

# Impact of Local Cuisine Integration on Destination Branding and Sustainable Tourism Development in Cochin, Kerala

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**Abstract:** Local cuisine plays a pivotal role in shaping destination identity, attracting tourists, and promoting sustainability. In Cochin, Kerala, the integration of indigenous food traditions into the hospitality industry has enhanced destination branding by offering authentic cultural experiences while supporting environmental and socio-economic sustainability. This review paper analyzes the impact of local cuisine integration on tourism development in Cochin, highlighting its role in economic empowerment, cultural preservation, environmental sustainability, and branding differentiation.

**Keywords:** Sustainable, Culinary Tourism, Tourist Preferences, Cochin Kerala.