Chapter 1

INTRODUCTION

Rationale and Background of the Study

Technology has become an indispensable part of our daily lives. Everything we do right from starting our day to ending it involves some form of technology. One of the reasons why technology, no matter what field, has been a focus area for scientists and other professionals and stakeholders is that it adds convenience to our day-to-day activities while saving us time and improving our quality of life (Simplelearn, n.d). The impact of technology is all around us. From the rise of smart cities to the prevalence of self-driving cars, the world has changed a lot in the past few years. We rely on technology to improve our lives. Many businesses are embracing technology to reduce their carbon footprints, reduce waste, and optimize energy use (Giannelis, 2022).

The digital revolution has dramatically changed the operation and management of hotels, and digital technologies have been recognized as the primary sources of efficiency and competitive advantage in the hotel sector (Shin et al., 2019). Digital technologies have influenced hotels' operation and performance, which are traditionally recognized as a labor-intensive industry (Ahmad and Scott, 2019).

Hotel management involves the management of anything that's related to the hotel industry. Suppose you want to gain a foothold in this business. In that case, you will need to learn about all the techniques of managing a hotel business, including marketing, hotel administration, catering management, housekeeping, and

accounts. The primary goal behind learning the ins and outs of hotel management is to run a hotel successfully while simultaneously managing other aspects of the business (Revfine, n. d.).

Centralized management is a system of management in which decision-making power rests with one individual or a small group of individuals that act on behalf of the organization. It is the opposite of decentralized management, where decision-making power is distributed across multiple departments or locations. Centralized management can lead to efficiency and cost savings, as well as greater control over the organization's resources (CFI Team, 2020).

Hotel Le Duc in Dagupan City offers a prime location near cafes, restaurants, malls, hospitals, schools, and offices. It features excellent accommodations and amenities, including a function hall with a panoramic view of the city skyline for events of up to 300 people. With the proposed Centralized Management System, Hotel Le Duc aims to revolutionize its operations and enhance the level of service it provides to guests. This capstone project will delve into the design, development, and implementation of the Centralized Management System for Hotel Le Duc. By addressing the specific needs and requirements of the hotel, this system aims to optimize efficiency, improve guest satisfaction, and ultimately contribute to the overall success of Hotel Le Duc in the highly competitive hospitality industry.

The Research Paradigm

The research paradigm consists of the input, the process and the output. The input relies on the problems that have been settled by the study. Next is the process which explains the methodology that the proponents have selected, which is the

Rapid Application Development Methodology. Lastly, the output is the study itself

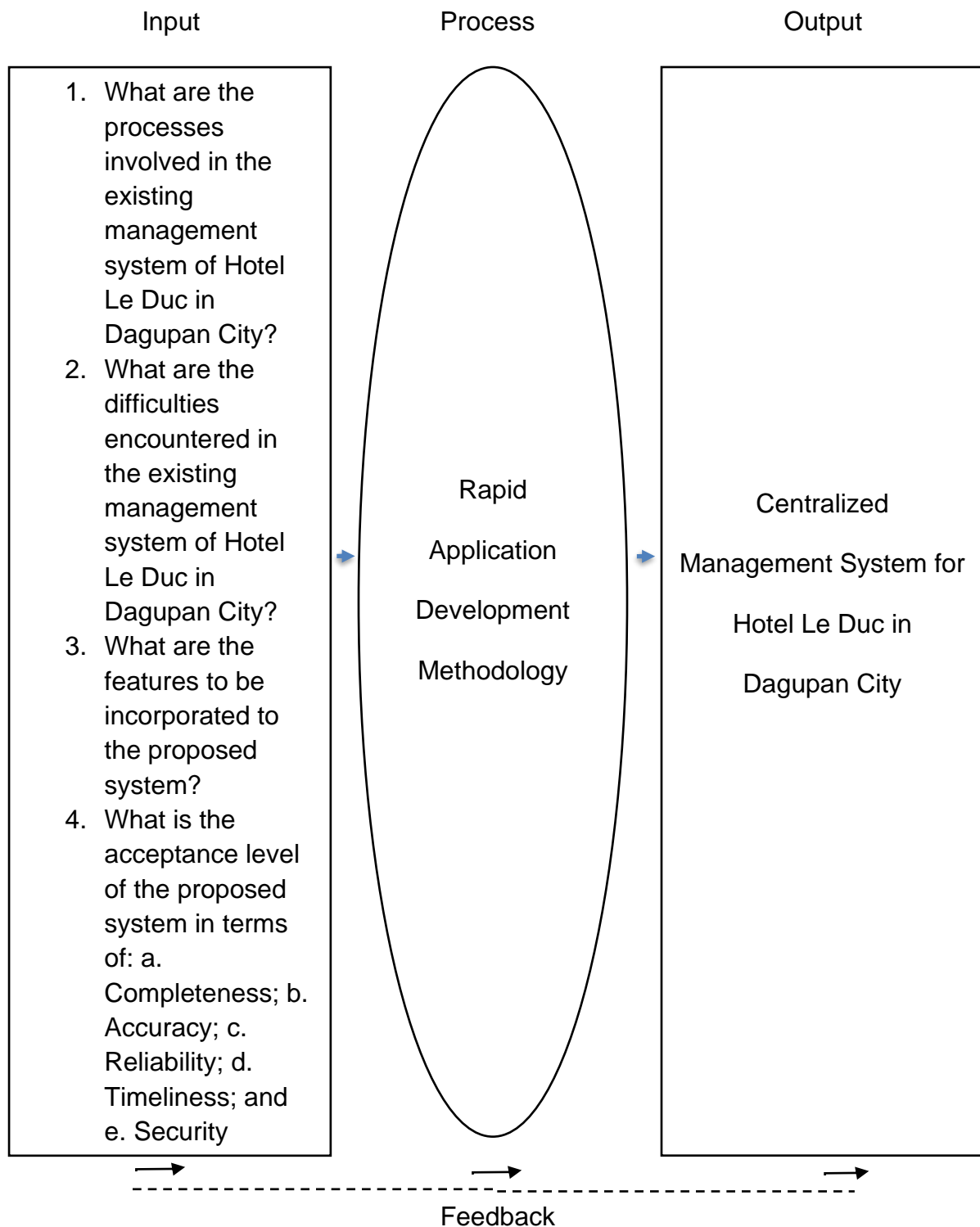entitled, Centralized Management System for Hotel Le Duc in Dagupan City.

Input	Process	Output
1. What are the processes involved in the existing management system of Hotel Le Duc in Dagupan City? 2. What are the difficulties encountered in the existing management system of Hotel Le Duc in Dagupan City? 3. What are the features to be incorporated to the proposed system? 4. What is the acceptance level of the proposed system in terms of: a. Completeness; b. Accuracy; c. Reliability; d. Timeliness; and e. Security	Rapid Application Development Methodology	Centralized Management System for Hotel Le Duc in Dagupan City

Feedback

Figure 1: The Research Paradigm

Statement of the Problem

This study aims to establish a Centralized Management System for Hotel Le Duc in Dagupan City.

The study will answer the following questions:

1. What are the processes involved in the existing management system of Hotel Le Duc in Dagupan City?

2. What are the difficulties encountered in the existing management system of Hotel Le Duc in Dagupan City?

3. What are the features to be incorporated in the proposed system?

4. What is the acceptance level of the proposed system in terms of:

    a. Completeness;

    b. Accuracy;

    c. Reliability;

    d. Timeliness; and

    e. Security;

Objectives of the Study

The proponent main objective is to develop a comprehensive Centralized Management System for Hotel Le Duc in Dagupan City. Specifically, the study aims to:

1. Identify the procedures involved in the existing management system of Hotel Le Duc in Dagupan City.

2. Identify the difficulties encountered in the existing management system of Hotel Le Duc in Dagupan City.

3. Demonstrate the features to be incorporated in the proposed system.

4. Show the result of the acceptance level of the proposed system in terms of:

    a. Completeness;

    b. Accuracy;

    c. Reliability;

    d. Timeliness; and

    e. Security;

Significance of the Study

The Centralized Management System designed for Hotel Le Duc in Dagupan City held significant importance to the hospitality industry and offered various benefits to different stakeholders.

The findings and outcomes of this study will provide valuable insights and benefits to the following:

To the Hotel Le Duc. The study equipped hotel managers and staff with a comprehensive understanding of the benefits and implementation of a Centralized Management System for Hotel Le Duc in Dagupan City. It empowered them to streamline operations, enhance guest experiences, and optimize resource management, resulting in improved efficiency, productivity, and overall service quality.

To the Hotel Guest. The implementation of a Centralized Hotel Management System benefitted hotel customers by providing a seamless and efficient experience. It streamlined check-in/check-out processes, enabled personalized services based on guest profiles and preferences, and offered integration with loyalty programs, ensuring tailored and rewarding stay for customers. The study aimed to enhance

customer satisfaction and deliver an exceptional hotel experience for all guests.

To the Proponent. The study provided an opportunity for the proponent to develop and enhance their skills in system development, project management, and teamwork. It offered practical experience in implementing a Centralized Hotel Management System, allowing the proponent to demonstrate their technical expertise and contribute to the advancement of the hospitality industry.

To the Future Researchers. The study served as a valuable reference and foundation for future researchers or developers interested in designing and implementing similar systems for the hotel industry. It provided insights into methodologies, challenges, and potential solutions associated with developing a Centralized Hotel Management System, enabling future researchers to build upon this study and further advance the capabilities and functionalities of such systems.

Scope and Delimitations of the Study

The study focused on the development of a Centralized Management System specifically for Le Duc Hotel. The system encompassed a wide range of features tailored for the hotel, including guest profile management, booking and reservation management, room and inventory management, billing and invoice management, online ordering for the hotel restaurant, employee profiling for both hotel and restaurant staff, and inventory management for hotel supplies and restaurant stock. The goal was to create a comprehensive and integrated system that streamlined various aspects of Le Duc Hotel's operations, enhancing overall efficiency and providing a seamless experience for guests and staff.

The study acknowledged certain delimitations. First, it was confined to the

hotel industry and its related restaurant services, excluding coverage of other sectors or industries. Second, the system's design and implementation were customized specifically for Le Duc Hotel and its unique requirements, making it potentially less applicable to other hotels or organizations with distinct operational needs. Third, the developed Centralized Management System was web-based, relying on internet connectivity for its functionality and lacking offline capabilities. The system's performance and accessibility were therefore subject to the stability and availability of internet services. Additionally, the practical implementation of the system might vary based on the specific requirements, regulations, and operational considerations of different hotel locations. Lastly, the study excluded online payment functionality, requiring guests to settle payments through traditional methods (e.g., cash, credit/debit cards) during their stay or at the hotel restaurant.

The study started on July 2023 will be completed on May 2024.

Definition of Terms

The following terms are defined by the proponent for better understanding and how it is relevant to the study.

Customer Relationship Management (CRM). A strategy and set of technologies used by businesses to manage interactions and relationships with customers. It involves collecting, analyzing, and using customer data to enhance customer satisfaction, loyalty, and overall business performance.

Guest Profiles. Detailed records containing guest information, preferences, special request, and loyal program details, enabling personalized experience and enhancing guest satisfaction.

Innovation. A process of introducing new ideas, products, services, or methods that lead to improvements, advancements, or changes in various aspects of life or business.

Financial Performance. Financial performance measures the financial health and success of a business, including profitability, revenue growth, cost management, and return on investment.

Resource Utilization. Resource utilization refers to the efficient and effective use of available resources, such as human resources, materials, and technology, to achieve organizational objectives.