

Indian Journal of

ISSN NO.1 0974-2913
UGC APPROVED JOURNAL - 43694

INTERNATIONAL TOURISM & HOSPITALITY RESEARCH

Volume 8

No. 1

2017

Special Issue on International Seminar on Bhagavad Gita:
Holistic Life Management and World Harmony Tourism Motivation



***Maa Saraswati
The Goddess of Knowledge***



A Journal of
**DEPARTMENT OF TOURISM & HOTEL MANAGEMENT
KURUKSHETRA UNIVERSITY, KURUKSHETRA
HARYANA (INDIA)**

Debasis Sahoo

Linkage of Shrimad Bhagavad-Gita on Temple Cuisine "Mahaprashada" at Jagannath Dham (Puri)

Surjeet Kumar

Assistant Professor, Department of Tourism & Hotel Management,
Kurukshetra University, Haryana, email: surjeetkumar.kuk@gmail.com
Cell: +919896248189

Debasis Sahoo

Assistant Professor, SOTTHM, Central University of Himachal Pradesh,
Dharamshala, E-mail: debasis_chef@yahoo.com,
Cell: 09816054535, 09938373538

ABSTRACT

Cuisine is a cultural artefact and a central aspect of cultural learning (Cornejo Happel, 2012; Hegarty & O'Mahoney, 2001). As stated by Bessiere (1998) a destination's local cuisine is deeply rooted in a particular place, space and time. Jones and Jenkins (2002) also argued that food is not only a basic need for tourists, but also a cultural element that can positively present a destination. Further according to D. Telfer & R. Plummer (2003) the consumption of local food and beverage brings the tourist closer to the host culture and also helps to promote and enhance identity of the destination. Hobsbawn & Ranger (1983) argued that cuisines that are highly known for their taste and quality can be developed into tourism products. Such a unique and divine cuisine is the "Cuisine of Lord Jagannath" i.e. Mahaprashada. "Jagannath" which literally means 'Lord of the Universe' is believed to be the incarnation of Lord Vishnu and Puri is considered to be one of his residing places. Puri is a small town located on the eastern coast of India and is one of the famous "Chaar Dhaam" (four Holy abodes of Lord Vishnu). As stated by Guru Adi Sankaracharya it is the place where Lord Vishnu dines at, hence it is also named as "Bhojana Kshetra" (Dining Place of Lord Vishnu). The glory of Lord Jagannath & his divine food offerings i.e. Mahaprashada has been mentioned in various Vedas, Puranas, Upanishad and several other religious texts. Such a unique religious text is "Srimad Bhagavad-Gita" which is considered to hold the 'vow of life' of every common man belonging to Hindu Community. Hence the present research tries to identify and analyze the linkage of Bhagavad-Gita on Mahaprashada. This will certainly help to explore the various elementary realities (tattva) of Mahaprashada as well as unveil the ultimate secret of Mahaprashada as a saviour.

Key words: Mahaprashada, Chaar Dhaam, Bhojana-Kshetra, Bhagavad-Gita, etc.

Introduction

According to the initial definitions given by UNWTO, Tourism has been identified as a cultural, social and economic phenomenon. It has also been reviewed time to time, how culture plays a crucial role as a tourism component, which now a days has lead to a much developed segment of tourism sector termed as "Cultural Tourism". According to János Csapó (2012) one of the aspects of 'cultural tourism products' is cultural values connected to everyday life like leisure, lifestyle, habits, food/gastronomy etc. A country like India possesses vivid colours and multiple expressions as far as culture is concerned, through its old world heritage of more than 5000 years old civilization. Various aspects of culture such as History, religion, language, festivals, Cuisine, art form, clothing, customs etc. show a huge diversity as far as various states are concerned. But when it comes to the culinary aspect of Indian culture, there is a significant relationship between the religion and Cuisine, which can be depicted as the Religious Gastronomy. One of the most important components of Religious Gastronomy is the auspicious "Temple Cuisine". As India exhibits a diversified cultural trend across the nation, the Temple cuisine tend to be different so as the culture. One such unique culture is the Supreme "Jagannath Cult". Jagannath which literally means 'Lord of the Universe' is believed to be the incarnation of Lord Vishnu and Puri is considered to be his residing place. Puri is a small town located on the eastern coastal state of Odisha and is one of the famous "Chaar Dhaam" (four Holy abodes of Lord Vishnu). As stated