

Project Report On
ODISHA TOURISM

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Roll NO: **208**

Submitted to



UNIVERSITY OF MUMBAI
MASTER OF COMMERCE
BUSINESS MANAGEMENT

Semester- IV

(2020–21)

Project Guidance by
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CERTIFICATE

This is to certify that **SUPRABHA BASANT PADHI** has worked and duly completed his/her Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of **TOURISM MANAGEMENT** and her project is entitled, **ODISHA TOURISM** under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

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DECLARATION BY LEARNER

I, the undersigned **SUPRABHA BASANT PADHI** declare that the work embodied in this project work hereby, titled **ODISHA TOURISM**, forms my own contribution to the research work carried out under the guidance of **M/S DIPIKA GUPTA** is a result of my own research work and has not been previously submitted to any other University for any other Degree to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

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ACKNOWLEDGMENT

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **University of Mumbai** for giving me chance to do this project.

I would like to thank my **Principal, Dr. Ajay M. Bhamare** for providing the necessary facilities required for completion of this project.

I take this opportunity to thank our **Coordinator DR. SUSHAMA PATIL**, for her moral support and guidance.

I would also like to express my sincere gratitude towards my project guide **M/S DIPIKA GUPTA** whose guidance and care made the project successful.

I would like to thank my **College Library**, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me throughout my project.

Signature of the Student
(SUPRABHA BASANT PADHI)

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ODISHA TOURISM

ABSTRACT

Orissa, a maritime state, on the east coast of India, is bounded by West Bengal and Jharkhand on the North, Andhra Pradesh on the South, the Bay of Bengal on the East and Chhattisgarh on the West. Large numbers of small and big rivers dissect the state before draining into the Bay of Bengal, which washes its shores on the southern side. As per the latest census figures the State ranks eleventh in terms of total population and eighth in terms of total area. Perpetually washed by the blue waters of the Bay of Bengal it has a total coastal length of 480 Km. The state is endowed with a vast reserve of mineral as well as other natural resources. The state has also won accolades both in domestic as well as international markets for its exquisite art and crafts. Works of Appliqué, Metal Crafts, Silver Filigree, Patta Chitra from the State has won special appreciations from places in and around the world. Owing to its rich and varied topography, vibrant culture and captivating festivities, the State of Orissa offers immense tourism delights to the visitors in the State. Visitors, starting from neighboring states to the far flung countries throng the state at different times especially during the festivities.

INTRODUCTION

TOURISM

Tourism means people traveling for fun. It includes activities such as sightseeing and camping. People who travel for fun are called “tourists”. There are a lot of reasons why people travel for fun: Some people travel to learn about the history or culture of a city or country, or about the people who live there, or their ancestors. People from cold places sometimes like to relax in the sun. Some people travel to do an activity which they cannot do at home. People sometimes visit friends and family in another city or country. Finally, some people enjoy a change in scenery. City people go to forests or deserts, and vice versa.

CONCEPT OF TOURISM

Tourism since the olden days, there is the spirit of travel has been observed. Many people started traveling for trade and commerce. The concept of travel was introduced by Romans. It developed in 18th century in England with the emergence of industries; people felt the need of tourism for rest and relaxation. With the Development of transport travel to remote places has become reality. It has become the biggest industry in the world.

Definition of Tourism: -According to H. V. Schullnd, an American Economist, Tourism is defined below:

“Tourism is the sum total of the operation, mainly of an economic nature, which directly relates to the entry, stay and movement of foreigners inside and outside a certain country or region”.

According to a Swiss professional Hunziker, Tourism is defined below:

“Tourism is totality of relationship and phenomenon arising from travel and stay of strangers, provided the stay is not simply the establishment of a permanent residence and is not connected with a remunerated activity”.

CHARACTERISTICS OF TOURISM

Tourism has special characteristics which make it different from other industries.

- 1) Tourism product: in tourism, the product is not brought to the consumer has to travel and go to the product purchase it. In other industries, an item manufactured in a factory is brought to the wholesaler and retailer and ultimately to consumer.
- 2) Labor intensive industry: tourism is a labor intensive industry. It requires more manpower than other industries.
- 3) People oriented: tourism is people oriented. It is primary concerned with people. One of the most important motivations of tourists is to meet other people and see how other people live.
- 4) Multi-dimensional: tourism is a multi- dimensional phenomenon. It is dependent on many and varied activities which are separate but inter- dependent.
- 5) Seasonal: the tourist industry is seasonal, during vacation season, millions of tourist travel which result in increased revenues of several tourism agencies but when vacation are over, these companies experience a big decline in dollars earned.
- 6) Dynamic: tourism is dynamic. It is characterized by changing ideas and attitude of its customers and therefore must be always prepared and willing to adjust to these changes.
- 7) Displacement: tourism involves displacements outside the usual environment.
- 8) Purpose: the travel must occur for any purpose different from being remunerated from within the place visited.
- 9) Maximal duration: only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay.

Tourism involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourists to travel to particular destinations.

IMPORTANCE OF TOURISM

The importance of tourism is demonstrated throughout the world. From the economic advantages that tourism brings to host communities to the enjoyment that tourism brings to the tourists themselves, there is no disputing the value of this industry. The importance of tourism can be viewed from two perspectives: the tourism industry and the tourist. In this project I will explain how both the industry and the tourist benefit from the tourism industry and why it is so important on a global scale.

Importance of tourism to the tourist

When we discuss the importance of tourism it is often somewhat one-sided, taking into consideration predominantly those working in the industry and their connections.

However, the tourist is just as important, as without them there would be no tourism!

Below are just a few examples of the importance of tourism to the tourist:

❖ Enhanced quality of life

Taking a holiday can greatly benefit a person's quality of life. While different people have very different ideas of what makes a good holiday (there are more than 150 types of tourism after all!), a holiday does have the potential to enhance quality of life.

❖ Ability to broaden way of thinking

Travel is known to help broaden a person's way of thinking. Travel introduces you to new experiences, new cultures and new ways of life. Many people claim that they 'find themselves' while travelling.

❖ Educational value

The importance of tourism can be attributed to the educational value that it provides. Travelers and tourists can learn many things while undertaking a tourist experience, from tasting authentic local dishes to learning about the exotic animals that they may encounter.

❖ Ability to 'escape'

Tourism provides the opportunity for escapism. Escapism can be good for the mind. It can help you to relax, which in turn often helps you to be more productive in the workplace and in everyday life. This is another way that the importance of tourism is demonstrated.

❖ Rest and relaxation

Rest and relaxation is very important. Taking time out for yourself helps you to be a happier, healthier person.

❖ Enhanced wellbeing

Having the opportunity for rest and relaxation in turn helps to enhance wellbeing.

Importance of tourism to stakeholders

Who are tourism industry stakeholders?

There are many people who work either directly or indirectly with the tourism industry and who are therefore described as stakeholders. The benefits of tourism are largely related to said stakeholders in some way or another. Below are some examples of how stakeholders benefit from tourism, organized by economic, social, environmental and political gains; demonstrating the importance of tourism.



The importance of tourism: Economic gains

Tourism can help economies to bring in money in a number of different ways. Below I have provided some examples of the positive economic impacts of tourism.

❖ Foreign exchange earnings

The importance of tourism is demonstrated through foreign exchange earnings.

Tourism expenditures generate income to the host economy. The money that the country makes from tourism can then be reinvested in the economy. How a destination manages their finances differs around the world; some destinations may spend this money on growing their tourism industry further, some may spend this money on public services such as education or healthcare and some destinations suffer extreme corruption so nobody really knows where the money ends up!

Some currencies are worth more than others and so some countries will target tourists from particular areas. Currencies that are strong are generally the most desirable currencies. This typically includes the British Pound, American, Australian and Singapore Dollar and the Euro.

Tourism is one of the top five export categories for as many as 83% of countries and is a main source of foreign exchange earnings for at least 38% of countries.

❖ Contribution to government revenues

The importance of tourism is also demonstrated through the money that is raised and contributed to government revenues. Tourism can help to raise money that it then invested elsewhere by the Government. There are two main ways that this money is accumulated.

Direct contributions are generated by taxes on incomes from tourism employment and tourism businesses and things such as departure taxes.

According to the World Tourism Organisation, the direct contribution of Travel & Tourism to GDP in 2018 was \$2,750. 7billion (3.2% of GDP). This is forecast to rise by 3.6% to \$2,849.2billion in 2019.

Indirect contributions come from goods and services supplied to tourists which are not directly related to the tourism industry.

There is also the income that is generated through induced contributions. This accounts for money spent by the people who are employed in the tourism industry. This might include costs for housing, food, clothing and leisure Activities amongst others. This will all contribute to an increase in economic activity in the area where tourism is being developed.

❖ Employment generation

The importance of tourism can be demonstrated through employment generation.

The rapid expansion of international tourism has led to significant employment creation. From hotel managers to theme park operatives to cleaners, tourism creates many employment opportunities. Tourism supports some 7% of the world's workers.

There are two types of employment in the tourism industry: direct and indirect.

Direct employment includes jobs that are immediately associated with the tourism industry. This might include hotel staff, restaurant staff or taxi drivers, to name a few.

Indirect employment includes jobs which are not technically based in the tourism industry, but are related to the tourism industry.

It is because of these indirect relationships, that it is very difficult to accurately measure the precise economic value of tourism, and some suggest that the actual economic benefits of tourism may be as high as double that of the recorded figures!

❖ Contribution to local economies

The importance of tourism can be further seen through the contributions to local economies. All of the money raised, whether through formal or informal means, has the potential to contribute to the local economy. If sustainable tourism is demonstrated, money will be directed to areas that will benefit the local community most. There may be pro-poor tourism initiatives (tourism which is intended to help the poor) or volunteer tourism projects. The government may reinvest

money towards public services and money earned by tourism employees will be spent in the local community. This is known as the multiplier effect.

❖ Overall economy boost

Tourism boosts the economy exponentially. This is partly because of the aforementioned jobs that tourism creates, but also because of the temporary addition to the consumer population that occurs when someone travels to a new place. Just think: when you travel, you're spending money. You're paying to stay in a hotel or hostel in a certain area – then you're eating in local restaurants, using local public transport, buying souvenirs and ice cream and new flip flops. As a tourist, you are contributing to the global economy every time you book and take a trip. For some towns, cities and even whole countries, the importance of tourism is greater than for other. In some cases, it is the main source of income. For example, according to the World Travel and Tourism Council, tourism accounts for almost 40% of the Maldives' total GDP. In comparison, it's less than 4% in the UK and even lower in the US! In the Seychelles the number is just over 26% while in the British Virgin Islands it is over 35% – so tourism is vastly important in these nations.

The importance of tourism: Social gains

The importance of tourism is not only recognized through economic factors, but there are also many positive social impacts of tourism that play an important part. Below I will outline some of the social gains from tourism.

❖ Preserving Local Culture

It is the local culture that the tourists are often coming to visit and this is another way to demonstrate the importance of tourism.

Tourists visit Beijing to learn more about the Chinese Dynasties. Tourists visit Thailand to taste authentic Thai food. Tourists travel to Brazil to go to the Rio Carnival, to mention a few...

Many destinations will make a concerted effort to preserve and protect the local culture. This often contributes to the conservation and sustainable management of natural resources, the protection of local heritage, and a renaissance of indigenous cultures, cultural arts and crafts.

❖ Strengthening Communities

The importance of tourism can also be demonstrated through the strengthening of communities. Events and festivals of which local residents have been the primary participants and spectators are often rejuvenated and developed in response to tourist interest.

The jobs created by tourism can also be a great boost for the local community. Aside from the economic impacts created by enhanced employment prospects, people with jobs are happier and more social than those without a disposable income.

Local people can also increase their influence on tourism development, as well as improve their job and earnings prospects, through tourism-related professional training and development of business and organizational skills.

❖ Provision of Social Services

The importance of tourism is shown through the provision of social services in the host community. The tourism industry requires many facilities/ infrastructure to meet the needs of the tourist. This often means that many developments in an area as a result of tourism will be available for use by the locals also. Local people often gained new roads, new sewage systems, new playgrounds, bus services etc. as a result of tourism. This can provide a great boost to their quality of life and is a great example of a positive social impact of tourism.

❖ Commercialization of Culture and Art

Tourism can see rise to many commercial business, which can be a positive social impact of tourism. This helps to enhance the community spirit as people tend to have more disposable income as a result. These businesses may also promote the local cultures and arts. Museums, shows and galleries are fantastic way to showcase the local customs and traditions of a destination. This can help to promote/ preserve local traditions.

❖ Revitalization of Culture and Art

Some destinations will encourage local cultures and arts to be revitalized. This may be in the form of museum exhibitions, in the way that restaurants and shops are decorated and in the entertainment on offer, for example. This may help promote traditions that may have become distant.

❖ Preservation of Heritage

Another reason for the importance of tourism is the preservation of heritage. Many tourists will visit the destination especially to see its local heritage. It is for this reason that many destinations will make every effort to preserve its heritage. This could include putting restrictions in place or limiting tourist numbers, if necessary. This is often an example of careful tourism planning and sustainable tourism management.

❖ Empowering communities

Tourism can, if managed well, empower communities. While it is important to consider the authenticity in tourism and take some things with a pinch of salt, know that tourism can empower communities. Small villages in far off lands are able to profit from selling their handmade goods. This, in turn, puts food on the table. This leads to healthier families and more productivity and a happier population.

The importance of tourism: Environmental gains

Whilst most media coverage involving tourism and the environment tends to be negative, there are some positives that can come from it: demonstrating the importance of tourism once again.

❖ Protecting nature

Some people think that tourism is what kills nature. And while this could so easily be true, it is important to note that the tourism industry is and always has been a big voice when it comes to conservation and the protection of animals and nature. Tourism organizations and travel operators often run (and donate to) fundraisers.

As well as this, visitors to certain areas can take part in activities that aim to sustain the local scenery. It's something a bit different, too! You and your family can go on a beach clean up walk in Spain or do something similar in the UAE. There are a lot of ways in which tourism actually helps the environment, rather than hindering it!

The importance of tourism: Political gains

Lastly, there is something to be said for the political gains that can be achieved through tourism. The tourism industry can yield promising opportunities for international collaborations, partnerships and agreements, for example within the EU. This can have positive political impacts on the host country as well as the countries who choose to work with them.

TYPE OF TOURISM

There are two major types of tourism namely: (1) Domestic Tourism, (2) International Tourism.

1. DOMESTIC TOURISM

It is concerned with travelling within the country. It does not need a passport and visa or conversion of one currency into another. Domestic tourism has greater scope in countries of large dimensions such as India as compared to smaller countries. From a geographical viewpoint, domestic tourism may range from local excursion, regional trips to national level travels.

Types of domestic tourism

- ❖ Mass tourism: - It involves tourism of organized large groups of people to special tourist locations. It is a traditional way where the daily program is fixed by the tour organizer. It is a social activity. The tourist generally desire for souvenirs and site-seeing. For example, religious places, theme parks, boat cruises, resort towns.
- ❖ Alternative tourism: - It includes individually organized tours to find first-hand information about a place, local culture, and environment. For example, biking tour planned by an individual.
- ❖ Business tourism: - It is touring for conducting business transactions, attending business meetings, workshops, or conferences. The objective of business tourism is professional.
- ❖ Pleasure tourism: - It includes tourism for improving one's physical or spiritual well-being. For example, vacation at a yoga or rehabilitation center.
- ❖ Nature tourism: - It is tourism at places famous for nature and serene beauty. The main objective is to experience and enjoy nature such as farms and wildlife. Ecotourism is a part of nature tourism.
- ❖ Cultural tourism: - This type of tourism has an objective of understanding the local history of the place, foods, local productions, and local culture.
- ❖ Social tourism: - It includes tours conducted among relatives, friends, and others.
- ❖ Recreational tourism:- it includes travelling to escape from routine life. This is often done for enjoyment, amusement, or pleasure. For example, camping or beach visit.
- ❖ Active tourism:- It is conducted with clear objective such as climbing a mountain, touring around the world, or learning local culinary arts or languages.
- ❖ Sports tourism: - It is tourism for attending some sports events such as world cup cricket match, FIFA, or Olympics.
- ❖ Religious tourism: - It involves travelling to places of religious significance such as Vaishno Devi in jammu-kashmir and Golden temple at Amritsar(India),Mecca in saudi Arabia, and other such places.

- ❖ Health or Medical tourism: - It involves travelling to improve one's health. It is with the objective of visiting weight-loss camp, naturopathy centers, and health resorts.
- ❖ Adventure tourism:- It involves tourism for adventurous activities such as rock climbing, bungee jumping, sky-diving, hiking, horse-riding, surfing, rafting, or skiing.

2. INTERNATIONAL TOURISM

An international tourist crosses the boundaries of many countries, uses different currencies, faces different languages and meets different types of people. Usually international tourism involves longer distances although crossing small countries or travelling in the neighborhood of international borders may involve short distances.

Types of International tourism

- ❖ Inbound Tourism: Inbound Tourism consists of non-residents traveling to country other choices. For e.g. Britisher coming to India.
- ❖ Outbound Tourism: Outbound tourism consists of residents of a nation traveling out to another foreign country. For e.g.: Indians going to Australia.

FACTORS INFLUENCING THE GROWTH OF TOURISM:-

Pleasing weather

Scenic attraction's

Accessibility

Historical and Cultural attraction's

Accommodation facilities

Relaxation and Recreation

Health – Care purpose

Scope for adventure

Shopping facilities

Visiting friends, meeting new people, etc.

ODISHA TOURISM



Odisha formerly known as Orissa is an eastern Indian state on the Bay of Bengal. Odisha the cultural state of India is the land of Paddy Fields, highest Tribal communities, golden Beaches, century old Temples, and wild Parks along with many more attractions. Bhubaneswar is home to hundreds of temples and therefore Odisha is also called as city of temples. Odisha, the state with a glorious history, is filled with nature and adventure. Inhabited by tribal people, the not-so-developed state of Odisha must be visited to have the experience of the myriad wonders it has in store for everybody. Also known as the soul of India, Odisha is a place where you can relax on the beaches, visit the famous temples and explore the beauty and bounty of nature and wildlife. You can also find various monuments which gloriously stand to remind you of the history of the land.

The name Odisha is derived from Sanskrit word “Odra Vishaya” or “Odra Desa”. The ancient province of “Odra desa” or “Or-desa” was limited to the valley of the Mahanadi and to the lower course of the Subarnarekha River. It comprised the whole of the present districts of Cuttack and Sambalpur and a portion of Midnapore. It was bounded on the West by Gondwana, on the North by the wild hill states of Jashpur and Singhbhum, on the East by the sea and on the South by Ganjam.

The Odisha state, which was once a land of Kings and Kingdoms, now boasts of being rich source of natural resources. Its People, Temple Architecture, Classical Dance, Religions, Fairs and Festivals, unique Handlooms and Handicrafts, green Woodlands, Rock Caves, charming Blue Hills have always attracted Historians, Tourists and Travelers from all over the world. Its rich history, revolutionary Freedom movement, fascinatingly sculptured Temples and Monuments, Tribal life characterized by Dance, Music, Rituals, Hunting, Gaiety and Wild ways have become important topics of research for great historians and scholars. Odisha's Art and Culture, Fairs and Festivals, Dances and Music are a treat for the tourists who love to see colours and wish to enjoy life to the fullest. Visit the soul state of India and come back with a bag full of memories that will remain etched in your mind for a long time.

HOW TO REACH ODISHA

Proudly called the ‘The Soul of India’, Odisha is a beautiful destination which is known to have a unique culture and heritage. With a rich tradition, captivating attractions and natural beauty, the place opens arms to people from all across the globe. Tourists visit this destination from different parts of the country and the world to have a look at its beautiful attractions. It is an easy task to reach Odisha as it is well-connected to different parts of the world via road, rail and air. Here is more information on reaching Orissa.

By Air

Odisha has international airport which is located in the capital city, Bhubaneswar-Biju Patnaik International Airport. Regular flights operate to and from the city. This airport is further connected to the airports of major cities, New Delhi, Kolkata, Hyderabad, Raipur, Varanasi, Mumbai, and Chennai.

By Rail

Bhubaneswar railway station is one of the most convenient and important railway stations in Odisha. The train network connects Bhubaneswar to major places of the country including Kolkata, Madras, Delhi, Mumbai, Bangalore, Guwahati, Hyderabad, Tirupati and Trivandrum. There are many more rail heads other than the Bhubaneswar railway station. These stations connect Odisha to other towns and places within and outside the state.

By Road

Odisha is connected to a wide network of roads which are further connected to the rest of the country through National highways and State highways. This way, Odisha is easily accessible from all major cities of the country.

PANTHANIVAS

Odisha Tourism Development Corporation(OTDC) is a Government of Odisha undertaking operating the largest chain of hotel popularly known as “Panthanivas” in the state of odisha. It provides one stop travel solutions to the tourists visiting the state.

It is operating twenty hotels inside the states. All its hotels strategically located, well maintained and are moderately priced. OTDC operates sightseeing tours from all important panthnivas on regular basis to nearest tourist locations.

IMPORTANCE OF TOURISM IN ODISHA

Tourism in Odisha is very important from many aspects, from this many people gets jobs in Odisha as well as many other get business opportunities. Along with this due to tourism economy of the state increases also the infrastructure and lifestyle increases. Let's discuss more details that how much important the Tourism is for development of Odisha.

Well from various points tourism is important for development of Odisha. As example due to tourism many people get jobs. The people those work in tourism sector as tour guide, driver, tour operator, manager to clerk working in tour and travel company all get jobs due to this.

Also many other people those sell handicrafts and handloom products nearer to tourist destinations they get more number of customers to sell their products that increase their sells as well and profit.

To provide better accommodation facilities to tourist, many hotels and Panthanivas are opened nearer to tourist destinations along with that local market grows due to more number of buyers are available due to tourism. Also when people from outside come to your place and spend money that increases your economy in this way economy of the state increases due to tourism, so we can say that tourism is very important for Odisha.

PLACES AND SITES TO VISIT IN ODISHA

From famous natural places and historical sites, there are lots of places to visit in odisha. Here are some of the most popular.

Jagannath Temple, Puri



Bhitarkanika National Park

This group of islands in northeastern Odisha is India's second-largest mangrove region. It offers not just great beaches but also exciting trekking trails through forests teeming with wildlife. Here you can find crocodiles, Olive Ridley Turtles, gharials, pythons, and many varieties of birds.

Chilika Lake

Chilika Lake is the largest internal salt water lake in Asia, it is a paradise on earth for bird watchers and nature lovers. The pear-shaped lake is dotted with a few small islands and has fisheries and salt pans around its shore. The Chilika Lake also houses the most accommodating ecosystems in the world, which means that a wide assortment of flora and fauna can be spotted here. The lake offers a flamboyant display of a myriad of avian charms in all diverse hues and colours, ranging from the white-bellied sea eagles to flamingos, and from golden plovers to sandpiper

Along with the vibrant variety of birds: both native and migratory one, the enthralling lake also offers scenic views of sunrise and sunset and a host of other options to choose from. Attractions such as the Bird Island, Breakfast Island and Honeymoon Island are also frequented by tourists who visit the Chilika Lake. The lake also boasts of being one of the only two sites in the world where the endangered Irrawaddy dolphins can be spotted. The decent and affordable lodges available here are an added cherry on this already delightful cake. Visit this enchanting lake to spend a day in nature's company and experience tranquillity like never before.

Chilika Lake is the largest internal salt water lake in Asia. It is an important habitat and breeding ground for many birds and is also home to sea turtles and dolphins.

Simlipal National Park

Simlipal National Park is one of India's largest wildlife sanctuaries and is located in the Mayurbhanj district of Odisha. Spread over an area of 845 sq. km, the national park includes three protected regions – the Simlipal Tiger Reserve, the Kuldiha Wildlife Sanctuary and the Hadgarh Wildlife Sanctuary. The park is home to almost a hundred tigers and more than 400 elephants, with numerous other species of wildlife that attracts nature lovers from all over the country. Apart from its impressive biodiversity, the scenic landscapes and picturesque meadows of Simlipal make it the perfect spot for vacationers looking to spend some quality time in nature's lap.

Daringbadi

Daringbadi is a hilly town in Odisha. Hidden a state famous for beaches and temples, this hill station lies peacefully at an elevation of 3000 feet waiting to be explored. Replete with pine trees, coffee gardens and splendid valleys, Daringbadi is known as the "Kashmir of

Odisha". A place where you can stay in quaint cottages amidst trees and valleys, the weather is inviting - beating the heat in summers and offering snow in the winter. The place does not only have verdant and thick forests, but is also bountiful in flora and fauna. The best part about this hill station is that you can visit this place throughout the year.

Nandan Kanan

This botanical garden, zoo and sanctuary is located near the Chandaka forest Nandankanan is the first zoo in India with a white tiger safari. It provides unique situation where the visitors are confined in a vehicle and the animals roam in the open jungle. A twenty-minute drive through the meandering roads crisscrossing the natural forest in a special protected vehicle takes the visitors straight into the pride of lion in the lion safari. Also visitors can avail opportunity to sight sloth bears in their natural habitat through safari bus service.

Konark

Konark is renowned for its ancient architecture which includes intricate pieces of art and sculptures. The Konark Sun Temple is the most popular site originally built by Sultan Mahmud Begada, this UNESCO World Heritage Site in the Panchmahal district and its carvings attract tourists throughout the year. Aside from its temples, the city has lovely beaches and an archaeological museum to explore.

Puri

The beautiful city Puri is located only 60km away from the capital of Odisha. It offers visitors stunning landscapes of the shorelines. Puri sees diverse tourists including devotees visiting the temples and other visitors soaking in the sun on the beach. The city is also one of the Char Dham i.e. the four most pious pilgrimage sites for Hindus. Due to this, it sees huge crowds during the Rath Yatra every year. Some of the most famous temples in India are in Puri including the Jagannath Temple, Gundicha temple, Vimala Temple, Loknath Temple and many more. If you enjoy shopping for artisanal handicrafts, Puri has a variety of stores run by artisans with authentic handicrafts and other goods.

Jagannath Temple, Puri: - Located in the sacred town of Puri, the Jagannath Temple or the pride of India was built in the 11th century by King Indradyumna. This glorious temple is the abode of Lord Jagannath who is a form of Lord Vishnu. It is the most revered pilgrimage site for Hindus and is included in the pious Char Dham Yatra with Badrinath, Dwarka, and Rameshwaram. Apart from the main shrine that rises high, many minor temples within the complex will make you feel like you have entered God's home itself. Gundicha temple: - Gundicha Mandir is one of the temples closely related to the festivity of the Rath Yatra of Puri. It is a holy place where God resides for seven days during the festival. This garden is regarded as the place of Lord Jagannath's aunt.

Bhubaneswar

Dubbed the ‘Temple City’, it is associated with the ancient kingdom of Krishna and is full of fascinating temples. Check out the Lingaraj Mandir and the Mukteshwar Mandir. With 2000 years of rich history, Bhubaneswar is the perfect blend of a rustic world that features grand temples and brilliant architecture along with a modern era that features vibrant city life. Colourful temples, serene dams, ancient temples and breathtaking architecture are intrinsic to this city’s charm and wonder.

Gopalpur

Once a bustling port city today this is one of the best beaches in Eastern India. This is the tourist place you head to when you want to relax and do nothing. The Gopalpur Beach is a beautiful beach whose beauty increases due to its remoteness, the lack of huge crowds there and the consequent peace and silence. The seafood here is also worth tasting as numerous shacks along the beach provide lip-smacking delights. The best time to visit this place is between the months of September and February. The sights worth visiting here are the Gopalpur Lighthouse and Chilika Lake

Dhuli

If you got the impression so far that Odisha is only famous for Hindu places of worship, you’re mistaken. The proof of that is Dhuli, which is a town 8kilometres away from Bhubaneshwar. It is located on the banks of the river Daya and is sacred to the followers of Lord Buddha. It is believed that Dhuli was the place where Emperor Ashoka reformed his character to become a peace-loving man after the battle of Kalinga. After seeing the Daya River turn red with the blood of those killed in the battle, Ashoka is said to have a change in heart and adopted Buddhism.

Today visitors can see an edict, a rock with inscriptions, talking about Ashoka’s views on war. Ashoka built many stupas and chaityas here after the war some of the remains of which can be seen even today. The Peace Pagoda here also attracts thousands of tourists every year. Other attractions here include rock-cut caves and Sadharma Vihar Monastery. The best time to visit Dhuli is between the months of October and March.

Berhampur

Known as the “silk city” and also Brahmapur, home of Lord Brahma, this city is a unique mix of religious and commerce. Ikkat silk sarees are the speciality of this city and the different colours and patterns will simply arrest your attention.

The village Bomokey where excellent work of brass and metal is created is an attraction for tourists here. You can’t afford to miss out on the handicrafts. Handlooms and the jewellery that

this place has to offer. The city is also famous for its mangoes, pickles, and papads. The Dhabaleshwar Temple and Beach are nearby

Cuttack

Cuttack is one of Odisha's vintage cities and is extremely popular among tourists. It is also considered the business capital of the state and is renowned for its ancient pilgrim centers, forts and museums. The local handicrafts in Cuttack are also a local specialty. The main attractions in Cuttack include Mahanadi Barrage, Fort of Barabati, Bhitarkanika Wildlife Sanctuary, Ansupa Lake, and Temples of Singanatha & Bhattarika.

Bargarh

Bargarh is fairly uncharted territory. As a destination, it has lots to offer to history buffs with century-old temples all around. Bargarh is also mythologically significant; Gandhamadan Parvat, which is mentioned in the Hindu epic of Ramayana, is located here. The scenic beauty of Bargarh is enough to attract a fair share of tourists. Major attractions in the city include Chal Dhar Waterfall, Gandhamadan, Pampanga Hills and Temples of Nrusinghanath and Kedarnath.

Jeypore

Jeypore is an ideal destination for nature lovers. It has stunning views of rocky outcrops, picturesque waterfalls, and lush green biosphere reserves. The highest peak in the state is Deomali which is a very popular picnic spot. Other key attractions include Gupteshwar caves, Sunabeda, Deomali, Duduma Falls, Jagannath Sagar, Hatipathar, and Kolab Falls.

Barbil

Situated by the banks of the Karo River in Keonjhar, Barbil is surrounded by dense, green forests that make it the perfect getaway from the chaos of citylife. The main attractions in Barbil are Hawa Mahal, Gonasika, Thakurani Hills, Murga Mahadev Waterfalls, Uliburu Reserved Forest, and temples of Hanuman & Shiva.

Paradip

This famous sea port of India is located at the confluence of Bay of Bengal and Mahanadi. Paradip in Odisha is a busy dockyard with some magnificent beaches to offer all its visitors. The most famous attractions in Paradip include Paradip Port, Gahirmatha Sanctuary & beach, lighthouse, and Jhankad.

Rourkela

Rourkela is one of the biggest cities of Odisha and is most known for its steel plant and industrial growth. Many tourists visit this destination in Odisha to experience its vintage temples,

parks, dams and waterfalls. If you enjoy trekking and going on picnics, then Rourkela is the perfect place to visit. There are also lots to shop for in Rourkela. Some of the most famous tourist destinations in Rourkela include Darjeeng, Nehru Traffic Park, and temples of Vedavyas & Vaishno Devi, Hanuman Vatika, Mandira Dam, Pitamahar Dam, Badaghagra Falls, and Khandadhar Falls.

Sambalpur

Sambalpur is the perfect amalgamation of natural splendor and cultural sites. It is one of the most vibrant tourist destinations in Odisha. The landscape has numerous waterfalls and verdant forests that attract photographers and nature lovers. Key attractions in Sambalpur include Hirakud Dam, Cattle Island, Chiplima, Huma, Samaleswari Temple, Vikramkhol, Hatibari, and Debrigarh & Ushakothi wildlife sanctuaries.

Chandipur

Chandipur is the best place to lose yourself in if you enjoy the sea. It has a unique disappearing sea because of its high and low tide. There are several other beaches you can enjoy while tasting some of the delicious seafood. Prawns and pomfret are a must have if you're in Chandipur. Quaint and serene, it is a wonderful place to spend time with your loved ones.

Pipili

Pipili in Odisha is most renowned for its handicrafts. The Applique handicrafts are popular among tourists. Local artisans create intricate embroidery and colors on all their goods that make really interesting souvenirs. There are also lots of bazaars in Pipili that you can explore.

Roopark Village

Roopark Village is renowned for its ecofriendly approach. It's a wonderful destination to enjoy nature as you take in scenic landscapes of mountains and lush green lands. The local village resort is where most tourists stay and enjoy breathtaking sunrises and sunsets.

Taptapani

Taptapani is a famous hot water spring in Odisha. It supposedly has medicinal properties that draw tourists to it. There is a pond next to the spring where tourists can bath. There's a lush green forest cover all around that you can enjoy with your friends and family.

Atri

In the Khurda district of Odisha is where you'll find Atri which is also renowned for its hot spring. The medicinal properties of this spring have been known to help deal with skin disorders.

Tikarpada Wildlife Sanctuary

This wildlife sanctuary is spread across an area of 795.52 square kilometres and is one of the best tourist destinations in Odisha. It is situated by the Mahanadi River and is surrounded by greenery and is home to a wide variety of species of wild animals, birds and plants. You'll find tigers, gaurs, simbal, four horned antelopes, sloths, gharial and simbal.

Khandagiri Udayagiri

These two Buddhist monastery complexes near Bhubaneswar date back to the 10th century. Don't miss the pyramid-shaped brick stupa with images of the Buddha carved on all four sides.

Museum of Tribal Arts & Artefacts

Filled with interactive displays, this museum explores Odisha's 62 tribes. Exhibits include traditional clothes, jewellery, weapons, and musical instruments.

CUISINES OF ODISHA

Odisha, the land of Lord Jagannath, has food which is somewhat simple in taste and style and is similar to the cuisines of the areas around it with regard to its styles, elements, preparations and flavours. Rice, Coconut and Curd are the staple items of the platters here.

You will find several versions of the food made in Odisha making the platter rich, colourful and delicious. The food is mostly vegetarian, but several areas have abundant seafood added to their staple meals. The food here is prepared without using any oil and is hence considered to be quite natural and healthy. The favorite delicacies of Oriya cuisine include Pakhala (a preparation of rice) Odia's welcome summer by celebrat-ing Pakhala Dibasa on 20th March every year, Dali, Mandia Jau, Dahi Baigana, Dahi Machha, Dahi Bhindi (fried eggplant, fried fish, fried ladyfinger dipped in spicy yoghurt sauce), Khatta, Aloodum, Chungdi Malai, Baddi Chura as well as beverages like Bel Pana, Nabata Pana, both prepared with seasonal fruits. Other than these, the essentials in sweets are a variety of Pithas, Dahi Badi, Rasgulla, Chhenapodapitha, Gulab Jamun and lots more. Also, while in Odisha, do not miss the Mahaprasad of Jagannath Temple, which houses the most substantial kitchen in the world, and the grandeur of its servings add another dimension to Odisha's cuisine. The food offered in temples as 'Prasad' is often locally known as Abadha.

ARTS AND CRAFTS OF ODISHA



Odisha is also known for its handicrafts. Some of the most well known are – the handspun Sambalpuri and Katakisarees; silver filigree work from Cuttack; traditional Pattachitra painting on palm-leaf or raw silk, and the various tribal works.

Pattachitra

One of the oldest forms of artwork found in Odisha, Pattachitra art is fascinating, depicts Hindu mythological tales and wonders. Primarily based on these stories from the past, Pattachitra art is vibrant, unique and is a fine display of dexterous Indian craftsmanship at its best. This kind of artwork has a traditional appeal and is intrinsic with Indian values, customs and rituals, which are a part and parcel of the Hindu faith and religion. What started off as different forms of paintings has however evolved to become an immense facet of Indian accessories and other forms of traditional fashion as well.

Applique Art

Tailors at Pipli execute applique works, which are in great demand. Giant-sized umbrellas of applique work are produced for use on festive occasions. Also used as garden umbrellas in sprawling lawns, they lend grace and color to any gathering. Heart-shaped fans, big and small

canopies and wall-hangings are also prepared out of applique work. The tailors cut out figures of animals, birds, flowers as well as geometrical shapes out of richly colored cloth and these are arranged symmetrically on another piece of cloth and sewn in place to produce an eye-catching design. The rich splashes of yellow, white, green, blue, red and black colors dazzle the eyes of the onlookers and set the festive mood. Bags of various shapes and sizes are also made with applique motifs. Applique chhatris(umbrellas) and tarasas(heart-shaped wooden structures covered with applique work and supported on pikes) are used to lend color to religious processions. Large applique canopies are an integral part of marriage celebrations. In temples, canopies are hung over the deities to protect them from falling dirt.

Sand art

Odisha excels in creating sculptures from sand. Evidently, Sand Art is one of the worldly-famous arts that resides here in Puri, Odisha. For the fact, the state also hosts an International Sand Art Festival.

Paintings

Odisha has an age-old tradition of Painting which stretches from the prehistoric rock shelters to the temples and maths of this century. Out of these traditional paintings, the prominent one is Pattachitra Painting, Tribal Painting and Rock Painting.

Jhoti, Chita, Muruja

Jhoti chita is a traditional Odia white art mostly shown in rural areas of Odisha. It is made from rice paste and a piece of cloth surrounded by a stick is used to create beautiful patterns. People also use their bare fingers to make jhoti chita. They can be created over walls and on floors. Murja is the dry rice powder or white stone powder that has been utilized on the floor to draw beautiful pictures.

Golden Grass and Cane Work

The golden grass work in Odisha includes baskets, hand fans and table mats. Floor mats are also woven out of golden grass which is a local product, Today the demand for these goods has increased and this testifies to their beauty, utility and lasting quality. Cane is used for weaving baskets and several items of furniture.

Brass and Bell Metal Ware

Brass and bell metal's fine engraving works you can find in different utensils, bronze bangles and pots are important aspects of Odisha art. Artifacts made of metal, particularly brass, find pride of place in the homes of Odisha. Beautiful lamps and lamp-stands are used during the worship of deities. Rice-measuring bowls made of brass are used in many homes. The artisans

also make elephants and horses from brass and decorate them with intricate designs. Containers of brass for betel-chewers are designed both to be useful and ornamental. There are household articles and utensils made out of brass and bell metal and they are of different shapes and sizes. The brassware of Odisha reveals the high workmanship of the artisans and their flair for innovation.

Stone and Wood Carving

Stone and Wood carvings are among the age-old crafts of Odisha. The descendants of the artisans who once scaled the dizzy heights of excellence in temple building have kept the sculptural tradition alive through their hereditary craft of stone carving. The carved products include replicas of temples, images of gods and goddesses, the Konark wheel and horse, and decorative figurines like alasa kanya(the indolent damsel), salabhanjika(lady leaning against a sal branch), surasundari (heavenly. beauty), lekhika(lady writing a letter) etc. which are popular items of household decoration. Wood carvings of Odisha are almost equally popular. They differ from the artifacts of other states in so far as they are plain and shining with smooth polish and without any paint or coating of lacquer work on them.

Tribal Jewellery

The tribals of Odisha craft out a lifestyle to the beat of ancient rhythms, in the process of creating amazing works of artistry that touch even the most mundane and utilitarian object of everyday use. Such as stunning Handmade Dhokra ornaments like necklace, bracelets, earrings of great beauty depicting humans in a circle of tight embrace. zinc, copper and tin transformed into the poetry called Dhokra. It is handcrafted by artisans in Odisha using the 5000-year-old lost wax technique. A perfect mix of the old and the new, this jewellery is a modern take on of ancient jewellery. A tribal jewellery piece is a unique piece of accessory to compliment your outfits.

Horn Works

Odisha Horn Work is mystical and showcases an outstanding fashion design. The lively appearance, animation, and dynamism of the horn articles vie with the genuine objects of nature. In Paralakhemundi, many of the horn works boast of little touches of silver filigree that offer an unusual look to these items. Paralakhemundi, located in Odisha's Gajapati district, horn articles of Paralakhemundi showcase the rich cultural heritage of the place.

In Cuttack, the horn and filigree works are blended to create decorative jewels as well as bangles. Several dexterous artisans of Odisha also make articles of daily use such as combs, pen-stands and flower vases using the horn of cattle. It is quite evident that when it comes to Horn Work, Odisha, quite a variety is on offer

Palm leaf paintings

From the days when communication was done through writing, the Palm Leaf Painting or locally known as Talapatra Chitra is an ancient form of art in Odisha. This is one of the art forms in the state which are considered sacred.

Silver Filigree

Odisha's silver and filigree work particularly are unique examples of artistic excellence rarely to be seen in any other part of India. Silver wires, extremely delicate, are shaped into intricate designs. Forms of animals and birds, articles of daily use like vermilion receptacles are also made out of silver wires- Filigree ornaments, especially brooches and earrings are very popular among Indian women. Cuttack is world-famous for filigree work.

The quality of silver used for making these products is of a high standard and have up to 90 percent of purity. Silver wires are drawn through small holes and then soldered to create an exquisite mesh-like article.

Silver Filigree work can be categorized under many items. Ornamental items like bangles, earrings, necklaces, brooches, pendants are a hot favorite amongst the ladies. Decorative items like temple mold, the cast of snakes and horses, animals and chariots are apt for drawing-room. The utilitarian items mainly consist of bowls, ashtrays, cups, vermilion container etc. Devotional items of silver are also used in the many temples of Odisha.

Terracotta & Pottery

Pottery is marked as the beginning of civilization. Till now pottery is not only existed but also comes with a newly developed and innovative approach. Terracotta and Pottery is one of the approved craft most in every district. There are more than 10,000 terracotta artisans in the state who are producing traditional, decorative and utility terracotta-based items. Some of the focused terracotta craft pockets are Sonepur, Barapalli, Haldharpur, Nuagaon, Lunukua and Kusumi etc.

Lacquer work

Lacquer Work is one of the famous tribal craft in India which is practised mainly by women. The impressive folk items like bangles, toys, and necklace are made by using this technique of art.

Puppets & Masks

Odisha has a history of folk theatre also known locally as Jatra. The characters of these jatras are made of wood and vividly painted. They are dressed according to the characters played by them and are controlled by strings.

The nomadic performers of Odisha stage play based on the epics and other historical characters. According to the character played they use masks. These masks are made of wood, sholapith,

and papier-mache. The wood used is predominantly light driftwood. The masks thus made are then brightly colored. Most artisans for this craft are located in and around Puri.

FAIR AND FESTIVALS OF ODISHA

Odisha, the land of diverse cultural heritage, celebrates numerous religious festivals round the year, which are typical to the particular region. The festivities are usually vibrant, marked by colourful processions, huge gatherings, and the entire region revels in a festive atmosphere. We list down a few popular festivals of Odisha.

Ratha Yatra – When the Lord comes out to meet his devotees



This is an annual chariot festival of Lord Jagannath and his siblings, and is the biggest festival celebrated in the state, in terms of footfalls and following. The festival falls on the second day in bright fortnight of Aashaadha month, during June/July. Rathayatra is a symbol of universal brotherhood, in the sense that the Lord comes out in the streets to meet with people of all caste, creed and communities. The CheraPahara ritual (sweeping the chariots of the Lord) conveys a strong social message that whether you are a king or a humble devotee – but for the Lord you are all equal. The king or Gajapati, as he is known in Odisha, sweeps the chariots of the deities. Construction of the chariots coincides with the start of the auspicious day of AkshayaTrutiya – the start of the new agricultural season. The annual Rathayatra attracts millions of devotees from across the world, and gives a glimpse of the cult of Lord Jagannath.

Maha Shivaratri – Night long worship of the Lord

Shivaratri is a festival that celebrates the meeting of Lord Shiva and Goddess Shakti. As per the Indian Mythology, Lord Shiva appeared in the form of Lingam during the midnight of Maha Shivaratri. Hence, this festival is also celebrated as the birth anniversary of the Lord, and has been observed with a lot of fanfare and reverence, since time immemorial. The festival falls in the month of March/April, and during this time, devotees especially women, fast for the entire day, while offering prayers throughout the night, for a long life of their husband. The placing of

the sacred lamp on top of the Lingaraja temple in the evening is one of the highlights of this festival.

Baliyatra– Remembering our maritime tradition



The word Baliyatra literally means voyage to Bali. Each year during KartikaPurnima, people observe the ritual of ‘Boita Bandana’ by floating paper/cork boats, in ponds, rivers and other water bodies. This day marks the end of the Hindu holy month of Kartika (October-November) when the ‘Sadhabas’ (Seafarers) sailed off to the distant lands of Java, Sumatra, Bali, Borneo, Ceylon, Daman and Diu, for their trading activities, on huge boats named as ‘Boita’ Moreover, the festivity is a reminder of the ancient glorious maritime trade traditions of Odisha, and is as old as the state itself.

Baliyatra is celebrated in most parts of Odisha, but particularly in Cuttack, it is celebrated with great fanfare. The seven-day long fair now is a delight for people of all age groups. From rich traditional handicrafts to lips smacking Odia cuisine and much more, everything is available at the numerous stalls set up here.

Dussehra – Goddess Durga & Pandal hopping

The Saradiya (autumn) Durga Puja is celebrated with great pomp and show across the state in its typical fashion. Grand and colourfully illuminated puja pandals with dazzling lights, gigantic gates and huge tableaux are the hallmarks of the festival. While in Cuttack, the attraction is the silver backdrop and gold ornaments, in Bhubaneswar it’s the Pandals which catches the attention, whereas in Puri, the festival is called GossainiYatra, and is marked by fierce looking Mahisamardini killing Mahisasura (the demon with a head of a buffalo and body of a human, hence the name) In Western Odisha, during the Mahastami (eighth day of the festival), women observeBhai Juntia, wherein the ladies fast and pray for the long life of their brothers.

Kalinga Mahotsav

Kalinga Mahotsav is the festival of Martial Dance is celebrated to mark the major victory of peace over war when Kalinga(part of Odisha) once witnessed a battle during the reign of Ashoka. The festival is a tribute to the martyrs of the Maurya Dynasty which is celebrated by various Martial Art Acts through dance and music. Kalinga Mahotsav is one of the most famous festivals of Odisha. It holds great religious significance for people. The aim of this festival is to encourage people to follow the path of peace and calm, rather than fighting amongst themselves.

Raja – The festival of the swing



Raja (pronounced as rawjaw) celebrated at the onset of the rainy season is an important festival with a strong social message. The festival is associated with the farmers as the onset of the rains moistens the parched soil making it ready for sowing. Raja Parba (festival) is also one of the few festivals in the country which celebrates menstruation and conveys the message of empowerment against the societal taboos.

The festival spans three days. The first day is called Pahili Raja (first day), second is Raja and third is Basi Raja (the day after Raja). It is believed that the first drop of rain on the parched soil signifies that Mother Earth undergoes menstruation and all agricultural activities are stopped for three days. On the fourth day, Mother Earth is worshipped, what is locally called as “Basumati Puja”. Just like the Mother Earth, girls of the household are also discouraged from doing household work during the festival.

The entire duration is marked by a festive atmosphere where communities and families come together. Swings are an integral part of the Raja festival. The swings may be of different varieties, such as Ram Doli, CharkiDoli, PataDoli, DandiDoli etc. And crop up in every nook and corner of the street. In some places, swinging competition is held between girls of various villages. The vibrancy of the festival is palpable in almost every Odisha village and city .The festival is also associated with the Odia delicacy of “Podapitha” which is prepared in almost all households. Secondly, chewing of specially made Raja Pan (betel leaf) is a part of culture.

Chandan Yatra

This festival takes place in the month of Vaisakha and continues for 42 days. But, generally speaking, and for the pilgrims and visitors, it is a Festival of 21 days only. The first period is known as Bahar Chandan or outer Chandan. During this period, the representative images of Rama, Krishna, Madanmohan, Laxmi and Biswadhatri are taken in a procession to Narendra tank. Also images of Siva from 5 Shiva Temples known as Pancha Pandavas accompany them in a Procession in the Narendra tank, the images play in well-decorated boats and are worshiped. The second period of 21 days known as Bhitari Chandana is celebrated inside the Temple.

Konark Dance Festival

Konark Dance Festival is a five-day celebration starting from 1st December till 5th December. During these five days, renowned dancers from all over the country come to showcase their talent at the Konark Natya Mandap. The main aim of organizing this dance festival is to introduce the world with traditional Indian dance forms and its diverse culture.

Dola Purnima – The festival of colours

Popularly known as Holi, the festival is celebrated by every household in the locality, where people greet each other with a splash of colours and sweets. Apart from the revelry associated with Holi, the day also happens to be the birth anniversary of great Vaishanava Saint Chaitanya Mahaprabhu.

Traditionally, this festival begins on PhaguDasami, wherein idols of Lord Krishna are carried on a palanquin to every household in the locality, and culminates on the day of Dola Purnima when people apply colours to one another and revel in the festive atmosphere. Lord Jagannath adorns the ChacheriBesa, a red dress along with red flowers symbolizing that the Lord is ready to partake in the Holi celebrations. During these five days, starting from the PhaguDasami to DolaPurnima, devotees throw Gulal on to Lord Jagannath. The victory of Lord Vishnu over mythological devil Hiranyakashyap's sister Holika is also observed at the Jagannath temple in Puri. The last day is kept aside to observe the ritual of Holika daahan (cremation of Holika) in the Jagannath temple premises. One of the highlights of the festival is the Palanquins get together (Milana in Odia) accompanied by devotional music.

Danda Nata or Danda Jatra



Danda nata is one of the most important traditional dance festivals organized in different parts of South Odisha and particularly in the Ganjam District, the heartland of ancient Kalinga Empire. The Danda Nata festival is being held in the month of Chaitra of every year. It is an ancient festival of the Kalinga kingdom and still alive in and around the ancient Kalinga capital Sampa/Samapa i.e. modern day Ganjam District. The Participants of Danda are called Danduas (also known as Bhoktas) and they pray Goddesses Kali and Shiva during this 13-, 18- or 21-day Danda period. Danda begins on an auspicious day before the Chaitra Sankranti or Meru Parba with traditional worship and fasting. The total number of days for the festival is 13, 18 or 21 days. Only male persons take part in this festival. The participants are known as the 'Bhoktas'. All the 'Bhoktas' or 'Danduas' lead a very pious life for all these days during the festival and they avoid eating meat, fish or cohabiting during this period.

It is believed that the present day Danda Nata is a part of the ancient Chaitra Yatra festivals being celebrated every year at Taratarini Shakti/Tantra Peetha. The Kalinga Emperors organised this Chaitra festival for their Ista devi, Taratarini. As per folk lore, during ancient period after 20 days of Danda practice the Danduas must assemble near Taratarini Shakti/Tantra Peetha (which is Ista devi of the Great Kalinga rulers) and with some hard rituals culminate their Danda on the last day. This practice continued for many years and Chaitra Yatra which is still celebrated at Tara Tarini Shakti/Tantra Peetha in the month of Chaitra, is also another part of that old tradition. But later this Danda Nata spread to different parts of Utkala and Koshala. Now the old tradition was changed. Danda Nata groups increased abnormally and the Danduas culminating their Danda in their own villages or locality instead of Taratarini Shakti/Tantra Peetha.

Budi Thakurani Yatra – when the goddess comes home

The biennial Maa Budi Thakurani Yatra is held during the month of Chaitra (March /April) and is the main festival of Ganjam. The festival commences when the Desibehera (head of the weaver community) along with his wife dressed in traditional attire visits the Budi Thakurani Temple with an invitation for the goddess to visit her paternal home. A temporary temple – depicting her paternal home is built at the Desibehera locality, to welcome the goddess. An interesting feature of the Yatra is hundreds of Vesadharies (people in disguise of mythological figures like Krishna, Hanuman etc) along with chariots, palanquins and processions which engulf the region just like flash mobs.

The festival is celebrated with the concept that after her marriage, the Goddess returns to her paternal home, where she is doted and pampered just like a daughter who comes to her paternal home after marriage. The Jatra is marked by procession in the evening, where the Goddess is taken to various localities of the city, where the residents come to the streets to pay their obeisance, reminiscent of a daughter visiting her relatives when she comes home. The festival is marked with festivities throughout the month, night long Jatra (a form of popular theatre in

Odisha) accompanied by music and dance fill up the night. People take to the streets and partake in the extravaganza throughout the night.

Magha Saptami- Prayers offered to the Sun God at Konark

MaghaSaptami is also one the biggest festivals of Odisha, after RathaYatra. The festival is observed in Konark, the abode of the magnificent Sun Temple. As per the legend, Sambha the son of Lord Krishna was cursed with leprosy by his father. Sambha prayed to the Sun God at Chandrabagha for twelve long years and finally got cured.

Since then, it is widely believed that by taking a dip in the Chandrabagha (Bay of Bengal) and praying to the Sun god on MaghaSaptami, one can get cured of ailments. The festival usually falls in the month of February each year and witness a huge turnout as mentioned earlier.

Chhau Festival –celebration of the vibrant tribal culture



The festival celebrates the vibrant tribal culture of the state and is a tribute to the contribution of the tribal's in the field of art and craft of Odisha. The festival is primarily attached to the Chhau dance of Mayurbhanj District. The dancers adorn masks while enacting their dance sequences, the colourful attire and the vibrant settings is a treat for the visual senses. The dance form has classical and martial arts intertwined adding a dash of flamboyance to the performances. The festival usually happens in March/April.

Dhanu Yatra – The largest open air theatre in the world



Though the origin of the unique folk theatre is shrouded in mystery, it got started in the year 1948. This folk theatre is essentially based on Krishna Leela and Mathura Vijay. What makes this theatre special is that firstly, there are no fixed locations, secondly apart from the lead

characters anybody and whoever is in the crowd is expected to chip in, and last but not the least, there are no written dialogues, everything is extempore.

The eleven-day long theatre starts with King Kansa's accession to the throne, followed by the wedding of his sister Devaki with Basudev and ends when Krishna kills Kansa. The festival is called DhanuYatra probably because it falls in the month of Pousa(Dec/Jan) which is called Dhanu, and also because King Kansa had invited Krishna and Balaram to the DhanuYatras, as per mythology. This unique theatre is organized in the town of Bargarh in Western Odisha, which completely transforms itself during the festival. Each year the organizers add a new dimension the theatre to keep the interest levels intact.

Rajarani Music Festival

Rajarani Music Festival is celebrated from 18th January to 20th January every year, the festival is just a way to cherish the art form which has been the soul of the eastern state. Music enthusiasts and artists from across the globe come to Odisha to relish the heartwarming beats of the Odissi Music, and that's the reason why it is one of the top festivals of Odisha. Using the backdrop of Rajarani Temple which finds its place in the Temple city of India Bhubaneswar, the festival is just way for devotees to come here on a spiritual vacation, seek blessings and also rejuvenate in the classical form of music.

Mukteswar Dance Festival

The Mukteswar Dance Festival concentrates exclusively on Odissi dance. It features solo, duet and group Odissi performances by young and senior artists. Reputed troupes from Odisha and elsewhere in India perform at the festival. It takes place in the courtyard of one of Bhubaneswar's most prominent and well preserved temple complexes that's more than 1,100 years old. The Mukteswar temple is one of the smallest and most compact temples in Bhubaneshwar.

Puri Beach Festival

Celebrated in the month of November, Puri beach festival organized at the shore of Puri graces and occupies the heart of travelers for five long days. The festival gives you a chance to explore the nuances of the inhabitants of Puri, Odisha, who display a radical attitude towards changing environs and are yet deeply religious and conservative at heart. With a backdrop of temples, of which the Lord Jagannath Temple dominates the skyline, the Puri Beach is a showcase for Odisha's and India's reservoir of talent. From cultural events, classical and folk dance performances, sand sculptures, handicrafts and food festivals to rock concerts, DJs, beach parties and fashion shows; Puri Beach Festival has all the ingredients to establish it as an international festival.

International Sand Art Festival



International Sand Art Festival is a popular festival related to Sand Art and Tourism organized by Odisha Tourism from 1st December to 5th December at Konark, Odisha, India. Many sand artists from India and from other countries are participating in this competition.

As this is an international level event so thousands of people from all over the world are coming to see this festival, but most of the population belongs to Odisha and India. For the peoples those love sand art they visit this International Sand Art Festival every year and enjoy here by seeing the making process of sand art.

Ekamra Utsav

Ekamra Utsav is celebrated every year in Bhubaneswar, dedicating to Lord Shiva, it is a full ten-days event. This festival in Odisha is celebrated at Janata Maidan of Bhubaneswar city in the first week of November every year. Ekamra Utsav is an event focusing on multiple disciplines thus aiming to boost Odisha's rich textile industry and cultural heritage in the most colorful way.

Nuakhai

Nuakhai, as the name, suggests that Nua means New and Khai means Food. So, the festival of Nuakhai is a festival to celebrate newly harvested food by the farmers. One day after the celebration of Ganesh Chaturthi it is celebrated especially in the Western part of Odisha with much pomp and jubilation. People staying in distant lands come back to their native places, wear new clothes and offer prayers before God and eat delicious foods prepared from the newly harvested crops.

Chatar Jatra



Chatar Jatra is a traditional festival celebrated by the people of Kalahandi District, Odisha. The festival is being celebrated during the Mahastami of Durga puja festival; the ritual practice of Khonds Nabakalevar is also performed during the festival. To please Maa Manikeswari, a tribal dance is performed, which is known as Ghumura dance. Ghumura is a traditional dance and a heritage of Kalahandi district, it is a dance performed with a traditional instrument Ghumura Veer Badya.

Sital Sasthi

The Hindu festival of Sital Sasthi celebrates the marriage of Lord Shiva and Goddess Parvati. The festival is celebrated on the sixth day of the bright fortnight in the Hindu month of Jyestha which corresponds to the months of May-June in the Gregorian calendar. The festival is celebrated especially in the Sambalpur district of Odisha. The three-day celebration is called the Sital Sasthi Yatra, wherein a family is chosen to play the role of Goddess Parvati's family to propose marriage to Lord Shiva. Since Shiva is known as Swayam Bhu, no one plays the role of his family. The festival is attended by a large number of Hijras and Eunuchs, as Shiva is also referred to as Ardhanarishwara.

Gamha Purnima & Rakhi Purnima

Rakhi Purnima is one of the special occasions in India which celebrates the eternal relation between a brother and sister. The festival is celebrated on the full-moon day of the month of Sravana which falls in the month of August. On this auspicious day, the sister ties a Rakhi on the hand of the brother as a mark of love and honor. Rakhi threads are better known as Dori. The festival is marked by the tying of a Rakhi or Holy Thread by the sister on the wrist of her brother. The brother in return offers a gift to his sister and promise to look after her.

Raksha Bandhan is one of the important festivals which capture the true spirit of the relationship between a brother and sister. Raksha means to Protect and Bandhan stands for Bond. This day is also celebrated as Gamha Purnima, the birthday of Lord Baladeva, the elder brother of Lord Sri Krishna. In Odisha especially in Paralakhemundi and other parts, the birthday of Lord Baladeva is celebrated through a popular game known as Gamha-Diyan(The Gamha Jump).

Khudurukuni Osha

Khudurukuni Osha is also known as Bhalukuni Osha. It is mainly observed in the coastal districts of Odisha during the month of Bhadraba(Aug-Sept) on Sundays after the Gamha Purnima(Full moon day of Shravana). During this festival, Goddess Mangala is worshiped by young girls primarily who seek the safety, prosperity and good health of their brothers. This portrays the sanctity and beauty of the relationship between Brother and Sister.

Tara Tarini Mela

Taratarini Temple in Ganjam district, observes a beautiful fair called Taratarini Mela. Renowned as the biggest carnival of Odisha, Taratarini Mela is celebrated in the Hindu month of Chaitra(March - April). The festival is observed on each Tuesdays of the Chaitra month. However, the third Tuesday witnesses the grand celebration. Throughout this time, devotees offer their prayers and offerings to the deities of Chalanti Pratima. Along with that, darshan of the deities in Garbha Griha is also allowed.

Kumar Purnima

Lord Kumar Kartikeya, the son of Lord Shiva and Goddess Parvati, was born on this pious day, hence the name Kumara Purnima. Apparently, he was very good looking and the most eligible bachelor in the kingdom of gods. Therefore, maidens celebrate this festival and perform rituals, aspiring for a husband, as handsome as him.

Maidens wake up much before sunrise, bath and get dressed to perform the Janhi Osa where they offer to the sun god, a palmful of Khae with Janhi(striped gourd), Cucumber, Banana, Coconut, Gua(betel nut) etc. known as Anjuli. They also lighten a Diya and perform a puja to pay reverence to the Almighty for a suitable bridegroom. The same ritual is performed in the evening, but with Chanda chakata.

Savitri Amavasya

Savitri Amavasya or Savitri Brata is an important vow that married women in Odisha practice by observing fast for their husband and wishing for their long life. Observed on the Amavasya(last day of the dark fortnight) in the month of Jyestha, the day is considered very auspicious and the fast is observed by every married woman in Odisha. Married women in Odisha fast during the day and listen to the story of Savitri and Satyabana. The fasting is dedicated to Savitri and Satyabana her husband who was destined to die within one year but was brought back to life by her severe penance.

Maghamela

It is a popular festival celebrated in Konark. On the 6th-7th day of the bright half of the month of Magha(January-February). The pilgrims assemble on the night of 6th day at Chandrabhaga

beach, worship the local deities and take holy dips in the beach before the sunrise. The holy dip here and paying homage to the sun God on this day is considered sacred.

Laxmi Puja



Manabasa Gurubar Lakshmi Vrata is observed during Gurubar or Thursdays in the month of Margasira. Goddess Lakshmi is worshiped on Thursdays during Margashir Month(November - December) in Odisha, Andhra Pradesh, Karnataka and Maharashtra. This puja is performed to get Sukh, Shanti and Aishwarya - comfort, peace and prosperity.

The history of Laxmi Puja at Dhenkanal is more than 50 years old. It is called as Gajalaxmi Puja. It is celebrated for 11 days starting from Kumara Purnima. Thousands of people not only from the Dhenkanal District but from the whole State come to Dhenkanal to enjoy the Laxmi Puja during this festive time.

HANDLOOM



Textile of Odisha is a reflection of its cultural ethos with intricate weaves giving it a distinct personality. The thread work, motifs and vibrant colours make them rich and desirable that can turn heads, make an unmistakable style statement and also be passed down for generations, making it a prized heirloom. On the occasion of National Handloom Day today, we bring you seven of Odisha's iconic weaves that make up our rich cultural garment heritage. Women or men, the apparel of these fabrics add a sophisticated and elegant touch.

Sambalpuri Ikat

Sambalpuri sarees are one of the most wonderful sarees of India. These are produced in Western Odisha, mainly in Sonapur, Bargarh, Sambalpur, Boudh and Balangir Districts of Odisha. Each and Every thread of the Sambalpuri Sarees are Handwoven. All the process involved in weaving a saree is carried out manually, no machine is used in any of the steps. Sambalpuri ikat Reflecting the baandha style of craft, Sambalpuri fabrics range from geometric patterns to

landscape, potratits and other motifs such as sankha (shell), chakra (wheel) and a variety of phula (flower).

Bomkai cotton

Woven by the adept artisans of Sonepur district, Bomkai is handloom fabric that has an attached GI tag and is also called the 'Sonepuri' fabric. Bomkai sarees are quite popular among fashion connoisseurs and are must-haves for an enviable saree collection.

Berhampuri Paata

Also called 'Phoda Kumbha', Berhampuri Paata too, boasts of a GI tag and is famous for its temple-shaped designs along the border and pallu portion. This paata has another distinction: it is draped around Lord Jagannath, Lord Balabhadra, and Devi Subhadra in Puri Jagannath temple.

Khandua Paata

Khandua Paata is noted for the texts of Gita Govinda etched on it. Traditionally red or orange in colour, these colours are procured naturally from sal trees. This fabric too, is a registered GI and originated in Cuttak and Maniabandha.

Kotpad cotton

Kotpad Sarees are vegetable-dyed fabric weaved by the tribal Mirgan community of Kotpad village in the Koraput district of Odisha. Out of the several Odisha sarees, these received the first GI mark. These are usually cotton sarees with solid borders and pata anchal. The ingredients for the rich textures are aul (madder) tree roots, tussar silk, and cotton yarns. Even though they have limited shades of color (black and maroon being the most common), they are eco-friendly, pleasant and shining. They are also comfortable to wear during summers and winters. The motifs developed by the extra weft are axe, crab, bow, fish, temple, fan, conch and boat, reflecting the culture of the sea. The sarees have befitting elaborate borders and designs depending on the occasion

Habaspuri

Habaspuri Saree is a GI marked tribal handloom product from Odisha. The kondha weavers from Chicleguda, Kalahandi district are attributed to the weaving of this exquisite piece. It has taken its name from the Habaspur village where it was originally woven during the 19th century. The making of a Habaspuri is a time-consuming and painstaking process. The traditional patterns in Kumbha style are etched out on the saree. It is basically a cotton saree. The weavers are trying hard to restore the dying art of this saree in the best possible ways.

Saktapar/Pasapali

Pasapali or Saktapar Sarees are one variant of the Sambalpuri sarees of Odisha. They are mainly weaved in the Bargarh district. 'Pasapali' comes from the word 'pasa' meaning chess or gambling games using a chessboard. Hence, they have detailed chequered patterns of different variety and color combinations. They are identified by the double ikat weave in the pattern of a chessboard and brocaded borders. Their unique symmetry makes them stand out in ethnic Indian fashion wear for women. Tussar, silk, pure organic cotton and their varied combinations serve as the base material for the fabric. Pure silk threads are then woven to enhance its glossy appearance. The anchal or the pallu has motifs like conch, flowers, animals, birds, temple, wheel and landscape.

THEATRICALS

When you are in a land blessed with vibrant culture, a rich tradition of folk and conventional theatre is but a natural extension. Since the ancient days, theatre evolved in Odisha in various forms. Right from the KandheiNacha(puppetry) to PrahladNataka, DhanuJatra and also conventional theatre, Odisha's rich canvas of performing arts encompasses all.

Pala

A long musical narrative punctuated with explanations typically rendered by a singer accompanied by a motley group of four to five people, and instruments like the drum (mridanga), as well as others playing musical instruments like cymbals. The content is usually the chapters from epics or sacred texts. And, the narrative is interspersed with music and chorus, followed by light rhythmic dance.

Jatra

This folk theatre is the enactment of a play comprising of an ensemble of actors, musicians and dancers. During the medieval period, Jatra was extensively used by kings and novelty to communicate religious values and sermons. With time, Jatra also evolved, and as of today, it is essentially a medium to communicate social messages, albeit in modern settings.

Jatra is typified by the loud make-up and attire, plenty of theatrics and high pitched long dialogues to catch the attention of the onlookers.

Puppetry

Widely considered as a mode of expression and entertainment for the rural belt, puppetry usually comprises of short satirical skits against the oppression of the ruling class that are skillfully punctuated between narration of an episode from the epics or the Puranas. The Puppetry is usually performed in open spaces and are interactive in nature.

Incidentally, Odisha is the only state in India where all four forms of Puppetry exists – Shadow Puppetry; Rod Puppetry (where the metal rod attached to the puppets are used to hoist them), Glove Puppetry (where the puppets are formed by a ‘glove’, with the index finger becoming the head and the middle finger and thumb the arms of the puppet), and String Puppetry (where strings attached to the limbs of the puppets are pulled to make them move on stage).

Theatre

Unlike its folk counterparts, theatre in Odisha (the conventional theatre) took wings in the early twentieth century. To its credit, it had managed to survive the onslaught of television and the internet revolution while retaining its popularity particularly in the southern and western Odisha. People still pay for professional run theatre shows and plays like Manikajodi, that ran for 380 days in 1999.

One can catch a glimpse of the entire canvas of folk theatre in Berhampur and Puri, where every year in December, a weeklong theatre festival is held.

DANCE AND MUSIC



Odissi Dance

Odissi dance is one of the pre-eminent classical dance forms of India which originated in the Hindu temples of the eastern coastal state of Odisha in India. Its theoretical base trace back to 'Natya Shastra', the ancient Sanskrit Hindu text on the performing arts. The age-old tradition of Odissi is manifested from Odisha Hindu temples and various sites of archaeological significance that are associated with Hinduism, Jainism and Buddhism, the sculptures of which adorn dance postures of this art form. A form of illustrative anecdote of mythical and religious stories, devotional poems and spiritual ideas emoted by a dancer with excellent body movements, expressions, impressive gestures and sign languages, its performance repertoire includes Invocation, Nritya, Nritya, Natya and Moksha. This dance form includes themes from Vaishnavism and others associated with Hindu gods and goddesses like Shiva, Surya and Shakti.

Odissi Music

Among five branches of Indian classical music, Odissi music exists in the form of Odramagadhi. Odissi music was shaped during the time of Odia poet Jayadeva, who composed lyrics meant to be sung. By the 11th century AD, folk music of Odisha in the form of Triswari, Chatuhswari and Panchaswari was modified into the classical style. However, Odissi songs were written even before the Odia language developed. Odissi music has a rich legacy dating back to the 2nd century BC, when king Kharavela, the ruler of Odisha(Kalinga), patronized this music and dance.

Sambalpuri Dance

Sambalpuri Dance is the Most famous Folk Dance of Western Odisha. Dances Originating from the Villages are known as Folk Dance. The People residing in the Villages grow up since Birth, Passing Childhood, Youth and old age in interaction with the mountains, streams, forests, animals, birth, life, happiness etc. revolve around nature. Villagers sing and dance without any inhibition. They sing and dance not for others but for themselves. There are not any fixed rules and regulations in folk dance. simple villagers including Men, Women, Children have nurtured it and used it for their Expression. Dhol, Nishan, Muhuri, Tasa, Flute are the Sambalpuri Music Instrument which is used in Sambalpuri dances.

There are many types of Sambalpuri Dances in western Odisha, like Dalkhai, Jaiphula, Maleshree, Rasarakeli, Chutkuchuta, Mailazada, karma, Dula biha and Ghudka.

Sambalpuri Music

Sambalpuri Music includes few acoustic instruments that let you enjoy a special status for its rarity. Moreover these instruments are the real stuff to create an indomitable presence of sweet folk styles. Dulduli music, a music orchestra of western Odisha's folk music combines Dhol, Nisan, Tasha, Jhanj and Muhuri. In this musical extravaganza, Dhol is the lead rhythm

instrument, Nisan is the bass booster, Taasha is the treble booster, Jhanj is the percussion and Muhuri(Sehnai like) is the only and leading sur instrument.

Chhau Dance

A part of the UNESCO Intangible Cultural Heritage in India, The Chhau Dance is a popular form of tribal dance in India that also integrates elements of martial arts into its movements. Predominantly seen in the states of Odisha, West Bengal and Jharkhand, this dance form is a unique spectacle.

The word Chhau is derived from the Sanskrit word Chhaya which essentially means shadow or image which can also be hinted as they use of the magnificently colorful and grand masks. The dance form has three subtypes; namely Purulia Chhau, Mayurbanj Chhau and Seraikella Chhau, named differently because of the place of their origin.

OBJECTIVE

- ❖ To study importance of tourism in Odisha.
- ❖ To gather information about tourist places.
- ❖ To know the opinion of the people of Odisha on tourism.
- ❖ To find the purpose of the travelling of the people of Odisha.
- ❖ To know which crafts and handlooms are most liked by the people of Odisha.
- ❖ To find out which mean of transport people of Odisha prefer when they go on holiday.
- ❖ To find out which fair and festival is liked more by the people of Odisha and which fair and festival attracts more tourists.

LITERATURE REVIEW

A literature review is a survey of scholarly sources on a specific topic. It provides an overview of current knowledge, allowing you to identify relevant theories, methods, and gaps in the existing research.

Tourism in Orissa: Tourism in Orissa, India has grown considerably in recent years due to the various attractions of Orissa, ranging from wildlife reserves and beaches to temples and monuments and the arts and festivals.

Eco-tourism: One of Orissa's major attractions is its 500 km long coastline and beaches and natural scenery such as Chilka Lake, Asia's largest brackish water lake. Tharea is an important bird sanctuary for millions of birds, and is also noted for its population of Irrawaddy Dolphin (*Orcaella brevirostris*), the only known population of Irrawaddy dolphins in India. It is one of only two lagoons in the world that are home to this species. Dolphin tourism provides an important alternative source of income for many local residents. There are four tourist associations in Satapada employing three hundred and sixty 9-HP long-tail motor boats taking tourists to a 25 km² (9.7 sq mi) area of the lake for dolphin watching. About 500 fishing families are involved in this business. The Orissa Tourism Department and the Dolphin Motorboat Association, an NGO at Satpada, report about 40,000 tourists visit Chilka every year for dolphin watching. October- January and May-June are the peak season for tourists at Chilika, with a maximum 600- 700 per day during December-January. The Dolphin Motorboat Association has 75 8- passenger motorboats for dolphin watching. Tourists pay Rs. 250 for 60-90 minutes per trip. According to the Association, most tourists see dolphins. Only 5% return disappointed. Besides the Association, the Orissa Tourism Department organizes "dolphin-watch" for tourists. Even during monsoon, about 100 tourists/day visit the lake. Major beaches in Orissa include Gopalpur, Puri, Chandipur and Chandrabhaga and the waterfalls of Barehipani and Joranda, Badaghagra, Sanaghagra and Khandadhar are common attractions. The hot springs at Atri, Deulajhari, Taptapani and Tarabalo also attract tourists.

The state has rich flora and fauna inhabited the lush green forest and is home to the Royal Bengal Tiger. Eco-tourism is important in Orissa and notable wildlife sanctuaries include Bhitarkanika, Chandaka, Chilika, Simlipal, Tikarpada, Gahirmatha and Nandan Kanan. Locations which attract tourists because of their natural scenery include Darjeeng, Dairingbadi, Barunei, Dhamra, Chandbali, Tensa, Narayani and Saptasajya.

Eco-tourism provides a degree of alternate employment to the local community and generates environmental awareness, among local residents as well as visitors, about the conservation and sensible use of the lake's natural resources.

Orissa has gifted with nature's bounty. A trip through Orissa is always an intoxicating surprise to the senses and always unforgettable. An enormous canvas coloured by a divine palette, a 482 km stretch of coastline with shimmering golden beaches, serpentine rivers, mighty waterfalls, forest-clad blue hills of Eastern Ghats with rich wild life. Orissa is quite rich in its heritage that houses many remarkable monuments of ancient times. The Architecture of edifices, like the Konark Temple, Jagannath Temple, Barbati Palace, Rajrani temple, Khandagiri caves, and the Lalit Giri & Uday Giri are really remarkable. With the unsumountable beauty of nature, culture and the glorious heritage, Orissa undoubtedly deserves to be among the hottest tourism destinations in India.

Dasgupta and et al.(2007) mentioned that Man as a traveller is known since time immemorial. Generally with the passage of time their travel turned to several new dimensions-travel as an adventure, travel as hobby, for relaxation, to enjoy natural beauty, as a pilgrimage, to acquire knowledge on historical aspects and archaeological sites. Travel some times is associated with adventure and some times for religious purpose by visiting pilgrimages or by taking holy dip. Thus, travel or tour has a very important position in human life and ultimately tourism that is movement of people within their own country or across the national border became one of the largest and gainful industries in the economic domain of human life.

Chattopadhyay (2006) explained that Religious tourism generates revenue in a way as no other kind of tourism does. It has a distinct edge over other kinds of tourism due to the pull of huge crowds in the form of tourists .Pilgrim tourism to holy places (tirtha-yatra) is an ancient and continuing religious tradition of the Culture of Hindus. Here religion, as a cultural dimension, assumes the vital role and central focus of tourism in which the tourists (pilgrims) from all strata of the Hindus participate. In pilgrim tourism, the dimension of religion forms the basis of tourism of pilgrimage by offering the reward of purification of the soul and attainment of objectives related to the problems of mundane existence. Hindus from time immemorial were attracted to their numerous holy sites spread throughout India.

Ash and Turner (1976) argues that Tourism development also has some positive and negative upon cultural traditions, lifestyle, and environment of the local people. Tourism also causes decline in morality through unending pursuit of fun, sun and sex by the golden hordes of pleasure seekers in the vacation destinations¹⁸ thus increasing in prostitution, drug consumption etc. Degradation of natural environment in tourists receiving areas is another problem, which is directly proportionate to the tourists' intake.

Murphy (1990) in his book, "Tourism Community Approach" carried a more balanced assessment of the industry and its impacts, since it involves the interests of many groups with in a given setting. The travel industry produces expectations, sells dreams and provides memories. The Tourist Industry is composed of variety of trades in goods and services. Primary travel trades in the tourist industry are; hotel industry, food and beverage industry, transport industry, travel industry. Whereas, secondary travel trades include; retail shops of souvenirs, antiques and gifts

etc, Banks and financial institutions, hair dressers, laundries and suppliers of goods and services for hoteliers, caterers and transport undertakings.

Malik, Muhammad Bilal (1988) explained that there is direct and positive relationship between the tourism growth and economic development. The economic impact grows deeper and wider as tourism grows. In Northern Areas tourism had proved to be one of the major catalysts of initiation and acceleration of development process. Significant rise in income level, changing consumption pattern, flow of goods and services in the area speaks of significant contribution of the tourism to the improvement in the area's economy.

SOURCES OF DATA COLLECTION

For the purpose of the study, data has been collected from primary and secondary sources.

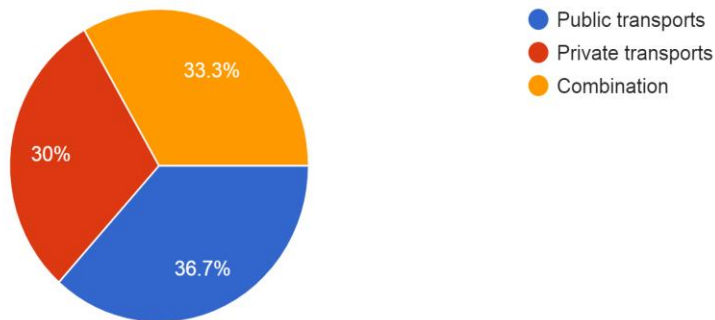
Primary data collected through structured questionnaire. In which the respondents were asked to provide their opinion and the respondents were local residents of Odisha.

Secondary data collected from various books, National & International Journals, articles, websites and in libraries focusing on various aspects of Odisha tourism.

DATA ANALYSIS & INTERPRETATION

What means of transport do you use while on holiday?

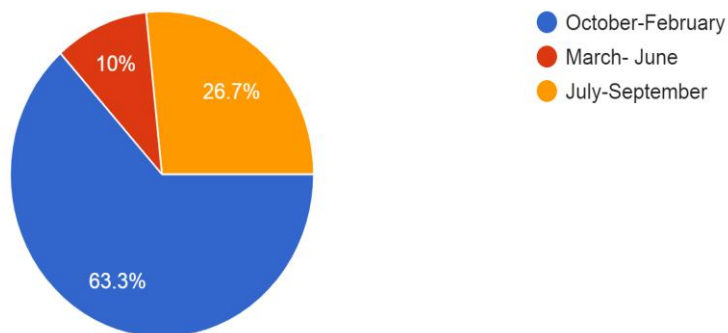
30 responses



Out of 30 respondents, 36.7% respondents use public transportation when they are on holiday. 33.3% respondents use combination of both private and public transports and only 30% respondents use private transports when they are on holiday.

According to you which time is best to visit Odisha?

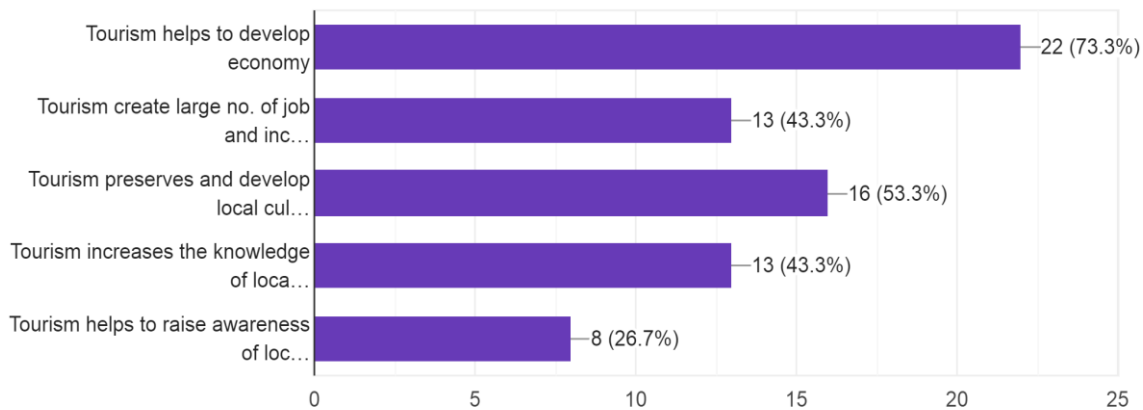
30 responses



Local residents of odisha recommend the period between the months of October to February as the best time to visit odisha. Because most of Odisha's visit-worthy locations involve remaining outdoors, the pleasant temperatures of the winter climate and the dry, clear skies and atmosphere make for perfect sightseeing weather.

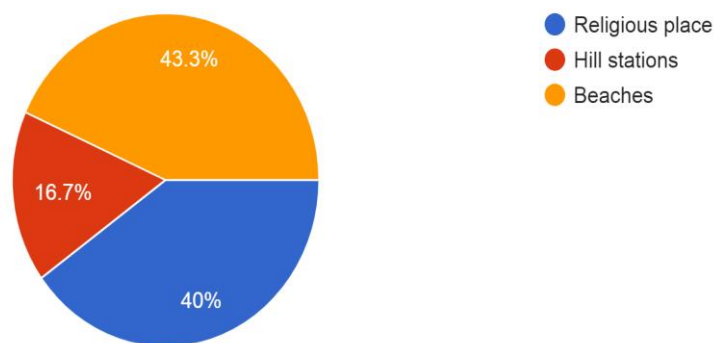
What is your opinion about tourism?

30 responses



Where do you go most often?

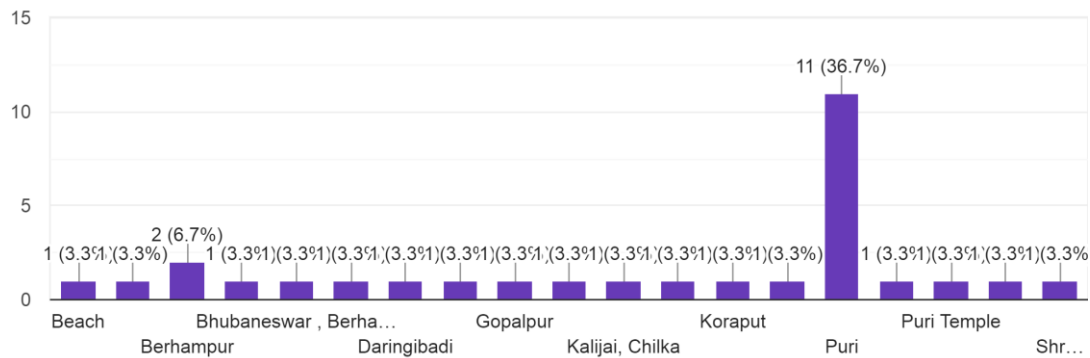
30 responses



In odisha, most of the people like to go to the beaches and religious places, as we see in the pie chart, out of 30 respondents 43.3% respondents mostly go to the beach. Some famous beaches of odisha is puri beach, gopalpur beach and chandipur beach. Out of 30 respondents, like to go to the religious place and only 16.7% of 30 respondents is mostly go to hillstation.

What is your favorite place in odisha

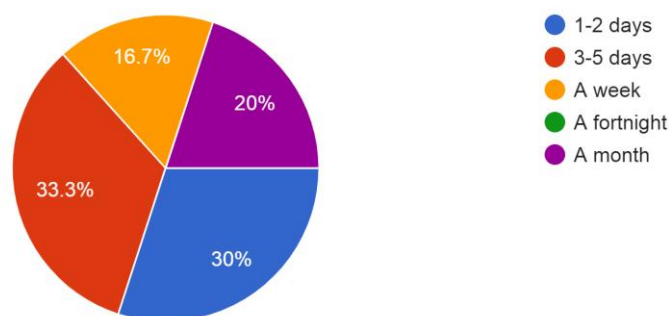
30 responses



As we see in the chart, puri is the favorite place of most people. The ancient city and its history are intertwined with Lord Jagannath. The city is one of the Char Dham's (Four sacred places) of India. The Char Dham's were established by Adi Shankaracharya. Besides the cult of Lord Jagannath & the mysticism attached with Puri, It's one of the few destinations where one can combine spiritual salvation with fun & adventure. After puri, most of respondents favorite place is Berhampur, also known as Brahmapur is known as the home of Lord Brahma and is usually known as the silk city- the city which is famous for the lustrous ikkat silk sarees in different colours and patterns.

What is generally the length of your trip?

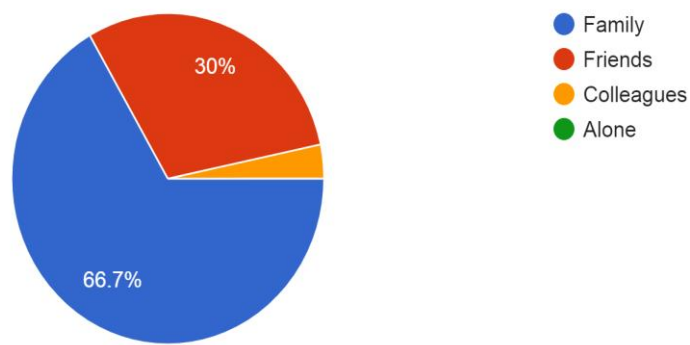
30 responses



As we see in the pie chart, most of people plan their trip for a short period. out of 30 respondents 33.3% of usually plan their trip for 3-5 days, 30% respondents plan their trip for 1-2 days. Out of 30 respondents only 20% respondents plan their trip for a month.

With whom do you travel most often?

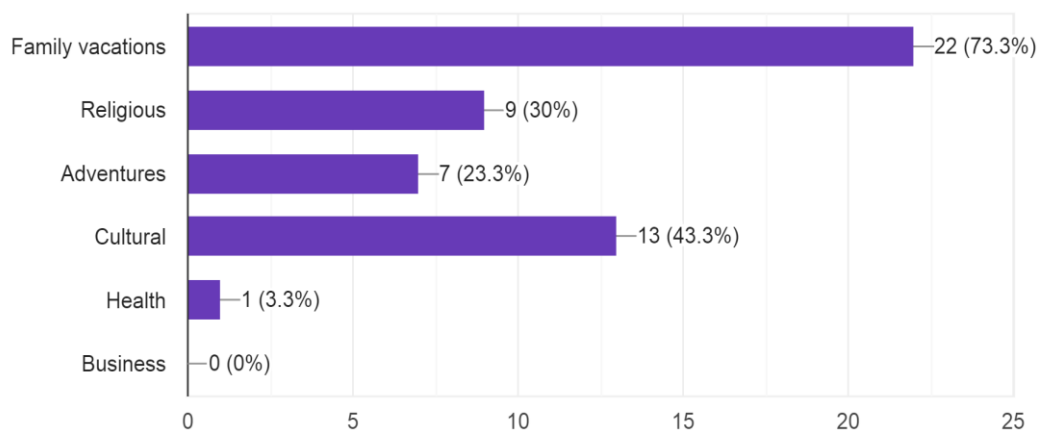
30 responses



As we see in the pie chart, most of the respondents mostly travel with family. Out of 30 respondents, 30% respondents travel with friends.

What is your main purpose to visit the tourist destinations?

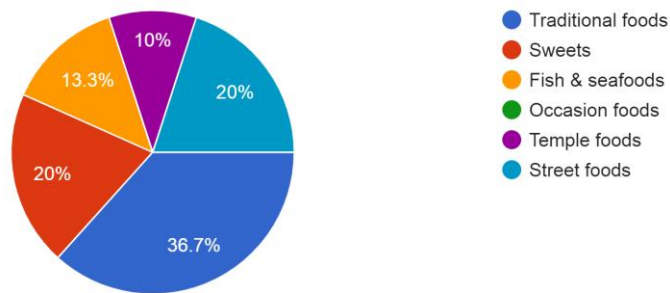
30 responses



As we see in the chart, the main purpose of to visit the tourist destinations of local residents is to spend time with the family. and the main purpose to visit the tourist destination of some people is culture.

What is your favorite odia food

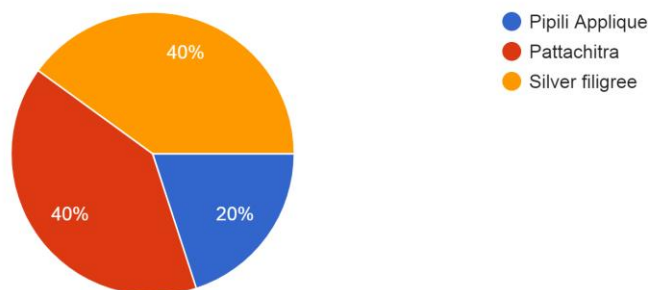
30 responses



As we see in the pie chart, Out of 30 respondents 36.7% respondents like traditional food which are pakhalā, besara, dalama, santualā so on. 20% respondents like sweets of odisha which are chhena poda, rasagulla. 20% respondents like street food of odisha which are dahi bara aloodum, puri upma, piyaji, gulgula, bara, aloo chop, mangso chop, etc, and 13.3% respondents like fish & seafoods, some famous fish & seafood dish of odisha is machha ghanta, kankada jhola, machha besara, and chingudi malai.

Which craft items did you like to buy?

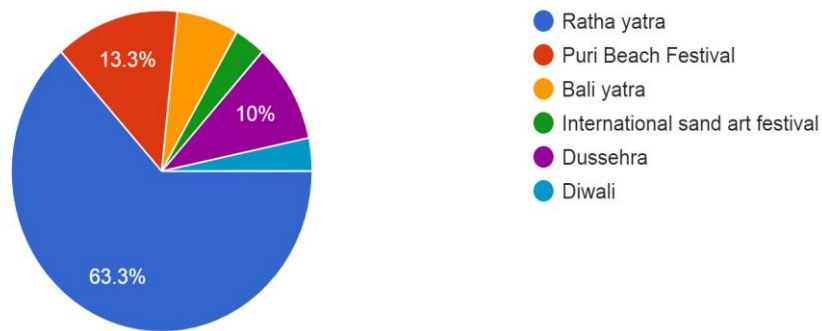
30 responses



As we see in the pie chart, out of 30 respondents, 40% respondents prefer to buy silver filigree. Odisha's silver filigree work are unique example of artistic excellence rarely to be seen in any other part of india, the other 40% prefer to buy pattachitra which is oldest forms of artwork found in odisha and 20% respondents like to buy pipili applique. Pipili appliqué work owes its origin to the culture of Lord Jagannath during the 12th century. Earlier appliqué umbrellas and canopies were prepared by the Gajapatis for the annual Ratha Jatra of Jagannath.

Which fair and festival do you like the most?

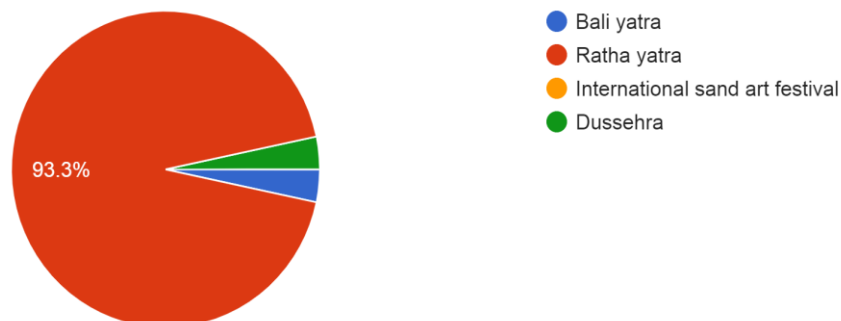
30 responses



As we see in pie chart, out of 30 respondents 63.3% respondents like ratha yatra festival this is annual chariot festival of lord jagannath and his sibling. 13.3% respondents like puri beach festival. Puri beach festival celebrated in the month of November. Organized at the shore of puri graces. 10% respondents like dussera and 6.7% respondents like bali yatra.

According to you, which fair and festival of Odisha attracts the most tourists?

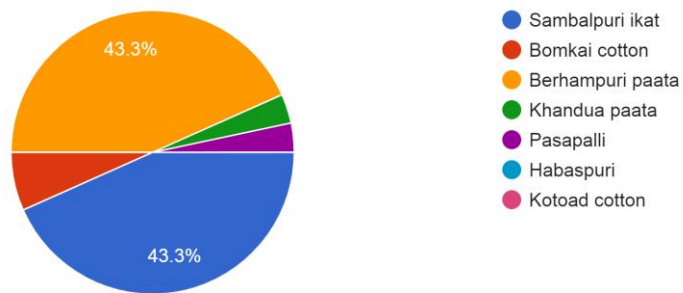
30 responses



As we see in the pie chart, out of 30 respondents, 93.3% of the respondents think the ratha yatra festival attracts most tourists. This is an annual chariot festival of lord jagannath & his siblings and this is the biggest festival celebrated in the odisha. the festival falls on the 2nd day in bright fortnight of aashaadha month (during june/july).

Which handloom do you like the most?

30 responses



As we see in the pie chart, most of the respondents like sambalpuri ikat and berhampuri pata. out of 30 respondents 43.3% respondents like sambalpuri ikat and 43.3% respondents like berhampuri paata, 6.7% like bomkai cotton, bomkai cotton also known as sonepuri fabric.

CONCLUSION

In Odisha, tourism is an important service sector activity. Tourism is being a labor-intensive activity; it has the capacity to generate employment on a large scale through a mix of activities of hotels, transport, shopping, food, Entertainment and other areas. Thus, this sector has the potential of generating income, reducing poverty, and increasing the living standard of the poor masses. In fact, tourism in Odisha can be viewed as an engine for Sustainable growth of the state.

Odisha is home to a rich culture and heritage. There are a number of monuments and destination in odisha that make the state one of the popular tourist destinations in India.

Besides the natural beauty, there are a number of religious places in odisha that are closely related with Hinduism, Buddhism, Jainism.

The grand architecture and sculpture of jagannath temple, lingaraja temple, mukteshwar temple and the sun temple leave the visitors spellbound.

Events like the holy jagannath ratha yatra in puri attract a large number of devotees every year. In addition to the above mentioned tourist attractions there are many other popular spots in odisha, which are worth visiting. Odisha is an enchanting land of sea, sand and fabulous temples along the long coastal stretch of the Bay of Bengal.

This state has its mention in the epic Mahabharata and attracts tourists with its gorgeous beaches and grand architectural splendors. The natural splendor of this land with affluent culture and heritage is simply awe-inspiring.

The landscape of odisha is dotted with a large number of temples. The temples of odisha conform to the indo Aryan nagara style of architecture. With distinctive features specific to this region. The best known of these are the lingaraja temple at bhubaneshwar, jagannath temple at puri and the sun temple at konark.

Odisha is also well known as a Buddhist and jain pilgrimage destination. North-east of cuttack, about 10km from bhubaneshwar, there are Buddhist relics at the three hilltop complexes of udayagiri and khandagiri caves, which still bear witness to Buddhism's fruitful tryst with this region until well into the 13 century.

Odisha varying topography from the wooded Eastern Ghats to the fertile river basin has proven ideal for evolution of compact and unique ecosystems. Thereby creating such treasure troves of flora and fauna that even seem inviting to many migratory species of birds and reptils. Bhitarkanika national park is famous for its second largest mangrove ecosystem. The bird sanctuary in chilika (Asia's biggest brackish water lake) and the tiger reserve and waterfalls in simlipal national park are integral part of any eco tours in odisha, arranged by tourism of odisha. The gharial sanctuary at tikarpada and the olive ridley sea turtles in gahirmatha turtle sanctuary also feature on the list of avid nature

watchers. The city wildlife sanctuaries of chandala and nandan kanan are a must visit for the lessons they teach is conservation and revitalization of species from the brink of extinction.

Odisha is blessed with around 500km long coastline and has some of the most beautiful beaches in the world. Chilika, asia's largest brackish water lake, not only provides a haven for millions of birds, but is also one of the few places in india where one can view dolphins. The lush green forest cover of odisha plays host to a wide variety of flora and fauna, including the famed royal Bengal tiger. Amids the picturesque hills and valleys nestle a number of breathtaking waterfalls and rivulets that attract visitors from all over. Odisha beaches include puri, gopalpur-on-sea, chandipur, ramachandi beach, balighai beach, paradeep beach. The famous shiva temple is near dhenkanal.

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COPY OF QUESTIONNAIRE

ODISHA TOURISM

The survey is being conducted for academic purpose only. you are requested to kindly fill the questionnaire below. I assure you that the data generated shall be kept confidential.

* Required

1. Email address *

2. What is your opinion about tourism? *.

- ☐ Tourism helps to develop economy
- ☐ Tourism creates large no. of job and income for local residents
- ☐ Tourism preserves and develops local culture
- ☐ Tourism increases the knowledge of local residents
- ☐ Tourism helps to raise awareness of local residents

3. What is generally the length of your trip? *

- ☐ 1-2 days
- ☐ 3-5 days
- ☐ A week
- ☐ A fortnight
- ☐ A month

4. Which fair and festival do you like the most? *

- ☐ Ratha yatra
- ☐ Puri Beach Festival
- ☐ Bali yatra
- ☐ International sand art festival
- ☐ Dussehra
- ☐ Other:

5. **According to you, which fair and festival of Odisha attracts the most tourists? ***

- ☐ Bali yatra
- ☐ Ratha yatra
- ☐ International sand art festival
- ☐ Dussehra
- ☐ Other:

6. **Where do you go most often? ***

- ☐ Religious place
- ☐ Hill stations
- ☐ Beaches
- ☐ Other:

7. **With whom do you travel most often? ***

- ☐ Family
- ☐ Friends
- ☐ Colleagues
- ☐ Alone

8. **According to you which time is best to visit Odisha? ***

- ☐ October- February
- ☐ March- June
- ☐ July-September

9. **What means of transport do you use while on holiday? ***

- ☐ Public transports
- ☐ Private transports
- ☐ Combination

10. **What is your main purpose to visit the tourist destinations? ***

☐ Family vacations

☐ Religious

☐ Adventures

☐ Cultural

☐ Health

☐ Business

Other:

11. **What is your favorite place in odisha ***

12. **What is your favorite odia food ***

☐ Traditional foods

☐ Sweets

☐ Fish & seafoods

☐ Occasion foods

☐ Temple foods

☐ Street foods

13. **Which handloom do you like the most? ***

☐ Sambalpuri ikat

☐ Bomkai cotton

☐ Berhampuri

☐ paata Khandua

☐ paata Pasapalli

☐ Habaspuri

☐ Kotoad cotton

14. **Which craft items did you like to buy? ***

- ☐ Pipili Applique
- ☐ Pattachitra
- ☐ Silver filigree
- ☐ Other:

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