JOURNAL OF TOURISM AND GASTRONOMY STUDIES
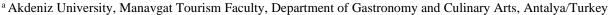
An Evaluation of Digital Menu Types and Their Advantages**

* Esra ŞAHİN [a] [iD]

[a] Akdeniz University, Manavgat Tourism Faculty, Department of Gastronomy and Culinary Arts, Antalya/Turkey

Abstract

The menu is one of the most important communication, marketing and selling tools of a food and beverage business. Technological advances and increasing competitive environment are driving food and beverage businesses to innovate and service differentiation. One of the best examples of this is the introduction of digital menus. Although there are various studies on the importance of the menu, the number of information sources and studies on digital menus is limited. In this study, it is aimed to create a scope for digital menus by reviewing the current literature and to provide resources to researchers for future studies. As a result of the literature review, it is determined that digital menus can be divided into two as non-touchscreen and touchscreen menus and the details and advantages of these menu systems are mentioned.

* *Corresponding Author*
E-mail: esrasahin@akdeniz.edu.tr (E. Şahin)