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Assessment of Night Food Market - A Case Study of Puri, Odisha

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Abstract: ***This study accessess the night food market in Puri area, The research explores the unique features of the Puri market scene during night time using a case study methodology and evaluate the assessment of the night food market. This report attempts to paint a clear picture of the viability and potential impact of a night food market in the puri area through in depth analysis and data driven insights. The ultimate objective is to support the creation of an inclusive, sustainable tourism model that enhances the experience for tourists while empowering local communities.***

Keywords: ***Night Market, Night Food Market, Food Market, Puri Market, Odisha Night Market, Odisha Tourism, Tourism Night Market Model***

I. INTRODUCTION

Puri is a popular tourist destination along the bay of bengal in Odisha, India, recognized for its rich cultural heritage, magnificent beaches, and historical significance. A well planned night food market tourism model can improve the quality of tourist experience and also provide support in benefit of “local economy”, “social &cultural benefit” & improving infrastructure of Puri.

II. NEED OF THE STUDY

Puri is a most popular tourist destination in Odisha. According to the survey data 60% tourist are visiting Odisha only for Puri and overall there are 1.50 crores visitors visit Puri every year and 40,000+ visitors per day.
According to the ground survey 15000+ tourists reach puri during night time. This study will help to assess the potential of a NIGHT FOOD MARKET in Puri and Its feasibility of establishing a night food market and enhance tourist experience

III. AIM

To assess the feasibility and potential of establishing a night food market in Puri & recommendation to support the topic.



Image 1: Showing Puri Town During Night Time

IV. OBJECTIVE

1) Evaluate the potential and demand for a night food market among tourists and locals in Puri, Odisha.
2) Study the potential Customer for night food market in puri.

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V. SCOPE

1) Focus on Puri city and "POTENTIAL FOR A NIGHT FOOD MARKE".
2) To study the demand for food options at night for local, visitors & late night arrivals.

VI. LIMITATIONS:

1) External factors: The feasibility and impact of the night market may be influenced by external factors beyond the scope of this research, such as government policies, economic fluctuations, and unforeseen events.
2) Community perspectives: While the research will consider community support and potential challenges, in-depth engagement with diverse community members may not be possible within the research time frame.

VII. EXPECTED OUTCOME:

1) Through comprehensive analysis and data-driven insights, this research aims to provide a clear picture of the FEASIBILITY AND POTENTIAL IMPACT OF A NIGHT FOOD MARKET IN PURI AREA.
2) The ultimate goal is to contribute to the development of a sustainable and inclusive tourism model that empowers local communities and enriches the visitor experience.

VIII. STUDY AREA

Puri district is a coastal district of the Odisha state of India. It has one sub-division, 11 tahasils and 11 blocks and comprises 1722 revenue villages. Puri is the only municipality of the district. Konark, Pipili and Nimapara are the three NACs in this district. Satyabadi, Gop, Kakatpur and Brahmagiri are major semi-urban areas.

Puri one of the points of "Golden triangle for Tourism" of the State of Odisha fall well within the PKDA area. Puri town has been an important religious and tourism destination with huge strengths of rich cultural and religious heritages, beach stretches, and cottage & handicrafts industries.There are 32 no of wards With total population of 2 lakhs.

Puri District	**Population: 16,98,730**	**Area: 1,343 Sq.km**



Map 1: Showing Puri Town From Odisha & India Map

IX. DATA COLLECTION & ANALYSIS

- Puri Area: 64.10 Sq.km
- Population: 172717(Census 2011) & 2,00,564 (2024 Population Projection)
- City Name: Puri
- District: Puri
- State: Odisha
- Language: Odia

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Popular Tourist Places Under Puri Town:-
Jagannath Temple
Satapada Chilika
Sea Beaches- 3 Nos (25.90 km Length)

- Light House Pearl Beach
- Puri Swargodwar Beach
- Puri Golden Beach



Image 2: Puri Railway Station, Puri, Odisha

Way Of Connectivity to Puri Area:-

- Puri Railway Station
- Malatipatpur Bus Stand (Long Route Travellers)
- Puri Bus Stand (Local Route Travellers)



Image 3: Malatipatpur Bus Stand, Puri, Odisha

3 Routes:
NH-316 = Bhubaneswar- Puri Satapada
SH-13 = Khordha-Jatani-Pipili Rd- Puri
SH-60 = Phulnakhara-Gop- Puri



Image 4: Puri Local Bus Stand, Puri, Odisha

Tourist reach in puri using these 3 public transportation services. Most of the long route traveller come from West Bengal, Jharkhand, Bihar, Chandigarh, Haryana, Madhya Pradesh, Uttar Pradesh, etc.

X. PURI TOURISM

Tourist Attractions in Puri for its religious significance, pristine beaches, and cultural heritage.
Puri offers a variety of accommodation options, from budget-friendly guesthouses to luxurious beach resorts. The resorts lining the Marine Drive are especially popular with tourists seeking a relaxing stay with stunning ocean views.
There are 1.68 cr total visitors in 2022 and visitors visit puri 32% in lean season & 68% in peak season.
Most of the puri visitors are domestic visitors. According to statistical bulletin 2020, there are 99% are domestic visitors and 1% are international visitors.

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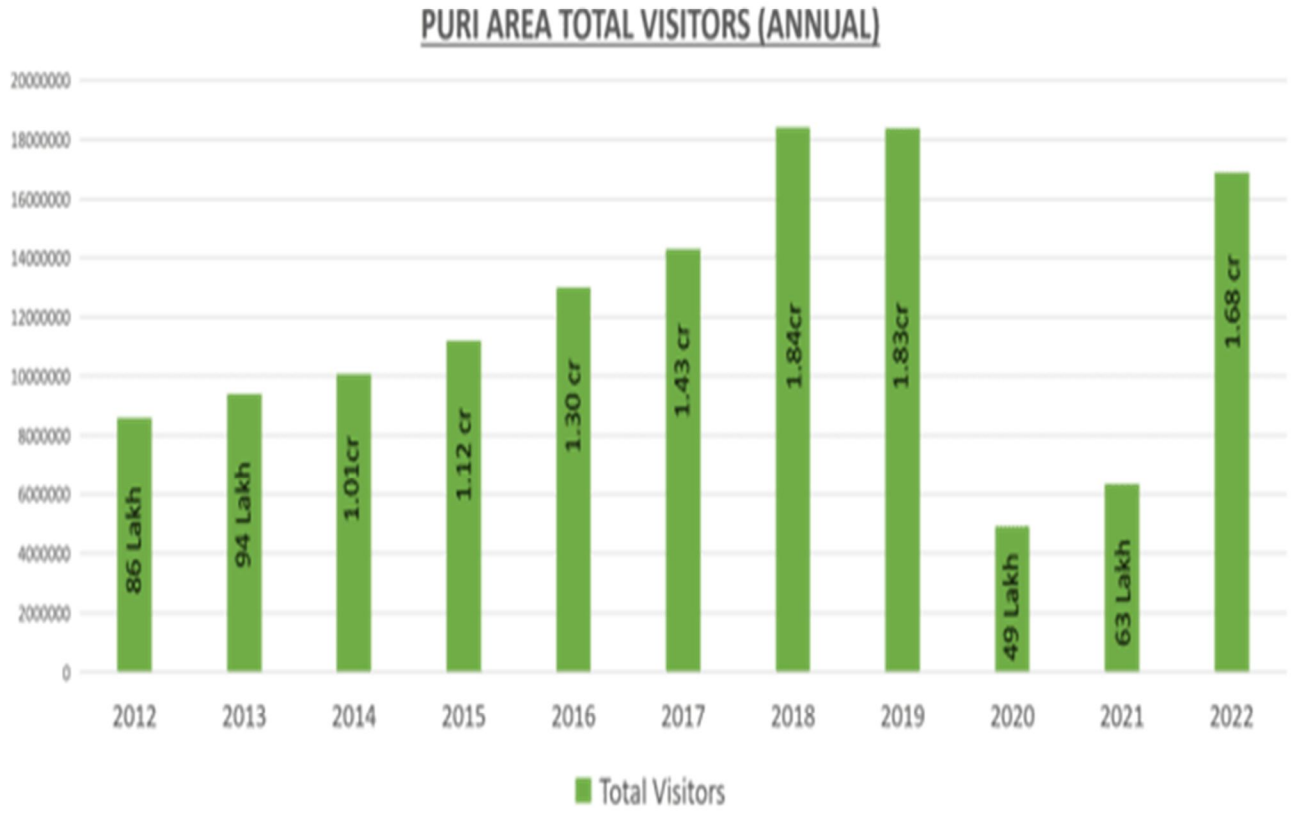


Figure 1: Puri Area Total Visitors Every Year From 2012-2022





Figure 2 : Showing Peak & Lean Season Visitors Percentage Figure 3 : Showing Domestic & International Visitors In Percentage
Source: Journal Of Coastal Science

According to tourist data in 2022, day visitors nos in 1.47 cr annual, and 21 lakhs tourist stay in hotel annual. Average day visistors are 40,400 in nos & 5868 nos of tourist staying at hotel per day.

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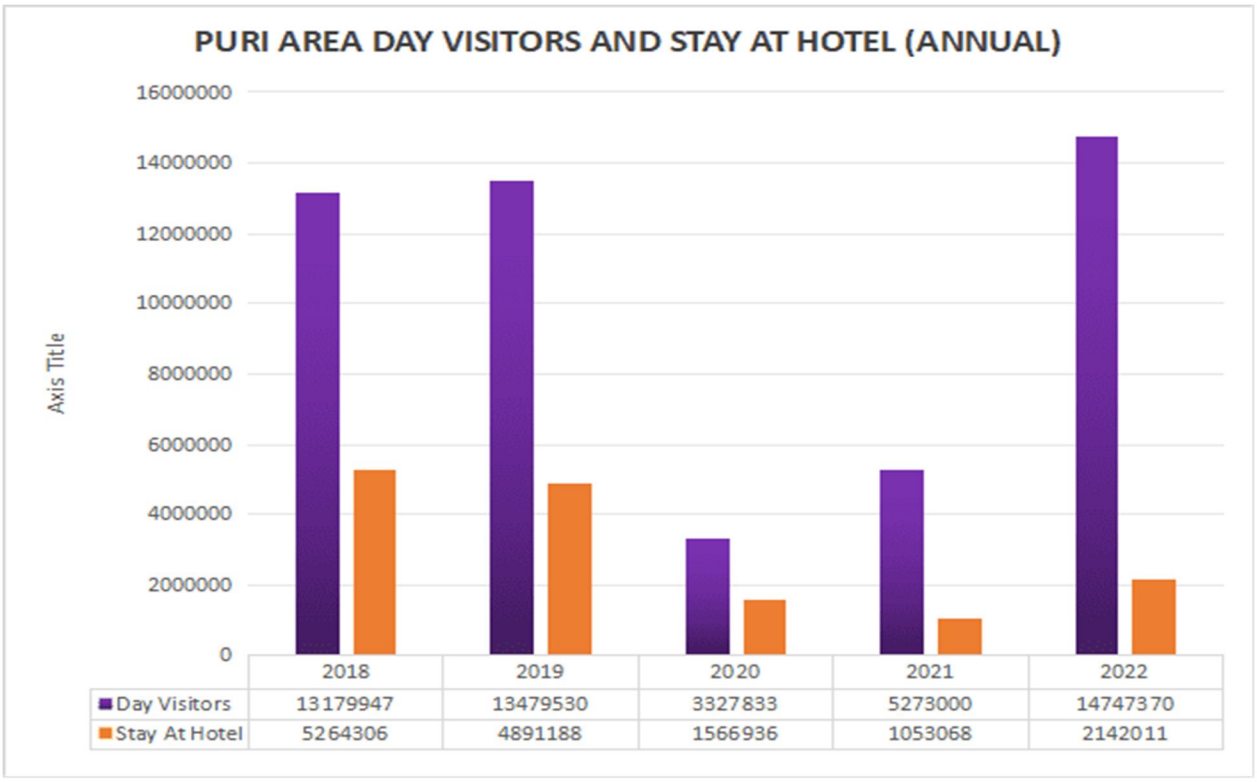


Figure 4 : Showing Day Visitors & Hotel Stay Annual

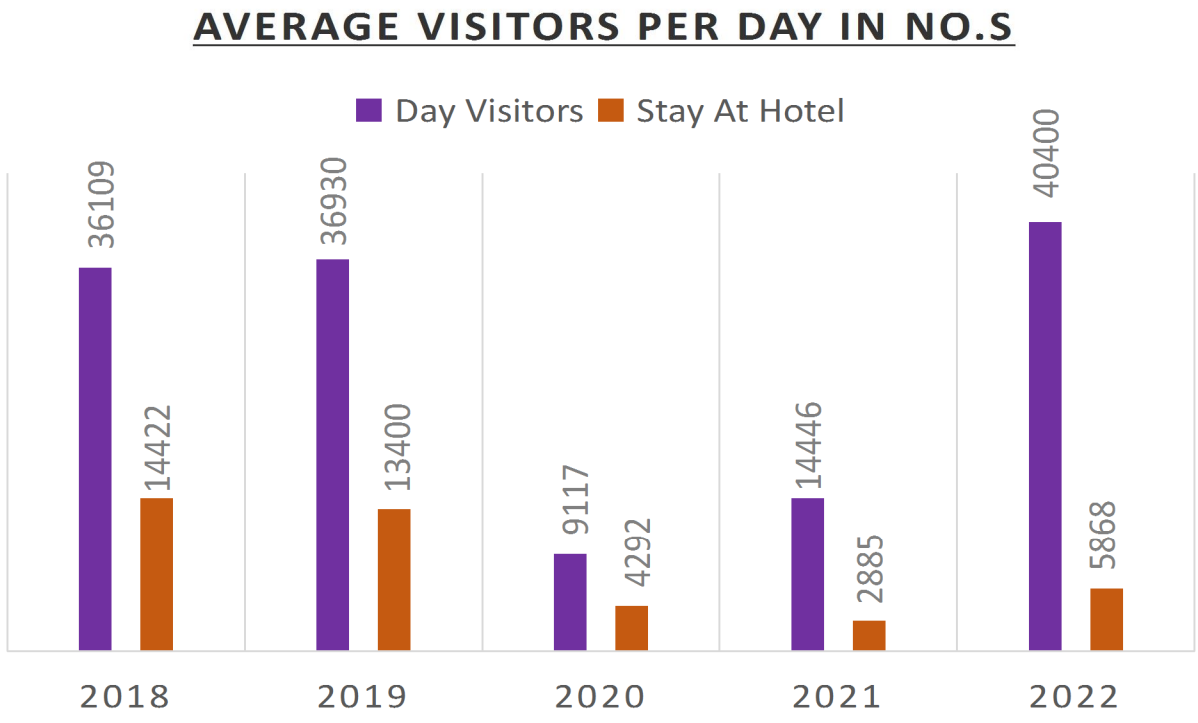


Figure 5 : Showing Avg. Visitors Per Day

Source: Statistical Bulletins 2020 & 2022

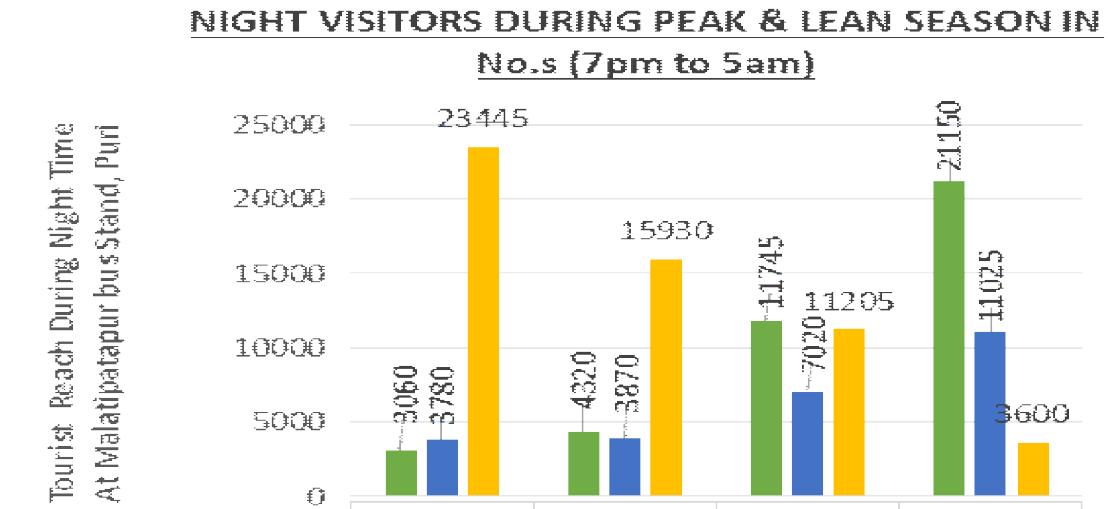


Figure 6 :Visitors Reach During NIght Time (7PM-5AM)

There are 20,000+ (Max) & 3000+ (Min) Tourists reach at puri during night time everyday.
According to Malatipatpur Bus stand data during the month March 2024, there are 25,000+ visitors reached during night time and in peak season it cross 40,000+ visitors on month basis.

XI. PURI TOWN HOTELS & TOURIST ACTIVITY

Puri offers a range of hotels and resorts, from budget-friendly options to luxurious beach retreats.
Popular picks are resorts along Marine Drive for stunning ocean views and a relaxing vibe. There are 710 no of hotels and 32914 beds available. According to current data of march 2024 the hotel occupancy reach 80 % in lean days and 90% in weekends.

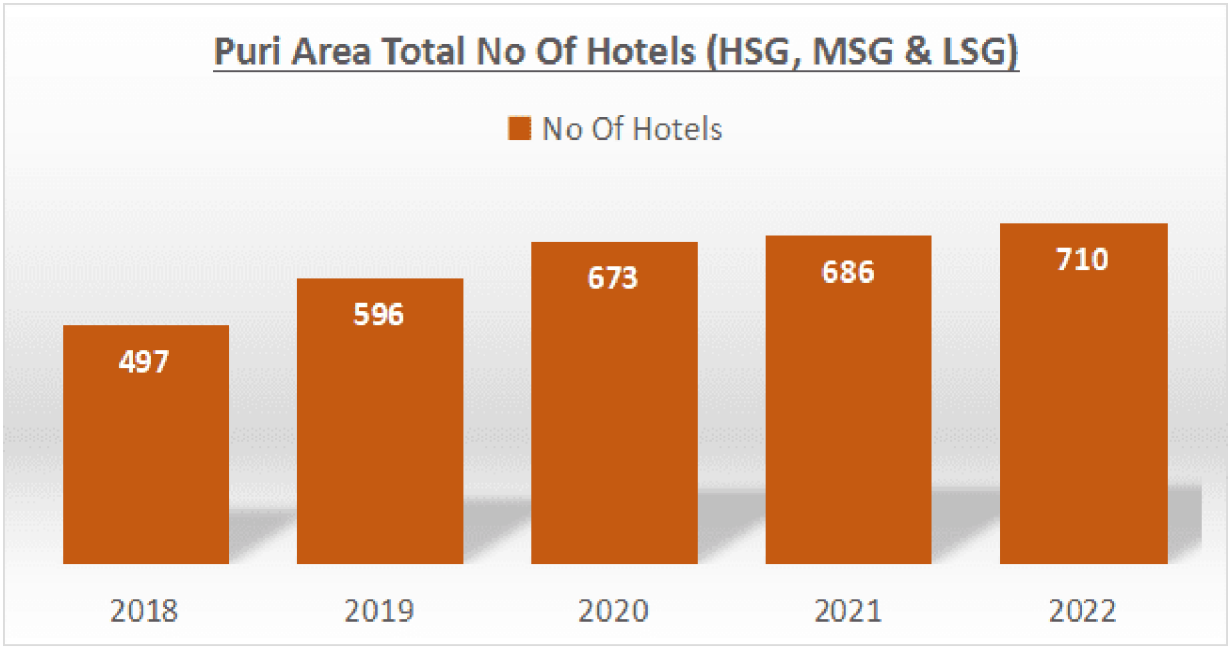


Figure 7 : Showing No of Hotels In Puri

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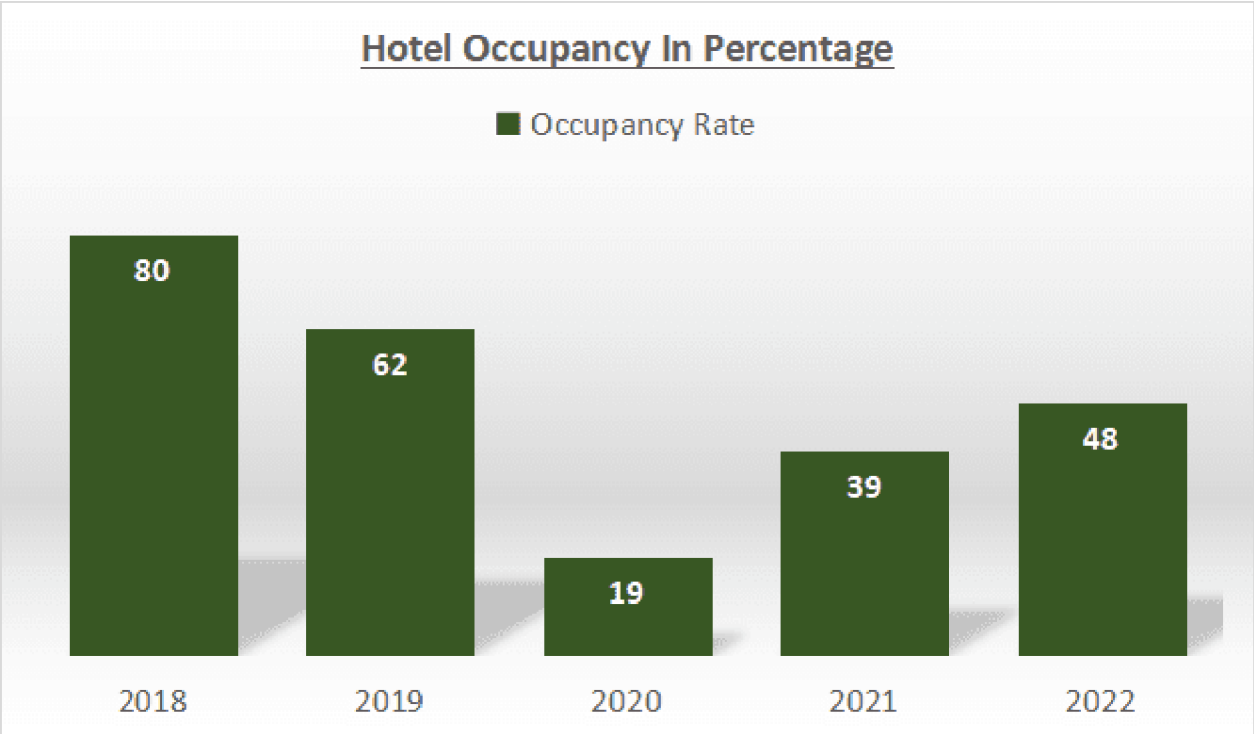


Figure 8 : Showing Hotel Occupancy rate in puri Hotels & resorts

Hotels & Resorts in Puri Town



Map 2 : Puri Area Showing Hotels & Resorts

Most Of The Hotels & Resorts In These Wards:-

1) Ward 6, Ward 7 , Ward 8, Ward 11, Ward 12, Ward 25 = 76% Hotels are near to Sea Beach.

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2) Ward 9, Ward 10, Ward13, Ward 15, Ward 17, Ward 20, Ward 21 = 15% Hotels are near to Jagannath Temple.
3) Ward 14, Ward 19, Ward 22,Ward 24, Ward 28, Ward 29 = 9% Hotels are near to Puri Bus Stand & Other Area.
4) Hotels Are increasing by 6-8 % every year
5) In Working days Hotel Occupancy in between 70-80% & In Weekend occupancy rate in between 90-95%.(Most of the hotels are pre-booked for the long route traveller).
6) Heavy visitors/tourist traffic on weekends.
7) Most of the hotels and resorts are near sea beach.

XII. VISITORS & LOCAL RESIDENCE DATA (PRIMARY SURVEY)

Sample Size For the Collection Of Data:- Hotels: 50 Nos ,
Visitors & Localities :- 120 Nos (Simple Random Sampling

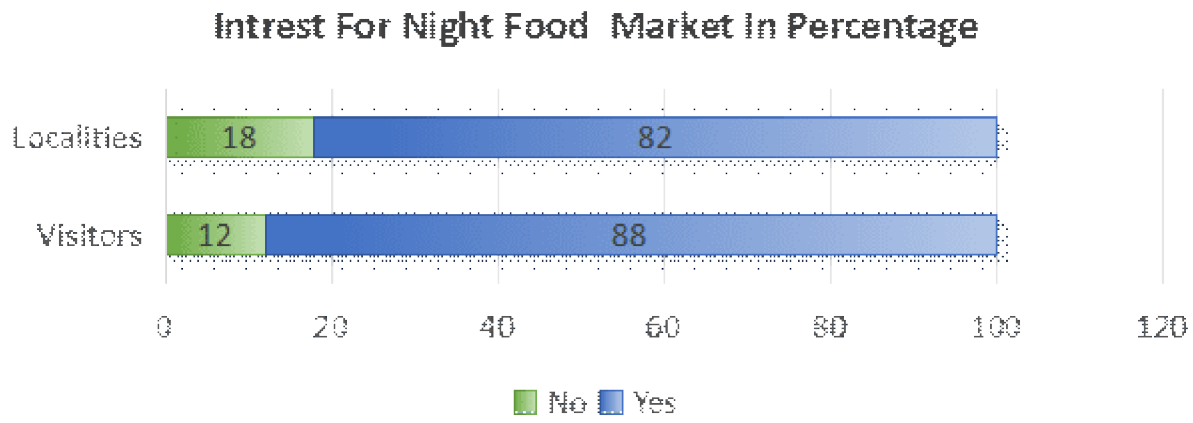


Figure 9 : Local Residence & Visitors Showing Intrest for Night Food Market In Puri

- According to survey visitors most prefered food types are Sea Food & Authentic Odia food, But in same Local residence are prefered Other types like(Chinese, desert and some light food types).

Night Life Of Puri During These Hours

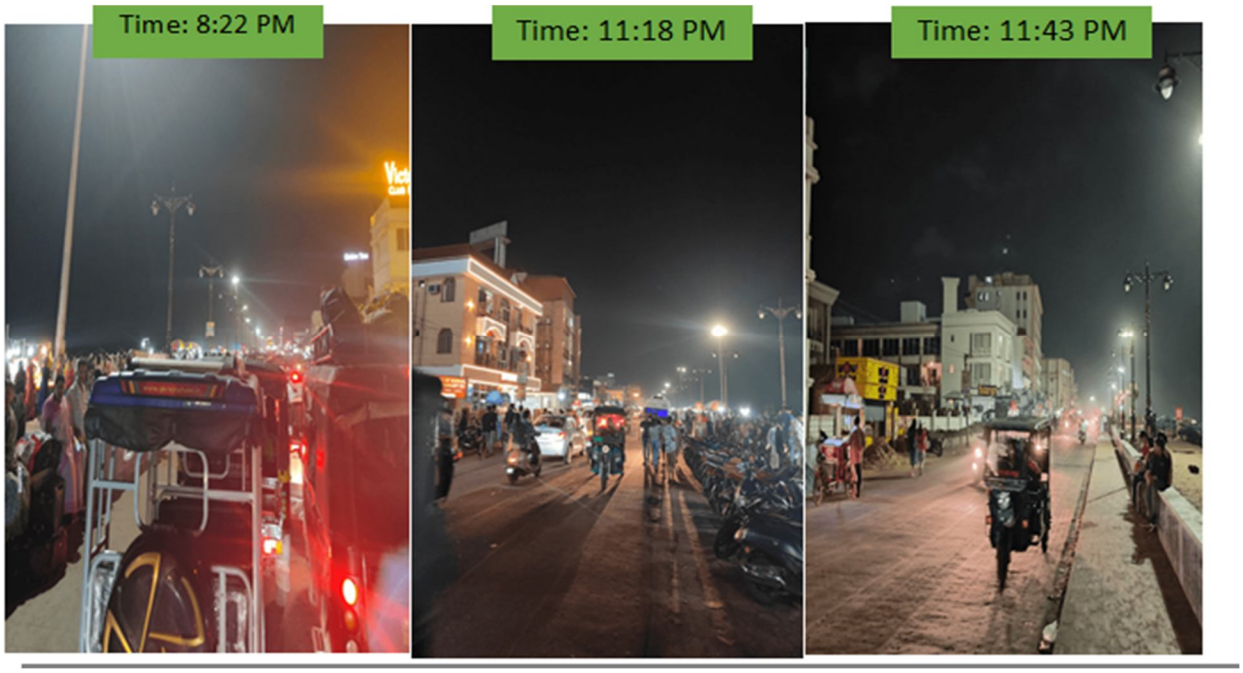


Image 5 : Showing Visitors footfall in puri during these hours

- For suitable time there is no limit for the visitors but in some condition local people have limits like they can finish their work and visit the food market.
- Visitors spending patterns are like if they have Rs:1000, They will spend 37% in food, 28% in Art & Craft & 35% in shopping other items depend on person needs




Image 6: Showing Odia Food & Craft Shopping Items

Inferance (As per survey Suitable Time & Shop types & Services)
Time: 7 PM to 12:30 AM For Now, Later we can extend the time according to the scenario
Food Shop Types:

- 38% Shops (Sea Food)
- 30% Shops (Authentic Odia Food)
- 32% Shops (Other- Desert, Chinese light food types)

Need Services During these Hours:-

- Police Service
- Transport Service
- Should be Walkable Distance
- Street Lights
- CCTV Surveillance
- Public Toilet
- Drinking Water

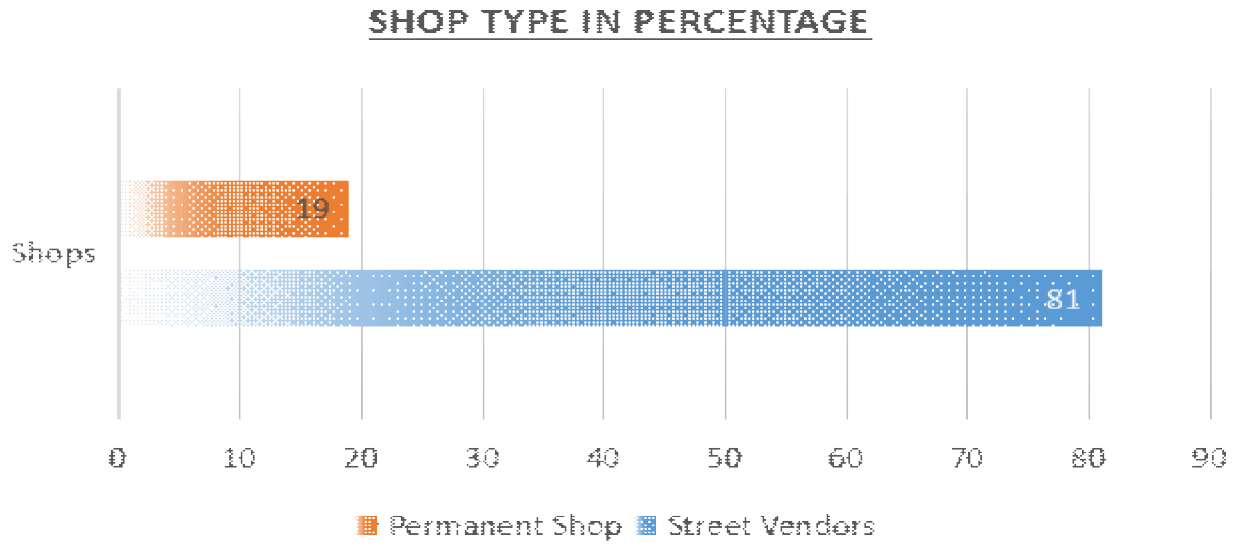


Figure 10 :Types of shops Near Sea Beach In %

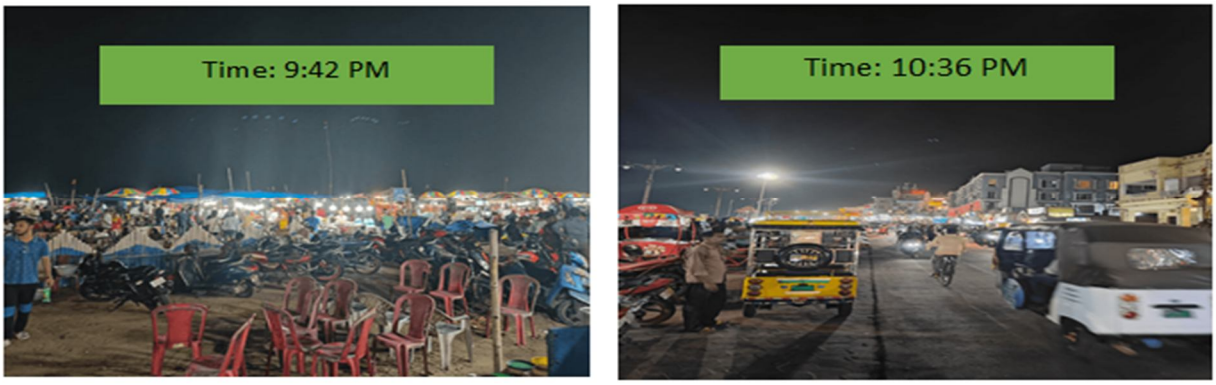
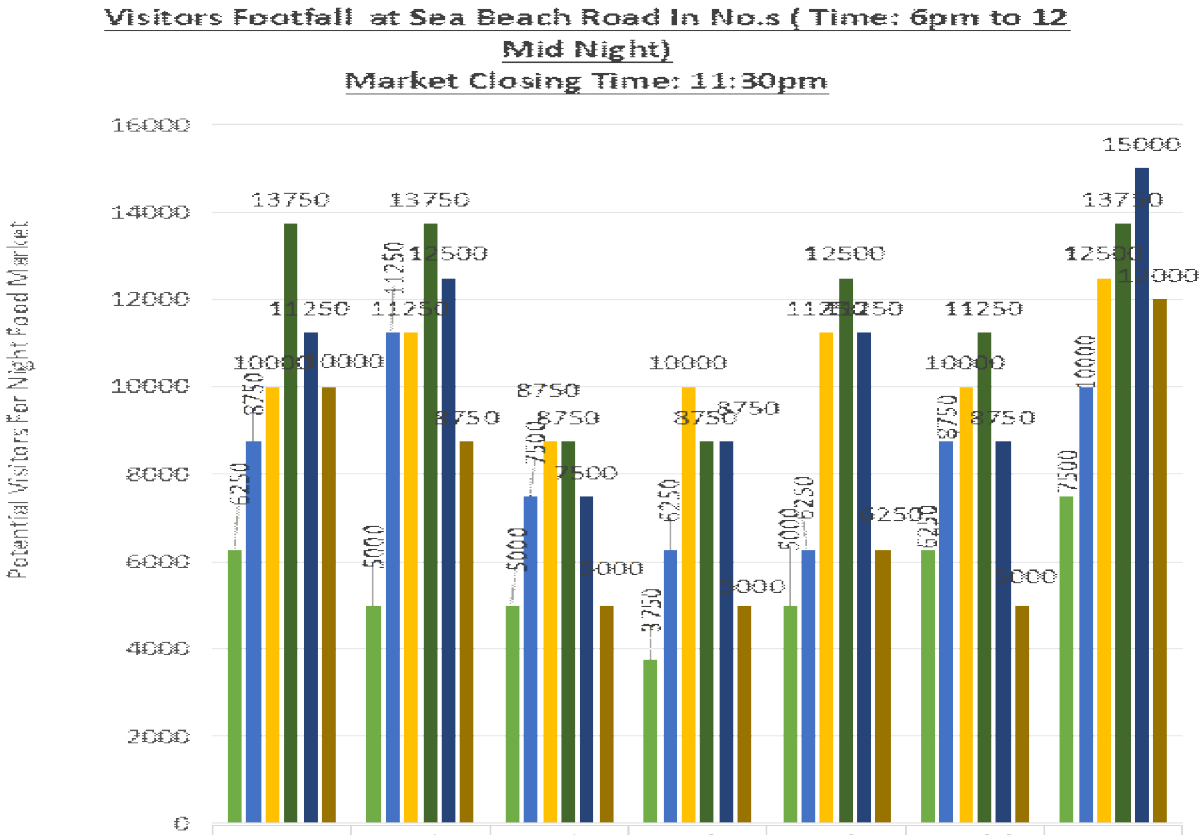


Image 7 : Photos With Time Frame & Showing Heavy Foot Fall During These Hoursnear sea beach

In puri tourist expenditure category calculated in hotels, food & miscellaneous. In Peak & lean season the expenditure can varry depend on the scenario. According to survey hotel prices in lean season vary from Rs:500/- to Rs:1500/- and in peak season hotel prices vary from Rs: 1000/- to Rs:2000/-.



	Day 1(Sat)	Day 2(Sun)	Day 3(Mon)	Day 4(Tue)	Day 5(Wed)	Day 6(Thu)	Day 7(Fri)
6-7pm	6250	5000	5000	3750	5000	6250	7500
7-8pm	8750	11250	7500	6250	6250	8750	10000
8-9pm	10000	11250	8750	10000	11250	10000	12500
9-10pm	13750	13750	8750	8750	12500	11250	13750
10-11pm	11250	12500	7500	8750	11250	8750	15000
11-12am	10000	8750	5000	5000	6250	5000	12000

Figure 11 : Footfall at sea beach road During these hours Data

In total there are "2010" street vendors but "1250" vendors are from sea beach side & other "760" vendors are from puri town other areas.

According to survey visitors footfall Increase in Weekends and Non-Veg days like (Wed, Fri, Sat & Sun), thats why most of the visitors are intrested in sea food . Visitors footfall graph shows that there are 15000+ visitors in between 9pm-11pm and that's the peak hours, but in weekends(Fri, Sat & Sun) that sea beach area have that much strength there are 9000+ people are roam till 12 Am & onwards. It shows that the shop closing time reduce the footfall.

XIII. CONCLUSION

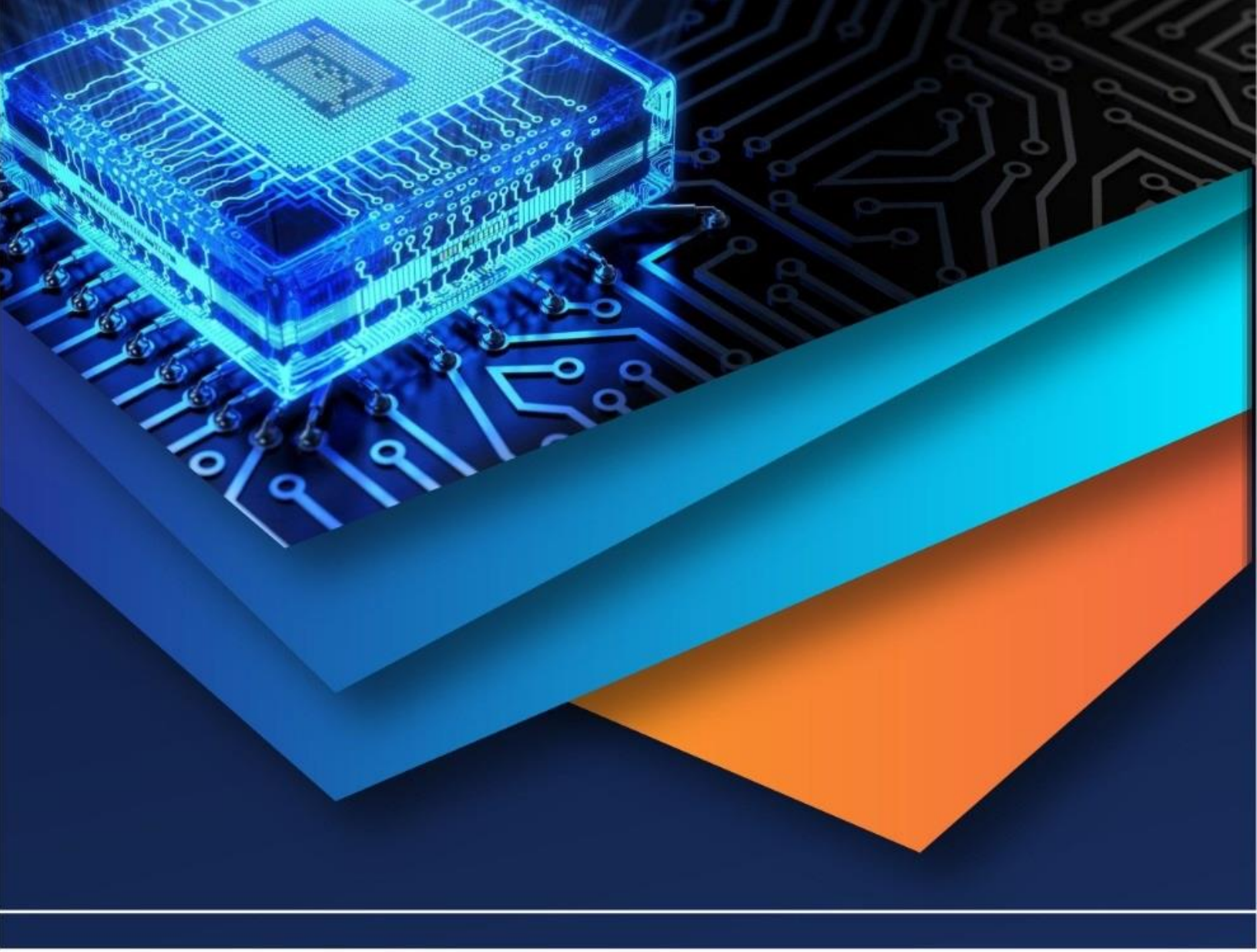
This study give a clear image that the puri area have the primaryly tourist potential, and we can analyze that the major hotels are near puri sea beach and most of the tourist footfall are near sea beach area.

We can Provide a designated land near sea beach area with proper planning with all aspects like basic amenities and security.

Puri have the potential to open a night market, with all the analysis of tourist flow on daily basis and night traveller and local residence.

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