CHALLENGES AND STRATEGIES OF FARM TOURISM SITES IN QUIRINO PROVINCE

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Farm tourism sites are popular places for people to visit nowadays because they offer a natural experience and are far from densely populated areas. Quirino Province is a tourist hotspot in the Cagayan Valley Region, with attractions including beautiful crops. Farm owners are developing their farms by landscaping and making it more attractive to guests and tourists. However, it is not easy to operate farms and maintain them. This study aims to determine the strategies of farm tourism sites in Quirino Province and determine how this pandemic affect their operation. Moreover, the study used comparative and qualitative research design to compare and contrast the similarities and differences of the two farms regarding their operations and data gathered from interviews during an ocular visit. This study is conducted with two selected farm owners. Thus, the findings reveal that both farms did not meet the minimum requirements set by the Department of Tourism specifically on the facilities/amenities and sanitation part. Moreover, both farms have previously experienced challenges and during the pandemic, they've encountered three more: difficulty in delivering their products, financial problems, and difficulty in selling their products. It was also found that the farmers who implemented these strategies were able to address the challenges they faced, by partnering with the government and by buying solar irrigation pumps.

Keywords: farm tourism sites, challenges, strategies, ocular visit

UTILIZATION OF LOCALLY PRODUCED FOODS IN KOREAN RESTAURANT

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Using local food has been an increasingly popular method for Korean restaurants; yet, research has revealed that a specific participant chooses to buy local food owing to individual unique intentions. The Theory of Planned Behavior and commitment and trust theory were utilized to possibly anticipate consumers' behavior towards buying locally-produced foods in order to better understand what motives and limitations or problems Korean restaurant managers or operators have for obtaining local goods. In addition, the variables of motives and obstacles or difficulties to purchasing local food were included in the model since these factors may improve the predictability of the Theory of Planned Behavior model in particular food-related activities. The structured guide questions were completed by five (5) Korean restaurant owners or managers from Calamba City, Laguna, who were chosen using a purposive sampling approach. Lower cost, the freshness of local foods, greater flavor, and helping local farmers were discovered to assist explain the goals or motives to acquire or purchase local foods of Korean restaurant owners or managers.

Furthermore, researchers discovered that the barriers and challenges for Korean restaurant owners or managers in obtaining local foods include delivery issues on local foods, availability, a lack of supply of local food goods, and seasonality of local products. The Theory of Planned Behavior and the commitment and trust theory have both been found to predict Korean restaurant owners' buying intentions and problems. Their motivations and challenges, on the other hand, were well described and determined.

Keywords: Utilization, Local food, Korean Restaurant, Theory of planned behavior, Intention, Challenges

FACTORS INFLUENCING CUSTOMERS AND BEHAVIORAL INTENTION ON ONLINE FOOD DELIVERY SERVICES

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Online food delivery services are starting to revolutionize the food industry. This study aims to determine the different factors influencing customer behavioral intention towards OFD services. It will make substantial academic contributions as it will integrate the research, and strategic trends in the areas of food services and ICT. Survey questionnaires were administered with a total of 138 response. The participants are users of OFD services residing in Angeles City and City of San Fernando, Pampanga. Multiple linear regression was used to analyze the relationship of hedonic motivation, price saving orientation, time saving orientation, prior online purchase, convenience motivation towards customer behavioral intention. It was found out that only hedonic motivation, prior online purchase, and convenience motivation influences customer behavioral intention.

Keywords: online food delivery services, customer behavioral intention, hedonic motivation, price saving orientation, time saving orientation, prior online purchase

CASUAL RESTAURANT EXPERIENCE ANALYSIS ON QR CODED MENU
USING SERVQUAL FRAMEWORK IN SOUTHERN NCR

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Since the start of the pandemic, restrictions on tourism businesses were implemented to ensure the safety of locals and tourists. Among the businesses that were affected is the restaurant establishments where they have to cease most of their operations by setting a limit on who they can accommodate and by utilizing technologies. Now that people are starting to slowly recover from the crisis, industries need to innovate new approaches in order to regain losses and resume in providing services and products to customers. Since technology is widely used nowadays, it has opened opportunities for the utilization of QR codes in industries. This concept is implemented on the premise of providing a safe and "contactless" service to their customers with the intent of reducing interaction points and transactions.

Despite the negative impacts of the pandemic to the affected restaurant establishments, they have thought of an innovative way to improve their service which is through creating their own QR coded menus. Now that people have fully adjusted to their surroundings and with increased awareness, they might go to restaurants that are stricter about safety and sanitation than the restaurants they usually go to. As it has been implemented in restaurant establishments, the researchers found out that there are certain areas that are still lacking when it comes to delivering quality service to the customers. Restaurant representatives have stated adopting the QR-coded menus contributes in adding workload most especially to restaurant servers rather than minimizing it but the advantage of this adoption is that it can limit the customers' exposure to the virus. They also stated that they still prefer the use of traditional menus instead of QR coded menus as this is more customer-friendly for all ages and time-efficient.

This study aims to answer the following research questions: (1) What is the demographic profile of respondents in terms of: Age, Gender, and Marital Status? (2) What is the level of customers' experience in restaurants adopting QR coded menus in terms of: Customer Perception-Management Perception Gap, Management Perception-Service Quality Specification Gap, Service Delivery External Communications Gap, Service Quality Specifications-Service Delivery Gap, and Expected Service-Perceived Service Gap? (3)

CATERING PRACTICES AND INNOVATIONS IN THE NEW NORMAL

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Catering services utilized a variety of practices and innovations to stay alive throughout the pandemic. They also employ a variety of strategies to deliver excellent service while also safeguarding consumers' health. According to Resilience Theory (Garmezy, 1984), it's not the nature of adversity that matters, but how we react with it. Resilience helps us bounce back from adversity, tragedy, or frustration. It enables us to endure, recover, and even thrive in the face of adversity. As applied to the study, this theory states that the independent factors, which are new normal practices and innovations, should explain the dependent variable, which is the catering industry in COVID-19. This theory may be utilized to identify which of these new strategies and guidelines will be most beneficial to the catering industry, as well as how these practices and innovation can assist the industry's recovery from the pandemic. This is a qualitative study with a phenomenological approach as the methodology. The purpose of the phenomenological approach is to understand the unique experience in those circumstances and to identify the phenomena that allow these Catering Services in Los Baños, Laguna to survive in pandemic situations. This research will utilize a phenomenological method to discover how these catering services evolve and adapt during pandemics.

Furthermore, researchers discovered that the barriers and challenges for Catering Services owners or managers during pandemic are Expenses have increased, Manpower Limitation, Packaging Pre-Packaged and Food Delivery Quality Control. The Resilience used by the researchers can provide an important insight into what strategies and recommendations may be most beneficial to the catering sector, as well as how these practices and innovation can aid the industry's recovery. It can also assist in determining what action plan should be implemented to address and overcome the challenges of catering services during such an event.

Keywords: Utilization, Catering services, Practices, Technological, Innovation, Strategies, Challenges, Safety, Quality Service, Pandemic, COVID-19, New Normal

What is the level of customers' acceptance of service received from restaurants adopting QR coded menus in terms of: Perceived Usefulness (PU), and Perceived Ease of Use (PEOU)? (4) What is the significant relationship of the level of customers' experience in restaurants adopting QR coded menus when grouped according to their demographic profile? (5) What is the significant difference between the level of customers' acceptance of service received from restaurants adopting QR coded menus when grouped according to their demographic profile? (6) How can restaurants achieve customer satisfaction based on their perceived quality service? (7) How do restaurants deliver perceived service quality based on the evaluation of restaurant representatives? (8) Based on the study, what paperless order taking model can be developed?

This study is significant to the following stakeholders: (1) Department of Tourism as it contributes knowledge and innovation to the sector by creating new protocols or regulations that can benefit tourism establishments particularly restaurant establishments as well as the locals and tourists specifically when it comes to their health and security. (2) Department of Trade and Industry, as they can help in introducing and promoting the technological innovation of restaurants including QR coded menus and can contribute with the nationwide acceptance of this adaptation and utilization considering that their primary goal is to assist MSMEs in terms of promotion and development. (3) Department of Health, as they can contribute to encouraging other restaurants to adapt to this technology since it also serves as a safety measure in terms of food and health. Also, they will be able to create or add more guidelines for the health and safety of customers in tourism establishments. (4) Local Government Units, as it can help them spread awareness of having a safe dining experience among the locals even in the middle of a pandemic by preparing policies and procedures in order to ensure safety in both communities and restaurants within the area. (5) Restaurant Management will also be able to determine if using this technology innovation is accepted and useful for the customers they cater to. (6) Customers, as they can be aware of the innovation that can be implemented in restaurant establishments for their safety and convenience and through the data collected from them, they can help with the development and improvement of restaurant establishments when it comes to utilizing this kind of innovation to better give them quality service. Lastly, (7) Future Researchers, the study will serve as a reference for future researchers to gather more relevant information to improve and enhance studies relating to this topic.

For the methodology, this paper employs Descriptive Mixed Method Research Design. It is a type of research wherein both quantitative and qualitative variables or data are used to understand the conducted study or problem further. A survey questionnaire and research-made interview questionnaire was used to gather quantitative and qualitative data. To analyze, the researchers made use of Frequency and percentage distribution which were used to identify and describe the demographic profile of the respondents. Weighted mean and standard deviation were also used to determine the average value and how far were the respondents' responses from the mean when it came to their level of experience and level of acceptance in restaurants adopting QR coded menus. Pearson-r Correlation was used to determine the significant relationship and One-Way ANOVA to determine the significant differences between the variables mentioned in the study. Lastly, Thematic Analysis was used to treat the data from the structured interview conducted with restaurant representatives from Southern NCR on how restaurants can achieve customer satisfaction based on their perceived quality service and how restaurants can deliver perceived service quality based on the restaurant representatives' evaluation.

The researchers found that the participants of the study have been classified at the age range of 20 - 30 years old, mostly females and single customers. With the findings stated, the researchers therefore concluded that the majority of the casual dining restaurants' customers are the younger generation who are not afraid to go out and dine in during the time of pandemic and are very inclined to technological innovations. When correlating the respondents' age and marital status to the level of experience variables, it shows a weak and moderate correlation thus, it is concluded that the preference and expectations when it comes to the quality food and service provided by the restaurants varies depending on the age and marital status of the customers. For the correlation of the respondents' gender to the level of experience variables, since it is not significantly related, it is concluded that the quality of food and service given to the customers does not differ depending on their gender. For the age and marital status it is considered to have a significant difference with the level of customers' acceptance of service received from restaurants adopting QR coded menus which concludes that the customers' attitudes towards accepting the QR coded menus vary on their age and marital status. On the other hand, gender has no significant difference with the level of customers' acceptance of service received from restaurants adopting QR coded menus. In terms of restaurants achieving customer satisfaction based on the perceived quality service of customers, they prefer to eat at casual dining restaurants once they acknowledge that the establishments practice safety protocols to ensure the health of customers, promote contactless service and provide convenience during order-taking especially in times of pandemic. While in terms of restaurants delivering perceived quality service based on the evaluation of restaurant representatives, they have always set their mind on meeting customer expectations and providing customer satisfaction as this is the kind of service that customers want in their dining experience. Safety and sanitation became a part of their priorities with the recent pandemic on-going as they know that this is what they need to observe in order for their customers to feel at ease while dining.

The researchers have made a conclusion from the collected responses from both respondents and informants who have stated their opinions about the downsides of the adaptation and usage of QR coded menus in casual dining restaurants. This research has also concluded that demographics are a compelling factor that resulted in the different perspectives and preferences of restaurant customers and representatives. That is why for the researchers, there is a need to re-evaluate and reconsider adopting QR coded menus in casual dining restaurants to better provide a safe, contactless, and quality service even after the COVID-19 pandemic. The implications of this study provides a basis for paperless order-taking framework for casual dining restaurants adopting QR coded menus in Southern NCR was initiated by the researchers based on the findings of the study to address the identified concerns. With this, it should also be used as the basis of improvement for the QR coded menus in restaurant establishments if they wish to continue its usage even after the COVID-19 pandemic.