

Analysis of Menu Engineering and Culinary Heritage Performance

I Made Wijayananda^{1*}, Ni Komang Emiliani Krisdalini², Ni Komang Anik Purwasih³, I Komang Andika Januarsa Putera⁴, I Nyoman Adi Putra Wiguna⁵, Prastha Adyatma⁶

Study Program of Hotel Management, Bali Tourism Polytechnic, Indonesia

Corresponding Author: I Made Wijayananda, Wijayananda1904@gmail.com

ARTICLE INFO

Keywords: Menu Engineering, Culinary Heritage, Indonesian Cuisine Menu, Hospitality Management, Bali Hotel Restaurant.

Received : 25, June

Revised : 22, July

Accepted: 20, August

©2026 Wijayananda, Krisdalini, Purwasih, Putra, Wiguna, Adyatma: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by-sa/4.0/).



ABSTRACT

This study analyzes the performance of Indonesian cuisine menus at Restaurant C through the integration of menu engineering and culinary heritage performance. The study aims to examine the relationship between cultural value and menu business performance in Bali's hospitality industry. A descriptive qualitative approach supported by simple quantitative analysis was applied using menu engineering methods. The sample consisted of 14 Indonesian cuisine menus analyzed through sales data, production costs, and observations in 2025. The findings show the dominance of the Star category, while 93% of the menus were identified as culinary heritage products, indicating a positive relationship between cultural value and profitability. Traditional menus therefore have strong potential as flagship products and cultural preservation media in the modern hospitality industry.

INTRODUCTION

The tourism and hospitality industry has experienced very rapid development in line with increasing tourist mobility and changes in consumer preferences toward more authentic travel experiences based on local culture. In the context of the hospitality industry, hotel restaurants no longer function solely as providers of food and beverages, but also as a medium capable of introducing the cultural identity of a region through the presentation of traditional cuisine. This phenomenon has driven increasing attention to the concept of culinary heritage, namely culinary heritage that represents historical values, culture, traditions, and the identity of a society through traditional foods passed down from generation to generation. Traditional cuisine not only holds cultural value but also has the potential to become a tourist attraction that enhances the tourist experience while contributing economically to the tourism and hospitality industry.

Bali, as one of the international tourist destinations, has a rich variety of Indonesian culinary heritage that has strong potential to be developed as part of gastronomic tourism experiences. However, in practice, many hotel restaurants still emphasize international menus more than Indonesian traditional menus because they are considered more familiar to foreign tourists. This condition causes Indonesian cuisine menus to often not obtain a strategic position in restaurant sales structures, even though they have high cultural value. On the other hand, the growing trend of experience-based tourism provides a major opportunity for restaurants to develop culinary heritage-based menus as both identity and differentiation strategies in the culinary industry competition.

In restaurant operational management, one approach commonly used to evaluate menu performance is the menu engineering method. This method is used to analyze menu popularity and profitability through the classification of Star, Puzzle, Plowhorse, and Dog. This approach not only helps restaurants determine marketing strategies and menu development but also provides an overview of each menu's contribution to overall restaurant business performance. However, most previous studies on menu engineering have focused more on profitability and sales aspects without linking them to cultural values or the concept of culinary heritage. In fact, traditional menus do not only function as commercial products but also as cultural representations that carry historical and local identity values.

Based on this phenomenon, this study is important because it seeks to integrate menu engineering analysis with culinary heritage performance on Indonesian cuisine menus at Restaurant C. This approach is conducted to examine the extent to which heritage-based menus can contribute not only to cultural preservation but also to restaurant business performance. This study contributes to enriching hospitality and gastronomy literature, particularly through developing an analysis that connects the cultural value of a menu with its level of popularity and profitability. In addition, this study also presents a specific research context in hotel restaurants in the Bali tourism area, which has both domestic and international tourist market characteristics, thereby providing

a more contextual empirical overview of traditional menu management in the modern hospitality industry.

The results of the study show that most Indonesian cuisine menus at Restaurant C fall into the Star category and are classified as culinary heritage. These findings indicate that Indonesian traditional menus are not only able to maintain cultural authenticity but also have high economic potential as flagship restaurant products. In addition, this study also produces recommendations for developing menu engineering-based programs such as Tanah Lot Street Feast, Tanah Lot Heritage Flavor Experience, and Tropical Comfort Selection as strategies to optimize menus while promoting Indonesian culinary heritage.

Thus, this study aims to analyze the performance of Indonesian cuisine menus based on the menu engineering approach and culinary heritage performance, identify the relationship between the cultural value of menus and restaurant business performance, and formulate menu development strategies and culinary programs that can increase profitability while supporting the preservation of Indonesian culinary heritage in the hospitality industry.

LITERATURE REVIEW

Menu Engineering Theory

Menu engineering is an analytical method used to evaluate menu performance based on the level of popularity and profitability of each menu item. This concept was first developed by Kasavana and Smith as a decision-making tool in restaurant management to help determine more effective menu development and management strategies. Through this approach, each menu is classified into four main categories: Star, Puzzle, Plowhorse, and Dog. The Star category indicates menus with high popularity and high profitability, Puzzle has high profitability but low popularity, Plowhorse has high popularity but low profit margins, while Dog refers to menus with low popularity and low profitability.

In the hospitality industry, menu engineering is not only used to increase restaurant profits but also serves as a basis for strategic decision-making related to promotion, pricing, product development, and operational cost control. This analysis helps restaurant management understand consumer behavior toward menu items, enabling more targeted marketing strategies. In addition, the menu engineering approach can also be used to identify menu items that have the potential to be further developed in order to provide optimal contribution to restaurant revenue.

In this study, the menu engineering approach is used to analyze the performance of Indonesian cuisine menus at Restaurant C based on their level of popularity and profitability. This analysis is important because traditional menus are not only seen as commercial products but also as part of cultural identity that holds heritage value.

Culinary Heritage Theory

Culinary heritage is part of intangible cultural heritage that reflects the identity, traditions, social values, and history of a society through food and culinary practices passed down from generation to generation. Culinary heritage

is not only related to recipes, but also includes the use of local ingredients, traditional processing techniques, presentation methods, and philosophical values contained in a dish.

In the context of tourism and hospitality, culinary heritage plays an important role as a tourist attraction that provides authentic experiences for visitors. Traditional food often serves as a medium to introduce local culture to both domestic and international tourists. Therefore, the development of culinary heritage-based menus not only contributes to cultural preservation but also increases the economic value of the culinary and hospitality industries.

The concept of culinary heritage also emphasizes the importance of maintaining the authenticity of dishes amid modern food trends. However, adaptation to market needs is still necessary so that traditional foods can compete and be accepted by a wider range of consumers. In this study, culinary heritage performance analysis is conducted to identify the extent to which Indonesian cuisine menus at Restaurant C still maintain cultural authenticity, in terms of raw materials, processing techniques, and traditional values embedded in the menus.

Previous Studies

Research on menu engineering has been widely conducted in the restaurant and hospitality industry. Several studies show that the menu engineering method is effective in increasing restaurant profitability through evaluating menu performance based on sales levels and profit margins. Previous research results also indicate that the Star category is the most significant contributor to restaurant revenue, while the Puzzle category requires promotional strategies and improved visibility to increase sales levels.

On the other hand, research on culinary heritage shows that traditional food has great potential as a cultural tourism attraction. Modern tourists tend to seek authentic culinary experiences as part of their travel activities. Previous studies also explain that restaurants that are able to maintain local culinary identity have a greater opportunity to create product differentiation and improve customer experience.

However, most previous studies still discuss menu engineering and culinary heritage separately. Research on menu engineering generally focuses more on business and profitability aspects, while culinary heritage research emphasizes cultural and preservation aspects. Therefore, this study contributes by integrating both approaches to analyze the relationship between the cultural value of traditional menus and restaurant business performance.

Conceptual Framework

This study focuses on analyzing the performance of Indonesian cuisine menus through the menu engineering approach and culinary heritage performance. Menu engineering analysis is used to identify the level of popularity and profitability of menus through the classification of Star, Puzzle, Plowhorse, and Dog. Meanwhile, culinary heritage performance analysis is used to measure the level of cultural authenticity of each menu based on ingredients, traditional recipes, processing techniques, and cultural values.

The results of these two analyses are then used as a basis for developing restaurant menu development strategies and culinary programs. The resulting strategy is expected to improve restaurant business performance while also supporting the sustainable preservation of Indonesian culinary heritage. Thus, the relationship between menu engineering, culinary heritage, and menu development strategy becomes the main foundation of this study.

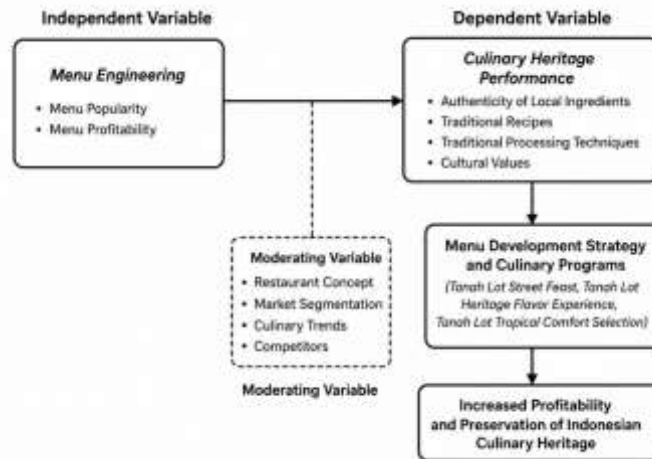


Figure 1. Conceptual Framework

METHODOLOGY

This study employs a qualitative descriptive approach supported by simple quantitative analysis using the menu engineering method. This approach is used to analyze the performance of Nusantara menu items based on their levels of popularity, profitability, and their relationship with culinary heritage performance at Restaurant C. The study aims to provide a comprehensive overview of the contribution of traditional menu items to restaurant business performance as well as their role in preserving culinary heritage.

The research was conducted at Restaurant C, located in a tourism destination area in Bali. The site was selected using a purposive sampling technique because the restaurant has characteristics aligned with the focus of the study, namely offering Nusantara menu items as part of hotel operations serving both domestic and international tourists. The study focuses on Nusantara menu items that were actively sold during the 2025 period.

The population of the study consists of all menu items available at Restaurant C, while the sample was determined using purposive sampling with criteria focusing on Nusantara menu items that were consistently available and had complete sales and production cost data. Based on these criteria, 14 menu items were selected as the research sample, namely Lumpia, Gado-Gado, Dory Fish with Sambal Matah, Chicken Porridge, Ayam Betutu, Ayam Pelalah, Breakfast Fried Noodles, Special Fried Rice, Restaurant C Fried Rice, Beef Rendang, Fried Noodles, Beef/Chicken Satay, Chicken Soto, and Restaurant C Oxtail Soup.

Data collection was carried out through observation, documentation, and interviews. Observation was used to examine the restaurant's operational

conditions and the implementation of the culinary heritage concept. Documentation included sales data, food cost records, standard recipes, and menu lists. Interviews were conducted with relevant stakeholders such as chefs and restaurant management to obtain information regarding menu management and development strategies.

Data analysis was conducted in three stages. The first stage was menu engineering analysis using the Kasavana and Smith classification to categorize menu items into Star, Puzzle, Plowhorse, and Dog based on menu mix percentage and contribution margin calculations. The second stage was culinary heritage performance analysis using a checklist covering aspects of recipe authenticity, local ingredients, processing techniques, and cultural value. The third stage was SWOT analysis to identify internal and external conditions of the restaurant in developing Nusantara menu items. The results of these analyses were used as a basis for formulating menu development strategies and culinary programs.

Through this method, the study is expected to produce a comprehensive analysis of the relationship between menu business performance and culinary heritage value, as well as provide strategic recommendations for the development of Nusantara menu items in the hospitality industry.

RESEARCH RESULTS AND DISCUSSION

Menu Engineering Analysis Results

The Menu Engineering analysis at Restaurant C was conducted on 14 Nusantara menu items available during the 2025 research period. The menu classification used the Kasavana and Smith approach, based on two key indicators: menu mix percentage (popularity level) and contribution margin (profitability level). The combination of these two indicators produces four classification categories, namely Star, Puzzle, Plowhorse, and Dog.

The results show that the performance structure of the Nusantara menu at Restaurant C is dominated by the Star category, followed by Puzzle, Dog, and Plowhorse. The dominance of the Star category indicates that most menu items not only achieve high customer acceptance but also generate optimal profit contributions for the restaurant. Visually, the distribution of the Menu Engineering analysis results can be illustrated as follows:

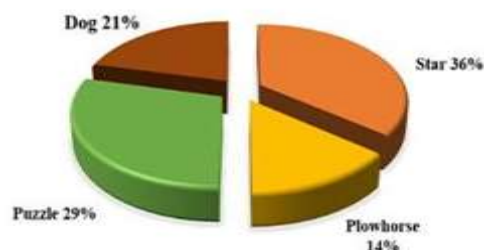


Figure 2. Menu Engineering Distribution
(Source: Processed data, 2026)

The Star category indicates that menu items such as Nasi Goreng Special, Beef Rendang, Fried Noodles, and Beef/Chicken Satay hold a strategic position

as both main profit contributors and traffic generators. This demonstrates that culinary heritage-based menu items are not necessarily low in commercial value; instead, they can become flagship products when managed effectively through pricing strategies, quality control, and consistent operational execution.

Meanwhile, the Puzzle category consists of menu items with high contribution margins but relatively low popularity levels. This condition indicates untapped economic potential. Items in this category require strategies to increase visibility through menu design, storytelling approaches, and active recommendations from service staff.

The Plowhorse category represents menu items with high popularity but low profit margins. This reflects an imbalance between sales volume and profitability contribution. Therefore, cost control strategies (food cost control) or selective price adjustments are required to improve profit efficiency without reducing customer appeal.

In contrast, the Dog category includes menu items with low performance in both popularity and profitability. In menu management contexts, these items are generally considered candidates for evaluation or menu restructuring. However, in this study, several items are still retained due to their additional value in the context of culinary heritage preservation, meaning they are not assessed solely from an economic perspective but also from a cultural significance standpoint.

Culinary Heritage Performance Analysis Results

The culinary heritage performance analysis was conducted to identify the level of culinary heritage value representation in each menu item served at Restaurant C. The assessment was based on four main indicators: recipe authenticity, use of local ingredients, traditional processing techniques, and the cultural value embedded in each menu item.

The results show that out of the 14 menu items analyzed, 13 items (93%) are categorized as culinary heritage, while 1 item (7%) falls under the non-culinary heritage category. This high percentage indicates that Restaurant C has a strong orientation toward preserving traditional Indonesian cuisine within its operations.

The dominance of culinary heritage-based menu items also demonstrates that the restaurant is not solely profit-oriented, but also serves as a medium for representing local culture within the hospitality industry. However, the presence of non-heritage menu items reflects an adaptation to the preferences of international tourists, who tend to expect a broader variety of global cuisine options.

Relationship Between Culinary Heritage and Menu Engineering

To analyze the relationship between cultural value and business performance, an integration was conducted between the culinary heritage performance results and the Menu Engineering classification. The classification results are presented in Table 1 below.

Table 1. Menu Classification Results: Culinary Heritage Categories and Menu Engineering Classification

No.	Menu	Culinary Heritage & non-Culinary Heritage Category	Menu Engineering Classification
1.	Lumpia	Culinary Heritage	Plowhorse
2.	Gado - Gado	Culinary Heritage	Plowhorse
3.	Ikan Dory Sambal Matah	non - Culinary Heritage	Dog
4.	Bubur Ayam	Culinary Heritage	Dog
5.	Ayam Betutu	Culinary Heritage	Puzzle
6.	Ayam Pelalah	Culinary Heritage	Puzzle
7.	Bakmie Goreng <i>Breakfast</i>	Culinary Heritage	Star
8.	Nasi Goreng <i>Special</i>	Culinary Heritage	Star
9.	Nasi Goreng <i>Restaurant C</i>	Culinary Heritage	Star
10.	Rendang Daging	Culinary Heritage	Star
11.	Bakmie Goreng	Culinary Heritage	Star
12.	<i>Beef/Chicken Satay</i>	Culinary Heritage	Star
13.	Soto Ayam	Culinary Heritage	Dog
14.	Sop Buntut <i>Restaurant C</i>	Culinary Heritage	Puzzle

Source: Processed data, 2026

Integrative Discussion of Menu Engineering and Culinary Heritage

Based on the results presented in Table 1, it can be observed that most menu items classified in the Star category are culinary heritage-based dishes. This finding indicates a positive relationship between cultural value and business performance, where traditional menu items not only possess cultural authenticity but also achieve strong commercial performance.

This supports the concept that culinary heritage in the modern hospitality industry does not merely function as a cultural symbol, but can also be strategically commodified into flagship products (commercialized heritage) without compromising its authentic value. Thus, traditional menu items have strong potential to remain relevant in the global tourism market.

However, the relationship between culinary heritage and menu performance is not absolute. This is evidenced by the presence of heritage-based menu items in the Puzzle, Plowhorse, and Dog categories. This condition suggests that cultural value alone is insufficient to guarantee commercial success, as factors such as promotional strategy, menu design, presentation techniques, and staff recommendations also significantly influence customer acceptance.

Menu items in the Puzzle category indicate untapped profit potential, making them a priority for development through increased exposure and more aggressive marketing strategies. Meanwhile, the Plowhorse category highlights the need for margin optimization through cost efficiency and selective price adjustments without reducing perceived quality.

The Dog category includes low-performing menu items; however, in the context of this study, these items still hold important value as part of culinary heritage preservation. Therefore, decisions are not based solely on profitability, but also consider the cultural value embedded in each menu item.

Research Synthesis

Overall, the findings indicate that Restaurant C demonstrates relatively strong performance in its Nusantara menu offerings, characterized by a dominance of the Star category and a very high level of culinary heritage representation (93%). This reflects a balance between cultural and economic dimensions in menu management.

These findings also confirm that the integration of menu engineering and culinary heritage provides a more comprehensive perspective in evaluating restaurant menu performance. In other words, traditional menu items should not only be assessed from a profitability standpoint, but also in terms of their contribution to cultural preservation and the formation of a culinary identity within a tourism destination.

Furthermore, this study addresses a gap in previous research, which tended to separate menu engineering analysis from culinary heritage evaluation. This research demonstrates that both approaches are interconnected and can be applied simultaneously to produce a more holistic menu development strategy within the hospitality industry.

CONCLUSION

This study aimed to analyze the performance of Nusantara menu items at Restaurant C using a menu engineering approach and to examine their relationship with culinary heritage performance. In addition, the study sought to identify the relationship between the cultural value of menu items and restaurant business performance within the hospitality industry in the Bali tourism area.

Based on the analysis conducted, it can be concluded that the Nusantara menu at Restaurant C demonstrates relatively strong overall performance. The analyzed menu items not only contribute to restaurant revenue but also hold strategic positions within the menu structure, as reflected by the dominance of high-performing categories. This indicates that Indonesian traditional cuisine remains competitive despite operating in a highly competitive industry dominated by international tourist preferences.

From the perspective of menu engineering, the findings show that Nusantara menu items are not evenly distributed across all performance categories. Most items fall into profitable positions, suggesting that traditional menu items can function as strong profit drivers when managed effectively through appropriate pricing strategies, product quality, and operational consistency. However, several items are still categorized as moderate to low performers, indicating the need for strategic interventions such as improved promotion, enhanced presentation, and optimized menu design.

From the culinary heritage perspective, the results show that the majority of menu items maintain strong cultural authenticity. This reflects that Restaurant C is not solely profit-oriented but also plays a role in preserving and representing Indonesian culinary heritage to tourists. The dominance of culinary heritage-based menu items highlights the continued importance of cultural value within the restaurant's menu structure.

However, the study also finds that culinary heritage value does not automatically guarantee strong business performance. Variations in performance

among heritage-based menu items indicate that success is influenced not only by cultural value but also by external factors such as marketing strategies, menu design, customer experience, and communication approaches used by the restaurant.

The integration of menu engineering and culinary heritage in this study demonstrates that both concepts are complementary. Culinary heritage-based menu items can become flagship products when supported by appropriate management strategies, while menu engineering provides an analytical framework for determining the strategic positioning of each menu item within restaurant operations. Thus, the combination of both approaches offers a more comprehensive understanding of menu performance, not only from an economic perspective but also from a cultural one.

Overall, this study confirms that the management of Nusantara menu items at Restaurant C is moving in a positive direction, both in terms of business performance and cultural preservation. However, there remains room for improvement, particularly in optimizing underperforming menu items to enhance revenue contribution while further strengthening culinary heritage as the restaurant's core identity.

RECOMMENDATIONS

Based on the findings of this study, several recommendations can be proposed as follows.

First, the restaurant is advised to maintain high-performing menu items as signature or flagship products. These items should be consistently preserved in terms of taste, quality, and presentation to ensure they remain the preferred choice for customers.

Second, menu items with high profit potential but low sales performance should receive special attention through strategies aimed at improving visibility. This can be achieved by enhancing menu design, adding more appealing descriptions, and strengthening storytelling elements that highlight the cultural value of the dishes.

Third, for menu items with high popularity but low profit margins, it is recommended to evaluate production costs, portion management, and consider gradual price adjustments, as long as these do not negatively affect customer attractiveness.

Fourth, low-performing menu items should be comprehensively evaluated to determine whether they should be innovated, modified, or retained as part of culinary heritage representation. Such decisions should not be based solely on profitability but also on the cultural value embedded in each item.

Fifth, the integration of menu engineering and culinary heritage approaches is recommended to be continuously applied in menu management, particularly in hotels within tourism areas, as it provides a balanced perspective between business objectives and cultural preservation.

Implications of the Study

From an academic perspective, this study contributes to the development of knowledge in hospitality management and gastronomy, particularly by

integrating the menu engineering approach with the concept of culinary heritage. It broadens the perspective that menu evaluation is not limited to profitability and popularity, but can also be linked to the cultural values embedded in food offerings.

From a practical perspective, the findings of this study can serve as a reference for restaurant management in designing more effective and sustainable menu development strategies. High-performing menu items can be maintained as flagship products, while low-performing items can be improved through innovation in presentation, strengthened cultural storytelling, and more adaptive marketing strategies aligned with consumer behavior.

In addition, this study demonstrates that the development of culinary heritage-based programs can be an effective strategy to enhance restaurant attractiveness in tourism destinations. By optimizing the potential of Nusantara menu items, restaurants can not only improve business performance but also contribute to the preservation and global promotion of Indonesian culinary heritage.

ADVANCED RESEARCH

This study has several limitations that should be acknowledged. First, the research was conducted in only one restaurant; therefore, the findings cannot be generalized to the broader hotel restaurant industry. Different restaurants with varying market segments may produce different menu performance characteristics.

Second, this study focuses solely on menu engineering and culinary heritage analysis without an in-depth examination of consumer behavior. Therefore, future research is recommended to incorporate customer perception analysis or satisfaction levels regarding Nusantara menu items.

Third, this study does not consider seasonal factors that may influence menu sales performance. Future studies are encouraged to use longitudinal data to obtain more dynamic and comprehensive results.

For further research, it is also recommended to compare multiple hotels or restaurants in different tourism areas to gain a broader understanding of the implementation of menu engineering and culinary heritage within the hospitality industry.

ACKNOWLEDGMENT

The author would like to express sincere gratitude to all parties who have contributed to the completion of this study. Appreciation is extended to the management and staff of Restaurant C for granting permission, providing support, and supplying the necessary data throughout the research process.

The author also wishes to thank the supervising lecturer and colleagues who provided guidance, input, and constructive feedback, which greatly contributed to the completion of this study. Their support has been invaluable in improving the quality of the analysis and the preparation of this academic work.

Finally, the author acknowledges that this study still has limitations; therefore, constructive suggestions and criticism are highly welcomed for the development of future research.

REFERENCES

- Ahanu, E. L., & Christofani, G. (2024). The importance of the food and beverage sector in tourism and an anomaly in conventional hospitality standards. *Geo Tourism International Conference: Geoparks for Future Generation: Economy, Education and Preservation*, 1–10.
- Ardiansyah, I. (2020). The application of menu engineering technique in determining marketing strategy at The Den of Kalaha Restaurant Jakarta. *Journal of Hospitality Studies*, 8(5), 18–39.
- Atmaja, I. N. P. S., Pambudi, B., & Wardana, M. A. (2023). Analisis strategi pengembangan bisnis berbasis menu engineering dalam upaya meningkatkan pendapatan restoran. *PARIS: Jurnal Pariwisata*, 2(5), 1206–1224.
- Davis, B., Lockwood, A., Pantelidis, I., & Alcott, P. (2022). *Food and beverage management* (6th ed.). Routledge.
- Goh, S. F., & Sari, W. N. (2023). Menu engineering on food to increase revenue at Laku Café, Gading Serpong. *Jurnal Syntax Transformation*, 4(12), 114–122.
- Hastiningsih, W. T. (2025). Exploring local ingredients of traditional snacks in Solo: Culinary heritage and sustainable gastronomy identity. *Journal of Tourismpreneurship, Culinary, Hospitality, Convention and Event Management*, 8(2), 303–314.
- Kizilgeçi, Ç. (2025). At the heart of world gastronomy: A qualitative analysis of culinary heritage and regional identity. *Journal of Tourism and Gastronomy Studies*, 13(4), 3838–3853.
- Lin, M., & Marine-Roig, E. (2021). Gastronomy as a sign of the identity and cultural heritage of tourist destinations. *Sustainability*.
- Mantjari, J., Lagarense, B. E. S., & Sangari, F. (2024). Optimalisasi peran layanan food & beverage service dalam meningkatkan kepuasan tamu di restoran hotel. *Jurnal Hospitaliti dan Pariwisata*, 2(7), 1–12.
- Maziyah, S., Indrahti, S., & Alamsyah. (2023). Inventarisasi kuliner khas Jawa Tengah sebagai upaya pelestarian warisan budaya takbenda. *Jurnal Budaya Nusantara*, 7, 44–49.
- Nur, F., Nasution, H., Hudaiby, A., & Kusumah, G. (2023). Pelestarian warisan kuliner: Menyeimbangkan tradisi dan inovasi dalam wisata kuliner. *Tourism and Hospitality Essentials Journal*, 13(2).
- Ossowska, L., Janiszewska, D., Kwiatkowski, G., & Oklevik, O. (2024). Local food production based on culinary heritage. *Sustainability*, 16(24). <https://doi.org/10.3390/su162411310>
- Safitri, E. Y., Yustita, A. D., Cahya, J., & Wijaya, A. (2023). Analisis menu engineering dengan pendekatan matriks untuk strategi bauran pemasaran kuliner. *Jurnal Manajemen Perhotelan dan Pariwisata*, 6(3), 100–107.
- Walker, J. R. (2021). *Introduction to hospitality management* (8th ed.). Pearson Education.
- Wijaya, I. N. C., Budarma, I. K., & Suci, N. G. (2023). Gastronomy tourism strategies in Bali tourism village. *Journal of Applied Sciences in Travel and Hospitality*, 6(2), 107–116.