GeoJournal of Tourism and Geosites
ISSN 2065-1198, E-ISSN 2065-0817

Year XVI, vol. 48, no. 2spl, 2023, p.832-840
DOI 10.30892/gtg.482spl17-1083

# EXAMINING THE DIMENSIONS AFFECTING FOOD TOURISM INTENTIONS ON LOCAL FOODS IN ODISHA, INDIA

**Pramathadhip KAR** *
Institute of Hotel Management (IHM), Bhubaneswar, under Govt. of India, Faculty of Hospitality & Tourism Management, Siksha "O" Anusandhan University, Bhubaneswar, Odisha, India, e-mail : pramathadhip.kar@gmail.com

**Sasmita MOHANTY**
Faculty of Hospitality & Tourism Management, Siksha "O" Anusandhan University, Bhubaneswar, Odisha, India, e-mail : smohanty@soa.ac.in

**Ashish MOHANTY**
Institute of Business & Computer Studies, Siksha O Anusandhan University, Bhubaneswar, Odisha, India, e- mail: ashishmohanty@soa.ac.in

**Citation:** Kar, P., Mohanty, S., & Mohanty, A. (2023). EXAMINING THE DIMENSIONS AFFECTING FOOD TOURISM INTENTIONS ON LOCAL FOODS IN ODISHA, INDIA. *GeoJournal of Tourism and Geosites*, 48(2spl), 832–840. https://doi.org/10.30892/gtg.482spl17-1083

**Abstract:** The objective of this study is to examine the dimensions impacting the food tourism intention on local foods in Odisha, India. The hypothetical study framework espoused four independent variables – physical surroundings, health concerns, excitement and prestige and independent variable – food tourism intentions on local foods and studied the relationships between them. 275 respondents were taken under the study. Convenient sampling method was used to collect the data via online survey. The study employed Factor Analysis, Correlation Analysis and Regression Analysis to identify and examine the relationships between the constructs. The results revealed that all the dimensions – physical surroundings, health concerns, excitement and prestige had a positive and significant impact on food tourism intentions on local foods. Based on the findings on the study, practical implications in the food tourism intentions and local foods and suggested limitations and scope for future research are also discussed.

**Key words:** local foods, food tourism, physical surroundings, health concerns, prestige, food tourism intentions

* * * * * *

## INTRODUCTION

Food is a vital aspect of our daily life and has gained prominence in the field of academia especially in terms of why people and how it is bought and consumed. In recent past, a lot of interest has been generated to know the role of food in the tourism sector and its effect on tourists' experience. Food has become an important part of the travel experience and has been seen as source of entertainment and major attraction of culture & traditions plus a main reason for people to visit a particular destination (Bessière, 1998; Björk and Kauppinen, 2014; Cohen and Avieli, 2004; Mak et al., 2017; Sengel et al., 2015, Correia et al., 2008; Henderson, 2009; Horng et al., 2012, Kim et al., 2009).

The term "local food refers to local food systems or short food chains where the food is produced near the consumer" (Roininen et al., 2006). Local food has been one of the key drivers of decision making for the tourists to choose a destination and also provides a huge contribution towards tourism experience (Björk and Kauppinen, 2016). It is also a focal point of cultural capital and improves the experiences of the travellers by explaining the destination's cultural identity (Bessière, 1998; Cianflone and Cardile, 2014).

The typical regional cuisine correctly captures a location's cultural and historical history. Gastronomic tourism can play a dual role both as tool to market a destination and as an alternative to develop the socio-economical conditions of regional population (Azmi et al., 2023). Food tourism is defined as "visits to primary and secondary food producers, festivals, restaurants, and specific locations where food fasting or experiencing the characteristics of specialist food production regions are the primary motivation for travel" (Jeaheng and Han, 2020). In addition, food tourism was defined as "activity that provided experiences of consumption and appreciation of food and beverages presented in such a way that values the history, culture and also the environment of particular region" (Patwary, 2022).

According to (World Food Travel Association, 2020), food tourism started trending on social media from the year 2012 onwards. Since then, it has been a major source of motivation for the visitors and their intention to decide upon travel destinations. Cole (2016) contended that more than eighty per cent of tourists and travellers considered that one of the most important elements of travel destination is food and further more than one third of their spendings is on food only. Similarly, (Lai et al., 2017) are of the opinion that food is an important factor for any country's culture and a major element to enhance a country's tourism related activities. As per the chronological data of the past, there have been records of various sites that offered unique food experiences and major attraction to the visitors and tourists (Cohen and Avieli, 2004; Tsai and Wang, 2017). Local foods are a powerful medium to enhance the visitor's views about a destination since it exemplifies diverse cultural identities whether it is national, regional and individual (Bessière, 1998;

* Corresponding author

Chang et al., 2010; Henderson, 2009). The visitor's taste senses are piqued by locations with a wealth of gourmet resources and culinary collections. So, in this perspective, the distinctive cultural fabric of Odisha is reflected in its food or cuisine as well as in its customs and in its art and architecture, fairs and festivals, music, and dances.

Gastronomy is widely recognised as one of the key components of tourism, but in the state of Odisha in particular, the cuisine culture has branded itself as a brand-new type of travel. A new type of tourism known as "gastronomic tourism" or "culinary tourism" was created as a result of the rich history and tradition of Odisha's cuisine and its cultural diversity. Although local cuisine and the eating habits of people have generated a lot of interest (Mirosa and Lawson, 2012), there are a few researches taking local foods and tourism as a relationship dimension (Björk and Kauppinen-Räisänen, 2016). The researches carried out taking local foods and tourism to examine the relationship dimension are notably on cultural and environmental and their impacts such as attraction and experience, etc. (Hjalager and Johansen, 2013; Cohen and Avieli, 2004). The study conducted by (Mgonja et al., 2017) was on foreign tourists' perception on local foods based on experience and previous knowledge, however, there aren't any researches that were focused at finding the intentions, behaviours and motivations and other dimensions as far as local food consumption is concerned.

To assess the relationship between the dimensions - physical surroundings, health concerns, excitement and prestige and food tourism intentions on local foods dimension, Shoufurah et al. (2022) was carried out on a research in Kota Bharu, Kelatan, Malaysia and found all the dimensions had a positive and significant relationship. Keeping in view that empirical research on local foods consumption by tourists and visitors (Frisvoll et al., 2016) is scarce, the present study will empirically investigate the dimensions – physical surroundings, health concerns, excitement and prestige and their influence on food tourism intentions on local foods in the state of Odisha, India.

## LITERATURE REVIEW AND RESEARCH HYPOTHESES DEVELOPMENT

### Food Tourism Intentions

Tourists find the local foods in tourist places to be appealing since it differs from their regular fare, which makes them more likely to spend more money (Apak and Gurbuz, 2022). According to them, local cuisine is viewed as a helpful instrument for the sustainable development of tourist sites and the creation of sustainable tourism experiences. Food tourism is one strategy that adheres to the experience tourism ideals. This has to do with food and drink, which are necessary for survival, even when travelling (Nugroho and Putri, 2023).

Authentic and traditional local cuisine are the main focus of the growing phenomenon known as 'food tourism'. It can be a vehicle for advancement of regional identity, elevation of environmental consciousness, and preservation of traditional customs. In this way, it is possible to identify tourists based on their impressions of the local cuisine and their dining experiences while travelling, both of which had an impact on their pre-travel eating habits (Patwary and Rashid, 2016). Their study offers empirical support for the idea that visitors' opinions on the regional cuisine and the local food market that can be used to classify them (Birch and Memery, 2020).

### Physical Surrounding

Local cuisine plays a significant role in differentiating one region from another, which has led to a rapid growth in culinary tourism in recent years. When visiting a place, tourists would prefer locally produced cuisine to satiate their appetites. This provides a pleasant experience for them and increases the value of their destination choices. Anything that we may physically perceive through touch, smell, sight, hearing, or taste is referred to as a physical environment. When choosing where to eat local cuisine, tourists value a physical affecting visitor food consumption and choice (Soo-Cheng and Chai, 2020). Regarding the physical aspect, the perception of regional cuisine is distinctive because it influences travellers' eating preferences by highlighting the distinctiveness of a location. Three crucial elements make up food photos in this context: food accessibility and originality, food diversity and enjoyment, and food quality and presentation (Soo-Cheng and Chai, 2020). The physical environment with its visual components, the service delivery and its entertainment component, among other factors, can therefore contribute to tourists' emotions of enjoyment and satisfaction as well as their intention to return (Nugroho and Putri, 2023). Based on the above, we hypothesized the following:

**H1:** Physical surroundings and food tourism intention dimensions on local foods are positively and significantly related in Odisha

### Health concerns

Consumers place a premium on food quality, safety, and environmental friendliness. Global demand for a healthy diet has caused a sharp increase in the consumption of organic food (Kushwah et al., 2019; Waqas and Hong, 2019). Together with taste and value, travellers are also concerned with their health (Choe and Kim, 2018). With the food that tourists eat, health benefits have been emphasised as a top consumption priority. The quality of tourist dining experiences, particularly in terms of food flavour, physical components of food, and food service, greatly influences positive feelings (Choe and Kim, 2018). The number of travel experiences is growing due to factors like cultural encounters, interpersonal interactions, excitement, sensory appeal, and health (Ademoglu and Sahan, 2023). Hence, in this study we propose:

**H2:** Health concerns and food tourism intention dimensions on local foods are positively and significantly related in Odisha

### Excitement

In recent times, food tourism has grown in popularity among visitors from other countries (Choe and Kim, 2018).

Visitors gain fresh information and awareness of a destination's distinctive local cultures, which is crucial for the destination's reputation and intended future tourism (Ellis et al., 2018; Kuhzady et al., 2020). Food has cultural and educational characteristics that are symbolic. By observing the production, presentation, and consumption of local dishes, tourists can learn about a culture. The symbolic element is the culinary experience. The obligatory dimension of food refers to "the rise in perceived risk provided by international and ethnic cuisine and cuisines when travelling, when there are more opportunities to try new foods. Nonetheless, visitors eat the local fare in a tourist area to fully enjoy their travels" (Choe and Kim, 2018; Vesci and Botti, 2019). While the compulsory dimension also involves health concerns, the symbolic dimension encompasses exhilaration and status. A high expectation for an exciting event might serve to enhance the experience of trying new foods, which can be energising. Often, food tourism is seen as a way for travellers to escape their everyday routines and exhaustion. By fostering a feeling of cosiness, enjoyment, and anticipation, it goes beyond what tourists typically experience (Nugroho and Putri, 2023). As per the above discussion, we hypothesized:

**H3:** Excitement and food tourism intention dimensions on local foods are positively and significantly related in Odisha

**Prestige**

An essential component is prestige values. When a service or product's perceived usefulness is linked to one or more social groups, prestige or social value is established (Riordan Gonçalves, 2016). According to Riordan-Gonçalves (2016), social values have an effect on visitors' attitudes and behaviours because they may help people improve their self-esteem and underlying self-worth. Visitors are thought to be driven by a sense of prestige and social worth. Local cuisine and culture offer many options to create a good association between food style and destination because cuisine is branded by country (e.g., Chinese, French, Italian, Turkish, etc.). Particularly, the local economy's tourist and agricultural sectors can be strengthened and complemented through local food tourism. Tourists can physically experience abstract culture through food. A three-way interaction between agriculture, culture, and tourism is seen as the key to local food production (Gardiner and Scott, 2006; Garibaldi and Pozzi, 2018). Based upon the above views, we hypothesized the following:

Table 1. Respondents Profiling Source: Primary Data

| Variable | Category | Distribution | Percentage |
|---|---|---|---|
| **Gender** | Male | 100 | 36.36 |
| | Female | 175 | 63.64 |
| **Age** | Less than 30 years | 100 | 36.36 |
| | 30 to 40 years | 75 | 27.27 |
| | 41- 50 years | 75 | 27.27 |
| | 51 to 60 years | 15 | 05.46 |
| | Above 60 years | 10 | 03.64 |
| **Education** | Under Graduate | 75 | 27.27 |
| | Graduate | 115 | 41.82 |
| | Post Graduate | 85 | 30.91 |
| **Annual Income (INR)** | Less than Rs.20,000 | 35 | 12.73 |
| | Rs.20,000 – Rs.30,000 | 62 | 22.54 |
| | Rs.31,000- Rs.40,000 | 90 | 32.73 |
| | Rs.41,000- Rs. 50,000 | 56 | 20.36 |
| | Above Rs.50,000 | 32 | 11.64 |

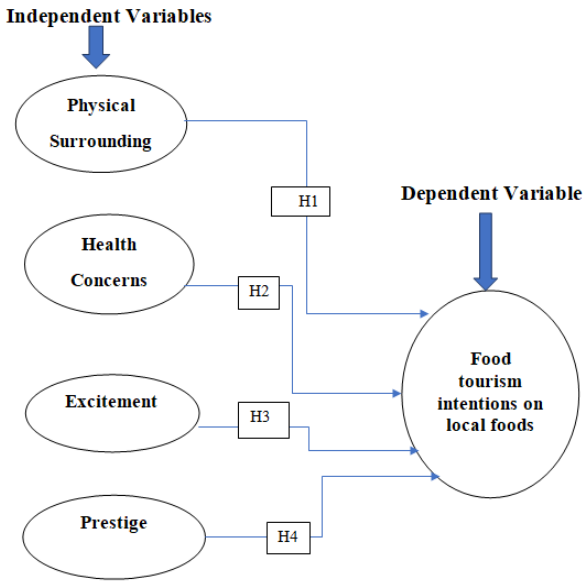


Figure 1: Hypothetical Conceptual Framework
(Source: Conceptual Framework by Shoufurah et al., 2022)

**H4:** Prestige and food tourism intention dimensions on local foods are positively and significantly related in Odisha

Thus, the study incorporates the Hypothetical Conceptual Framework (Shoufurah et al., 2022), taking physical surrounding, health concerns, excitement and prestige as independent variables and food tourism intentions on local foods as dependent variable as mentioned below (Figure 1).

## METHODOLOGY

### Collection of Data

The researchers used structured questionnaire to obtain primary data from the respondents and collected secondary data from various books, journals, research publications, and other related information from websites.

### Sample Size, Sampling Method & Procedure

To carry out the research researcher used convenience sampling method to carry out the research on the basis of an online- survey. 275 respondents were taken under the study. To test the veracity of the hypotheses, statistical tools such as Descriptive statistics (mean and standard deviation), Factor Analysis, Correlation Analysis and Regression Analysis were applied using SPSS 23 software.

### Scale & Measurement

To gather the information, a standardised questionnaire with four sections was employed, including Part-A (Demographic Profile of the Respondent), Part-B (Travel Patterns), Part-C (Travel Dining Experience), and Part-D (Intention to Consume Local Food When Traveling). All the items were scored using a five-point Likert scale.

## ANALYSIS OF DATA

### Demographic Profile

The demographic profiling of the respondents is represented in tabular form (table 1) and as well as through graphical presentation (Figure 2). The analysis revealed that females accounted for a total of 175 with 63.64 per cent share

and the remaining 100 constituted males with 36.36 per cent of the total sample. As far as the age group is concerned, 100 of them fall under 30 age group with 36.36 % and under the age group (30 - 40) & (41-50), there were 75 respondents with 27.27 per cent shares. Additionally, the study revealed,75 of them is under graduates which is 27.27 % of the entire sample, whereas, 115 of them were graduates accounting for 41.82 % of the total sample. In the annual income category, 90 respondents were under (Rs.31,000-Rs.40,000), accounted for 32.73 %, whereas, only 32 of them accounted for under (above Rs. 50,000, accounted for 11.64 % of the total sample.

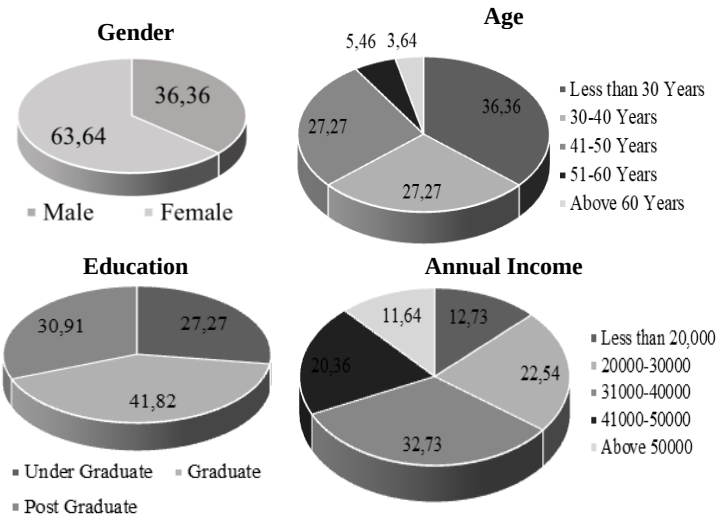


Figure 2. Demographic Profiling (Graphical Representation)

**Descriptive Analysis**

Table 2. represents the mean & standard deviation of four dimensions - Physical surroundings (M=3.84, SD= 0.88), Health Concerns (M= 3.69, SD= 0.93), Excitement (M= 3.80, SD= 0.83), Prestige (M= 3.66, SD= 0.91) and Food Tourism Intentions on Local Foods (M= 3.99, SD= 0.99).

**Test of KMO and Bartlett's Test of Sphericity**

In order to test the sample adequacy, the study used the Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity (Table 3). For a satisfactory factor analysis to proceed, the KMO value should be greater than 0.5. Similarly, for the Bartlett's Test of Sphericity, the significance value is $p< 0.05$ (Bartlett, 1937). As per the above table, the value of KMO statistics is .826, indicating an excellent partial correlations and the Bartlett's Test of Sphericity value is significant, that is $p< 0.05$, confirming that the data is suitable for Factor Analysis (Kaiser, 1974).

Table 3. KMO and Bartlett's test of Sphericity (Source: Primary Data)

| | **KMO and Barlett's Test** | |
|---|---|---|
| | Kaiser-Meyer-Olkin Measure of Sampling Adequacy | .826 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 9003.076 |
| | Df | 751 |
| | Sig. | .000 |

Table 2. Descriptive Statistics (Mean & Standard Deviation) of Dimensions under the study (n= 275) (Source: Primary Data)

| **Items** | **Mean** | **Standard Deviation** |
|---|---|---|
| **Physical Surroundings** | 3.84 | 0.88 |
| **Health Concerns** | 3.69 | 0.93 |
| **Excitement** | 3.80 | 0.83 |
| **Prestige** | 3.66 | 0.91 |
| **Food tourism intentions on local foods** | 3.99 | 0.99 |

Table 4. Reliability Statistics (Source: Primary Data)

| **Cronbach's Alpha** | **Sample Size** | **Number of Items** |
|---|---|---|
| .779 | 275 | 17 |

**Overall Reliability of Coefficient**

When a construct is measured, reliability gives a scale that should consistently reflect the construct. This coefficient of reliability varies from 0 to 1. For social science and management research, a value of.7 to.8 is appropriate for the Cronbach's Alpha test (Bland and Altman, 1997). In this study, Cronbach's Alpha Score was used to check for internal consistency and the overall scale reliability (Table 4). As per the above table, the Cronbach Alpha on 17 indicators and five factors is .779, which indicates that the indications are internally consistent.

Table 5. Communalities (Source: Primary Data)

| **SL.No.** | **Items** | **Initial** | **Extraction** |
|---|---|---|---|
| 1 | I am likely to consume local cuisines during my travels | 1.000 | .861 |
| 2 | I seek different types of cuisines during destination travel which is very vital to me. | 1.000 | .790 |
| 3 | When traveling, I think it is important to try local foods in the hosting destinations. | 1.000 | .764 |
| 4 | I have interest in gathering information about local foods traditions before travelling. | 1.000 | .759 |
| 5 | I prefer clean local restaurants during my destination travel. | 1.000 | .831 |
| 6 | Ambience and settings of the restaurant is important for my travel dining experience. | 1.000 | .779 |
| 7 | I purposefully dine at restaurants offering local foods with good surroundings | 1.000 | .769 |
| 8 | Nutrition is important for my choice of local foods. | 1.000 | .766 |
| 9 | Use of garnishes and flavours is important for my dining experience. | 1.000 | .771 |
| 10 | I prefer local foods that are healthy, appetizing and palatable. | 1.000 | .723 |
| 11 | Excitement about local food experience stems from the motivation to search them during my travel. | 1.000 | .774 |
| 12 | Satisfaction about local foods motivates me to share such experience with others. | 1.000 | .743 |
| 13 | I find it quite exciting to try local food items that were never savoured earlier. | 1.000 | .786 |
| 14 | During my travel, I am keen in experimenting various food items with local ingredients. | 1.000 | .719 |
| 15 | I am interested to record my experiences and capture them through pictures and videos and upload them in the social media | 1.000 | .741 |
| 16 | My dining experiences are important for overall satisfactory of my travel. | 1.000 | .670 |
| 17 | Trying out varieties of local foods accompanied by different beverages during the travel creates a long-lasting feeling of self-satisfaction and personal achievement. | 1.000 | .709 |

**Factor Analysis - I**

Factor analysis refers to a group of processes that are typically used to reduce and summarise data. It is a procedure for condensing a vast number of variables into a manageable quantity that can be interpreted and inferred logically. The relationship between a number of connected variables is investigated and represented in terms of the essential underlying elements. The factor loadings are meant to explain the functional relevance of a given indicator in relation to one factor with which indicators are closely linked. A simple correlation coefficient or regression coefficient is a factor loading and a loading with an absolute value greater than .60 is conventionally used as an indicator.

**Communalities**

Communalities relate to the degree of variance that a variable share with all other variables in the factor analysis. The table-5 provides the output of communalities to find out the common relationship among variables.

**Extraction Method: Principal Component Analysis (PCA)**

When performing factor analysis, it's critical to determine how much common variance is there in the current primary data, also known as common variance. This study used PCA and Alpha factoring in conjunction with factor analysis to determine the proportion of shared variance. According to the findings, there is a wide range of communalities between .670 and .861. Because each variable's relationship to other variables is significant and have a strong interrelationship (Table.5).

**Extraction Method:** Principal Component Analysis.

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

The above table shows the output for factor loadings, Eigenvalues, and variance percentage. To make interpretation of the data easier and simpler, any individual indicator with factor loadings of more than .6 is acceptable. Physical Surroundings, Health Concerns, Excitement and Prestige are the four factors. These factors with Eigenvalues of 1 or more explained over 70% of the variance in the dataset.

Table 6. Factor Loading, Eigen Values and Variance (Source: Primary Data)

| Name of Factors | Indicators | Factor Loadings | Initial Eigen Values | Var % | Cum % | Alpha |
|---|---|---|---|---|---|---|
| Physical Surroun-dings | I have interest in gathering information about local foods traditions before travelling. | .830 | 9.756 | 30.731 | 30.731 | .921 |
| | Ambience and settings of the restaurant is important for my travel dining experience. | .851 | | | | |
| | I purposefully dine at restaurants offering local foods with good surroundings | .859 | | | | |
| | I prefer clean local restaurants during my destination travel. | .867 | | | | |
| Health Concerns | Nutrition is important for my choice of local foods. | .821 | 5.444 | 17.001 | 47.732 | .913 |
| | Use of garnishes and flavours is important for my dining experience. | .878 | | | | |
| | I prefer local foods that are healthy, appetizing and palatable. | .860 | | | | |
| Excite-ment | Excitement about local food experience stems from the motivation to search them during my travel. | .871 | 3.808 | 14.140 | 61.872 | .902 |
| | Satisfaction about local foods motivates me to share such experience with others. | .829 | | | | |
| | I find it quite exciting to try local food items that were never savoured earlier. | .885 | | | | |
| | During my travel, I am keen in experimenting various food items with local ingredients. | .840 | | | | |
| Prestige | I am interested to record my experiences and capture them through pictures and videos and upload them in the social media. | .894 | 2.911 | 8. 779 | 70.651 | .869 |
| | My dining experiences are important for overall satisfactory of my travel. | .868 | | | | |
| | Trying out varieties of local foods accompanied by different beverages during the travel creates a long-lasting feeling of self-satisfaction and personal achievement. | .843 | | | | |

**Factor 1 (Physical Surroundings):** A total of four indicators were loaded in the first factor to represent physical surroundings dimension with Factor Loadings values vary between (.830 to .867), Eigen Value of 9.756 and Alpha value of .921 (Table 6) that is accounted 30.731 percent of the total variance. The significant amount of variance shown by this factor explains that Physical Surroundings is an important indicator of Food Tourism Intentions on Local Foods.

**Factor 2 (Health Concerns):** A total of three indicators were loaded in the second factor to represent the Health Concerns dimension with Factor Loadings values vary between (.21to .860), Eigen Value of 5.444 and Alpha value of .913 (Table 6) that is accounted 47.732 per cent of total cumulative variance. The amount of variance explained suggests that Health Concerns is a dominant cause of Food Tourism Intentions on Local Foods.

**Factor 3 (Excitement):** A total of four indicators were loaded in the third factor to represent Excitement dimension with Factor Loadings values vary between (.829 to .885), Eigen Value of 3.808 and Alpha value of .902 (Table 6) that is accounted 61.872 per cent of total cumulative variance. The variance explained by this factor shows that Excitement has an influence on Food Tourism Intentions on Local Foods.

**Factor 4 (Prestige):** A total of three indicators were loaded in the fourth factor to represent Prestige dimension with Factor Loadings values vary between (.843 to .894), Eigen Value of 2.911 and Alpha value of .869 (Table 6) that is

accounted 70.651 per cent of total cumulative variance. This explains that the factor Prestige is a vital determinant of Food Tourism Intentions on Local Foods. The results of factor analysis explained the data set with four identified variables as mentioned above will be taken for further analysis.

**Pearson Correlation Analysis**

The Pearson correlation is a statistical tool and commonly used method to use numerical variables wherein the values range between -1 and 1 (Boslaugh and Watters, 2008). The study has employed the Pearson Correlation Analysis to examine the relationship between the dimensions Physical Surroundings, Health Concerns, Excitement & Prestige and Food Tourism Intentions on Local Foods. The statistical measures of correlation coefficients of all the variables are shown in the below mentioned Table 7. From Table 7, it is understood that the Pearson's correlation tool was used to assess the strength of the relationship between the dimensions – Physical Surroundings, Health Concerns, Excitement & Prestige and Food Tourism Intentions on Local Foods dimension. From the analysis, it is inferred that all the ten coefficients are positive which suggest that the relationship between all the dimensions is significant.

Table 7. Correlation between dimensions – Physical Surroundings, Health Concerns, Excitement & Prestige and Food Tourism Intentions on Local Foods (Source: Primary Data)

| Variable | Pearson Correlation | PS | HC | EX | PR | FTILF |
|---|---|---|---|---|---|---|
| **PS** | Correlation | 1 | 0.66** | 0.65** | 0.62** | 0.70** |
| | Sig. (2-tailed) | | 0.00 | 0.00 | 0.00 | 0.00 |
| **HC** | Correlation | 0.66** | 1 | 0.71** | 0.61** | 0.62** |
| | Sig. (2-tailed) | 0.00 | | 0.00 | 0.00 | 0.00 |
| **EX** | Correlation | 0.65** | 0.71** | 1 | 0.59** | 0.68** |
| | Sig. (2-tailed) | 0.00 | 0.00 | | 0.00 | 0.00 |
| **PR** | Correlation | 0.62** | 0.61** | 0.59** | 1 | 0.61** |
| | Sig. (2-tailed) | 0.00 | 0.00 | 0.00 | | 0.00 |
| **FTILF** | Correlation | 0.70** | 0.62** | 0.68** | 0.61** | 1 |
| | Sig. (2-tailed) | 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).

PS: Physical Surroundings, HC: Health Concerns, EX: Excitement, PR: Prestige, FTILF: Food Tourism Intentions on Local Foods

**Multiple Regression Analysis**

Even though the correlation analysis is reliable and has confirmed the positive relationship between the dimensions – Physical Surroundings, Health Concerns, Excitement & Prestige and Food Tourism Intentions on Local Foods dimension, it does not imply causal and effect relationship. Therefore, a multiple regression analysis has been carried out to assess the causal relationship between independent and dependent variable and to test the proposed hypotheses (Field, 2005; Hair et al., 2010). Tables: 8, display the results of multiple regression analysis of the dimensions – Physical Surroundings, Health Concerns, Excitement & Prestige and Food Tourism Intentions on Local Foods dimension separately.

Table 8. Model Summary of Regression Analysis between dimensions – Physical Surroundings, Health Concerns, Excitement & Prestige and Food Tourism Intentions on Local Foods Dimension

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimates |
|---|---|---|---|---|
| 1 | .851 | .731 | .724 | .31645 |

a. Predictors (Constant): Physical Surroundings, Health Concerns, Excitement & Prestige

b. Dependent Variable (DV): Food Tourism Intentions on Local Foods

The above table shows that value of R Square is .724 which indicates that 72.4 per cent variation in Food Tourism Intentions on Local Foods was explained by dimensions – Physical Surroundings, Health Concerns, Excitement & Prestige.

Table 8.1. Analysis of Variance (ANOVA)

| Source | SS | Df | Mean Square | F | P |
|---|---|---|---|---|---|
| **Regression** | 122.011 | 4 | 30.502 | 376.56 | 0.000 |
| **Residual** | 22.113 | 270 | 0.081 | | |
| **Total** | 144.124 | 274 | | | |

a. Predictors (Constant): Physical Surroundings, Health Concerns, Excitement & Prestige

b. Dependent Variable (DV): Food Tourism Intentions on Local Foods

The above table shows F-ratio for the regression model. The greater the value of F ratio, greater the variance will be in the dependent variable. Here, the regression analysis with the F ratio at 376.56 is significant at the .000 level. The degree of variance is explained by the independent variables (Physical Surroundings, Health Concerns, Excitement & Prestige) with dependent variable (Food Tourism Intentions on Local Foods dimension).

The above table shows the standardized coefficient values of the independent variables - Physical Surroundings, Health Concerns, Excitement & Prestige significant at $p < 0.05$. The overall analysis confirms that there is a significant impact of independent variables on the dependent variable - Food Tourism Intentions on Local Foods.

Table 8.2. Coefficients (Source: Primary Data) *Dependent Variable (DV): Food Tourism Intentions on Local Foods

| Model | Unstandardized Coefficient | | Standardized Coefficient | t | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| Physical Surroundings> Food Tourism Intentions on Local Foods | 0.662 | .031 | .694 | 14.612 | .000 |
| Health Concerns> Food Tourism Intentions on Local Foods | 0.642 | .027 | .744 | 15.514 | .000 |
| Excitement> Food Tourism Intentions on Local Foods | 0.631 | .018 | .642 | 13.861 | .000 |
| Prestige> Food Tourism Intentions on Local Foods | 0.572 | .025 | .625 | 11.416 | .000 |

Table 8.3. Summary of Results about Hypotheses Testing

| No. | Hypotheses | Result |
|---|---|---|
| H1 | Physical surroundings and food tourism intention dimensions on local foods are positively and significantly related in Odisha | Accepted |
| H2 | Health concerns and food tourism intention dimensions on local foods are positively and significantly related in Odisha | Accepted |
| H3 | Excitement and food tourism intention dimensions on local foods are positively and significantly related in Odisha | Accepted |
| H4 | Prestige and food tourism intention dimensions on local foods are positively and significantly related in Odisha | Accepted |

## DISCUSSION

The study made a conscious attempt to assess the underlying relationships between the independent variables – physical surroundings, health concerns, excitement & prestige and the dependent variable – food tourism intentions on local foods in Odisha. Specifically, it examined whether these dimensions have a significant impact on food tourism intentions on local foods in the state of Odisa. The study's suggested model was dependable and accurate.

The study's results also demonstrated that all the above-mentioned dimensions had a significant and positive influence on food tourism intentions on local foods. The results of these connections are theoretically in line with those of earlier investigations by (Soo- Cheng and Chai, 2020) who found out that the tourists appreciate a physical location with an authentic and traditional ambience when selecting local cuisine intake.

Similarly (Kushwah et al., 2019; Waqas and Hong, 2019; Choe and Kim, 2018 highlighted that the food quality, safety, and environmental friendliness are important to consumers. According to their research, organic food consumption has risen rapidly worldwide in response to the growing demand for a healthier diet. In addition to taste and quality value, tourists are concerned about their health. Further, (Choe and Kim, 2018; Vesci and Botti, 2019) expounded that the tourists eat the local cuisine in a tourist destination to fulfil their travel experiences. The symbolic dimension includes excitement and status, while the obligatory dimension includes health concerns.

Ultimately (Riordan- Goncalves, 2016) found through their research that social value or prestige is established when a service or product's perceived usefulness is linked to one or more social groups. Visitors who have visited and consumed local cuisine are generally regarded as having significant cultural capital. According to them, social values impact the attitudes and behaviour of visitors because they may assist them in improving their underlying approbation and self-image; the notion is that they are motivated by a feeling of prestige and social worth.

## IMPLICATION & CONCLUSION

Odisha is not only famous for its rich cultural, traditions and heritage, but it is also famous for local cuisine. Due to that, it has become a very significant tourist attraction and tourists who come to the state of Odisha to try the local cuisine. This factor is influencing food tourism intentions to consume local cuisine because the food is a great influencer in attracting tourists to a destination (Robinson, 2021). The local community must do something to keep tourists coming to different tourist destinations of Odisha with respect to providing the best surroundings, high quality of local cuisine, follow the new trend and give a good perception. In summary, the result of our study reveals the aspects that contribute to the existing body of literature through empirical evidence. Four dimensions were identified in this study that are needed to strengthen food tourism intentions on local foods which in turn can contribute immensely to Odisha tourism sector. The results of this study imply that it is crucial to emphasise on the four dimensions – physical surroundings, health concerns, excitement and prestige which can assist tourism policy makers and marketers in creating successful strategies for enhanced tourists' inflow and improved business.

## LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

This study was limited to the state of Odisha in India. As a result, similar study involving tourists and visitors in other states/regions of the country where there is a large potential for local food tourism might be reproduced. However, additional aspects such as local identity, food engagement, and food-related behaviours, among others, should also be explored. The current study focuses the influence of physical surroundings, health concerns, excitement, and prestige dimensions on food tourism intents on local foods. Future research might be longitudinal in nature to allow prospective tourists to be monitored throughout time from visiting a site to post-visit, allowing the same individual's food tourism intents and purchase behaviour to be measured. This would further support the findings.

**Author Contributions:** Conceptualization, P.R., S.M., and A.M.; methodology, A.M. and S.M.; software, S.M. and A.M.; validation, S.M. and A.M.; formal analysis, P.R., S.M., and A.M.; investigation, S.M. and A.M.; data curation, P.R., and S.M.; writing - original draft preparation, S.M. and A.M.; writing - review and editing, S.M. and A.M.;

visualization, S.M. and A.M.; supervision, S.M.; project administration, S.M. All authors have read and agreed to the published version of the manuscript.

**Funding:** Not applicable.

**Institutional Review Board Statement:** Not applicable.

**Informed Consent Statement:** Not applicable.

**Data Availability Statement:** The data presented in this study may be obtained on request from the corresponding author.

**Acknowledgments:** The research undertaken was made possible by the equal scientific involvement of all the authors concerned.

**Conflicts of Interest:** The authors declare no conflict of interest.

## REFERENCES

Ademoglu, A, & Sahan, M. (2023). The effects of gastronomic experience and food image towards the gastronomic products of local tourism on the intention to eat local foods: the case of Hatay. *Journal of Multidisciplinary Academic Tourism*, 8(2), 129-140. https://doi.org/10.31822/jomat.2023-8-2-129

Apak, O.C., & Gürbüz, A. (2022). The effect of local food consumption of domestic tourists on sustainable tourism. *Journal of Retailing and Consumer Services*, 71, 103192. https://doi.org/10.1016/j.jretconser.2022.103192

Azmi, E., Rose, R.A.C., Awang, A., & Abas, A. (2023). Innovative and Competitive: A Systematic Literature Review on New Tourism Destinations and Products for Tourism Supply. *Sustainability 2023*, 15, 1187, 1-19. https://doi.org/ 10.3390/su15021187

Barlett, M.S. (1937). The Statistical Conception of Mental Factors. *British Journal of Psychology*, 28(1), 97-104. https://doi.org/10. 1111/j.2044-8295.1937.tb00863.x

Bessière, J. (1998). Local Development and Heritage: Traditional Food and Cuisine as Tourist Attractions in Rural Areas. *Journal of the European Society for Rural Sociology*, 38(1), 21-34. https://doi.org/10.1111/1467-9523.00061.

Birch, D., & Memery (2020). Tourists, local food and the intention-behaviour gap. *Journal of Hospitality and Tourism Management,* 43, 53–61. https://doi.org/10.1016/j.jhtm.2020.02.006

Björk, P., & Kauppinen, R. (2014). Culinary-gastronomic tourism – a search for local food experiences. *Nutrition & Food Science*, 44 (4), 294-309. http://doi.org/10.1108/NFS-12-2013-0142

Björk, P. & Kauppinen, R. (2016). Local food: A source for destination attraction. *International Journal of Contemporary Hospitality Management*, 28 (1), 177-194. https://doi.org/10.1108/IJCHM-05-2014-0214

Boslaugh, S. & Watters, P.A. (2008). *Statistics in a Nutshell: A Desktop Quick Reference*, Ch. 7. Sebastopol, CA: O'Reilly Media

Bland, J.M., & Altman, D.G. (1997). Cronbach's Alpha. *British Medical Journal*, 314, 572. http://doi.org/10.1136/bmj.314.7080.572.

Correia, A., Moital, M., Da Costa, C.F., & Peres, R. (2008). The determinants of gastronomic tourists' satisfaction: a second order factor analysis. *Journal of Foodservice*, 19 (3), 164-176. https://doi.org/10.1111/j.1745-4506.2008.00097.x

Chang, R.C.Y., Kivela, J., & Mak, A.H.N. (2010). Food preferences of Chinese tourists. *Annals of Tourism Research*, 37(4), 989–1011. http://dx.doi.org/10.1016/j.annals.2010.03.007.

Choe, J.Y., & Kim (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management*, 71, 1–10. https://doi.org/10.1016/j.ijhm.2017.11.007

Cianflone & Cardile (2014). Local agricultural products in tourism: AJ strutt's account of Sicilian prickly pears. *GeJournal of Tourism and Geosites*, 13 (1), 10-16.

Cohen, E., & Avieli, N. (2004). Food in Tourism: Attraction and Impediment. *Annals of Tourism Research*, 31, 755–778. https://doi.org/10.1016/j.annals.2004.02.003.

Cole, H. (2016). Are You a Food Tourist? See How You Measure Up in These Global Stats. https://www.finedininglovers.com/ article/are-you-food-tourist-see-how-you-measure-theseglobal-stats

Ellis, A., Eerang, P., Sangkyun, K., & Ian, Y. (2018). What is food tourism? *Tourism Management*, 68, 250–263. https://doi.org/10 .1016/j.tourman.2018.03.025

Field, A. (2005). *Discovering Statistics Using SPSS, 2nd ed*., Sage, London.

Frisvoll, S., Forbord, M., & Blekesaune, A. (2016). An empirical investigation of tourists' consumption of local food in rural tourism. *Scandinavian Journal of Hospitality and Tourism*, 16 (1) (2016), 76-93. https://doi.org/10.1080/15022250.2015.1066918

Gardiner, S., &. Scott (2006). Destination Innovation Matrix: A framework for new tourism experience and market development. *Journal of Destination Marketing & Management*, 10, 122–131. http://doi.org/ 10.1016/j.jdmm.2018.07.002

Garibaldi, R., & Pozzi (2018). Creating tourism experiences combining food and culture: an analysis among Italian producers. *Tourism Review*, 73(2), 230–241.

Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E., & Tatham, R.L. (2010). Multivariate Data Analysis a Global Perspective, 7th ed., *Pearson Education*, Upper Saddle River, NJ.

Henderson, J.C. (2009). Food tourism reviewed. *British Food Journal*, 111(4), 317–326. https://doi.org/10.1108/00070700910951470

Hjalager & Johansen (2013). Food tourism in protected areas–sustainability for producers, the environment and tourism. *Journal of Sustainable Tourism*, 21 (3) (2013),417-433. https://doi.org/10.1080/09669582.2012.708041

Horng, J.S., Liu, C.H., Chou, H.Y., & Tsai, C.Y. (2012). Understanding the impact of culinary brand equity and destination familiarity on travel intentions. *Tourism Management*, 33 (4), 815-824. https://doi.org/10.1016/j.tourman.2011.09.004

Jeaheng, Y., &. Hang (2020). Thai street food in the fast-growing global food tourism industry: Preference and behaviors of food tourists. *Journal of Hospitality and Tourism Management*, 45, 641–655. http://doi.org/ 10.1016/j.jhtm.2020.11.001

Kaiser, H.F. (1974). An index of factorial simplicity. *Psychometrical*, 39, 31-36. https://doi.org/10.1007/BF02291575

Kim, Y.G., Eves, A., & Scarles, C. (2009). Building a model of local food consumption on trips and holidays: A grounded theory approach. *International Journal of Hospitality Management*, 28 (3), 423-431. https://doi.org/10.1016/j.ijhm.2008.11.005

Kuhzady, S., Cadici, C., Olya, H., & Mohajer, B. (2020). Couchsurfing involvement in non-profit peer-to-peer accommodations and its impact on destination image, familiarity, and behavioral intentions. *Journal of Hospitality and Tourism Management*, 44, 131–142. https://doi.org/10.1016/j.jhtm.2020.05.002

Kushwah, S., Dhir, A., & Sagar, M. (2019). Ethical consumption intentions and choice behavior towards organic food. Moderation role of buying and environmental concerns. *Journal of Cleaner Production*, 236, 117-119. http://doi.org/10.1016/j.jclepro.2019.06.350

Lai, M.Y., Khoo-Lattimore, C., & Wang, Y. (2017). Food and Cuisine Image in Destination Branding: Toward A Conceptual Model. *Tourism and Hospitality Research*, 19(2), 238-251. https://doi.org/10.1177/1467358417740763

Mak, A.H.N., Lumbers, M., Eves, A., & Chang, R.C.Y. (2017). The effects of food-related personality traits on tourist food consumption motivations. *Asia Pacific Journal of Tourism Research*, 22 (1), 1-36. http://doi.org/10.1080/10941665.2016.1175488

Mirosa, M., & Lawson, R. (2012). Revealing the lifestyles of local food consumers. *British Food Journal*, 114 (6) (2012), 816-825. https://doi.org/10.1108/00070701211234345

Mgonja, J.T., Backman, K.F., Backman, S.J., Moore, D.D., & Hallo, J.C. (2017). A structural model to assess international visitors' perceptions about local foods in Tanzania. *Journal of Sustainable Tourism*, 25 (6) (2017), 796-816. https://doi.org/10.1080/09669582.2016.1250768

Nugroho, F.A., & Putri, A.R.A. (2023). The Overview of Culinary Tourism in Yogyakarta City from the Perspective of Experiential Value. *International Journal on Recent Trends in Business and Tourism*, 7(1), 18-33. https://doi.org/10.31674/ijrtbt.2023.v07i01.002%20

Patwary, A.K. (2022). Examining environmentally responsible behaviour, environmental beliefs and conservation commitment of tourists: a path towards responsible consumption and production in tourism. *Environmental Science and Pollution Research*, 30 (3), 5815-5824. http://doi.org/ 10.1007/s11356-022-22577-w

Patwary, A.K., & Rashid, B. (2016). The impacts of hospitality services on visit experience and future visit intention of student travellers. *International Journal of Business and Technopreneurship*, 6(8), 107-125.

Riordan-Gonçalves, J. (2016). Sites of Memory in Spain and Latin America: Trauma, Politics, and Resistance ed. by Díaz de León, et al. *Hispania*, 99(4), 680–681. http://doi.org/10.1353/hpn.2016.0111

Robinson, D.W. (2021). Rural Wine and Food Tourism for Cultural Sustainability. *Tourism Analysis*, 26(2), 121–133. https://doi.org/10.3727/108354221X16079839951385

Roininen, K., Arvola, A., & Lähteenmäki, L. (2006). Exploring consumers' perceptions of local food with two different qualitative techniques: Laddering and word association. *Food Quality and Preference*, 17 (1), 20-30. https://doi.org/10.1016/j.foodqual.2005.04.012

Sengel, T., Karagoz, A., Cetin, G., Dincer, F.I., Ertugral, S.M., & Balık, M. (2015). Tourists' approach to local food. *Procedia-Social and Behavioral Sciences*, 195, 429-437. https://doi.org/10.1016/j.sbspro.2015.06.485

Shoufurah, B.M.Y., Azriana, N.B.A., Nur, A.S.B.S., Irah, N.B.R., & Fauzan, H.M.S. (2022). Factors Influencing Food Tourism Intentions on Local Cuisine in Kota Bharu, Kelatan. The Game On 2022: The Future is Bright, Faculty of Hospitality, *Tourism and Wellness, E-Proceedings*, HoTWeC 6.0, Universiti Malaysia Kelatan, 1383- 1394.

Soo-Cheng, C., & Chai, L. (2020). Local tourist food consumption behaviour in Kota Bharu, Kelantan. *Journal of Contemporary Social Science Research*, 4(1), 29–38.

Tsai, C., & Wang, Y.C. (2017). Experiential value in branding food tourism. https://doi.org/10.1016/J.JDMM.2016.02.003

Vesci, M., & Botli (2019). Festival quality, theory of planned behavior and revisiting intention: Evidence from local and small Italian culinary festivals. *Journal of Hospitality and Tourism Management*, 38, 5–1. https://doi.org/10.1016/j.jhtm.2018.10.003

Waqas, A., & Hong, C. (2019). A Study on Consumer Behaviour and Food Safety of Organic Products in Pakistan. *E3S Web of Conferences*, 78, 02021, 1-7.

World Food Travel Association (2020). *What is Food Tourism*. https://worldfoodtravel.org/what-is-food-tourism-definition-food-tourism

Article history: Received: 18.03.2023 Revised: 11.05.2023 Accepted: 26.06.2023 Available online: 30.06.2023