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Influence of Tourism on the Dietary Behavior: A Descriptive Analysis on the Temple Town Of Puri, India

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Abstract:
Background: *Tourism practices in a particular tourist destination for a long period influence the sociocultural behaviour of the localites. The reflected impact of tourism has always been a key variable in the transition of food culture in practically all tourist sites worldwide. Food choices, cooking methods, working styles, customs, and other food culture trends have altered dramatically in every tourist location.. There goes a popular saying: variety is the spice of life. This generation's people are more inclined towards variety and novelty in food dishes than their local food. Economic liberalization and faster means of transport and communication have transformed the world into a global village. Aside from that, the rapid rise of the IT industry, rising standards of living, and resulting lifestyle changes have increased the mingling of multiple food cultures. This study aims to determine the degree of influence on food transition in Odisha's most renowned tourist destination, Puri, India. The proposed study's main goal is to trace the current food culture and practises at the tourist destination and to characterise the food transition caused by tourism practices. There has also been an effort to focus on the causes of this transformation.*
Materials & Methods: *The random sampling method was applied in this case. Various respondents, such as standard hotels, restaurants, and temples, were surveyed using primary and secondary data collection methods.*
Results: *The three reduced components based on factor analysis are extremely significant in connection to the explained component, "Human dietary habit and Environmental impact," as evidenced by the t-test significant value (p-value) for all items is 0.000.*
Conclusion: *Jagannath is the only presiding deity of Puri and the state of Odisha, India and the Jagannath cult is one of the oldest. However, the food transition has not yet gained total momentum inspite the massive traffic of tourists, which has been continuous since ancient times. As a result, food transition is a natural process with many dimensions.*
Keywords: *Tourism Business, transition, food culture, socio-cultural*

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I. INTRODUCTION

The Jagannath cult has had a long-standing influence on Odisha's socio-religious-political life, perhaps the most intriguing feature of Odisha and, more specifically, Puri. Jagannath became the State deity during the Ganga and Surya kingdoms, and Mahaprasad (meal offered to god) grew popular, greatly impacting local cuisine. Because the Jagannath culture legacy incorporates a variety of religious cults. Each of these cults has indelibly influenced the area's food. Since time immemorial, the founders of several religious cults have visited Puri, leaving their imprints on the food culture. During Lord Jagannath's Car Festival, the largest crowds of devotees can be seen in Puri, and several festivals and festivities are conducted throughout the year, with large gatherings and specific cuisines to mark off such festivals and festivities. Society's nutrition and beverages were revealed through the time's inscriptions and literature. Rice, ghee, curd, milk, pulses, curries, and payasam (rice cooked with milk) were offered as bhoga (offerings) to the temple deities, according to the Ganga inscriptions. These descriptions provide insight into the general public's vegetarian eating habits. In the civilization, non-vegetarian dishes were also popular. Because of the proximity to the sea and plenty of fish, most residents were non-vegetarians, and fish was an important component of their traditional diet. The cuisines were varied, and the production of such dishes relied on locally sourced components. Rice, both sun-dried and par-boiled, is the mainstay of Puri's diet. However, while eating patterns have changed little in urban areas, traditional meals are still cooked on special occasions.

Puri is a gourmet pleasure that every foodie should visit. On the other hand, the region's modest yet distinct culinary way of cooking has its uniqueness and personality. A huge shift in food culture has occurred in the Puri district. Puri attracts many tourists, pilgrims, and visitors worldwide due to its sacred shrine and various tourist attractions. As a result, the culture of local cuisine has been influenced. Following liberalisation and privatisation, many hotels, and national and global restaurant chains have established themselves in historically significant areas, catering to guests' needs culinary culture, allowing for the fusion of many different food cultures from neighbouring states and nations. It has a lovely effect on the region's cuisine culture, allowing for the mingling of different food cultures from neighbouring states and nations. Paratha, Alludum, and other delicacies demonstrate the supremacy of north Indian culture. Ghee has succeeded in replacing butter, while Paneer has succeeded in replacing cheese. Due to the popularity of kurma, Nabaratna, and other curries, the use of Dalama Curry, Mahura Curry, and Besar Curry has diminished. In the early days, puffed rice (Muddhi) was served with tea and milk, and Jhaal Muddhi played an important role in Puri's culinary practises. As time goes on, eating patterns in tourist destinations have become increasingly complicated and complex. Tourism enhances the host population's economic situation while also changing their lifestyle. It also accelerates the process of modifying one's eating habits. Furthermore, a multitude of events could cause a dietary adjustment. Tourist inflow, the introduction of IT, climatic change, and curiosity for foreign cultures, as well as the development of transportation infrastructure and the consequences of globalisation, are among the most notable reasons. As a result, a comprehensive examination into the changing food culture is critical.

II. LITERATURE REVIEW

Food consumption is a physiological requirement that must be addressed regardless of location, whether at home or on the road. Food consumption while travelling is unique because it occurs in a new environment (Mak, Lumbers & Eves, 2012). According to current statistics, travellers spend over 40% of their vacation budget on food (Boyne, Williams, & Hall, 2002). Tourists generated 50% of restaurant income, according to the 2004 Restaurant & Foodservice Market Research Handbook (Graziani, 2003). It highlights the mutually beneficial relationship between food and tourism. Food, like other components of travel such as transportation, housing, activities, and sights, plays a vital influence in the vacation experience, according to Reynolds (2004).. Gastronomy as a destination asset or creation has symbolic relevance and is a factor of total trip happiness (Henkel, Henkel, Grusa, Agrusa, & Tanner, 2006; Rimmington & Yüksel, 1998). Food is also considered an effective promotional and marketing strategy for a resort (Hjalager & Richards, 2002).

As interest in regional cuisine rises, more destinations emphasise food as a main tourist attraction. For example, the cuisines of France, Italy, and Thailand are well-known. Food is a sensitive item that can be easily influenced by a range of factors such as geographic location, climate, vegetation, transportation, adaptation, health, technology breakthroughs, cultural influences, and so onAfter all, Food is one of the most basic human necessities, and the foods we eat, as well as the manner we prepare and consume them, reveal a lot about the cultural milieu of a country or area. The embodied experience of actors in society is influenced by the often evident implications of culturally regulated eating habits on human bodies. According to food studies in anthropology, many people have analysed food culture to identify their forefathers; see Messer (1984) and Mintz and Du Bois (2002). Following in Richards' footsteps, anthropologists such as Claude Levi-Strauss and Mary Douglas elevated food to the centre of anthropological studies concerning structuralism. By analysing dietary trends, Levi-Strauss (1966, 1969) stated that food can be used to judge a people's culture. Examining a people's eating patterns, according to Levi-Strauss, can lead to universal human mind structures that allow civilisation to be formed. In terms of food analysis, he said that the distinction between raw (natural) and cooked (culture) meals indicated that food was "wonderful to think with." According to Mary Douglas, the relationships between different foods within a meal, the relationships between meals throughout the day, week, and year, and the relationships between these and the social structure (1966, 1972, 1975, and 1984). Douglas thought eating habits were a "code" that could be deciphered to reveal greater societal trends. Eating is a social act with various levels of meaning and symbolism, all crucial to an anthropological understanding of what it is to be human. Food choices have largely been detached from their historical link to local, seasonal availability, as seen by the advent of industrialised civilisation. They are no longer related to our innate predispositions to consume healthier foods. Food has instead become a commodity for those who can engage in market activities. This has significantly impacted how we view food and, by extension, what it means to be human. "McDonaldisation" refers to the threat of cultural homogenisation.. Local food cultures are in jeopardy, and it appears that the loss of basic food cultures and ethnic diversity is unavoidable. On the other hand, cultural globalisation theorists like Roland Robertson emphasise globalisation's paradoxical effects.. "According to Beck, globalisation does not imply globalisation automatically, unilaterally, or in a "one-dimensional" manner. (Beck, 2000, p. 46). A global process, on the other hand, requires roots, a location, an origin, and a locality; even multinational firms must establish local connections to operate. Roland Robertson sees the "localisation" of the global, as well as the "delocation" and/or "relocation" of globalisation. Globalisation is generating its cultural elements and qualities.

Robertson refers to this process as "glocalization." In preparation for the entrance of IT, the globalisation process is gaining traction once more.. To stimulate and influence young people's eating habits, presentations of various foods, menus, cooking methods, and ingredient lists are all available on the internet in various formats. The present generation's lifestyle has an impact on changing food patterns. Due to their tight work schedules, young people nowadays prefer dishes that take less time to prepare and consume.

Historical Factors for Changes in the Food Culture and Habit in Puri

This region's cuisine was so rich in resources and culture during the era of great emperor Chandragupta Maurya that it built not one but two kingdoms outside of India, including Bali and Java. According to mythology, one of Ashoka's objectives for assaulting Kalinga was to take control of the wealthy ports that traded spices like cumin, bay leaf, and even chocolate. As a result, his army landed on the coast decades before reaching India's heartland. This business used techniques such as steaming, grilling, poaching, and even oil-free cooking in addition to conventional frying and boiling.. Even 500 years ago, the temple at Brahmagiri, the one and only of its kind, gives evidence to the state's gastronomic superiority. The prasad here is fish that is prepared in various ways before being served to the devotees, and it is particularly known for its croc-fish dish. Kalinga maintained its independence from the Cholas and Cheras in the south and the Mughals of Bengal in Bengal even after the Gupta Empire (and eventually the Ganga dynasty) fell apart. Puri was recognised for its cooks and the unique culinary marvels they made, such as rasagolla, chenna podo, and chakulis, since it was home to the world's oldest organised kitchen. Temple cooks, particularly those at the Jagannath Temple in Puri, were in more demand. The temple had become a dham not only for its miracles, but also for its mahaprasad, by the time it was restored. According to Kalra, Mughal, Awadhi, Lucknow, and Rampuri cuisines must be infused into everyday cooking in a balanced blend of good and uncommon dishes.. This is where regional cuisine has lagged behind. Though the final rulers were able to maintain Kalinga's prior greatness alive through smart alliances and culinary trades after the Ganga Dynasty fell, the once-proud spice port fell on hard times. This historically affluent state became a source of money to maintain the administration due to a shortage of funds and a constant change of rulers. The real money was in Bengal or the Spice Route countries to the south.

Societal Factors for Changes in Food Culture and Habit

Naturally, some individuals attended as part of the bridal trousseau, a tradition that helped popularise gastronomy. (For example, chefs in Jodha Bai's entourage popularised khichdi and dal at the Mughal court, and Gayatri Devi's Bengali kitchen contributed to developing a segment of Rajasthani fish dishes.) When the Oriya cook arrived in the Bengali kitchen, he made minor but significant changes to recipes that may have been shared by both cultures. The gondhoraj lemon was added to the boiling fish in banana leaf, and the pakhala was renamed panta bhaat. These modifications, together with the widespread popularity of delicacies like rosogolla and mishti doi (sweet curd), demonstrated that the cuisine of this region had truly evolved. Cooks who could invent were in high demand, and temple-trained hands won over sailors and commoners who could assemble a meal. This sponsorship, paired with the Durga Puja, which began as a ruse to gather and feed people during famines, gradually became a "symbol" of rank, giving Bengali food the necessary impetus. In reality, the colonial rulers and the rest of the world owe their existence to the enterprising nature of the Bengalis, who harnessed the culinary innovation of the Oriya cooks to create their own now internationally recognized cuisine.. As a result, many Bengali cuisines and Puri foods have a similar flavour profile. As a result, food transition is a multi-dimensional natural process. Tourism and tourist practices in a tourist location substantially impact changes in the area's social life and eating habits.

Objectives

- To define the dietary transition as a result of tourism practices
- To learn more about the current food culture and practices in the tourist location
- To concentrate on the variables that contribute to the transition
- Identifying how people feel about the transition and what they attribute to it

Research Hypothesis

The following hypothesis were formed for the research:-

a) *Hypothesis* I_0: There exists a significant relationship between changing human food habits and the environmental impact of a particular place.

b) *Hypothesis* I_a: There may not be any significant relationship between changing human food habits and the environmental impact of a particular place.

Scope of the Study

Many themes go under the umbrella of food culture, varying from place to place, faith to faith, month to month, and festival to festival. The history of culinary culture dates back to the prehistoric era. Another key point is that there hasn't been enough research done in this area to yet. Puri is the most well-known district. It is one of the Hindu Dhams and is known for Mahaprasad, a special food.

This research paper aims to conduct a detailed feasibility analysis to understand better the changing eating habits of Puri residents in Odisha. The impact of several factors on modifying eating habits is investigated in this work. The poll was conducted mostly in Puri's villages, urban society, and hotels and restaurants. Professionals and researchers will benefit from the findings of this research report. Professionals can use the information obtained after data analysis to understand eating habits' transformation better.

Background of the Study

Analyzing the food transition is a difficult endeavour. This is related to the effects of tourism, the development of IT, climate change, and a desire to learn about different cultures, as well as the growth of transportation infrastructure and the results of globalisation. Besides these issues, tourism has a greater impact, particularly at tourist destinations. Food habits, on the other hand, have become extremely complicated in tourist destinations. Tourism boosts the economy of the host people while also influencing their lifestyle. This promotes the process of food transformation.

This study sought to discover what drives people to consume particular foods despite the abundance of knowledge regarding the harmful effects of doing so. Additional studies looking at the psychological aspects of eating habits and the escalating food habits could reveal novel aspects of this field in this context.

III. MATERIALS & METHODS

Major Stimuli for Food Choice

Tourism is a phenomenon that has a significant impact on a certain habitat. It has an impact on culture, tradition, and eating habits. It amplifies globalisation and education's impact in discovering new tastes, skills, and cooking styles. It generates fresh ideas about food consumption and menu variation.

The following points are major drivers for modifying eating habits due to the external environmental effect created by tourism

- Economic drivers such as cost, income and availability
- Biological stimuli such as hunger, appetite and taste
- Physical stimuli like access, education, skills(like cooking), and time
- Social stimuli like culture, family peers, and eating routines
- Psychological stimuli like mood, stress and guilt

The above list, which is not exhaustive, demonstrates the intricacy of food selection. Tourists from different places impose a certain intense domination on a particular tourist location when they visit it repeatedly for a long time, creating a chance for food transition. However, not all population groups will benefit from the same intervention to change food choice behaviour. Rather, interventions should be tailored to different populations, considering the myriad factors influencing their food choices.

Relationship between Human food habit and Environmental Impact

Around 6 statements about the human-environment link, such as hunger, appetite, taste, education, and abilities, are posed in this section. cookery, culture, family, and eating habits, food attitudes, beliefs, and knowledge

Validity of Questionnaire

Three professionals, comprising researchers, consultants, and practicing managers, examined the surveys for face validity in an interactive setting. Experts for face validity were chosen based on their organisational or research expertise and familiarity with sustainable environmental management in the hotel industry. The respondents were asked to verify whether the items were exhaustive for the dimension under discussion in changing food habits and for understandability and relevancy.

Reliability Analysis

Item analysis was used to ensure that the variables were reliable. The sum correlations of the items were determined, and only those with a correlation of more than 0.5 with the sum were included in the summing (Hair et al. 1998). To ensure the scale's internal consistency, the item sum correlations and Cronbach Alpha were determined for each variable. In every example, the Cronbach Alpha is more than 0.7. In exploratory investigations, an Alpha value of 0.6 or higher is deemed usable (Hair et al. 1998). The item-total correlations and reliability coefficients' ranges are listed in the table no. 1 & 2 below.

IV. RESULTS

Table no 1: Reliability Statistics (Human food habit and Environmental impact) (N = 337)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.810	0.925	15

Source: Developed from data analysis

Table no. 2: Reliability and descriptive Item Statistics (Human food habit and Environmental impact)

Items	Mean	Std. Deviation	Cronbach's Alpha	N
● 1. Biological determinants such as hunger, appetite, and taste .	3.88	1.213	0.626	337
● 2 Economic determinants such as cost, income, availability	3.52	1.312	0.824	337
● 3. Physical determinants such as access, education, skills (e.g. cooking) and time .	3.98	1.044	0.911	337
● 4. Social determinants such as culture, family, peers and meal patterns	4.08	1.07	0.91	337
● 5 Psychological determinants such as mood, stress and guilt	3.85	1.117	0.86	337
● 6 Attitudes, beliefs and knowledge about food	4.31	1.15	0.901	337

Source: Developed from data analysis

All of the items used to test the association between human food habits and environmental impact have a Cronbach's Alpha value of more than 0.7, indicating that all of the items are reliable, validating the questionnaire. Furthermore, the questionnaire questions utilized to investigate the relationship between human food habits and environmental impact are internally homogeneous and consistent, as seen by the corrected item-total correlation. The instrument used to gather the respondents' opinions is valid and appropriate.

Analysis of internal homogeneity of the items by factor (Human food habit and Environmental impact):
The link between human food habits and environmental impact was measured using factor analysis on fifteen variables. Factor analysis has a KMO rating of 0.894, indicating that it is a dependable method for analysing the six variables. Also, the significance value is 0.000, which corresponds to the same, mentioned in Table no. 3

Table no. 3: KMO and Bartlett's Test (Human food habit and Environmental impact)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.894
Bartlett's Test of Sphericity	Approx. Chi-Square	4065.993
	df	105
	Sig.	0.000

Source: Developed from data analysis

Accepting values greater than 0.5 is recommended by Kaiser (1974). (The values below should lead to either collecting more data or rethinking which variable to include.) Furthermore, numbers between 0.5 and 0.7 are mediocre, 0.7 and 0.8 are acceptable, 0.8 and 0.9 are outstanding, and values beyond 0.9 are exceptional. The value for these data is 0.734, which is within the acceptable range. As a result, factor analysis is likely suitable for this data (Table no. 4 & 5).

Table no 4: Communalities (Human food habits and Environmental impact)

Items	Initial	Extraction
● 1. Biological determinants such as hunger, appetite, and taste	1.000	0.766
● 2 Economic determinants such as cost, income, availability	1.000	0.743
● 3. Physical determinants such as access, education, skills (e.g., cooking), and time	1.000	0.737
● 4. Social determinants such as culture, family, peers, and meal patterns	1.000	0.752
● 5 Psychological determinants such as mood, stress, and guilt	1.000	0.734
● 6 Attitudes, beliefs, and knowledge about food	1.000	0.822

Extraction Method: *Principal Component Analysis.*

Source: Developed from data analysis

Table no 5:Total Variance Explained (Human food habit and Environmental impact)

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.08	53.865	53.865	8.08	53.865	53.865	4.45	29.677	29.677
2	1.73	11.583	65.448	1.73	11.583	65.448	3.66	24.447	54.124
3	1.07	7.173	72.621	1.07	7.173	72.621	2.77	18.496	72.621
4	0.91	6.126	78.747						
5	0.55	3.692	82.439						
6	0.52	3.437	85.876						

Extraction Method: Principal Component Analysis.

Source: Developed from data analysis

All six variables were subjected to factor analysis. These variables were reduced to three components, accounting for 72.621% of the total variance. The first factor's loading pattern reveals that a common factor runs through all elements, accounting for approximately 29.677% of the variance. The second component accounts for around 24.447% of the variance, while the third factor accounts for 18.496%. Together, the three factors account for 72.621% of the total variance, shown in Table no. 6.

Table no 6: Rotated Component Matrix (Human food habit and Environmental impact)

Items	Component		
	1	2	3
● 1. Biological determinants such as hunger, appetite, and taste			**0.811**
● 2 Economic determinants such as cost, income, availability		**0.646**	
● 3. Physical determinants such as access, education, skills (e.g.cooking), and time	**0.637**		
● 4. Social determinants such as culture, family, peers, and meal patterns	**0.601**		
● 5 Psychological determinants such as mood, stress, and guilt		**0.648**	
● 6 Attitudes, beliefs, and knowledge about food	**0.702**		**0.573**

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 14 iterations.

Source: Developed from data analysis

Multiple Regressions (Human food habit and Environmental impact):

After determining the factors involved in judging the relationship between humans and the environment, the next step is to find the **Human food habits and Environmental impact** and the factors in the study area. A multiple regression analysis was done to identify the relationship between human food habits and environmental **impact**. The function is as follows:

Multiple regression equation:

$Y = C + ßx_1 + ßx_2 + ßx_3 + ßx_4 + ßx_5 + \ldots + ßx_n$

Y = prediction relationship of types of variables towards the r**elationship between Human food habits and Environmental Impact**

C = Constant value

ß = Unstandardized Coefficient

$x_1, x_2, x_3 \ldots$ = Dimension of independent variable (*Control of Natural Resources, Ecological crisis, Protection of Earth*)

Regression models are used to predict one or more variables from another. The study's explanatory variable is the regression analysis, which forecasts the degree of reliance on various components. The first outcome of the regression analysis, i.e., ANOVA, was used to test this (F-test). In addition, the R square value of the regression analysis was calculated to indicate how well the explanatory factors explained the dependent component.

The second outcome of the regression analysis, the t-test with a significant value (p-value), identifies the most important explanatory variable influencing the explained/dependent factor. The regression coefficient of the independent variables has been estimated, and the results are shown below in Table no. 7.

Table no. 7: Multiple Regressions (Human food habit and Environmental impact)

Regression Statistics	
Multiple R	0.989
R Square	0.978
Adjusted R Square	0.984
Standard Error	0.020
Observations	337

Source: Developed from data analysis

The R square value of the above model is 0.978, which means the dependent variable, humans and environment, is influenced by all these three explanatory variables: Control of Natural Resources (F1), Ecological crisis (F2), and Protection of Earth (F3) by 97.8% which is a good indicator for establishing a well-set relationship of humans and environment and its associated factors.

Hypothesis 1: A significant relationship exists between changing human food habits and the environmental impact of a particular place.

Table no. 8: Multiple Regressions (ANOVA) Human Food Habit and Environmental Impact

	Df	*SS*	*MS*	*F*	*Significance F*
Regression	3	111.909	37.303144	4743153	0.000
Residual	333	0.00261	7.865E-06		
Total	336	111.91			

Source: Developed from data analysis

The ANOVA (F-test) indicates that the scale/ factor, i.e., **"**Human food habit and Environmental impact," was quite significant since the significant value (p-value) of the F-test is 0.000 (Table no. 8), which means that all the three explanatory variables are highly significant with respect to the explained factor, i.e., "Human food habit and Environmental impact."

This proves hypothesis 1, i.e., "There exists a significant impact of Humans on environmental practices of sustainability in the hotel business" (Table no 9).

Table no. 9: Multiple Regression coefficients (Human food habit and Environmental impact)

Particulars	**Coefficients**	**Standard Error**	**t Stat**	**P-value**
Intercept	2.009	0.259	7.748	0.012

Biological determinants (F1)	1.004	0.071	14.11	0.000*
Economic determinants (F2)	0.697	0.078	8.88	0.000*
Attitudes, beliefs and knowledge about food (F3)	0.714	0.062	11.608	0.000*

Source: Developed from data analysis

** Based on the Multiple Regression Output Table of "Human Food Habit and Environmental Impact" and its constituent variables, we could generate the following equation, which was significant at the 1% level.*

Human food habit and Environmental impact (Y) = 2.009 + 1.004(F1) + 0.697 (F2) + 0.714 (F3)

This can be read as an increase of 1.004 units in human dietary habits and environmental impact for every unit of Factor 1(F1) delivered (Y). The largest Beta signifies that the independent variable has the most impact on the dependent variable. According to the table above, independent factor 1 has the highest coefficient of 1.004 of all the independent variables, implying that independent Factor 1 contributes the most and has a bigger effect on human dietary habits and environmental impact than the other independent variables. The table also reveals that the t-test significant value (p-value) for each item is 0.000, demonstrating the high significance of the three decreased components using factor analysis in relation to the component "Human dietary habit and Environmental impact."

Findings:

Males account for 84.0% (283 respondents) of the respondents, while females account for only 16.0% (54 nos.). Similarly, the majority of the respondents are between the ages of 31 and 35, accounting for 156 (46.3%), with the remainder falling between the ages of 35 and 40, accounting for 24.3% (82), and 26 to 30 years old accounting for 24.0% (81 nos). In terms of marital status, the majority of respondents (66.20%) (223 people) are married, while 30.30% (102 people) are single. 2.70% of respondents (9 people) are widowed, and 0.9% respondents (3 people) are divorced.

• When it comes to the number of years respondents have worked in hotels, the profiles show that the majority of respondents (46.0%) (155 people) have worked in hotels for 5 to 10 years, followed by 39.0% (39 people) who have worked in hotels for less than five years, and 13.40% (45 people) who have worked in hotels for more than 15 years.

Human Food Habit and Environmental Impact

For the aforesaid measurement, respondents are asked six questions. The item reliability is more than 0.7, suggesting that all items are reliable and the questionnaire is correct. The instrument employed to collect the respondents' thoughts was legitimate and appropriate.

• The KMO rating for factor analysis is 0.894, indicating that it is reliable for analyzing the six variables. Furthermore, the significance value is 0.000, which is the same.

• Factor analysis revealed that three factors explained 72.62% of the total variation. In multiple regression, independent factor 1 has the highest coefficient (1.004), indicating that it affects human food preferences and the environment more than the other independent factors. The three reduced components based on factor analysis are extremely significant in connection to the explained component, "Human dietary habit and Environmental impact," as evidenced by the t-test significant value (p-value) for all items is 0.000.

V. CONCLUSION

This particular tourist destination of the research site has been a major tourist destination of Odisha since immemorial. The impact of the Jagannath Cult is much more felt in this place. However, Jagannath is the only presiding deity of Puri as well as the state of Odisha, and the Jagannath cult is one of the oldest cults; the food transition has not yet gained total momentum inspite of massive traffic of tourists, and that is continuous since ancient times. As a result, food transition is a natural process with many dimensions. Tourism's ongoing effect on the destination has a significant role. However, tourism plays a vital role in influencing the change of Human food habits for the Environmental impact.

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