-based tourism initiatives to cutting-edge technological advancements, each chapter provides valuable insights and practical solutions.

We extend our gratitude to the scholars, practitioners and institutions whose support and dedication made this book possible. We hope this collection will inspire readers to envision and implement tourism practices that benefit both travelers and host communities, paving the way for a more responsible and enriching future.

Thank you for joining us on this journey towards meaningful tourism.

Taste Odyssey: Discovering Odisha's Gastronomic Marvels and Tourism Potential. Odisha's rich culinary heritage and unexplored food traditions offer significant potential for food tourism. This chapter explores the region's diverse tropical cuisine and assesses culinary tourism's impact on the local economy and visitor attractions. The study provides essential insights for enhancing Odisha's cultural promotion and tourism development.

Awareness of Hotel Businesses within the Scope of Responsible Tourism: Vignette Technique Application. This study examines hotel managers' awareness of responsible tourism in Cappadocia using the vignette technique. Interviews with 14 managers reveal their knowledge of socially sensitive business practices and highlight the growing preference for responsible tourism among customers, emphasising its importance for the sector's sustainable growth.

Usage of Augmented Reality and Gamification Elements to Enhance Engagement and Learning Experiences in Heritage Tourism Sites: Case Studies and Insights. This chapter analyses the use of augmented reality (AR) and gamification in heritage tourism to improve visitor engagement and learning. Through various case studies, it explores the impact of these technologies on enhancing interactive experiences and provides practical recommendations for cultural institutions aiming to integrate AR and gamification.

Unveiling Unique Aspects of Meaningful Tourism in India: A Case Study of Dhordo. This chapter explores meaningful tourism in Dhordo, Gujarat,

recognised as the Best Tourism Village by UNWTO. It examines Dhordo's sustainable tourism practices, cultural preservation and community development, showcasing how meaningful tourism can enrich tourists' experiences and benefit local communities, offering insights for decision-makers.

Cultural Tourism Beyond Staged Authenticity: Experiencing Everyday Village Life in Sri Lanka. This chapter investigates authentic cultural tourism in Sri Lanka, focusing on village life experiences. A case study on Blue Mountains View highlights the high tourist satisfaction from genuine interactions with hosts and engaging in village activities. It emphasises the importance of authentic, community-driven tourism for positive visitor experiences.

The Role of Corporate Social Responsibility (CSR) in Tourism and Hospitality: A Case Study of Livingstone/Victoria Falls, Zambia. This chapter examines CSR's impact on tourism and hospitality in Livingstone/Victoria Falls, Zambia. It discusses various CSR initiatives by businesses and their benefits, such as enhanced brand image and community relations. The study highlights how CSR contributes to sustainable tourism and community development.

Sustainable Wildlife Tourism: Government Guidelines and Lodge Contributions in Zambia. This chapter explores the role of government guidelines and lodge contributions in promoting sustainable wildlife tourism in Zambia's Luangwa Valley and Lower Zambezi. It addresses research gaps in African ecotourism, emphasising responsible travel and ecotourism's importance in sustainable development and environmental preservation.

Creating Meaningful Tourism Experiences with Digital Storytelling. This chapter explores the impact of digital storytelling on heritage tourism, emphasising its ability to create immersive and engaging visitor experiences. It discusses the importance of rich, culturally sensitive content and offers recommendations for integrating digital storytelling to enhance heritage tourism's educational and emotional impact.

Cultivating Wellness: Synergy of Emerging Technologies in Spiritual and Wellness Tourism. This chapter reviews the growth of wellness tourism, focusing on emerging technologies like wearable tech, virtual reality and AI. It examines their impact on personalised wellness experiences, traveler behavior and destination management. The study underscores the need for integrating technology to enhance holistic well-being in tourism.

Empowering Communities and Preserving Heritage: Case Studies on Socially Responsible Travel through Fair Trade Tourism. This chapter analyses socially responsible travel and fair trade tourism through case studies in Costa Rica, South Africa and India. It highlights the positive impacts on local communities and cultural heritage preservation, emphasising the importance of community engagement and sustainable practices in tourism development.

Exploring the Transformative Potential of Spice Tourism in Nepal: Unveiling the Path to Meaningful Tourism. This chapter explores Spice Tourism's potential in Nepal, highlighting how it can redefine travel experiences and promote sustainability. It provides strategic insights for leveraging Nepal's spice heritage to enhance tourism, offering guidance for practitioners, scholars and policymakers in developing meaningful tourism initiatives.

Culinary Experiences and Food Tourism in Bangladesh. This chapter highlights Bangladesh's potential as a food tourism destination, exploring its rich culinary traditions and cultural heritage. It emphasises the role of food tourism in cross-cultural understanding and economic development. The study advocates for strategic planning and marketing to position Bangladesh as a global culinary destination.

Circular Economy in Tourism: Unlocking Sustainable Development Opportunities in the UAE. This chapter examines the circular economy's role in sustainable tourism development in the UAE. It showcases successful case studies and emphasises community involvement in implementing circular economy principles. The chapter offers recommendations for stakeholders to collaboratively promote sustainable tourism and economic growth in the UAE.

Embracing Sustainability: A Study on Tourist's Behavioral Perspective Towards Sustainable Tourism. This study explores tourists' attitudes towards sustainable tourism, highlighting the gap between awareness and practice. It emphasises the need for long-term strategies to promote eco-friendly behaviours and sustainable practices among tourists, offering insights for industry professionals to meet growing demands for responsible tourism.

Cultural Intelligence as an Important Skillset for Boosting Tourism. This chapter explores the importance of cultural intelligence in the tourism industry, emphasising its role in enhancing service providers' ability to interact with diverse cultures. It discusses how cultural intelligence can improve customer satisfaction and service quality, highlighting the need for training in multicultural competency.

Accentuating Responsible Travel in an Ecotourism Destination: Perspective and Challenges from the Stakeholders. This chapter examines stakeholders' perspectives on responsible travel in ecotourism. It identifies challenges and strategies for promoting sustainable practices post-COVID-19, emphasising the need for stakeholder collaboration to protect natural and cultural resources and ensure tourism meets local needs.

The Effect of Local People's Environmental Attitudes and Ecological Awareness on Environmentally Friendly Tourism Behaviors within the Scope of Sustainable Tourism: A Research in Cappadocia Region. This chapter investigates the impact of local residents' environmental attitudes and ecological awareness on their tourism behaviors in Cappadocia. The study finds a positive correlation between environmental awareness and eco-friendly tourism practices, emphasising the importance of community attitudes in promoting sustainable tourism.

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Chapter 1

Taste Odyssey: Discovering Odisha's Gastronomic Marvels and Tourism Potential

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Abstract

Odisha is an eastern coastal destination filled with hidden and unexplored cultural and culinary heritage that has the potential to be a sight of food tourism with its rich wealth within its territorial borders. Food has always been a significant element and marketing tool for promoting the beachfront destination's cultural significance. Therefore, seeing the aspect, researchers made a keen interest in investigating and understanding the identification and mapping of the tropical food variations that existed in the region. Additionally, the purpose of the research study is to assess the impact that culinary tourism has on the economy of the region as well as its capacity to attract visitors. Through this study, the undiscovered prospects of culinary tourism in Odisha will be uncovered, and the tourist department of the state will get vital information that will help them improve the development and marketing of the local culture.

Keywords: Odisha state; culinary tourism; destination promotion; cultural & culinary heritage; local economy & tourists

1. Introduction

Gastronomy tourism, food tourism or culinary tourism is the process of discovering a new place primarily via its cuisine and drink (Hall & Mitchell, 2006). Due to the growing need for genuine, immersive experiences, food tourism has been on

the rise in recent years. One of the few places where food tourism may flourish is in areas with such a varied and rich culinary history. There is a wealth of traditional cuisine waiting for tourists in this state, including dishes like the world-famous ‘Pakhala Bhata’ (fermented rice), ‘Chhena Poda’ (Odisha’s cheesecake), and a variety of seafood masterpieces (Prakash, 2020). By exploring the restaurants in Odisha, visitors may not only indulge in the regional specialties but also learn about the rich history and culture that have moulded the state’s culinary traditions. Every facet of Odisha’s cuisine has a fascinating history, from the ancient cooking techniques to the use of resources that are close to home.

This article will explore the varied cuisine of Odisha, present highlights of the best dishes and shed light on the state’s unique culinary culture. We will also investigate the possible effects of culinary tourism on the people and economy of Odisha and indulge in a gastronomic journey through the flavours of Odisha!

2. Concept of Food Tourism in Odisha

The idea behind showcasing the state’s unique cuisine and culture that it offers to its tourists is a major attraction due to the revolving gastronomy throughout the world (Jeaheng & Han, 2020). By promoting local food experiences, such as visiting traditional restaurants, participating in cooking classes, attending food festivals and exploring local markets and farms, Odisha aims to captivate the taste buds and curiosity of travellers (Mohanty, 2018). These initiatives not only offer a platform for highlighting the state’s culinary heritage but also play a role in preserving and promoting local food traditions. Therefore, exploring the culinary delights of Odisha is a wonderful way for tourists to immerse themselves in the rich flavours and traditions of the region.

According to Prakash and Singh (2021), Odisha can entice a better kind of tourists – one that wants more than simply to see the sights – by providing engaging and genuine culinary experiences, through which tourists are urged to stimulate their senses by offering authentic and immersive culinary experiences. Seeing this, it has been found that Odisha has tremendous potential as a top spot for its tourists as a varied traditional culinary destination.

With its rich culinary heritage and unique local flavours, the state has the potential to develop and promote itself as a culinary destination. By tapping into this concept, Odisha can not only attract domestic and international tourists but also boost the local economy and support local communities. According to Mounika (2019), every state has its unique culinary offering that includes traditional dishes, local delicacies, and several food events where they showcase their diversified cuisine region-wise which further could help them to flourish economically by attracting tourists to understand the state culinary heritage that will prioritize the expansion of the culinary essence of the region, which has been showcased in Fig. 1.1. The local economy can benefit itself when the state heritage is promoted through which tourists will increase their spending on food and beverage experiences, accommodations, transportation and other related tourism services within the specified destination. Hence, Das (2013) argues that culinary

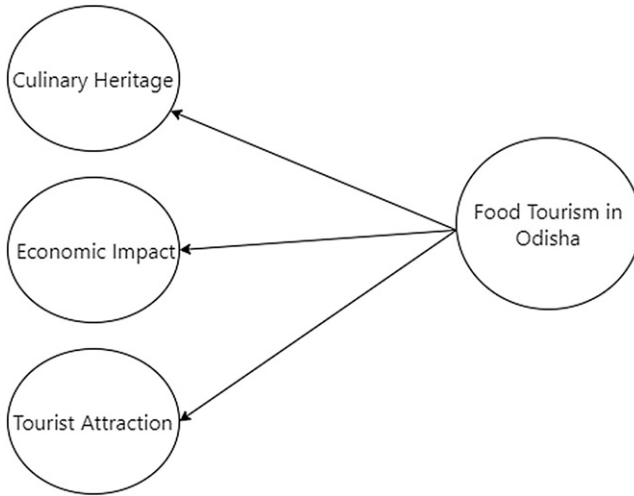


Fig. 1.1. Conceptual Framework. *Source:* Original work.

tourism in Odisha has great potential to boost the economy, protect cultural artefacts and surprise and delight visitors looking to experience the local culture firsthand.

3. Exploring the Potential of Food Tourism in Odisha

Odisha's food tourism may promote the state's distinctive cuisine, attract a new generation of travellers seeking genuine gastronomic experiences and boost the tourism economy. By highlighting the need to support local farmers and preserving traditional food production techniques, food tourism in Odisha may also contribute to sustainable tourism practices. Odisha can carve out a special place in the tourist industry by highlighting the unique culinary culture and cuisine of the area. The local economy may benefit as a result of tourists' increased expenditure on experiences linked to food, lodging, transportation and other services. Additionally, local farmers, craftsmen and food producers may benefit economically and culturally from culinary tourism in Odisha, which helps to preserve cultural heritage and promote sustainable development in the region. Consequently, Odisha's potential as a destination for culinary tourism is enormous. Odisha can attract tourists interested in food and culture by capitalizing on its distinctive culinary traditions to build a compelling tourism identity. To top it all off, by keeping money spent on food in Odisha, food tourism might boost economic development. Sustainable tourism, local agriculture, traditional food production, cultural preservation, community revenue and unforgettable visitor experiences are all possible outcomes of food tourism in Odisha.

3.1 Traditional Cuisine of Odisha: An Attraction for Tourists

The traditional cuisine of Odisha serves as a major attraction for tourists seeking to immerse themselves in the local culture. The unique flavours, ingredients and cooking techniques of Odisha's traditional cuisine offer a distinct culinary experience that cannot be replicated elsewhere. Nowadays, tourists are increasingly drawn to destinations that offer authentic and unique food experiences, and Odisha has the opportunity to capitalize on this trend by promoting its traditional cuisine as a key aspect of its tourism industry. By showcasing its traditional cuisine, Odisha can differentiate itself from other tourist destinations and attract a niche market of food enthusiasts (Eknath & Sadual, 2023). The flavours and techniques used in Odisha's traditional cuisine reflect the region's rich cultural heritage. They tell the stories of generations past and provide a window into the traditions, customs and way of life of the people of Odisha. Therefore, those with a penchant for fine dining will find an abundance of tantalizing traditional meals from Odisha. According to Kar et al. (2023), the state's culinary offerings, such as the famed Odisha Pakhala and the exquisite Macha Ghanta, showcase its rich cultural past and customs. The recipe, the ingredients and the cooking techniques used in each dish all contribute to the rich culinary heritage of the area. In addition to bolstering local agriculture and promoting sustainability, using locally obtained ingredients in traditional meals also guarantees that the cuisine is healthier and fresher for visitors. Odisha may tap into a new demographic of foodies looking for out-of-the-ordinary dining experiences by highlighting and marketing its traditional cuisine. Consequently, Odisha can support regional socioeconomic development and increase tourism by capitalizing on the potential of its indigenous food. Therefore, advertising traditional Odisha cuisine may be a great way to bring in visitors who are interested in food and increase revenue for the tourism business in the area (Mohanty & Sadual, 2019). In addition, culinary tourism's educational component may greatly contribute to the preservation of Odisha's cultural legacy.

3.2 Must-Try Dishes

When exploring Odisha's traditional cuisine, several must-try dishes stand out for their unique flavours and cultural significance. Traditional dishes such as 'Pakhala', a fermented rice dish, hold a special place in the hearts of locals and is a refreshing delight for anyone looking to experience the authentic flavours of the region. Additionally, dishes like the 'Macha Ghanta', a fish curry cooked with mixed vegetables, and the 'Aloo Potala Rasa', a potato and parwal curry, showcase the diversity and aromatic richness of Odisha's culinary heritage. Other must-try dishes include the 'Chhena Poda', a popular dessert made with fresh cottage cheese and caramelized sugar, and the famous 'Rasagolla', a sweet made from Cheena which is flavoured with cardamom and holds a GI tag through which Odisha leverages its rich cultural heritage and traditional cuisine. By offering unique culinary experiences centred around these must-try dishes, tourists can immerse themselves in the local culture and create lasting memories.

3.3 Local Food Culture

In addition to its traditional dishes, the local food culture is a vibrant tapestry woven with a deep appreciation for fresh ingredients, community dining and culinary rituals (Semwal, Tripathi, et al., 2024). The state's food culture reflects a harmonious blend of flavours, influenced by its geography, climate and cultural practices. From bustling local markets offering an array of spices and fresh produce to the warm hospitality found in traditional Odia kitchens and culture is a testament to the bond between food and community. The tourists who visit the state can witness the vibrant food culture by participating in local cooking classes, visiting food festivals and dining at traditional Odia homes. This immersive experience offers a deep understanding of the local food traditions and fosters a sense of connection with the community. This idea of immersing in the local food culture aligns with Tsai's assertion that cuisine tells a story about the history and culture of a place, contributing to memorable tourism experiences (Henderson, 2009).

Furthermore, Odisha is home to a rich tapestry of traditional festivals that celebrate the region's culture and culinary delights. These festivals, such as the Raja Parba and the Pana Sankranti, offer a unique opportunity to indulge in traditional food preparations and experience the cultural significance of local cuisine. Exploring the potential of food tourism in Odisha involves not only showcasing its traditional dishes but also immersing tourists in the local food culture and participating in culinary traditions and festivals, whereas tourists enjoy the unique experience of tasting local food as it serves as a gateway to understanding the local culture and heritage. Furthermore, embracing food tourism in Odisha would not only attract tourists but also foster a sense of pride and preservation of the local culinary traditions (Mohanty, 2018). This immersion in the local food culture can create lasting memories and a deeper appreciation for Odisha's gastronomic heritage as well as contribute to sustainable tourism practices and community development.

Therefore, Odisha has the potential to not only showcase the region's traditional dishes but also immerse tourists in the local food culture and participate in culinary traditions and festivals, generating positive socioeconomic and environmental impacts. Food tourism in Odisha has the potential to offer tourists an immersive experience that goes beyond just tasting local dishes. It allows them to truly understand and appreciate the history, culture and traditions of the region through their culinary journey (Mohanty et al., 2020).

4. Existing Culinary Tourism Initiatives in Odisha

While Odisha's food tourism potential has been relatively under-explored in academic research, the state has seen some notable culinary tourism initiatives in recent years. One such initiative is the 'Odisha Rasagola Festival', celebrating the traditional dessert 'Rasagola', which has garnered attention from both locals and tourists. Taking about Rasagola, Pahala is a village located in between the Bhubaneswar- Cuttack highway where every local individual stops and purchases

and eats Rasagola; Odisha holds the GI tag for Rasagolla including 30 more regional delicacies. Additionally, food festivals and events showcasing local cuisine have been gaining traction, contributing to the promotion of regional culinary heritage. For example, the ‘Pakhala Divas’ celebrate the traditional dish Pakhala Bhata along with its sensible accompaniments that give a significant demand to the main dish ([The Taste of Odisha, n.d.](#)). In this festival, various variations of Pakhala Bhatta are prepared along with the well-going side dishes with which it goes well such as baddi chura, baigana bhajja, saga bhajja, aloo bhajja, aloo-baigana chakata, chingudi chatani, sorisa diya macha bhajja and many more are prepared and preferred with the rice dish and has become a popular annual event that attracts food enthusiasts from across the country. Moreover, the government of Odisha has started to recognize the importance of food tourism as a driver of economic growth and development by actively promoting through various initiatives, including the establishment of culinary training centres and the development of food trails and food hubs in key tourism destinations. Through these initiatives and demonstrations, the recognition of the potential of Odiya Food and its capitalization on its economic and cultural benefits would showcase the rich heritage and diverse flavours that Odisha can provide to its customers and will contribute its part towards economic development and community empowerment.

4.1 Potentials for Culinary Exploration

As to promote food tourism, it has the opportunity to showcase its traditional dishes and local food culture as a gateway to understanding the region’s history and traditions. By offering culinary tours, cooking classes and immersive dining experiences, local culinary experts can provide tourists with the chance to not only savour the flavours but also engage themselves to acknowledge the stories and traditions behind each dish ([Semwal, Bairwa, et al., 2024](#)).

With its rich culinary heritage and potential for culinary exploration, the traditional cuisine and culture can undoubtedly be served as a magnet for tourists seeking authentic and immersive food experiences. As the state continues to embrace the concept of food tourism, it has the potential position in itself as a prominent destination for culinary enthusiasts and cultural explorers alike. By emphasizing the unique flavours, customs and traditions of local food, as well as the use of quality ingredients and concepts like Slow Food, the state can attract tourists who are looking for an authentic and immersive culinary experience. The promotion of indigenous cuisine and the development of food tourism can not only create a sense of local pride but also generate employment opportunities for local people ([Karim & Chi, 2010](#)). Additionally, the preservation and teaching of traditional cooking methods can contribute to the sustainability of rural tourism destinations.

Furthermore, by incorporating food and wine festivals into the tourism calendar, Odisha can further showcase its culinary offerings and create memorable experiences for visitors. Furthermore, by prioritizing local ingredients and

traditional cooking methods, Odisha can ensure that its culinary tourism offerings are authentic and reflect its unique culinary heritage.

5. Sustaining Local Communities Through Culinary Tourism

Sustaining local communities through their involvement not only promotes the region's traditional dishes but also ensures that the economic benefits extend to local stakeholders. Embracing sustainable tourism practices can foster community development. Therefore, by providing training and educational programs for residents, especially in rural areas, Odisha can empower individuals to become culinary ambassadors and showcase their traditional cooking techniques and ingredients to tourists. This will not only preserve and promote local culinary traditions but also provide economic opportunities for locals and support the overall sustainability of the state's tourism sector.

6. Economic Impact of Food Tourism in Odisha

By promoting culinary tourism and showcasing the region's unique food offerings, Odisha can attract more tourists and generate revenue for local businesses. This revenue can contribute to job creation and economic growth, particularly in rural areas where agriculture and food production are prominent industries. Additionally, this can stimulate the growth of local markets and support small-scale farmers and producers. According to [Mohanty \(2018\)](#), the revenue generated from food tourism can be reinvested in infrastructure development, community projects and initiatives that enhance the overall quality of life for residents.

7. Cultural Preservation and Promotion

Culinary tourism plays a crucial role in the preservation and promotion of the region's cultural heritage. By showcasing traditional Odia dishes and cooking techniques, this will help in preserving the rich culinary traditions that have been passed down through generations. It also provides a platform for local communities to share their cultural stories and traditions with visitors, contributing to the overall cultural exchange and understanding. In addition, culinary tourism in Odisha helps to promote cultural diversity and inclusion by celebrating the multicultural influences that have shaped the region's cuisine ([Bharadwaj & Malik, 2022](#)). Therefore, by developing and prioritizing the culinary essence, it will not only benefit the local economy but will help the tourists to increase their spending power which will help in the generation of various employment opportunities and support the preservation of economic stability through the regional and cultural traditions within the region.

8. Challenges and Opportunities in Odisha's Food Tourism

Odisha's food tourism industry also faces certain challenges that need to be addressed to fully harness its potential. Some of these challenges include a lack of awareness and promotion of local culinary offerings, limited infrastructure for hospitality and food services and the need for innovation and technology integration in the sector. With proper planning and investment, these challenges can be turned into opportunities.

Additionally, investments can be made to improve the infrastructure for hospitality and food services, such as building more restaurants and food-related facilities. Furthermore, the use of technology can also play a crucial role in enhancing the food tourism experience in Odisha. For example, implementing online platforms and mobile applications for tourists to access information about local food destinations and experiences easily can greatly enhance their experience (Gozali & Wijoyo, 2022). Furthermore, collaborations with local communities and culinary experts can help preserve and promote traditional cooking techniques and recipes, creating a more authentic and immersive experience for tourists (Litavniece et al., 2019). By addressing these challenges and capitalizing on the opportunities, Odisha's food tourism industry can thrive and attract a larger number of tourists.

9. Promoting Odisha as a Food Tourism Destination

Through collaborating with travel agencies, food bloggers and social media influencers can help raise awareness about Odisha's rich culinary heritage and unique food offerings. Additionally, organizing food and wine festivals and culinary feasts can create buzz and attract food enthusiasts from across the globe.

Furthermore, investing in infrastructure for food tourism, such as culinary schools and training programs, can help elevate the skills of local chefs and ensure high-quality culinary experiences for visitors. By offering cooking classes, food tours and immersive dining experiences, Odisha can position itself as a premier tourist destination.

In conclusion, by leveraging its culinary heritage, promoting its unique food experiences and developing targeted promotional strategies, Odisha can position itself as a leading food tourism destination, attracting a diverse range of tourists and contributing to the sustainable development of the region.

I continued the document by providing strategies for promoting as a food tourism destination and emphasizing the importance of collaborations, infrastructure investment and partnerships with local producers for sustainable development.

10. Case Studies of Successful Food Tourism in Odisha

Unfortunately, there is no specific information available about case studies of successful food tourism. However, it would be beneficial for state's tourism authorities to research and analyze case studies from other regions that have