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A Study of Cultural Tourism Opportunities in Odisha

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ABSTRACT

The aim of study is to provide knowledge about the cultural tourism of Odisha and how it helps to explore the employment opportunities. This study also explains the impact of cultural tourism on economic and social standards. This study was done by collecting data from numerous secondary data sources. This includes World famous cuisines such as Mahaprasad and other nationwide famous cuisines like chenopod, rasagola. It concludes the lack of advertisement sources, proper marketing, unavailable information about most of the tourist places, underdevelopment of various locations with regards to education, digital communication, transportation which comes in the way for exploration of cultural places.

Keywords: Cultural tourism, Odisha, Employment opportunities, Cuisines, Festivals

1. Introduction

Odisha is a confluence of the Aryan, Dravidian and Adivasi culture. Most festivals in the state bring out some part of these cultures and celebrate their religion by way of festivals which span out the entire year. There are festivals that are common, but the celebration remains unique to the region. People of Odisha with 90 percent of the populace following Hinduism and over 62 tribal communities residing on the same soil, People of Odisha live in harmony with mutual respect for minorities. The cultural diversity of Odisha is admirable.

Cuttack is the second largest city in Odisha and is also known as the cultural capital of the state. Odisha is one of the major tourism sectors of India, with various tourist attractions, ranging from wildlife reserves, beaches, temples, monuments, the art and festivals. Odisha is amongst the most colourful and culturally rich states of India. This state is known for its fascinating cultural heritage, amazing temples and monuments and spectacular architecture.

Gifted with all forms of heritage which are well appreciated by both foreign and domestic tourists. The most significant contribution of Odisha to Indian culture is certainly the Odissi dance. Puri Ratha-Yatra is the most anticipated festival of the year. The backbone of Odisha's tourism industry is heritage that is deep-rooted with the lives of the people and the lifestyle. The state is extremely rich in heritage diversity. Odisha has the glorious tradition of music. The figures and dancers and the musicians carved on ancient temple walls, speak of Odisha's rich musical heritage.

Diverse, vibrant and utilitarian the art and craft of Odisha range from stone work, silver filigree, woodcraft, applique work, brass and bell metal work, dhokra castings, horn work, pattachitra, paper match, terracotta, tie and dye textile in cotton, and silk to name a few.

2. Review Papers

[1] Kabita Kumari Sahoo (2013) she describes the various problems pertaining to the growth of tourism in the state of Odisha. According to her in order to make Odisha the ultimate destination for tourists, the following areas need special attention such as well-developed transport and communication facilities, certain forms of ecotourism and adventure tourism spots and development of various tourist spots. [2] Anupam Sharma (2012) concluded that although tourism as an industry is growing by leaps and bounds and contributing towards the growth and development of the society, there are some major issues which can be eradicated by the concerned endeavours of government tourism organisation, media and local communities. [3] Saratha Kumar Das (2013) suggested that the growth of tourism has gained momentum over the last few years in the form of health tourism, religious tourism, sports tourism,

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educational tourism, Agri tourism . He expounded that the Odisha tourism sector can sustain its growth through innovations and value added services.[4] Raja jolly SP writes , The very first suggestion “ make Odisha visible” . Make some awesome ads and telecast of national televises channels . So, case all the jewels that we posses . The only majors loophole we are having is lack of publicity . Make the world know what we really are and what we posses . In ad, highlights and monument and scenic beaty, our culture , heritage , art, cuisine, tribal life of Odisha and least never ends . [5] Amlan Roy , commercialized Chilika like Goa , to start eco-tourism ventures in places like Gopalpur, Paradeep and Puri . We need capital following in form of sources, Chilika is ideal , need hot shot hotels and clean hangouts in Chilika . Its high time that Chilika graduate to Taj or hill tone from CHILIKA dhaba . CleanCuttack and under score the livelihoods of its people , so the cultural capital of the state, Bhubaneswar, starts bus touring ventures and advertise on major Tv channels like “invest in Madhya Pradesh has its own forum, why not Utkal thirdly , start international operation from Biju pattanaik international airport also organise the hand loom and artifact industry .

3. Research Methodology

Research is the prosses in which the researches wish to find out and result for a given problem and those the solution helps in future course of action; the research has defined as a careful investigation or enquiry especially through search for new fact in any branch of knowledge.

The secondary data are those which are already collected by someone for some purpose and are valeral for the present study secondary data, was collected from the books,journals,magazines,websites,and other such sources.

4. Conclusion:

- Odisha has the magnificent culture heritage .
- The state is gifted with all form of arts which are well apricated by domestic and international audience .
- Odisha boasts of playing host to some of the vibrant event of India such as the Konak dance festival , cart festival , puri beach festival etc.
- From temples to tribal village Odisha has some truly unique and diverse treaters to discover .
- These includes national park and wild life , unpolluted beaches , traditional music and dance, handicraft tribal culture, Buddhist relics and food

4. Suggestion

- The development of strategies that help to resolve the pressure of mass tourism in heritage by means of ; the strict respect of the carrying capacity of management of visitors’ flow and the promotion of the creativity in the management of cultural destinations ,integrating tourism and heritage in their cultural.
- Odisha tourism has unveiled its new vibrant campaign that is sure to clinch your interest. A look at its peppy tagline ‘INDIAS BEST KEPT SECRET GOT A DIGITAL MAKEOVER’ check us out! Is a nudge in the right direction if you are set to pack your bags and head out to explore the state.
- When it comes to tourism ,the magnificent state of Odisha touted as INDIAS BEST KEPT SECRET . It’s the land of cathartic spiritual experience and immortal architecture. Odisha also has its rich artistic heritage.

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