TOURISTS' ATTITUDE TOWARDS DESTINATION FOOD IMAGE DETERMINANTS

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Abstract: The aim of this research article is to analyze the various dimensions which impact the destination food image in the state of Odisha, India. The framework of the study espoused five independent variables – attitude, social media, local food experience, food culture and advertisement and the dependent variable – destination food image, which studied the associations between them. A sample of 270 respondents were obtained via convenient sampling method. The study applied descriptive statistics, factor analysis, correlation analysis and regression analysis to run the data by using SPSS 23.0 and to examine the relationships between the constructs. It was found that all the dimensions had a positive and significant impact on destination food image. Practical implications in food tourism, destination image & food image are discussed. Recognising the value of regional delicacies and their market would help the hospitality and tourism sector. The study's conclusions are thought to be helpful to marketers who see that travellers are becoming pickier and more demanding in their quest for distinctive experiences provided by travel locations.

Keywords: Food Tourism, Local Food, Destination Food Image Determinants, Tourist Attitude, Tourism Sector

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INTRODUCTION

In 2012, when social media started to gain widespread use, food tourism began to gain popularity. Since then, it has become the primary factor influencing traveller destination selection (World Food Travel Association, 2020). According to Cole (2016), every third passengers spend on food, and over eighty- eight per cent of tourists view food as an essential characteristic of the holiday location. Food is regarded as a manifestation of a location's and its inhabitants' culture. It may therefore be used as a marketing tool and is a crucial component of every tourism offering in any location. According to Puspanjali Mohapatra and Soumendra Nath Biswas (2017), there is a direct connection between cuisine and tourism, and both have an effect on the socioeconomic status of the host community. Moreover, one of the important factors has been the gastronomy experience a traveller goes through which has a major influence on making an informed decision to choose a travel destination as well as shaping his or her overall travel experience (Kovalenko et al., 2023). Today food of a particular region or nation has a lot of significance, especially in terms of being a symbol of culture. Hence, it can be said that food is one of the indicators that aids in promoting tourism and it stems from the fact that local foods does have a greater impact in identifying and marketing a tourist destination. This not only adds value to the whole tourism experience but also enhances a mutually-beneficial relationship between local foods and tourism (Lai et at., 2017, Quan and Wang, 2003). The role of food tourism is to generate awareness about food as an important subject and a medium that helps in the sustainability of tourism (Long, 2003). According to recent research, the idea of the destination picture is separated into two parts: the cognitive image and the affective image (Smith et al., 2015). According to Qu et al. (2011), a person's attitudes, convictions, and perceptions with relation to a location are referred to as their cognitive image. According to Qu et al. (2011), an affective image is connected to the tourists' feelings and emotions towards the location. In other words, an image may be the outcome of the fusion of cognitive and emotive traits. Tourists will therefore form favourable opinions of a location if it has appealing qualities. Food is one of these qualities. Previous studies have demonstrated the significance of food as a motivating factor for travel. According to Folgado-Fernández et al., (2017), after landscape, lodging, and climate, cuisine plays the most role in tourists' perceptions of a destination. Local cuisine promotes the local culture, making it both a tourism incentive and one of a nation's key characteristics (Björk and Kauppinen-Räisänen, 2016).

Tourists are more inclined to eat local cuisine when they have a favourable mental impression of the meal. But little is understood about the concept of food imagery, which has highlighted the necessity for additional research on this topic. Studies have examined the motivations behind eating locally and how that relates to travel intentions (Levitt et al., 2017), in addition the perceptions of food images and the intentions of foreign tourists to return to eat locally - in the case of Ho Chi Minh City, Vietnam (Gurbaskan, 2019). Currently there is a dearth of study on the factors influencing how a dining location is perceived. Local culinary has its own importance and role in the tourism sector. It has also garnered a lot of

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attention in the recent past by several scholars. A model to understand how tourists' perceptions of a destination's food image can affect their evaluation of the food experience and their behavioural intentions needs to be researched (Köster and Mojet, 2015). This model is based on evaluations of advantages in culinary tourism development.

As a result, the discussion on how food destination image affects revisit intention is the main goal of this study. The study aims to highlight the importance of regional cuisine to visitors as well as the creation and promotion of destination tourism products in the Indian state of Odisha. To assess the relationship between the dimensions – attitude, social media, local food experience, culture & advertisement and destination food image, Osman et al., (2021) carried out research amongst international tourists in Malaysia and found all the dimensions had a positive and significant relationship except social media. Keeping in view the empirical research on factors influencing food destination image (Osman et al., 2021) is scarce and in spite of this fact, the impact of food image on traveller's destination has not been systematically investigated with limited attention given to the development of a measurement scale based on tourists' perception (Hashemi et al., 2023), In order to assess the potential and viability of food tourism in the state of Odisha, India, the current study intends to investigate the elements influencing destination food image (Figure 1).
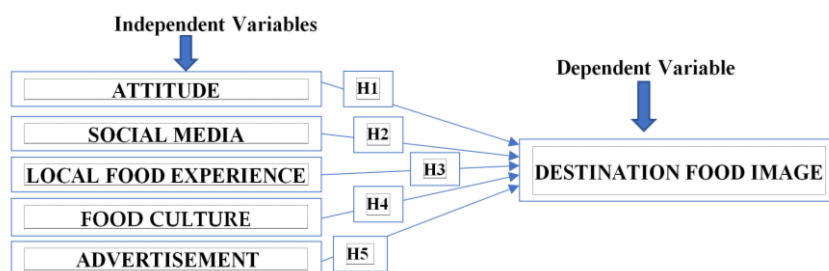

Figure 1. Hypothetical conceptual framework (Source: Conceptual framework by Osman et al., 2021)

LITERATURE REVIEW AND RESEARCH HYPOTHESES DEVELOPMENT

Attitude. The definition of attitude is a propensity that can be either pleasant or dislikeable and is shaped by one's upbringing and educational experiences. The person will then respond consistently to a particular thing as a result (Pereira et al., 2019) it will have influence on their thoughts and how they respond to it. Similar to this, Kim and Kwon (2018) claimed that an individual's behaviour would be affected by the attitude they create. In light of this, a customer's positive attitude towards a certain cuisine would encourage them to buy, try, and maybe suggest it to others (Choe and Kim, 2018). According to Omar et al., (2015), a person's attitude can have a significant impact on whether or not they accept and choose a particular dish. In this situation, their disposition might influence whether they plan to visit or return to a particular place (Rousta and Jamshidi, 2019).

H1: Attitude dimension is significantly and positively related to destination food image

Social Media. According to Faizi et al., (2013), social media refers to the exchange of information or data on a real time basis via various platforms. The website allows users to upload their multimedia content, such as images and movies. Social media, according to Manning (2014), is a brand-new type of media that facilitates interpersonal communication. For instance, one person can use social media to share their eating experience by sharing their opinions about the products and services in a certain nation, which in turn may impact how others view food. The use of social media is important in this study as more and more people share by uploading their travel experiences making it as a vital tool for promotion (Radzi et al., 2014).

H2: Social media dimension is significantly and positively related to destination food image

Local food experience. Although the word local does not carry any specific definition, however, it is often referred to as an area or location in the closest neighbourhood. Similarly, the term local food may be explained as any food that is prepared and served to the local people of that particular region (Stephan et al., 2019). Through the delivery of its own cultural status and elements, local food allows tourists to understand the intricacies and the nitty-gritty of regional cuisine and its rich heritage and culture. This was backed up by Frochot's (2003) argument that local cuisine may represent cultural experiences and identity while also giving visitors a favourable impression of the region's cuisine. According to Rozin's (2007) theory, people tend to select foods they have previously consumed and those are positively associated to past exposure or experience. Desirable food experiences, such as those derived from the senses of taste and smell, can fulfil tourists' psychological as well as physiological demands (Roozbeh et al., 2013). Food can be a host of many things such as an attraction, an experience and a learning for the travellers. It is a fore gone conclusion that tourists usually end up spending more when they travel to a particular destination. It is therefore, in such a scenario, the role of food tourism is to develop and offer varieties of food and beverages that cater to their taste buds which will create a lasting experience and repeat business. This experience of the tourists may translate into them taking up food related researches in various tourist destinations leading to development of food tourism (Sojasi Qeidari and Hosseini Kahnooj (2023).

H3: Local food experience dimension is significantly and positively related to destination food image

Food Culture. A culture is stereotype pattern of thinking, beliefs, behaviours, customs and norms that are passed on from one generation to the other. Anything that is common and relatable is usually shared among people forming a culture, of that particular region or the state (Johnson, 2013). This according to (Lebron, 2013), is also referred to as society. Similarly, food can be seen in the same vein where different regions or places have their own distinct food culture, for example, eastern region, northern region, southern region and the western region. The state of Odisha offers varieties of popular cuisines to the tourists.

H4: Food culture dimension is significantly and positively related to destination food image

Advertisement. Advertising is nothing but drawing the attention of the general public towards a product or service by

providing useful information. And, by providing the most accurate information possible, it has the power to change people's minds and attitudes (Frolova, 2014). There are numerous other ways to advertise, including through TV shows, social media, print ads, and even propaganda. A well-designed culinary tourism advertisement can help a country project a positive image, claim Mirtaghiyan et al., (2013), which will eventually draw in more foreign travellers. Using persuasive advertising that had a direct impact on how visitors responded to the publicity (Mirtaghiyan et al., 2013). The greatest approach to advertise local food to tourists is by employing a variety of catalogues, posters, brochures, banners, and virtual billboards. These apart, there are various aspects such as economic, social, cultural along with different tools of advertising that help in the development of food tourism destinations (Chen and Rahman, 2018; Woyo and Slabbert, 2020).

H5: Advertisement dimension is significantly and positively related to destination food image

Destination Food Image. According to Stern et al., (2001), an image might relate to a company, a product, a brand, or a physical location. It can also refer to a consumer's mental patterns of beliefs and emotions. Finally, it can refer to messages from advertising or public relations. According to Nelson (2016), an image is something that a person sees or perceives through his lens or filters that involve ideas, thoughts, attitudes, and impressions. In the similar lines, the concept of food has gone a sea change and has become a crucial deciding factor for the tourists or travellers in determining their reasons to visit a particular destination (Lee and Scott, 2015). Food images are thus yet another way that people's perceptions, comments, and attitudes towards food are expressed. Chi et al., (2013; 2019) maintain that factors contributing towards building food image are behaviour and pleasure derived by a tourist in devouring the local delicacies. However, a study by Lertputtarak, 2012 contradicts this idea by attaching equal weightage to both the food served and the ambiance that attracts the tourists. These views have also been voiced by (Osman and Nazari, 2020). This study examines on how the destination food image is being impacted by dimensions social media, food culture, local food experience, and advertisement.

MATERIAL AND METHODS

Data Collection – The researchers administered structured questionnaire to elicit primary data from the respondents. Whereas, the secondary data was gathered from a variety of online resources, including books, journals, research papers, and other relevant materials. Sample Size, Sampling Method & Procedure - An online survey was utilised in conjunction with the non-probability convenience sampling approach to conduct the study and the data was collected from nearby locations. For the study, 270 responses were gathered from the domestic tourists who visited the state of Odisha and tasted Oriya local foods. Using SPSS 23.0 software, statistical procedures including factor analysis, regression analysis, correlation analysis, and descriptive statistics were used to assess the validity of the hypotheses.

Questionnaires for the Study - This study uses a standardised questionnaire that contains two parts. The Respondent's Demographic Profile is included in Part-A, while the Part-B contains Hsu (2014) has four items that were used to gauge attitude. Four items to measure destination food culture by Cheng et al., (2018), five items were taken from Wan Mohd Zain (2019) to measure local food experience, and five items from Pattanachai (2015) to measure social media. In order to quantify advertising, four items from Jaafar et al., 2012 were used. Five-point Likert scale were used to score all the items.

ANALYSIS OF DATA

The Table 1 presents the statisitical characteristics of respondents and and Figure 2 provides the graphical respresentation of the same. Out of the whole sample, 171 people (63.33 percent) were female, while the remaining 91 people (36.67 percent) were male. Regarding the age range, 110 of them, or 40.75 percent, are under 30, and 79 respondents, or 29.25 percent, are under the age group (30–40), and 55 respondents, or 20.38 percent, are under the age group (41–50).

Furthermore, according to the research, 69 of them—or 25.56 percent of the sample—were undergrads, and 111 of them—or 41.11 percent of the sample—were graduates. Within the yearly income bracket, eighty respondents (or 29.63%) fell between the range of Rs. 31,000 and Rs. 40,000, while just thirty-eight respondents (or 14.07%) fell between the range of Rs. 50,000 and Rs. 50,000. The Table 2 displays the descriptive analysis of the variables. According to the Table 3, the sample is adequate and the data is appropriate for factor analysis since the KMO statistics value is .813, indicating a good partial correlation and is significant at $p < 0.05$ (Kaiser, 1974). The Table 4 shows that the indicators are internally consistent, with a Cronbach Alpha of.772 for 22 indicators and six variables (Nunnally, 1978).

Table 1. Statistical characteristics of respondents

| Parameters	Classification	Distribution	Percentage
Gender	Male	99	36.67
	Female	171	63.33
Age	Less than 30 years	110	40.75
	30 to 40 years	79	29.25
	41- 50 years	55	20.38
	51 to 60 years	15	05.55
	Above 60 years	11	04.07
Education	Under Graduate	69	25.56
	Graduate	111	41.11
	Post Graduate	90	33.33
Annual Income (INR)	Less than Rs.20,000	40	14.81
	Rs.20,000 – Rs.30,000	62	22.97
	Rs.31,000- Rs.40,000	80	29.63
	Rs.41,000- Rs. 50,000	50	18.52
	Above Rs.50,000	38	14.07
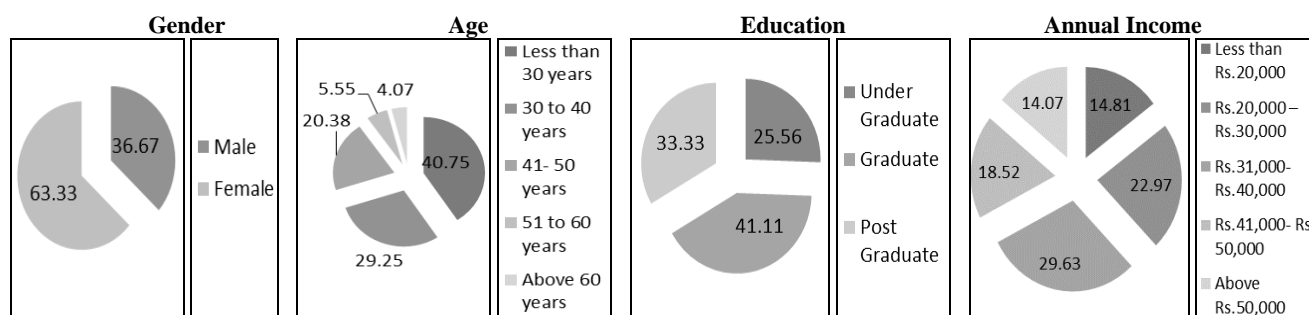
Figure 2. Statistical characteristics of respondents (graphical representation) (Source: Primary data)

Table 2. Descriptive analysis (Source: Primary data)

Items	Mean	Standard Deviation
Attitude	3.82	0.80
Social Media	3.71	0.87
Local Food Experience	3.73	0.79
Food Culture	3.63	0.78
Advertisement	3.86	0.82
Destination Food Image	3.69	0.77

Table 3. KMO and Bartlett's test of sphericity (Source: Primary data)

	KMO and Barlett's Test	
	Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.813
Bartlett's test of sphericity	Approx. Chi-Square	8996.081
	Df	759
	Sig.	.000

Table 4. Reliability analysis (Source: Primary data)

Cronbach's Alpha	Sample Size	Number of Items
.772	270	22

Table 5. Communalities (Source: Primary data)

No.	Items	Initial	Extraction
1	It is prudent to eat local food	1.000	.853
2	I feel a sense of contentment and fulfillment when I consume local food	1.000	.781
3	I derive pleasure and a gratifying experience in tasting local food	1.000	.765
4	I feel the local food tickle my taste buds	1.000	.741
5	Social media is an effective tool to promote local foods in Odisha	1.000	.841
6	Social media is an important channel for local food businesses	1.000	.780
7	There are several advantages of social media over traditional marketing to have online local food promotion.	1.000	.744
8	Content especially in form of videos by YouTube or food vloggers help the travelers to get an update on varieties the local cuisine has to offer.	1.000	.769
9	There is an impact of social media in local food sales in the repeat purchase order	1.000	.828
10	Local food is one of the major motivators for travelers to undertake their particular trip	1.000	.771
11	The reasons to taste local food according to me are the novel experience and culture of destination	1.000	.758
12	A sense of appeal is the deciding moment for any tourist who is looking for to experience new food	1.000	.767
13	Local food experience of a tourist is determined by the type of food, the surroundings and the people.	1.000	.772
14	Local food experience is encouraged by the extraordinary feeling a tourist goes through while consuming the food.		
15	A tourist's attitude towards local food is bounded by culture.	1.000	.711
16	One gets to know a lot about culture and people from their food, their interactions, their warmth and their welcoming nature.	1.000	.745
17	Local food experiences can be viewed as a chance to learn about local cultures and experience new flavours destinations	1.000	.739
18	Local food endures the tourists to realize and glorify culture by the means of tangible resources.	1.000	.768
19	Local foods in Odisha are not advertised and marketed properly	1.000	.711
20	I would like to know more about available local foods at affordable prices and taste	1.000	.742
21	I would like more information about the benefits of local foods	1.000	.666
22	Consumers need more information about places where local foods can be purchased	1.000	.719

The results of Principal Component Analysis via extraction method in the Table 6 show that the communalities fluctuate widely between.666 and.853. Due to the considerable and robust interrelationships between each variable and the other variables. Extraction Method: Principal Component Analysis.

Rotation Method: Varimaxwith Kaiser Normalization. a. Rotation converged in 5 iterations.

The output for variance %, Eigen values, and factor loadings is displayed in the above table. More than 75% of the dataset's variation was explained by the components with Eigenvalues of one or above.

1st Factor: Four indicators in all were put into the first component (Attitude) to represent the attitude dimension with

Variable Table 6 shows that the loadings values range from.822 to.861, with an EV of 9.398 and an AV of.920, which together account for 40.63 percent of the variance. The substantial variation this component exhibits explains why attitude is a key predictor of destination food image.

2nd Factor: The social media component was represented by loading five variables in total into the second factor. The values of the factor loadings range from.813 to.869. The EV is 6.515, the AV is.911 (Table 6), and these values account for 56.75 percent of the cumulative variance. The variation explains that the social media has a major role in how people perceive destination cuisine.

3rd Factor: A total of five indicators were put into component three (local food experience) to reflect the local food experience dimension. Table 6 shows that the values of the factor loadings range from.831 to. 873, the EV is 4.843, and the AV is.910. These values account for 69.86 percent of the total cumulative variance. The variation accounted for by this component indicates that the perception of destination cuisine is influenced by local culinary experiences.

4th Factor: Four variables in all were loaded into the fourth factor food culture to depict the dimension of food culture with The values of the factor loadings range from.833 to.880, with an EV of 3.919 and an AV of.877 (Table 6). These values account for 76.08% of the total cumulative variance. This illustrates how a key aspect influencing destination food image is food culture.

5th Factor: Four indicators in all were included in this factor to represent the advertising dimension. According to Table 6, the factor loadings values range from.807 to.846, the EV is 2.898, and the AV is.873. These values account for 79.18% of the total cumulative variance. This clarifies why the element of advertisement has a significant role in determining the destination food image.

Table 6. Factor loading, eigen value & cumulative variance (Source: Primary data)

Name of Factors	Indicators	Factor Loadings	Initial Eigen Values	Var %	Cum %	Alpha
Attitude	It is prudent to consume local food	.822	9.898	40.631	40.631	.920
	I feel a sense of contentment and fulfillment when I consume local food	.843				
	I derive pleasure and a gratifying experience in tasting local food	.852				
	I feel the local food tickle my taste buds	.861				
Social Media	Social media is an effective tool to promote local foods in Odisha	.828	6.515	16.120	56.751	.911
	Social media is an important channel for local food businesses	.869				
	There are several advantages of social media over traditional marketing to have online local food promotion.	.855				
	Content especially in form of videos by YouTube or food vloggers help the travelers to get an update on varieties the local cuisine has to offer.	.841				
	There is an impact of social media in local food sales in the repeat purchase order	.813				
Local Food Experience	Local food is one of the major motivators for travelers to undertake their particular trip	.851	4.843	13.115	69.866	.910
	The reasons to taste local food according to me are the novel experience and culture of destination	.831				
	A sense of appeal is the deciding moment for any tourist who is looking for to experience new food	.873				
	Local food experience of a tourist is determined by the type of food, the surroundings and the people.	.839				
	Local food experience is encouraged by the extraordinary feeling a tourist goes through while consuming the food.	.842				
Food Culture	A tourist's attitude towards local food is bounded by culture.	.880	3.919	6. 222	76.088	.877
	One gets to know a lot about culture and people from their food, their interactions, their warmth and their welcoming nature.	.857				
	Local food experiences can be viewed as a chance to learn about local cultures and experience new flavours destinations	.846				
	Local food endures the tourists to realize and glorify culture by the means of tangible resources.	.833				
Advertisement	Local foods in Odisha are not advertised and marketed properly	.831	2.898	3.101	79.189	.872
	I would like to know more about available local foods at affordable prices and taste	.846				
	I would like more information about the benefits of local foods	.811				
	Consumers need more information about places where local foods can be purchased	.807				

From the analysis of Table 7 it is found out that all the above- mentioned variables are positively correlated.
To evaluate the provided hypotheses and determine the causal link between independent and dependent variables, a multiple regression analysis was conducted (Field, 2005; Hair et al., 2010). The outcomes of the dimensions' individual multiple regression analyses are shown in Tables 8.0, 8.1, and 8.2.

The above Table 8 shows that value of R Square is .749 which indicates that 74.9 per cent variation in dependent variable was explained by the independent variables mentioned above. The regression model's F-ratio is displayed in the Table 8.1. The dependent variable's variance will increase with increasing F ratio values. At the.000 level, the regression analysis in this case is significant with a F ratio of 301.678. From the above table it can be inferred that all the independent variables significantly impact the dependent variable wherein their coefficient values at $p<0.05$.

Table 7. Correlation analysis (Source: Primary data)

Variable	Pearson Correlation	ATD	SME	LOFE	FOCL	ADVT	DFOIM
ATD	Correlation	1	0.62**	0.63**	0.60**	0.69**	0.64**
	Sig. (2-tailed)		0.00	0.00	0.00	0.00	0.00
SME	Correlation	0.62**	1	0.71**	0.64**	0.65**	0.63**
	Sig. (2-tailed)	0.00		0.00	0.00	0.00	0.00
LOFE	Correlation	0.63**	0.71**	1	0.58**	0.69**	0.60**
	Sig. (2-tailed)	0.00	0.00		0.00	0.00	0.00
FOCL	Correlation	0.60**	0.64**	0.58**	1	0.67**	0.61**
	Sig. (2-tailed)	0.00	0.00	0.00		0.00	0.00
ADVT	Correlation	0.69**	0.65**	0.69**	0.67**	1	0.59**
	Sig. (2-tailed)	0.00	0.00	0.00	0.00		0.00
DFOIM	Correlation	0.64**	0.63**	0.60**	0.61**	0.59**	1
	Sig. (2-tailed)	0.00	0.00	0.00	0.00	0.00	

**Correlation is significant at the 0.01 level (2-tailed); *Correlation is significant at the 0.05 level (2-tailed). ATD: Attitude, SME: Social Media, LOFE: Local Food Experience, FOCL: Food Culture, ADVT: Advertisement, DFOIM: Destination Food Image.

Table 8. Multiple regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimates
1	.866	.749	.746	.32554

a. Predictors (Constant): Attitude, Social Media, Local Food Experience, Food Culture & Advertisement
b. Dependent Variable (DV): Destination Food Image

Table 8.1. Analysis of variance (ANOVA)

Source	SS	Df	Mean Square	F	P
Regression	131.232	5	26.246		
Residual	23.101	264	0.087	301.678	0.000
Total	154.333	269			

a. Predictors (Constant): Attitude, Social Media, Local Food Experience, Food Culture & Advertisement
b. Dependent Variable (DV): Destination Food Image

Table 8.2. Coefficients; *dependent variable (dv): destination food image (Source: Primary data)

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
Attitude> Destination Food Image	0.671	.033	.702	14.654	.000
Social Media> Destination Food Image	0.644	.029	.732	15.601	.000
Local Food Experience> Destination Food Image	0.636	.020	.651	13.776	.000
Food Culture> Destination Food Image	0.633	.027	.628	11.321	.000
Advertisement> Destination Food Image	0.597	.029	.612	10.489	.000

DISCUSSION

The study made a sincere endeavour to evaluate the underlying linkages between the dependent variable, the destination food image in Odisha, India, and the independent variables, attitude, social media, local food experience, food culture, and advertisement. It specifically looked at whether these factors significantly affect the perception of destination meals in the Indian state of Odisha. The model proposed by the study was precise and trustworthy. The study's findings also showed that destination food image was significantly and favourably impacted by each of the aforementioned aspects. Theoretically, the findings of these links support previous research by Pereira, Gupta, and Hussain (2019), which shown that attitude is the primary element influencing customers' perceptions of destination foods. The results also demonstrated the significant influence of social media on Odisha's destination food image.

This is consistent with research by Radzi et al. (2014) and Manning (2014), who discovered that social media is an effective promotional tool for sharing travel experiences with friends, coworkers, and even random strangers. Manning (2014) found that social media facilitates interpersonal communication channels to share opinions and views on eating experiences. When anticipating the food image of a location, local culinary experience is crucial. In a similar vein, this study's conclusions showed a strong correlation between destination food perception and local culinary experience.

This is corroborated by earlier research that found that having a pleasurable eating experience can meet the physiological and psychological needs of tourists (Roozbeh et al., 2013) and that tourists' perceptions of local cuisine are likely to be altered by their sensory experiences with taste and smell (Getz, 2000). Food perception has been shaped by food culture. As people from different parts of a country have different cuisine cultures, the study's findings indicate that food culture has a significant impact on the destination's perception on food in Odisha. These findings also support an earlier study by Lebron (2013), which explained that culture is a sense of identity and belonging to a group or society, and that food is no different. Ultimately, the study's conclusions demonstrated a strong correlation between destination food image and advertisement. When information is delivered in an eye-catching manner and is accurate, it has the power to alter visitors' opinions about regional cuisine. This is consistent with research by Mirtaghiyan et al. (2013), who claimed that a strong advertisement may assist establish a favourable image and draw in visitors from other countries, and Frolova (2014), who described how advertisements can affect people's thoughts and attitudes towards food.

CONCLUSION

This study has highlighted a number of elements that are necessary to improve the perception of destination cuisine. The study discovered that the perception of Odisha as a destination for food is greatly influenced by attitude, social media, local culinary experiences, food culture, and advertising. In a nutshell, the findings of the study showed that these new facets add credence to the body of work amply supported by the empirical evidence. The determinants examined in this study have shown that they are important and needed to strengthen the destination food image. This might help the Odisha tourism industry by drawing more visitors, which would increase the state's tourism revenue. Hence, our study has revealed that the above mention dimensions play a pivotal role in contributing to Odisha destination food image.

In addition to its rich cultural legacy and customs, Odisha is well-known for its regional food. As a result, it has grown to be a popular tourist destination for visitors who go to Odisha state to savour the local delicacies. The people in charge of overseeing and promoting tourism in the state of Odisha—tourism planners, government organisations, and the local community—must take action to maintain visitors' interest in the state's many tourist destinations by offering the best environments, excellent local cuisine, a willingness to adopt new trends, and positive perceptions.

Limitations of the study

The cross-sectional analysis of data involving only five dimensions are the limitations of the study. Hence, in the future research on this related domain can employ a longitudinal study involving a greater number of related dimensions to appropriately understand the changing dynamics involved over a period of time. Further, the present study has taken the sample of domestic tourists only. Future study can focus on the foreign tourists as well to provide a better understating on the interrelationship between the dimensions.

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