

Digital Promotion of Local Cuisine and Its Impact on Tourism Growth in the Heart of Incredible India-Madhya Pradesh

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ABSTRACT

The impact of digital promotion of local cuisine on the growth of tourism in Madhya Pradesh, popularly known as Heart of Incredible India, was the subject of the present study. Today, the tourism field is digital, and social networks, travel websites, food blogs, online reviews, and promotional campaigns are all very effective means of attracting tourists and raising awareness of the local area. This study was conducted to analyse the influence of digital marketing of traditional food on tourist attraction, the development of tourism and awareness of regional food. The study used a primary quantitative research design. The number of respondents was 130 selected from the population using a random sampling technique and data was gathered through self-structured 5-point Likert questionnaire. Data collected were analysed using SPSS and Microsoft Excel with frequency, percentage, regression and Pearson correlation techniques. The results showed that the local food promotion through digital media positively affects the tourism development of Madhya Pradesh. The findings showed that exposure to online food marketing and social media had a positive effect on tourist attraction to the state. These digital initiatives helped raise awareness of local food and promote tourism development, as well, by the creation of digital reviews, food blogs and promotional campaigns. The traditional dishes like Poha-Jalebi, Dal Bafla, Bhutte Ka Kees and the Bhopali cuisine were found to be very useful cultural assets which can help to enhance the destination branding. The study is done for the aim of improving the interest of tourists, supporting local food businesses, preserving culinary heritage and generating sustainable tourism growth; it has been found that digital promotion is effective. Therefore, tourism authorities and stakeholders should adopt innovative digital strategies to promote the culinary identity of Madhya Pradesh more effectively.

Keywords: Digital Promotion, Local Cuisine, Tourism Growth, Social Media Marketing, Culinary Tourism, Madhya Pradesh, Tourist Attraction

INTRODUCTION

Globally, tourism is one of the industries that is growing the fastest. It is a successful way to promote cultural awareness and protect a nation's regional customs (**Amin & Budilestari, 2025**). The value of tourism to the economic and social development of a country is well acknowledged. It is thought to stimulate economic growth. Tourism might bring in a significant amount of money for the state, which could be put toward development. The state's infrastructure and services might be improved with tourism-related revenue. (**Shiji, 2016**)

Digital promotion of local cuisine involves using digital platforms, digital technologies, and Internet-based communications to help to promote local food traditions, local cooking methods, local food ingredients, and local food heritage to a larger audience. In today's tourism sector, food has emerged as one of the strongest drivers of tourism, with tourists increasingly wanting to experience the culture through the local dishes (**Sharma et al., 2023**). Social media like Instagram, YouTube, Facebook, travel blogs, and food review sites have changed the way destinations market their food offerings, featuring appealing visuals, cooking videos, and customer reviews, alongside cultural stories that captivate travellers to visit food destinations. Research in culinary tourism in India has revealed that visual content, online reviews, and digital storytelling have a great impact on tourists' food choices and preferences for a travel destination. (**Sharma & Verma, 2025**)

Madhya Pradesh, also referred to as the “Heart of Incredible India,” is a state where digital marketing is crucial in showcasing the diverse range of food options. Madhya Pradesh food is a mix of tribal, rural, royal and urban cuisine. Food photography, food reels, travel influencers, recipe blogs, virtual food trails and destination websites are used to promote tourism and to generate curiosity among tourists. The food theme is one of the most popular topics in the digital marketing communication campaign of Madhya Pradesh Tourism, particularly dishes from cities like Indore, Bhopal and Maheshwar. (**Tawte, 2025**)

Digital promotion also helps build tourism growth by helping local cuisines be seen by locals and tourists before they come to the area. Food vlogs, reviews, and viral food trends on social media are influencing many tourists when making their holiday plans (**Ingrassia et al., 2022**). Online promotion of food festivals and culinary events further boosts tourist arrivals and the recognition of the destination. Increasingly, the government tourism boards of India bring in food

experiences into their branding of the destinations as it represents local identity and heritage.

(Ghosal, 2016)

Furthermore, digital promotion is beneficial for the local economy by boosting restaurant, street food, farmer, artisan, and small food entrepreneur demand **(Yendra et al., 2024)**. It assists in maintaining old recipes and cooking traditions, recording them for future generations. Hence, there is a need to promote the domestic cuisines through digital media to preserve the culture, develop tourism, and to create sustainable economy in Madhya Pradesh.

In this age, one of the most influential factors in food tourism is the online review and rating. Many tourists check online platforms like Google Reviews, TripAdvisor, Zomato and travel blogs before heading to any destination to assess the food outlets based on their quality, hygiene, taste, service, and popularity. Positive reviews establish trust and can motivate tourists to eat local food, and negative reviews can lead to a decline in visits. Tourism research has identified that the ratings found online can have more influence on the decisions of tourists than official ratings as they believe that the ratings from their peers are more genuine and reliable. **(Ghimire et al., 2022)**

With the accessibility and visibility of various destinations to Indian tourists, digital promotion has contributed to what has been a significant rise in the growth of domestic tourism. People can easily find out about tourist attractions, food, accommodation, and routes to the areas via social media campaigns, travel apps, food reels, blogs, and tourism websites. Today, many domestic tourists research their vacation by reading short ads or reading reviews on the internet.

Food promotion particularly promotes weekend trips, family holidays and festival tourism. If a local food goes viral on social media, it will prompt people to travel to the area from where it came. In India, culinary identity is found to have a significant influence on domestic tourist demand towards the popular destinations, as revealed by the research. **(Gupta et al., 2022)**

Digital promotion has also added another dimension to the interest of tourists from abroad in the local cuisine and culture by making it available to a worldwide audience. Many foreign tourists research the places they want to visit online prior to booking a trip. Great food photography, influencer videos, multi-language sites, and travel content all provide a positive first impression

online. If an effective promotion can be created, traditional foods can be used as symbols of cultural identity and destination branding. (Martins-Rodal & Patiño Romarís, 2025)

Research on culinary tourism has found that the famous traditional food items can drive international tourists to visit a country, improve their stays and even push their willingness to return or recommend the country to their friends. (Anton Martin et al., 2021)

The Heart of Incredible India Madhya Pradesh

Culinary tourism in Madhya Pradesh, the Heart of Incredible India is lively and diversified offering wide range of foods that epitomise its historical, cultural and regional distinctiveness. The state's culinary culture which is a mix of tribal and regional features makes it an alluring destination for gastronomic delights.

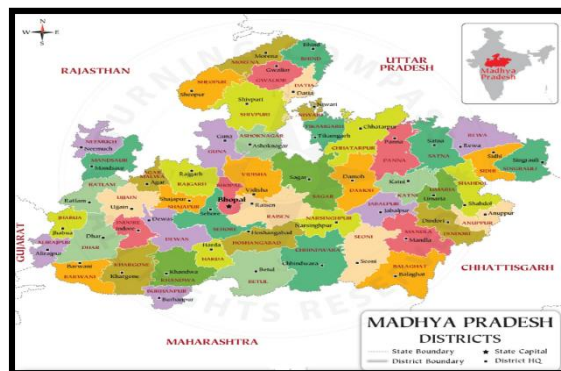


Fig: 1 Map of Madhya Pradesh.

Source: <https://www.burningcompass.com/>

Known as the "Heart of India," Madhya Pradesh is well known for its intricate and varied cuisine, which is a delicious fusion of flavors from many tribes. With cuisines ranging from the zesty street food of Indore to the aromatic biryanis of Bhopal, the state is renowned for its copious use of grains, lentils, and spices.

Madhya Pradesh uses regional products and traditional cooking methods to honor its tribal past. The food industry provides a fascinating fusion of tastes and textures that will definitely satisfy the palate of any food connoisseur with a distinctive gourmet experience. (Talwar, 2025)

Regional delicacies comprise:

- Dal Bafla
- Poha Jalebi
- Bhutte Ka Kees
- Malwa Kachori and Sabudana Khichdi
- Bhopali Gosht Korma
- Kachori and spicy chaat
- Khopra Patties
- Chironji Ki Barfi and Malpua
- Samosa (**Talwar, 2025**)

OBJECTIVES

- To examine the impact of digital promotion of local cuisine on tourism growth in Madhya Pradesh.
- To analyze the relationship between online food marketing, social media influence, and tourist attraction towards Madhya Pradesh.
- To assess the impact of digital reviews, food blogs, and promotional campaigns on increasing awareness of local cuisine and influencing tourism development in Madhya Pradesh.

HYPOTHESIS

- H1: Digital promotion of local cuisine has a significant positive impact on tourism growth in Madhya Pradesh.
- H2: There is a significant positive relationship between online food marketing, social media influence, and tourist attraction towards Madhya Pradesh.
- H3: Digital reviews, food blogs, and promotional campaigns have a significant positive impact on awareness of local cuisine and tourism development in Madhya Pradesh.

NEED OF THE STUDY

It is important to understand the role of using digital to promote local cuisines in the growth of tourism in Madhya Pradesh, the heart of Incredible India, which is the need of the present study. Even in the era of modern tourism, tourists rely more and more on social media, food blogs, travel websites, YouTube videos, and online reviews before making a decision on where to go. Tourists are interested in the local food as well as exploring the culture, which has led to local cuisine becoming an important attraction. Despite having rich and diverse food culture like Poha-Jalebi, Dal Bafla, Bhutte Ka Kees, Bhopali cuisine and tribal food culture, these food assets are not explored as much as other tourist attractions in the state of Madhya Pradesh. Digital promotion can help raise awareness of these traditional dishes, draw local and foreign visitors into the destination, and help to build destination brand. It can help local restaurants, street food vendors, local farmers and small entrepreneurs by boosting the demand for local food products. Furthermore, promoting cuisine via digital media can assist to sustain the traditional recipes and culture for future generations. The value of this study is owing to the fact that it will give insight into the impact of online marketing, reviews, and promotional campaigns on the behavior of tourists. The results might prove useful to tourism authorities, policy makers and businesses to develop effective digital strategies for sustainable tourism development. Therefore, this study is important to connect food heritage, technology and the growth of tourism in Madhya Pradesh.

STATEMENT OF THE PROBLEM

Although Madhya Pradesh has a rich culinary heritage, and strong tourism potential, it has not yet fully leveraged on digital platforms to promote its local cuisine as a tourism asset. In the era of fierce competition in tourism, every tourist destination in the country and the globe is implementing social media, travel blogs, online advertisements, traveling influencers, and review websites to draw tourists. But, when it comes to local cuisine of Madhya Pradesh, there is comparatively lesser visibility in the digital space leading to lesser awareness among the potential tourists. Travelers base their decisions on destination choice on food experiences, online ratings and visuals that they see on the internet. The state may miss chances to host food tourists if regional cuisines are not well marketed and regional culture is not well known. Furthermore, small food businesses, street vendors and traditional cooks might not be able to benefit from the economic value of the tourism. There is no systematic research into the connection of digital promotion of cuisine and tourism growth, which leads to uncertainty of

tourism planners and marketers. Hence, the key concern is to find out whether digital promotion of local cuisines has a significant effect on the tourist attraction, destination image and tourism growth in Madhya Pradesh or not. In addition, the impact of online reviews, food blogs and promotional campaigns on awareness and travel decisions needs to be identified. If this can be resolved, it will be beneficial for the tourism strategies and state's economic development.

LITERATURE REVIEW

(Singh et al., 2024) In India's tourist sector, digital transformation ushers in a new era of efficiency and client happiness as well as new business models. Through individuality targeting, booking, and other functional and decision-making services, AI, IoT, and big data have effectively streamlined travel services, making them more effective and customer-friendly. While rising technologies like OTA and cloud kitchens are also cutting-edge tools in the travel industry, SMM has also become crucial for niche marketing. Nonetheless, there are certain problems, such as the digital divide and information technology security concerns. Following the global pandemic, the sector has recovered thanks to the growing demand for contactless experiences and solutions. The tourist industry will gain a great deal from India's growing acceptance of technology by extending its use of it and overcoming these obstacles to attain sustainable growth.

(Sahu et al., 2024) Social media marketing has promoted regional cuisines more and more in recent years by showcasing a variety of culinary customs. The study looks at how different social media elements affect branding and customer interaction with local cuisines. To determine their impact on consumer behavior and brand engagement, metrics such as regional food cuisine search interest, media in the form of photos, videos, articles, calls-to-action, and booking intents are examined. Attractive images and videos of regional cuisines posted on social media sites are essential for drawing viewers in and evoking strong feelings. Regional Food Action (RFCAct) refers to behavioral interactions with regional food material, such as enjoying, sharing, or commenting. Regional Food Cuisine Booking Intentions (RFCBI), which indicate a stronger desire for and appreciation of regional foods, can rise with high RFCI and RFCAct. This study emphasizes how crucial it is to use different social media components in order to promote local culinary cuisines and develop the gastronomic tourism industry.

(Widjanarko et al., 2024) The emergence of food digitalization has brought a fresh viewpoint to the culinary industry. Local culinary traditions are increasingly being promoted internationally via social media platforms, bringing both benefits and problems in terms of cultural representation, authenticity, and global access to varied cuisines. The purpose of this study is to investigate the complexity and dynamics associated with digitally promoting local culinary history. Its goal is to identify and define the techniques, obstacles, and considerations necessary for navigating the digital culinary scene. The findings highlight important topics such as the contradiction between authenticity and global appeal, the effect of visual aesthetics, ethical quandaries in representation, and the vital role of strategic communication and public participation in digital marketing. The study emphasizes the importance of using modern, logical, and strategically communicated ways to digitally promote local culinary traditions. To summarize, this study provides excellent findings with important consequences for chefs, internet advertisers, and those concerned in cultural preservation in the age of digital globalization.

(Sharma et al., 2023) In today's travel environment, the concept of culinary tourism—which is defined by the discovery of other cuisines and eating experiences—has become remarkably prominent. This study explores the complex dynamics of culinary tourism with an emphasis on the distinctive culinary legacy of the charming Indian area of Braj. With a focus on visitors' eating preferences, attitudes, and cultural preservation, the study explores the impact of social media and digital platforms in promoting Braj culinary tourism. Using questionnaires to gather information from 300 respondents—including both domestic and foreign visitors to Braj—the study design takes a quantitative approach. The study takes into account a number of factors, such as how visitors' eating preferences and understanding of cultural preservation in the area are affected by visual material, online reviews, and digital advertising. The results highlight the importance of using online reviews and visual information to draw in and influence travelers, as well as the role that digital promotion plays in maintaining Braj's unique culinary legacy. The study provides stakeholders in the Braj culinary tourism sector with insightful information and practical suggestions for improving the area's allure to tourists. By highlighting the value of digital tactics in promoting traditional culinary experiences and cultural preservation, this study adds to the developing subject of culinary tourism. It opens the door for further studies into particular digital marketing tactics and the role of technology in maintaining and advancing culinary traditions in the face of globalization and modernity.

(Kour, 2023) The case study examines the marketing approach used by Madhya Pradesh Tourism to draw in domestic travelers. Developing a distinctive selling proposition for a location that lacked the appeal of well-known tourist destinations like Goa and Kerala in India was the main problem. The lack of a unique characteristic was a challenge for Madhya Pradesh tourism. This case study shows how Madhya Pradesh Tourism effectively marketed itself as a family-friendly entertainment option to increase travel. It shows the challenges of strategic communication at various campaign stages and provides a great model for examining the evolution of a state's tourist campaign. It also provides context and a point of reference for communication goals in a cutthroat tourist sector.

(Otje Herman Wibowo, 2023) This study intends to incorporate local cuisine with tourism in order to provide economic and social advantages in the digital 4.0 era. Data collecting approaches include documentation from relevant publications and literature sources, such as Google Scholar. Data analysis using critical literature. The study's findings suggest that incorporating local cuisine into tourism in the digital 4.0 age generates both economic and social benefits. Local gastronomy entices travelers with its distinctive traditional meals. Digital infrastructure and marketing raise the profile of local culinary experiences. Positive effects for tourists and local communities, including increased revenue and employment. The engagement between visitors and locals via culinary experiences promotes cultural understanding, local identity, and tolerance. Huge potential for long-term economic and social gains.

RESEARCH GAP

Despite the large number of studies conducted in the field of digital marketing, tourism promotion and culinary tourism separately, few studies have been conducted on the combined study of digital promotion of local cuisine and tourism growth in Madhya Pradesh. The existing literature pertains to generic tourism campaigns, the process of destination branding or the use of social media in attracting tourists. There are certain studies that have pointed out culinary tourism in certain parts of the country like Rajasthan, Kerala, Goa or in foreign countries, but Madhya Pradesh has not been studied in comparison. There are also limited empirical studies that measure the impact of various digital tools like food blogs, influencer marketing, YouTube content, Instagram reels, online review, online ratings on tourist perceptions and visitation decisions towards Madhya Pradesh. In fact, the majority of the previous studies focus on cultural heritage, wildlife tourism, and monuments of the state; but the tourism potential of the local

cuisine is under explored. In addition, there is a lack of research that addresses local vendors, local entrepreneurs and sustainable regional development and how the promotion through food helps them. A significant gap also exists in the integration of the research on the role of tourist attraction, awareness creation, destination branding, and economic growth in cuisine promotion. Hence, the aim of this study is to bridge this gap by understanding the impact and relationship between promotion of local cuisines on the growth of tourism in Madhya Pradesh using digital medium.

RESEARCH METHODOLOGY

The research methodology is the systematic, logical and scientific approach of performing a research study in an organized and effective way. The "whole process" in which a researcher plans, gathers, analyzes and interprets information to answer a particular research problem. The research methodology is not only limited to the data collection process but also involves the research design, research approach, sampling technique, sample size, tools for data collection and methods of data analysis for the study. It serves as a guide that leads the researcher throughout the research process. **(Dr. Swarooprani. K, 2022)**

The primary function of research methodology is to make sure that the study is conducted in a reliable, valid and unbiased way. It helps in selecting appropriate techniques according to the nature of the problem and objectives of the study. A clear methodology allows the researcher to get the right results, test their hypotheses and come up with meaningful conclusions, not based on suppositions. It also enhances the transparency and credibility of the research work.

The current study was based on research methodology for analyzing the role of digital promotion of local foods in the growth of tourism in Madhya Pradesh. It helped to build a clear framework to collect responses from participants, statistically analyse the data, and explain the relationship between digital promotion and tourism development. Hence, the research methodology was the backbone of the entire research and it was very important in order that the research objectives can be attained in a systematic manner.

Research Design

The present study has used primary quantitative research design to study the effect of digital promotion of local cuisine on tourism development in Madhya Pradesh. It was appropriate to use

quantitative design since the purpose of the study was to gather numeric data from the respondents which can be analysed statistically. This study is descriptive and analytical. A cross sectional design was employed, and data was gathered at one time using a structured questionnaire. The design assisted in understanding the current trends concerning digital promotion and tourism growth.

Research Approach

The study was of deductive research. The existing theories and literature of digital marketing, tourism and local cuisines promotion were reviewed initially. On this basis, the objectives and hypotheses were formulated. Respondents' data were then gathered to test these hypotheses. The method shifted from theory to reality and a statistical analysis was used to draw objective conclusions.

Proposed Method

The study had been conducted in a systematic manner. The research problem and research objectives were determined in the preliminary stage. A self-structured questionnaire was then designed including questions on demographic characteristics, five-point likert scale statements. Random sampling was used to identify the respondents. The data collection techniques used were online and offline survey. Responses were coded and entered into Spss software for analysis following the collection of responses.

Sample Size

A total of 130 respondents had been selected from the study population with the help of a random sampling technique. Random sampling gave equal chance to participants for selection and reduced bias. Participants were from various ages, genders and travel backgrounds.

Data Collection

The self-structured questionnaire with five point Likert scale is used for primary data collection. You could pick a number on the scale from strongly disagree to strongly agree. Data were collected by the use of online forms as well as offline personal survey. Participants in the survey were given the option to participate, and their responses were anonymous. All answers were checked for completion prior to final use.

Data Analysis

The collected data had been analysed by SPSS and MS EXCEL. For the demographic variables, frequency and percentage methods were used. The effect of the independent variables on the dependent variables had been tested using regression analysis. A Pearson correlation has been conducted to explore relationships between study variables. Data were displayed in tables and graphs to facilitate easy interpretation.

RESULT

Table: 1 Age (In years) of the respondents.

Age (In years)		
	Frequency	Percent
21-30	31	23.8
31-40	28	21.5
41-50	39	30.0
Above 50	32	24.6
Total	130	100.0

The age-wise distribution of respondents reveals that the highest number of respondents 39 (30.0%) were in the age group 41-50, showing that middle aged people made up the respondents. Above 50 years old had 32 (24.6%) respondents, and the 21–30 years age group had 31 (23.8%). The lowest number of people (28, 21.5%) were in the age group 31-40 years.

Graph:1 Graphical representation of Age (In years) of the respondents.

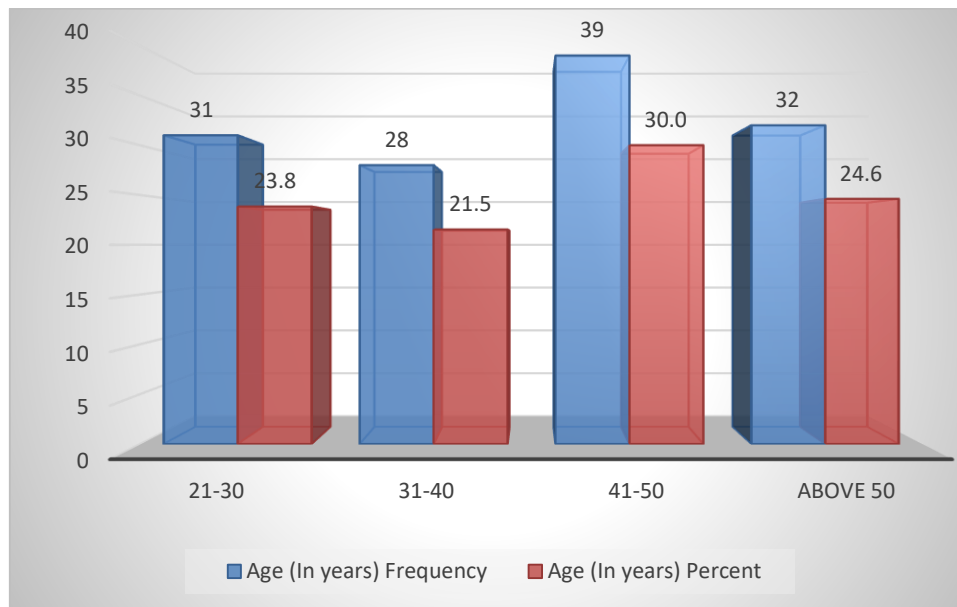


Table: 2 Gender of the respondents.

Gender		
	Frequency	Percent
Male	81	62.3
Female	49	37.7
Total	130	100.0

The distribution of the respondents by gender shows that most of the respondents was male, 81 (62.3%) and female 49 (37.7%). This means that there were more males than females in the study sample.

Graph:2 Graphical representation of gender of the respondents.

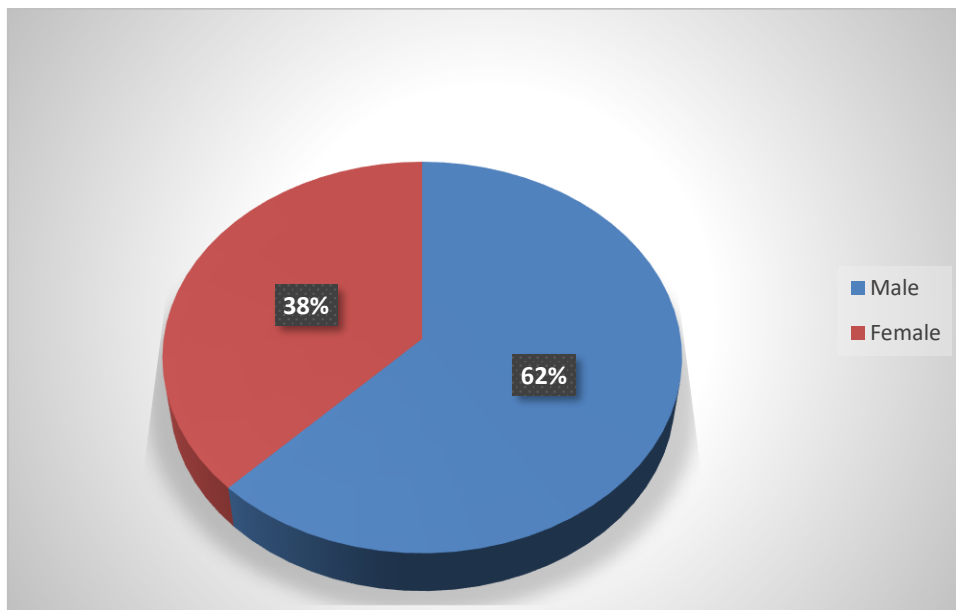


Table: 3 Frequency of Travel for Tourism

Frequency of Travel for Tourism:		
	Frequency	Percent
Rarely	29	22.3
Once a Year	33	25.4
2–3 Times a Year	30	23.1
More than 3 Times a Year	38	29.2
Total	130	100.0

The analysis of the respondents distribution by frequency of travel for tourism indicates that the highest frequency of travel was more than 3 times a year with 38 participants (29.2%), meaning that there is a high level of interest in tourism activities. This is followed by those who travel once a year (33, 25.4%) and 2–3 times a year (30, 23.1%). The smallest percentage of the respondents are "rarely" (29 respondents, representing 22.3%).

Graph: 3 Graphical representation of Frequency of Travel for Tourism.

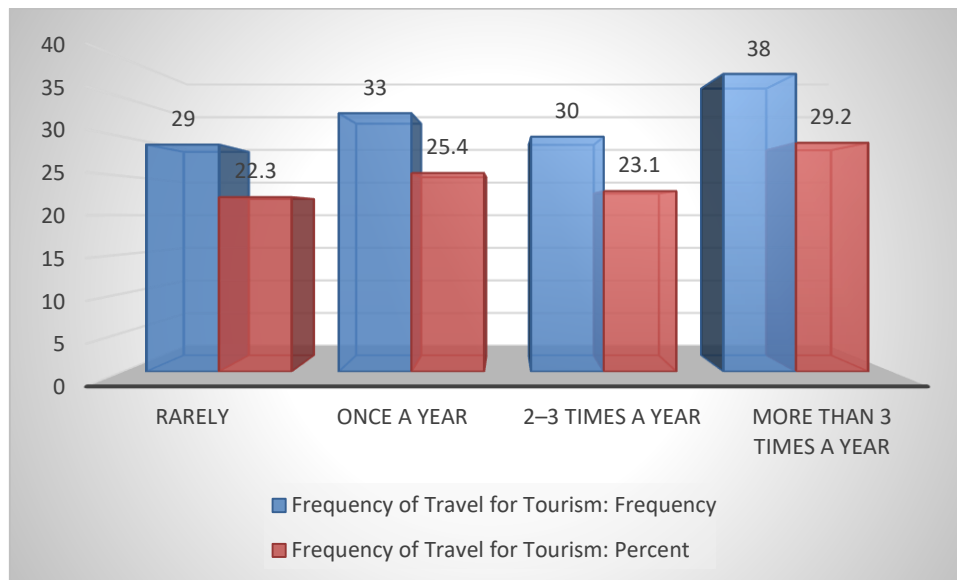


Table: 4 State/Country of Residence.

State/Country of Residence:		
	Frequency	Percent
Madhya Pradesh	65	50.0
Other State in India	48	36.9
Outside India	17	13.1
Total	130	100.0

The distribution of respondents by state/country of residence reveals that the maximum number of respondents come from Madhya Pradesh 65 (50.0%) representing half of the respondents. This was followed by respondents from other states in India with 48 respondents (36.9%). The lowest representation was from participants who were living outside India (17- 13.1%).

Graph: 4 Graphical representation of State/Country of Residence.

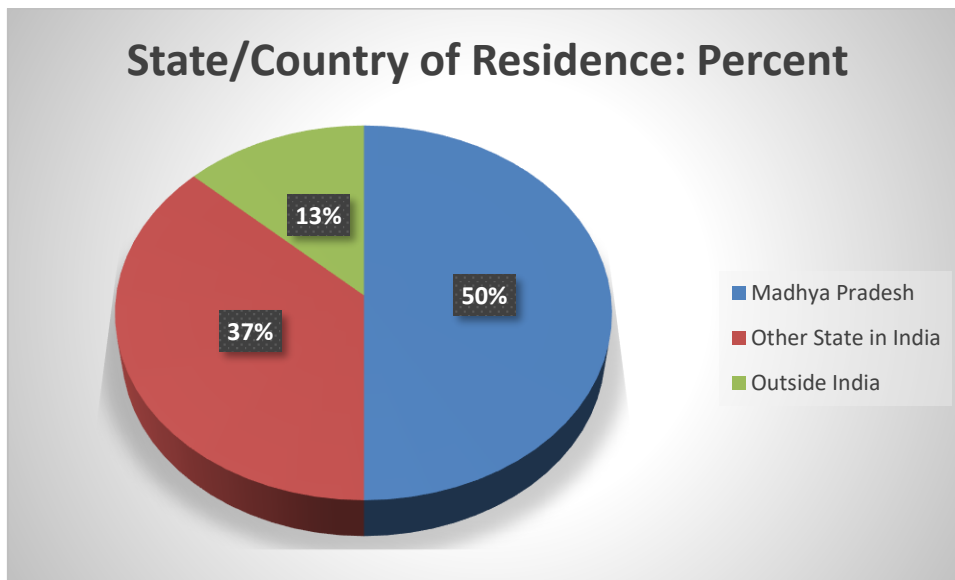


Table: 5 Regression test on H1 (Digital promotion of local cuisine has a significant positive impact on tourism growth in Madhya Pradesh).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884 ^a	.781	.779	2.38681
a. Predictors: (Constant), Digital Promotion of Local Cuisine				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2602.309	1	2602.309	456.797	.000 ^b
	Residual	729.198	128	5.697		
	Total	3331.508	129			
a. Dependent Variable: Tourism Growth						

b. Predictors: (Constant), Digital Promotion of Local Cuisine

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.624	.935		-.667	.506
	Digital Promotion of Local Cuisine	.991	.046	.884	21.373	.000

a. Dependent Variable: Tourism Growth

Using regression analysis, the effect of digital promotion of local cuisine on tourism growth in Madhya Pradesh has been tried to be assessed. As displayed in the model summary, there is a strong positive correlation ($R = 0.884$) between digital promotion and tourism growth. The value of R Square is 0.781, showing that the model has high explanatory power, as 78.1% of the variations in tourism growth is explained by digital promotion of local cuisine. The ANOVA results shows that there is a high level of statistical significance for the regression model ($F = 456.797$, $p = 0.000$), which indicates that the model is appropriate to predict the tourism growth. The coefficient test indicates that digital promotion of local cuisine is positively significant for the growth of tourism ($B = 0.991$, $Beta = 0.884$, $t = 21.373$, $p = 0.000$). This implies that the higher the digital promotion the higher the Tourism growth. Thus, it is concluded that H1 is accepted and local cuisine promotion has a significant positive effect in tourism growth in Madhya Pradesh through digital promotion.

Table: 6 Pearson correlation on H2 (Relationship between Online Food Marketing, Social Media Influence and Tourist Attraction).

Correlations			
		Online Food Marketing and Social Media Influence	Tourist Attraction
Online Food Marketing and Social Media Influence	Pearson Correlation	1	.540**
	Sig. (2-tailed)		.000
	N	130	130
Tourist Attraction	Pearson Correlation	.540**	1
	Sig. (2-tailed)	.000	
	N	130	130
** . Correlation is significant at the 0.01 level (2-tailed).			

A correlation analysis was applied to analyze the relationship between the online food marketing, social media influence and tourist attraction. There is a moderate positive correlation between online food marketing and social media influence on tourist attraction at 0.540. This correlation indicates that more tourists visit a location as more food is marketed online and more people follow the recommendations on social media. The significance value ($p = 0.000$) is smaller than 0.01 which indicates that the relationship is statistically significant at 1% level. Thus, the

hypothesis was confirmed that there is a significant positive association between online food marketing and social influence with tourist attraction.

Table: 7 Linear Regression on H3 (Digital reviews, food blogs, and promotional campaigns have a significant positive impact on awareness of local cuisine and tourism development in Madhya Pradesh).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.564 ^a	.318	.312	3.97916
a. Predictors: (Constant), Digital Reviews, Food Blogs, And Promotional Campaigns				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	943.005	1	943.005	59.557	.000 ^b
	Residual	2026.718	128	15.834		
	Total	2969.723	129			
a. Dependent Variable: Awareness of Local Cuisine and Tourism Development						

b. Predictors: (Constant), Digital Reviews, Food Blogs, And Promotional Campaigns

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.499	1.612		4.031	.000
	Digital Reviews, Food Blogs, And Promotional Campaigns	.620	.080	.564	7.717	.000

a. Dependent Variable: Awareness of Local Cuisine and Tourism Development

To explore the effect of the digital reviews, food blogs and promotional campaigns on the awareness of local cuisine and tourism development in Madhya Pradesh, the regression analysis was performed. As seen in the model summary, the independent and dependent variables are positively correlated ($R = 0.564$). The R Square value of 0.318 shows that 31.8% of the variation in awareness of local cuisine and tourism development is explained by digital reviews, food blogs, and promotional campaigns. The ANOVA results show that the regression model is statistically significant ($F = 59.557, p = 0.000$), which means that the model is suitable for prediction. The results of the coefficient indicated that the positive and significant impact of digital review, food blog and promotional campaign on the awareness of local cuisine and tourism development ($B = 0.620, Beta = 0.564, t = 7.717, p = 0.000$). This implies that a boost in the digital promotional effort results in more awareness and it helps with tourism development. Hence, the study concludes and accepts the hypothesis that the awareness about local cuisine and tourism development in Madhya Pradesh has a significant positive impact due to the digital reviews, food blogs and promotional campaigns.

DISCUSSION

The present study highlighted that digital promotion of local cuisine played an important role in supporting tourism growth in Madhya Pradesh. With the digital age, travellers are more and more

turning to online sources like social media, travel websites, food blogs, travel reviews, and travel promotional videos before deciding on a destination. The results indicated that the local food tradition is effective in generating curiosity among the target audiences, the potential visitors, and thus to make them interested in visiting the local destination. This meant that the perception of food could no longer solely be limited to a nutritive need while traveling, but could also be considered as an enriching cultural experience that shapes tourists' choices.

The results also revealed that the online food marketing and social media influence were positively correlated with tourist attraction. The destination image was enhanced by the attractive food photos, short videos, travel reels, and recommendations from influencers and past visitors. People like to see the real and unforgettable experiences, and local dishes are the heritage, traditions, and lifestyle of a region. The digitalisation of popular dishes like Poha-Jalebi, Dal Bafra, Bhutte Ka Kees and Bhopali cuisine can inspire not only domestic but also foreign tourists to visit Madhya Pradesh. Social media also provides an opportunity to share travel experiences in a timely manner, thus increasing the tourism promotion reach.

One of the significant findings from this research was the impact of online reviews, food blogs, and promotional content on raising awareness about local food and tourism opportunities. A lot of tourists believe internet reviews as a result of they are grounded on actual customer experiences. Positive reviews about quality, taste, cleanliness and service can whet the appetite of travellers and stimulate them to visit local food outlets, and comprehensive blogs and promotional campaigns can be helpful in providing information on food destinations, local culture and planning their trip. This indicates that user-generated content is now a great promotional tool for tourism development.

The study also suggested that digital promotion works for local enterprises like restaurants, street food vendors, home businesses, and street cooks. Tourists' consumption of local food can provide income and jobs and may boost the local economy. Digital media is also being used to help preserve the culinary culture for future generations, while also promoting traditional dishes.

Overall, promoting local food through digital channels is an important tool in the destination branding and sustainable tourism development toolbox. In the context of Madhya Pradesh, a state with a rich cultural heritage, the fusion of cultural foods and contemporary digital marketing strategies can have a positive impact on tourism. The marriage of food heritage and modern

digital marketing can be beneficial for the visibility, attracting more tourists, and enriching the overall tourism experience in the culturally rich state of Madhya Pradesh. Hence, it is important to keep focusing on new digital campaigns in order to sell the food culture of the territory.

CONCLUSION

The present study revealed that local cuisine promotion through digital media has emerged as an effective medium to promote the growth of tourism in Madhya Pradesh. Today, social media sites, food blogs, travel sites and online reviews are important tools used by tourists to help them choose their destinations. The results showed that the awareness creation, enhancement of destination image and increase in visitors as a result of promotion of traditional food and culture with digital tools is achieved. It was discovered that local food is a part of cultural tourism and it is of significant importance for travellers to have authentic food experiences while sightseeing. The study also found that online food marketing, influencer-content, promotion, and customer reviews had positive impacts on tourist attraction and tourism development. Digital presence of popular dishes like Poha-Jalebi, Dal Bafla and Bhutte Ka Kees can help build the reputation of Madhya Pradesh as a food hub. Furthermore, digital promotion helped boost the visibility and economic opportunities of local restaurants, vendors, and food entrepreneurs. Thus, the combination of food heritage and digital marketing can be a means to promote sustainable tourism growth and ensure the continuity of local culinary heritage for posterity.

SUGGESTIONS

- Tourism departments should make regular digital promotions of the Madhya Pradesh traditional cuisine.
- Influencers and travel bloggers should be hired to give authentic experiences about local food.
- Official tourism websites must have sections dedicated to food tourism, recipes and culinary trails.
- Guidance and training on digital marketing and online customer engagement should be provided for local restaurants and street food vendors.
- Positive customer reviews and ratings should be encouraged to increase tourists' trust and image of the destination.
- Online promotion of food festivals and culinary events should be promoted widely.

- A multi-language digital content to attract foreign visitors should be created.
- It is important to keep traditional recipes alive and encourage them to be spread around the world using the latest media.

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