



Article Title

Structure and Design on Menus in Hospitality in Serbia as a Significant Sales Tool in Tourism

Citation

Kalenjuk, B., Tešanović, D., & Banjac, M. (2016). Structure and design on menus in hospitality in Serbia as a significant sales tool in tourism. *Turističko poslovanje*, (18), 91-98.

Abstract

Written offers represent the image of the operations of each hospitality facility, including a la carte menus that have the most important role. Proper structuring, number of meals, information about food and design, to a large extent, influence the choice of guests – tourists and their satisfaction. The implementation of appropriate scientific methodologies comprehend that the following parameters are important for the proper structuring and design of menus and the actual sale of foods, namely: guidance items and balance, diversity and composition of the offer, a description of the truth about food and information, the size and design of cover and paper, printing and color. The results represent a picture of the situation in the hospitality industry in the Republic of Serbia, in terms of significant sales resources in tourism.

Methods

A survey was conducted by direct and indirect collection of menus from a corresponding number of a la carte restaurants. The obtained data were subjected to analysis and synthesis, statistically processed and graphically presented in the paper.

Results

The results represent a picture of the situation in the hospitality industry in the Republic of Serbia, in terms of significant sales resources in tourism.

Conclusion

Conducting research on written offers on the territory of the Republic of Serbia and consulting literature in the field of management and marketing in the hospitality industry, there were conclusions that catering facilities which their Management does not know enough rules about structuring and designing menus as they are can be associated with the neglect of the modern trends in catering, whose implementation can to a considerable extent reflect on improving the quality of the service and satisfaction Guest is a tourist. Adequately written Menus can significantly affect the profit, because many information that can be found in transparent and legible menus are encouraging guests on higher consumption. By devoting more attention to pointing and balancing; diversity and the composition of the offer; description, the truth about the meal of your basic information about the facility; as well as size and cover and paper design, print quality and colors, catering facilities would increase the level of their services and would be in line with all modern trends that are trying to keep up in printed form of written offers.

