

ABSTRACT

Title of Research: ASSESSMENT ON THE EFFECTIVENESS OF ADVANCED TECHNOLOGIES IN FOOD AND BEVERAGE ESTABLISHMENTS DURING PEAK TO POST COVID-19 PANDEMIC IN CITY OF BINAN, LAGUNA

Researchers: Collado, Mike B.
De Quiroz, Bianca Mae S.
Inay, Clifford M.
Lista Jr, Nelson E.
Nagamos, Patricia R.

Degree: Bachelor of Science in Hospitality Management

Date of Completion: July 2022

The study was aimed at assessing the Effectiveness of Advanced Technologies in Food and Beverage during peak to post Covid-19 pandemic in Biñan, Laguna. Specifically, it sought to answers the following research questions: 1) The demographic profile of the respondents in terms of age, gender, address, occupational status; 2) The preference of the respondents in terms of mode of payment and advanced technologies; 3) Major impacts of the advanced technologies in most of the food and beverage establishments during the pandemic in Biñan, Laguna; 4) Challenges or issues experienced by both customer and service provider using advanced technologies in food and beverage establishments during this time of pandemic; and 5) The customer's and service-provider responses towards these advancements in the food and beverage industry in Biñan, Laguna.

To achieve the effectiveness of the present study, the descriptive method of research was obliged and carefully designed and created a survey questionnaire that guides this research to assess the objectives and to answer the research questions. The study involved the service providers and customers of the Food and Beverage establishments in Biñan, Laguna.

The findings of the study showed that the customers and service providers chose the advanced technologies as means of communication, mode of payment, and ordering food and beverage online or through Kiosk machines as well as promoting their products that the food and beverage establishment offered. The researchers conclude that the challenges or issues as well as the response of people towards advanced technologies in this peak to post Covid-19 pandemic is significant so that improvements can be made for the benefit of all.

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**Research
Presented to the Faculty of
Tourism and Hospitality Management
STI College Carmona**

**In Partial Fulfillment
of the Requirements of the Degree
Bachelor of Science in Hospitality Management**

**Collado, Mike B.
De Quiroz, Bianca Mae S.
Inay, Clifford M.
Lista Jr, Nelson E.
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January 2022