

CHARLESTON, SC, September 19, 2013 /**24-7PressRelease**/ -- [Sam Mustafa, Charleston entrepreneur](#), has noted a surge in popularity with regard to mobile applications. Since these products were first released onto the market they have evolved into key resources for consumers, as the topics that these apps cover are virtually endless. The restaurant industry has, in particular, been impacted by these applications due to the fact that many of them provide recommendations to diners. As such, restaurant discovery, as an [article](#) published by TechCrunch explains, has become an "increasingly simple" process thanks to the efforts of developers to create efficient and effective applications.

The article highlights MyFab5, which is an app that allows users to "rank their favorite restaurants, agree or disagree with top five lists, and leave short comments about each venue, but MyFab5 eliminates reviews and ratings entirely." Common websites like Yelp have received a great deal of criticism for their algorithms regarding displaying negative reviews and for the prominent practice of members submitting fake reviews to boost sales (or decrease the popularity of a key competitor). The ethical nature of such practices aside, the founders of MyFab5 realized that reviews and rankings are not as helpful as a quick list of suggested restaurants. By listing the top five search results, the app allows individuals to easily select the option that best suits their taste.

While this is a streamlined, convenient option for diners, Sam Mustafa, Charleston entrepreneur, acknowledges that it may discount less popular restaurants that have a great deal to offer. This is a common flaw with many mobile applications, he notes, as popularity does not always translate into a quality dining experience. But the value that mobile applications bring to diners is very real--particularly for individuals who are visiting an unfamiliar area.

"Because Charleston is such a beautiful, historic city, we have many tourists who come through," Mustafa comments. "There are so many different places to eat that, in all reality, it is extremely difficult for individuals to pick a place for dinner without a recommendation. Many people do research before embarking on their vacation by looking up restaurants online or getting suggestions from friends and family members who have visited the city before. But I have noticed that a large number of visitors rely on mobile apps to navigate their way through the city's restaurant scene. As such, it's important that they have access to an app that will meet their needs. Mustafa certainly encourages individuals to use the power of mobile applications, but with caution. Instead of depending upon one app's algorithms to find them the best dinner spot in town, Sam Mustafa, Charleston entrepreneur, suggests consulting with multiple apps so that people are exposed to different brands and can choose from a more comprehensive list of options.

ABOUT:

[Sam Mustafa, Charleston](#) entrepreneur, serves as the CEO of Charleston Hospitality Group. Founded in 2008, this company strives to continually boost the rich culture of this historic city by reinventing buildings and establishing award-winning restaurants. The restaurants managed by Charleston Hospitality Group represent many of the best southern traditions and other culinary perspectives. Aside from restaurants, Charleston Hospitality Group offers transportation, catering, nightlife, and other food services to both residents and visitors in the area. With nine businesses and five brands under its direction, the company has experienced significant growth in the last four years.