

THE PLATE LETTERS OF THE CITY OF BUENOS AIRES (ARGENTINA)

The evolution and potential for tourism use

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The present work intends to study the menus of the city of Buenos Aires (Argentina) focusing the potential for the tourist use. In this way, an attempt is made to make an approximation to the evolution of the cuisine of Buenos Aires from the beginning of the 20th century to the present by means of a case study of the menus of emblematic restaurants of the geographical area under study. They were selected by categories (luxury, first or middle and economic) and convenience. It will try to show some notes of the cultural of the Buenos Aires citizens through the rescue of these menus in order to have raised the possibility of creating future strategies for their integration to the tourist offer.

KEY WORDS: *plate letters, Buenos Aires, tourism use.*