Sage Journals

Journal of Hospitality & Tourism Research

Impact Factor: **7.1**
5-Year Impact Factor:

By clicking “Accept Non-Essential Cookies”, you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts. **Privacy Policy** **Cookie Policy**

Manage Cookies

Accept Non-Essential Cookies

Reject Non-Essential Cookies

Contents

More

Abstract

This article examines tw ative analysis. These techniques, unlike the current mean (average)-based analysis, view menu item performance independently and are not subject to the constraints of a mean-based analysis. Marginal analysis looks at each item contribution indiviudally, while cumulative analysis looks at the total contribution of all items.

Get full access to this article

View all access and purchase options for this article.

Get Access

References

Allen B. (1988). *Managerial economics.* New York: Harper and Row Publishers.

Google Scholar

Bell D. (1984). *Food and beverage cost control.* Berkeley, CA: McCutchan Publishing Corporation.

Google Scholar

Dittmer P., & Griffin G. (1989). *Principles of food, beverage, and labor cost controls for hotels and restaurants* (4th ed.). New York: Van Nostrand Reinhold Publishers.

Google Scholar

Hopkins K., Glass G., & Hopkins B. R. (1987). *Basic statistics for the behavioral sciences* (2nd ed.). Needham Heights, MA: Allyn and Bacon Publishers.

Google Scholar
Kassavana M., & Smith D. (1990). *Menu engineering: A practical guide to menu analysis* (rev. ed.). Okemos, MI: Hospitality Publications, Inc.

Google Scholar
Moore D., & McCabe G. (1989). *Introduction to the practice of statistics.* New York: W.H. Freeman and Company Publishers.

Google Scholar
Strausser Michael J. (1994). How to figure your break-even point. *Restaurants USA,* 14(2), 15–17.

Google Scholar

Similar articles:

Restricted access

Prime Numbers: Finding Your Menu's Strengths

Show Details

Free access

Guest editorial for the special issue on Fatigue Design and Analysis in Transportation Engineering

Show Details

Restricted access

Setting Priorities and Allocating Resources in Regional Health Authorities: *A Report from Two Pilot Exercises Using Program Budgeting and Marginal Analysis*

Show Details

View More

Sage recommends:

SAGE Research Methods
Book chapter

The Variance and THE Standard Deviation: Describing the Variability Observed for a Quantitative Property of a Set of Phenomena

Show Details

SAGE Knowledge

Literature review
The Political Context of Conflict and Cooperation over International River Basins

Show Details

SAGE Knowledge
Case

If You Build It They Will Come—Zen Blenderz

Show Details

View More

You currently have no access to this content. Visit the access options page to authenticate.

Download PDF

Also from Sage

CQ Library
Elevating debate

Sage Data
Uncovering insight

Sage Business Cases
Shaping futures

Sage Campus
Unleashing potential

Sage Knowledge
Multimedia learning resources

Sage Research Methods
Supercharging research

Sage Video
Streaming knowledge

Technology from Sage
Library digital services