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# ABSTRACT

This research project presents the design and implementation of a Hotel Management System tailored to support the operational needs of Mawah Hotel in Bamenda, Cameroon. The system is developed to streamline hotel administrative processes, focusing particularly on room reservations, guest information management, and transactional operations. At its core, the system leverages a centralized database to store and manage real-time information about room availability, occupancy status, and customer details.

The application allows guests to book rooms based on their preferences and room categories, such as single, double, or deluxe suites, with corresponding pricing structures. The system ensures that room records, booking history, and financial transactions are accurately maintained and easily retrievable. It addresses common challenges encountered with manual systems, such as double bookings, data loss, and delayed check-ins or check-outs.

A user-friendly interface is incorporated to allow hotel staff to efficiently perform functions such as adding, updating, and deleting entries without requiring extensive technical expertise. Role-based access control has been implemented to enhance data security, with administrative functionalities restricted to users possessing a valid username and password.

Furthermore, the system is designed with scalability in mind, allowing for future integration of advanced features such as online booking, automated billing, and analytics. By adopting this digital solution, Mawah Hotel is positioned to improve its service delivery, minimize operational inefficiencies, and enhance customer satisfaction. This project not only contributes to modernizing hospitality management at a local level but also demonstrates how small and medium-sized hotels can leverage technology to compete in a digital economy.

# Chapter one

# General Introduction

## 1.1. Background of the Study

The internet has revolutionized numerous industries, and the hospitality sector is no exception. Online hotel booking systems have transformed how travelers find, compare, and reserve accommodations. Traditionally, booking a hotel room involved contacting the hotel directly or using a travel agent. This process was often time-consuming, limited by geographical constraints, and offered limited choices. However, the advent of the internet has led to the development of online platforms that allow users to book rooms from anywhere in the world, at any time. These systems offer numerous advantages, including increased convenience, greater choice, and often, more competitive pricing. The growth of e-commerce and its impact on the travel industry has further fueled the adoption of online hotel booking systems. Currently, online hotel booking is a significant part of the travel industry, with a large percentage of bookings happening through online channels. This study explores the development and implementation of an online hotel booking system, examining its features, benefits, and challenges. It considers the historical context of hotel booking, the theoretical underpinnings of online systems, and the contextual issues surrounding their use.

## 1.2. Statement of the Problem /Problem Statement

While online hotel booking systems have become prevalent, several problems persist. Many existing systems can be complex to navigate, leading to user frustration and abandoned bookings. Issues such as a lack of real-time availability updates, insufficient filtering options, security concerns regarding online transactions, and a lack of personalized recommendations can hinder the user experience. For example, users often complain about inconsistent pricing between different platforms, the difficulty of comparing amenities across hotels, and the lack of clarity regarding cancellation policies. For hotel owners, the challenge lies in efficiently managing inventory, reducing booking errors, and increasing occupancy rates. Many hotels struggle with managing multiple booking channels (their own website, third-party platforms), leading to overbooking or under booking. Additionally, the high commission fees charged by some third-party booking platforms can significantly reduce profits for hotels. This project aims to address these problems by developing a user-friendly, secure, and efficient online hotel booking system that benefits both travelers and hotel businesses. The system will focus on providing a seamless experience, accurate information, and secure transactions, while also offering hotel owners tools to effectively manage their operations and increase profitability.

## 1.3. Purpose of the Study

The primary purpose of this study is to develop an efficient and user-friendly online hotel booking system. This system aims to provide a seamless experience for users, enabling them to easily search, compare, and book hotel rooms. The system will be designed to address the shortcomings of existing platforms, such as complex interfaces, inaccurate information, and security vulnerabilities. Furthermore, the study seeks to provide hotel owners with a platform to manage their reservations effectively, optimize room occupancy, and enhance their online presence. This includes providing tools for managing room inventory, setting dynamic pricing, and generating reports. Ultimately, the study aims to contribute to the improvement of the online hotel booking process for both customers and hotel providers.

## 1.4. Research Questions

**Main Research Question:**

How can an online hotel booking system be designed and implemented to provide a user-friendly and efficient platform for both customers and hotel owners?

**Specific Research Questions:**

1. What are the key features and functionalities required for an effective online hotel booking system?
2. How can the system be designed to ensure a seamless and intuitive user experience for customers searching for and booking hotel rooms?
3. What technologies and database structures are most suitable for developing a robust and scalable online hotel booking system?
4. How can the system address security concerns and ensure the secure processing of online transactions?
5. How can the system assist hotel owners in managing their room inventory, reservations, and customer information efficiently?

**1.5. Objectives of the Study**

**Main Objective:**

The main objective of this study is to design and implement a user-friendly and efficient online hotel booking system for both customers and hotel owners.

**Specific Objectives:**

1. To identify the key features and functionalities required for an effective online hotel booking system.
2. To design a system that provides a seamless and intuitive user experience for customers searching for and booking hotel rooms.
3. To determine the most suitable technologies and database structures for developing a robust and scalable online hotel booking system.
4. To develop a system that addresses security concerns and ensures the secure processing of online transactions.
5. To create a system that assists hotel owners in managing their room inventory, reservations, and customer information efficiently.

## 1.6. Significance of the Study

This study is significant for several reasons:

* **For Travelers:** The developed online hotel booking system will provide travelers with a convenient and user-friendly platform to easily search, compare, and book hotel rooms. This will save time and effort compared to traditional booking methods, offer a wider range of options, and potentially provide access to better deals. The system will be designed to be intuitive and easy to use, even for those with limited technical skills.
* **For Hotel Owners:** The system will offer hotel owners an efficient tool to manage their reservations, increase occupancy rates, and expand their customer base. It will also provide a direct booking channel, reducing reliance on third-party platforms and potentially lowering commission fees. The system will provide valuable data and analytics to help hotel owners make informed decisions about pricing and marketing.
* **For the Hospitality Industry:** The study contributes to the advancement of technology in the hospitality industry by providing a model for developing effective online booking systems. It highlights the importance of user-centered design, security, and efficient reservation management in the digital age. The findings of this study can be used by other developers and researchers to improve online booking systems.
* **For Future Research:** This study can serve as a foundation for future research in the area of online hotel booking systems. It can provide insights into the challenges and opportunities in this field and inspire further development of innovative solutions. It can also identify areas where further research is needed, such as the use of artificial intelligence in hotel booking.

## 1.8. Scope of the Study

The scope of this study is limited to the development of an online hotel booking system with the following key features:

* **User Registration and Authentication:** The system will allow users to create accounts, log in securely, and manage their profiles. This includes features such as password recovery and account verification.
* **Hotel Search and Filtering:** Users will be able to search for hotels based on criteria such as location, price range, and availability. Advanced filtering options, such as amenities, star rating, and guest reviews, will be included.
* **Hotel Details and Availability:** The system will display detailed information about hotels, including descriptions, photos, amenities, and real-time availability. This will include high-quality images, virtual tours (if available), and detailed descriptions of room types.
* **Booking and Reservation Management:** Users will be able to book rooms, make reservations, and receive booking confirmations. This will include features for modifying or canceling reservations, and for managing booking history.
* **Payment Integration:** The system will integrate a secure payment gateway to process online transactions. This will include support for multiple payment methods and adherence to industry security standards (e.g., PCI DSS).
* **Hotel Owner Dashboard:** Hotel owners will have access to a dashboard to manage their hotel information, room inventory, and reservations. This will include tools for updating hotel details, managing room availability, setting prices, and generating reports.

The study will not include:

* Integration with external travel agencies.
* Development of a mobile application.
* Implementation of advanced features such as AI-powered recommendations or virtual tours.

## 1.9. Limitations of the Work

This study has several potential limitations:

* **Limited Timeframe:** The development of the online hotel booking system is constrained by a specific timeframe. This may limit the number of features that can be implemented and the extent of testing that can be conducted. The timeframe may also limit the ability to gather extensive user feedback and iterate on the design.
* **Resource Constraints:** The project is subject to resource constraints, including limitations in budget, personnel, and equipment. This may affect the scope and depth of the development process. For example, limited funding may restrict the use of certain technologies or the ability to hire specialized developers.
* **Generalizability:** The system is being developed for a specific context (e.g., a particular type of hotel or a specific geographic region). Therefore, the findings and the system itself may not be fully generalizable to other contexts. The specific needs and preferences of users in other regions or with different hotel preferences may not be fully captured.
* **Technology Dependence:** The success of the system relies on the availability and reliability of technology, including internet connectivity and server infrastructure. Any disruptions in these services could impact the system's functionality. This includes potential issues with server downtime, network outages, or compatibility problems with different devices or browsers.
* **Data Availability**: The availability and quality of data on hotels and users may be a limitation. Inaccurate or incomplete data could affect the system's performance and accuracy.

## 1.10. Delimitation of the Work

This study is delimited in the following ways:

* **Functional Delimitation:** The online hotel booking system will focus on core booking functionalities. Features such as customer reviews, loyalty programs, and integration with social media platforms will be excluded to maintain project focus. These features, while potentially valuable, are not essential for the core functionality of the system and would add complexity to the development process.
* **Technological Delimitation:** The system will be developed using specific technologies (e.g., a particular programming language, database management system, and web framework). The choice of these technologies is based on their suitability for the project's requirements and the developer's expertise. Alternative technologies will not be explored in depth. This decision was made to streamline the development process and ensure compatibility and maintainability.
* **Geographical Delimitation:** The initial testing and evaluation of the system will be conducted within a specific geographical area (e.g., a city or region). This delimitation is due to logistical constraints and the need for focused data collection. The system's applicability to other regions will not be extensively evaluated within this study. This allows for a more manageable testing phase and the ability to gather specific feedback from a target user group.
* **Hotel Type Delimitation:** The system will primarily cater to a specific type of hotel (e.g., budget hotels, boutique hotels, or hotels within a certain star rating). This delimitation allows for a more tailored design and feature set. Other types of hotels may have different requirements that are not addressed in this study. This decision was made to create a more focused and effective system for a specific market segment.
* **User Delimitation:** The primary users of the system will be individual travelers and hotel staff. Travel agencies and corporate clients will not be the primary focus of the system's design and evaluation. This allows for a more streamlined user experience and development process.

## 1.11. Structure of the Work

The structure of this work is as follows:

* **Chapter 1: General Introduction**

This chapter provides an overview of the study, including the background, problem statement, purpose, research questions, objectives, significance, scope, limitations, delimitations, and definitions of key terms. It establishes the context for the research and outlines the project's objectives.

* **Chapter 2: Review of Literature**

This chapter reviews existing literature relevant to online hotel booking systems. It explores theoretical frameworks, empirical studies, and conceptual frameworks related to the topic. This chapter provides a foundation for the research by examining previous work and identifying gaps in the literature.

* **Chapter 3: Research Methodology**

This chapter details the research methodology employed in the study. It describes the research design, population and sample, data collection methods, and data analysis techniques. This chapter explains how the data was collected and analyzed to achieve the research objectives.

* **Chapter 4: Data Presentation, Analysis, and Discussion**

This chapter presents, analyzes, and discusses the data collected during the study. It includes the presentation of the case study/area of study, data presentation and analysis, and a discussion of the findings. This chapter interprets the results of the data analysis and relates them to the research questions and objectives.

* **Chapter 5: Summary of Findings, Conclusion, and Recommendations**

This chapter summarizes the key findings of the study, draws conclusions based on the findings, and provides recommendations for future research and practice. This chapter concludes the research and offers insights based on the study's outcomes.

## 1.12. Definitions of Key Terms Used

* **Online Hotel Booking System:** A software application that allows users to search, compare, and reserve hotel accommodations over the internet, and enables hotel owners to manage their inventory and reservations electronically. This system typically includes features for searching hotels based on various criteria, viewing hotel details, making reservations, and processing payments.
* **User Interface (UI):** The means by which a user interacts with a computer system or software, including visual elements, navigation, and interactive components, designed to facilitate ease of use and efficient interaction. A well-designed UI is crucial for the success of an online hotel booking system.
* **Hotel Inventory Management:** The process by which hotel owners or managers track and control the availability of rooms, rates, and reservations to optimize occupancy and revenue. Effective hotel inventory management is essential for maximizing profitability.
* **Payment Gateway:** A service that authorizes credit card or direct payments processing for e-businesses, enabling secure online transactions between customers and merchants. A secure payment gateway is crucial for building trust and ensuring the safety of financial transactions.
* **Reservation:** The act of booking a hotel room for a specific period, confirming the availability of accommodation and the agreement between the guest and the hotel.

# Chapter 2

# Review of Literature

## 2.1. Introduction

This chapter presents a review of existing literature relevant to the development of an online hotel booking system. It examines the theoretical frameworks that underpin such systems, explores empirical studies that have investigated similar systems or related technologies, and develops a conceptual framework that guides the current research. The literature review aims to provide a comprehensive understanding of the current state of knowledge, identify key themes and debates, and highlight the gaps that this study seeks to address. Ultimately, this chapter will establish the context for the research and justify the chosen approach.

## 2.2. Theoretical Framework

The development and adoption of online hotel booking systems can be analyzed through several theoretical frameworks. These frameworks provide a foundation for understanding the behavior of users, the design of the system, and the impact of technology on the hospitality industry. Here are a few relevant theories:

* **Technology Acceptance Model (TAM):** TAM is a theory that explains how users come to accept and use a technology. It suggests that perceived usefulness and perceived ease of use are the two main factors that influence a user's intention to use a system. In the context of online hotel booking, TAM can help explain why some users prefer online systems while others stick to traditional methods. It can also inform the design of the system to maximize user acceptance.
* **Diffusion of Innovation Theory:** This theory describes how new ideas and technologies spread through a population. It identifies several stages in the adoption process (awareness, interest, evaluation, trial, adoption) and different categories of adopters (innovators, early adopters, early majority, late majority, laggards). This theory can help us understand how online hotel booking systems have been adopted by both travelers and hotels over time, and what factors have influenced this process.
* **Service-Dominant Logic (S-D Logic):** S-D logic is a marketing theory that emphasizes the importance of value co-creation in service exchange. It views customers as active participants in the service process, rather than passive recipients. In the context of online hotel booking, S-D logic highlights the importance of the interaction between the traveler and the hotel (through the online system) in creating value. It suggests that the system should be designed to facilitate this interaction and empower both the traveler and the hotel.
* **Agency Theory:** This theory deals with the relationship between two parties: a principal and an agent. In the context of online hotel booking, the hotel owner is the principal, and the online booking system (or the company that provides it) is the agent. Agency theory can help explain potential conflicts of interest (e.g., the agent may prioritize its own profits over the principal's profits) and how to design mechanisms to align the interests of both parties (e.g., through contracts, incentives, and monitoring).

## 2.3. Empirical Perspective

This section examines empirical studies and research findings related to online hotel booking systems. It explores how these systems have been developed, implemented, and evaluated in various contexts. The review will cover the following key areas:

* **Existing Online Hotel Booking Systems:** An analysis of existing online hotel booking platforms (e.g., Booking.com, Expedia, Agoda) and their features, functionalities, strengths, and weaknesses. This will provide a benchmark for the development of the proposed system.
* **Studies on User Behavior and Preferences:** Research on how users interact with online booking systems, their preferences, expectations, and challenges. This will inform the design of a user-friendly and effective system.
* **Impact of Technology on the Hospitality Industry:** Studies on how online booking systems and related technologies (e.g., mobile apps, AI, chatbots) have affected hotel operations, revenue management, and customer service.
* **Security and Trust in Online Booking:** Research on the security challenges associated with online transactions, and the factors that influence user trust in online booking systems.
* **Evaluation of Online Booking System Effectiveness:** Studies that have evaluated the effectiveness of online booking systems in terms of user satisfaction, efficiency, and business outcomes.
* **Emerging Trends and Technologies:** Recent trends and emerging technologies in online hotel booking, such as mobile booking, personalized recommendations, and the use of artificial intelligence.
* **Case Studies:** Examination of case studies of specific hotel chains or regions that have successfully implemented online booking systems.

## 2.4. Conceptual Framework

The conceptual framework for this study is based on the integration of the Technology Acceptance Model (TAM), Service-Dominant Logic (S-D Logic), and relevant findings from empirical studies on online hotel booking systems. This framework illustrates the key factors that influence the adoption and success of such systems, and how these factors relate to each other.

[Conceptual Framework Diagram or Narrative]

**Key Components and Relationships:**

1. **Technology Acceptance Model (TAM):**
   * **Perceived Usefulness:** The degree to which a user believes that using the online hotel booking system will enhance their booking experience. This is influenced by factors such as ease of finding information, availability of choices, and time savings.
   * **Perceived Ease of Use:** The degree to which a user believes that using the system will be free of effort. This is influenced by factors such as the system's interface design, navigation, and clarity of instructions.
   * **Attitude toward Using:** A user's overall positive or negative evaluation of using the online hotel booking system.
   * **Behavioral Intention to Use:** A user's likelihood of using the online hotel booking system in the future.
   * *Relationship to the system success:* The framework posits that both perceived usefulness and perceived ease of use influence a user's attitude, which in turn influences their intention to use the system. Greater intention to use contributes to the success of the online hotel booking system.
2. **Service-Dominant Logic (S-D Logic):**
   * **Value Co-creation:** The online hotel booking system is viewed as a platform that facilitates value co-creation between the traveler and the hotel. The system enables travelers to customize their booking experience and provides hotels with tools to personalize their services.
   * *Relationship to the system design:* The framework emphasizes that the system should be designed to support interaction, feedback, and customization to maximize value for both users.
3. **Empirical Findings:**
   * The framework incorporates findings from empirical studies on factors such as security and trust, the impact of mobile technology, and the importance of user reviews. These factors are shown to influence perceived usefulness, perceived ease of use, and ultimately, user adoption and system success.
   * *Relationship to system success:* The framework illustrates that security and trust and mobile technology influence the perceived usefulness and ease of use which in turn affects the adoption and success of the online hotel booking system.
   * *Relationship to system design:* The framework illustrates that user reviews influence the perceived usefulness of the system.

**How the Framework Guides the Study:**

This conceptual framework will guide the design, development, and evaluation of the online hotel booking system. It highlights the importance of:

* Designing a system that is both useful and easy to use.
* Facilitating value co-creation between travelers and hotels.
* Addressing security and trust concerns.
* Leveraging mobile technology to enhance the user experience.
* Incorporating user reviews to enhance trust and usefulness.

By focusing on these key factors, the study aims to develop an online hotel booking system that is effective, efficient, and well-adopted by both travelers and hotel owners.

## 2.5. Conclusion

In summary, the literature reviewed in this chapter highlights the significant role of online hotel booking systems in the modern hospitality industry. The theoretical frameworks of TAM and S-D Logic provide valuable lenses through which to understand user adoption and the importance of value co-creation in these systems. Empirical studies have shown the impact of these systems on both travelers and hotel owners, the critical factors influencing user behavior, and the importance of security, trust, and emerging technologies.

However, the review also reveals some gaps in the existing literature. While many studies have examined the general adoption of online booking, there is less focus on the design and development of systems that optimize the user experience for both travelers and hotel owners. Specifically, there is a need for more research on how to:

* Enhance the user interface to improve both perceived usefulness and ease of use.
* Incorporate value co-creation principles to foster stronger relationships between hotels and guests.
* Address the specific security and trust concerns in the context of hotel bookings.
* Effectively integrate emerging technologies like mobile and AI to provide a more personalized and efficient booking process.

This study aims to address these gaps by developing an online hotel booking system that is grounded in the theoretical frameworks discussed, informed by the findings of empirical research, and designed to meet the needs of both travelers and hotel owners. The conceptual framework presented in this chapter provides a roadmap for the subsequent design, development, and evaluation of the system.

# CHAPTER THREE

# RESEARCH METHODOLOGY

## 3.1 Introduction

This chapter describes the methodology adopted for the design, development, and assessment of the Hotel Management System implemented for Mawah Hotel, located at Mile 6 Nkwen, Bamenda. The aim of this methodology is to ensure that the system meets user expectations and effectively addresses operational challenges in hotel service delivery.

To achieve the objectives of the study, a mixed-method research design was employed. This combines both qualitative and quantitative methods to collect and analyze data. The qualitative approach allowed for an in-depth understanding of hotel operations and staff experiences, while the quantitative aspect supported the measurement of user satisfaction, system usability, and feature effectiveness.

## 3.2 Research Design

This study will employ a mixed-methods research design. Mixed methods research involves the integration of both qualitative and quantitative research methods within a single study. Qualitative research will help explore and understand the meaning individuals or groups to a social or human problem. Quantitative research, on the other hand, is a systematic investigation of phenomena by gathering quantifiable data and performing statistical, mathematical, or computational techniques.

A mixed-methods design is appropriate for this study because it allows for a more comprehensive understanding of the design and implementation of a hotel management system. The quantitative aspect will help gather statistical data on the system's usage, efficiency, and impact on specific metrics like attendance rates, administrative time. The qualitative aspect will provide rich, contextual data on the experiences and perspectives of the system's users such as staffs, administrators, clients. Also the challenges and successes of implementation of a HMS. By combining these approaches, the study can provide both a broad overview and an in-depth understanding of the research problem.

## 3.3 Population of the Study

The study targeted two primary populations:

* **Hotel Staff and Administrators** at Mawah Hotel, Mile 6 Nkwen, Bamenda, who would interact with the admin/dashboard features of the system.
* **Hotel Guests and Travelers**, who represent the system’s end-users and would interact with the booking interface.

## 3.4 Sample Size and Sampling Techniques

Using **purposive sampling**, a total of **100 participants** were selected:

* 40 hotel staff (including receptionists, managers, and billing officers)
* 60 frequent hotel guests and local travelers in Bamenda

The selection criteria were based on availability, willingness to participate, and relevance to the booking system use case.

## 3.5 Data Collection Methods

This study will employ a combination of primary and secondary data collection methods to gather comprehensive information on the design and implementation of a hotel management system for Mawah hotel in bamenda.

### 3.5.1 Primary Data

Primary data were collected using:

* **Structured Questionnaires**: Distributed to hotel guests and staff to collect data on current challenges, system preferences, and usability perceptions.
* **Semi-structured Interviews**: Conducted with hotel managers and technical staff to understand booking workflows and management needs.
* **Direct Observation**: Used to study the current manual booking processes and the daily challenges faced by staff.

### 3.5.2 Secondary Data

Secondary data, which is defined as data that has already been collected for other purposes, will also be utilized in this study. Whatls. Com 2021 defines secondary data as the data has previously been gathered and be accessed by researchers. According to Wikipedia, it is data collected by someone other than the primary user. This included data collected from internet, libraries, government institutions, public places and bookshops related to the topic of discussion since it was readily available and easier to comprehend. This data provides a broader context for the research and supplement the primary data. Sources of secondary data includes:

* Academic literature on hotel booking systems
* Case studies of platforms like Booking.com and Agoda
* Internal documents (room logs, receipts) from Mawah Hotel

### 3.5.3 Pre-testing

Before the main survey, pre-tests were conducted on 4 staff members and 6 guests to ensure the clarity and relevance of the questions. Necessary adjustments were made to the instruments based on their feedback.

### 3.5.4 Administration of Instruments

The questionnaires were administered in person. For guests, data were collected anonymously to respect privacy. Staff interviews were scheduled and conducted in the hotel conference area to ensure minimal disruption to daily operations.

**Before administration of questionnaires**

An internship form was obtained from FONAB Polytechnic to enhance the researcher to conduct for the study in any institutions.

When it was approved, the researcher made a list of respondents from top administrators, staffs and frequents hotel quest and others employees and selected them through purposive sampling.

The researcher then explained the study to the respondents and requested them to sign the informed consent form.

**During administration of the questionnaires**

The respondents were required to answer in full and not to leave any of the questionnaires answered.

The researcher emphasized to get back the questionnaires within three days from the day of distribution.

All returned questionnaires were checked if they are all answered.

**After the administration of the questionnaires**

The researcher also corrected the gathered data, encoded it into the computer and statistically treated using the Microsoft excel.

### 3.5.5 Data Analysis Plan

Quantitative data from questionnaires were analyzed using Microsoft Excel to generate summary statistics (frequency counts, percentages, and charts). Qualitative data from interviews were categorized and coded based on recurring themes (e.g., booking errors, system expectations, security concerns). These insights informed the design decisions of the system interface and features.

### 3.5.6 Limitations of Data Collection

* Some respondents, especially guests, were reluctant to give detailed responses.
* The administrative nature of the hotel was also a limitation as I had to go from office to office with applications before being permitted to conduct my research.
* Limited internet infrastructure in the region affected live system testing.
* Time constraints limited the extent of follow-up sessions for feedback.

In conclusion, this chapter has outlined a practical and systematic approach to gathering information and evaluating user needs in the development of an online hotel booking system. By combining user research, stakeholder feedback, and real-world testing at Mawah Hotel, the study ensured the system was tailored to actual operational and user requirements.

# DATA PRESENTATION, ANALYSIS AND DISCUSSION

**4.1 Introduction**

This chapter presents and analyzes the data collected through questionnaires, interviews, and direct observation at Mawah Hotel, Mile 6 Nkwen, Bamenda. It discusses key findings on the current booking challenges, system expectations, and user preferences. The chapter also evaluates the prototype of the developed online hotel booking system based on user feedback.

These findings were gathered from both primary and secondary sources. The findings composed of one main objective and three specific objectives the study was centered about. The presentation here is the use of frequency tables in order to represent the respondents response.

* To study the current booking challenges faced by both administrators and guest.
* To assess the financial benefit of a hotel management system to both the administrators and hotel guest.
* To establish the impact of hotel management system on the performance of hotels.
* Also to assess the expectations needed for a new reliable and efficient hotel management system.

**4.2 Presentation of the Case Study / Area of Study**

**Mawah Hotel** is a mid-sized hospitality establishment located in Mile 6 Nkwen, Bamenda. Catering to both local and international travelers, the hotel plays a crucial role in the local hospitality market by providing lodging and related services This manual process often led to: Double bookings or reservation loss, Delays in room assignment, Inaccurate record-keeping and Limited reporting capacity. The hotel expressed interest in transitioning to a digital booking system to improve operational efficiency, reduce human error, and enhance customer service.

**Historically**, the hotel’s booking process has been managed manually. Bookings were recorded using a physical reception logbook, while phone calls were occasionally used to reserve rooms. This traditional method of managing reservations, although common in smaller hotels, presents several operational challenges that can negatively affect the quality of service and overall efficiency.

**Challenges with the Manual Booking System**

* **Double Bookings or Reservation Loss:**

Since the booking system was not centralized or digital, multiple receptionists or staff could unintentionally assign the same room to different customers. This situation, known as double booking, results in guest dissatisfaction and reputational damage. Similarly, important reservation details could be lost or misplaced because the system depended heavily on manual entries prone to human error.

* **Delays in Room Assignment:**

The manual process required staff to physically search through logbooks to verify room availability before confirming a booking. This slowed down the check-in process, especially during peak seasons, leading to longer wait times and customer frustration.

* **Inaccurate Record-Keeping**

Manual record-keeping often resulted in incomplete or inaccurate data. Logbooks are vulnerable to damage, loss, or illegibility. Additionally, maintaining historical records for reference and auditing purposes became cumbersome and unreliable, limiting the hotel’s ability to track occupancy trends, revenue, and customer preferences accurately.

* **Limited Reporting Capacity**

Without a digital system, generating reports on hotel operations such as occupancy rates, revenue analysis, booking trends, or customer demographics was either impossible or extremely time-consuming. This lack of analytical insight hindered the management’s ability to make informed decisions, plan marketing strategies, or optimize resource allocation.

**Motivation for a Digital Booking System**

Recognizing these operational inefficiencies, Mawah Hotel has expressed strong interest in transitioning to a digital booking system. The motivation behind this shift is multifaceted:

* **Improve Operational Efficiency:** Automating the booking process will streamline room assignments, reduce wait times, and minimize the workload on reception staff.
* **Reduce Human Error**: A digital system eliminates the risk of double bookings and lost reservations by centralizing all data and enforcing real-time updates on room availability.
* **Enhance Customer Service:** Faster booking confirmations, accurate records, and the ability to manage special requests digitally improve the overall guest experience.
* **Enable Data-Driven Management:** The system can generate reports and analytics to help management understand customer behavior, optimize pricing, and improve marketing strategies.
* **Scalability and Integration:** A digital platform can be scaled to incorporate other hotel operations such as billing, housekeeping management, and customer feedback, creating an integrated management environment.

In conclusion, The shift from a manual to a digital booking system is crucial for Mawah Hotel to remain competitive in the hospitality industry. By adopting a computerized hotel management system, the hotel expects to address the critical problems of inefficiency and error-prone manual operations. This transformation will not only improve daily operational workflow but also enhance the overall guest experience, contributing to increased customer satisfaction and business growth.

**4.3 Verification of Hypothesis**

This section gives details on how the data collected through surveys, interviews, and observations will be used to verify the hypotheses stated in Chapter One. Each hypothesis will be addressed in turn, and the findings will be presented in a clear and structured manner.

The hypothesis stated in Chapter One was:

**H₀:** The implementation of an online hotel booking system does not significantly improve operational efficiency or user satisfaction.  
**H₁:** The implementation of an online hotel booking system significantly improves operational efficiency and user satisfaction.

Based on the data analysis (as shown in sections 4.4 and 4.5), **H₁ is supported**, confirming that the new system enhanced both staff workflow and guest experience.

**4.4 Data Presentation and Analysis**

**4.4.1 Staff Feedback (N = 40)**

**Table 1: Staff Feedback**

|  |  |  |  |
| --- | --- | --- | --- |
| **Staff Feedback Item** | **Percentage (%)** | **Number of Respondents (N=40)** | **Comments** |
| **Reported challenges with the manual booking system** | **90%** | **36** | **Errors, time-consuming processes** |
| **Indicated a need for automated billing and record tracking** | **80%** | **32** | **To improve accuracy and efficiency** |
| **Welcomed the idea of a centralized reservation dashboard** | **100%** | **40** | **Unified platform for managing bookings** |
| **Concerned about learning how to use a digital platform** | **70%** | **28** | **Need for training and user-friendly interface** |

The feedback from the hotel staff provides valuable insight into the challenges faced under the current manual booking system and their expectations regarding the proposed digital hotel management system. A total of 40 staff members, including receptionists, front desk officers, and management personnel, participated in the survey.

**Challenges with the Manual Booking System:**

A significant majority (90%) of the respondents reported experiencing notable challenges with the existing manual booking process. These challenges primarily involved frequent errors such as double bookings, lost reservations, and time-consuming procedures needed to verify room availability and process bookings.

**Need for Automated Billing and Customer Record Tracking:**

Eight out of ten staff members (80%) emphasized the importance of implementing an automated billing system and a reliable method for customer record tracking. They highlighted that automation would reduce errors in billing, improve accuracy, and make customer data retrieval faster and more efficient.

**Support for a Centralized Reservation Management Dashboard:**

All respondents (100%) expressed strong support for the development and adoption of a centralized digital dashboard. This platform would serve as a unified interface for managing reservations, room availability, and customer information, significantly simplifying day-to-day operations.

**Concerns Regarding Digital Platform Adoption:**

Despite the enthusiasm for modernization, 70% of staff members voiced concerns about their ability to quickly learn and adapt to the new digital platform. This feedback indicates a need for comprehensive training and user-friendly design in the system to facilitate a smooth transition and encourage staff buy-in.

**4.4.2 Guest Feedback (N = 60)**

**Table 2:Guest Feedback Summary**

|  |  |  |  |
| --- | --- | --- | --- |
| **Guest Feedback Item** | **Number of Guests** | **Percentage (%)** | **Comments** |
| **Preferred online booking over phone or walk-ins** | **48** | **80%** | **Desire for convenience and accessibility** |
| **Reported difficulties with price visibility and room availability** | **42** | **70%** | **Lack of clear information with traditional methods** |
| **More likely to book if a secure, clear online platform exists** | **54** | **90%** | **Importance of security and user experience** |

Feedback from guests sheds light on their preferences and challenges experienced with the current manual booking methods. Ten guests who had stayed at Mawah Hotel participated in the survey.

* **Preference for Online Booking:**

Eight out of ten guests (80%) expressed a preference for booking rooms online rather than through phone calls or walk-in visits. This indicates a growing expectation for digital convenience and accessibility in hotel services.

* **Challenges with Traditional Booking Methods:**

Seven guests (70%) reported difficulties in accessing clear information about room prices and availability when using traditional methods. This lack of transparency often led to uncertainty and inconvenience during the booking process.

* **Likelihood of Booking via a Secure Online Platform:**

Nine guests (90%) stated they would be more likely to make a reservation if the hotel offered a secure and user-friendly online booking platform. This highlights the importance of trust and ease of use in digital systems for customer engagement.

**4.4.3 Observational Data**

Observation of the front desk revealed the following:

Direct observation of the front desk operations during various times, particularly peak hours, revealed several inefficiencies related to the manual booking system. These observations provide practical insight into the challenges faced by staff and guests alike:

* **Delays During Peak Hours:** The manual entry process caused noticeable delays during busy periods. Receptionists needed extra time to search through physical logbooks, which slowed down check-in and booking confirmation, resulting in longer queues and guest wait times.
* **Difficulty in Retrieving Customer History:** Staff experienced challenges when attempting to retrieve past customer information, such as previous stays, preferences, or billing history. This was due to the absence of a centralized and searchable customer database, hindering personalized service delivery.
* **Inconsistency in Room Availability Information:** Room availability data was often inconsistent or outdated, leading to confusion during bookings and increasing the risk of double bookings. This inconsistency arose because updates depended on manual entries, which were not always promptly or accurately recorded.

**Table 3:Summary of Observational Findings**

|  |  |  |
| --- | --- | --- |
| **Observed Issue** | **Impact** | **Comments** |
| **Delays during peak hours** | **Longer guest wait times and service bottlenecks** | **Due to manual data entry and logbook search** |
| **Difficulty retrieving customer history** | **Reduced ability to provide personalized service** | **Lack of centralized, digital customer records** |
| **Inconsistent room availability info** | **Increased risk of booking errors** | **Manual updates caused delays or mistakes** |

**4.4.4 System Testing Feedback**

Following the deployment and demonstration of the hotel management system prototype, feedback was collected from both staff and a select group of guests. The purpose was to evaluate the system’s usability, effectiveness, and security features. The feedback was overwhelmingly positive, indicating that the system addressed many of the operational challenges previously identified.

* **Real-Time Room Availability Updates:** Staff members appreciated the ability to instantly view room availability, which reduced the time spent checking and updating records. This feature helped eliminate booking conflicts and improved front desk workflow.
* **Automated Billing and Receipt Printing:** The billing module, which includes automatic charge calculations and on-the-spot receipt printing, was highlighted by staff as "very useful." It simplified financial transactions and reduced manual errors in billing.
* **User-Friendly Booking Interface for Guests:** Guests who tested the system found the room filtering options (by price, amenities, or room type) and the booking process to be intuitive and easy to use. This usability is expected to enhance the overall guest experience.
* **Improved Security and Trust:** Initial concerns regarding data security were addressed by incorporating HTTPS for secure data transmission and password encryption for user accounts. These features boosted user confidence in the system’s reliability and safety.

## 4.5 Discussion of Findings

The findings of this study clearly demonstrate that the previously used manual booking system at Mawah Hotel presented significant operational inefficiencies for both staff and guests. The deployment of the online hotel management system addressed many of these issues effectively.

**Operational Efficiency:** Staff feedback indicated that the new system led to measurable time savings and improved coordination in handling bookings and billing. Real-time room availability updates eliminated the risk of overbooking and room assignment conflicts. Automated billing and receipt generation also contributed to smoother front desk operations and fewer manual errors.

**User Experience:** Guests reported a more convenient and satisfying booking experience. The ability to filter room options, book directly from personal devices, and receive instant confirmation enhanced the overall user journey. Additionally, the system’s intuitive interface and secure payment gateway contributed to increased trust and confidence among users.

**System Adoption:** Although there was some initial hesitation among staff regarding the use of a digital system, this was quickly overcome after brief training sessions. Staff members expressed readiness and enthusiasm to adopt the new platform. Guest responses also showed strong approval, with many indicating that the hotel’s move toward digitalization aligned with contemporary service expectations.

## 4.6 Conceptual Review of Topic

This section revisits the conceptual underpinnings of the study, particularly the Technology Acceptance Model (TAM) and Service-Dominant Logic (S-D Logic), in light of the empirical findings presented.

**Technology Acceptance Model (TAM)**

The Technology Acceptance Model, developed by Davis (1989), posits that Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) are primary predictors of whether users will accept and adopt a new technology. These two constructs were highly relevant in the case of Mawah Hotel:

**Perceived Usefulness:**

Both staff and guests acknowledged that the newly implemented digital hotel management system offered significant improvements over the manual system. Staff experienced faster booking and billing processes, real-time room availability, and automated record-keeping — all of which contributed to greater productivity. Guests, on the other hand, could instantly search for available rooms, view detailed pricing information, and receive immediate booking confirmations. These benefits align directly with the PU construct, demonstrating that the system added clear value to users’ tasks.

**Perceived Ease of Use:**

The system was designed with a user-friendly interface to ensure accessibility for both technically skilled and non-technical users. Feedback from staff, many of whom had initial reservations about transitioning to digital tools, indicated that the system was easy to learn after short training sessions. Similarly, guests found the online booking process intuitive, particularly the ability to filter room options and make secure payments. This positive response confirms the system’s alignment with the PEOU component of TAM and validates the model’s relevance in predicting successful adoption in this hospitality context.

**Service-Dominant Logic (S-D Logic)**

The Service-Dominant Logic (Vargo & Lusch, 2004) framework emphasizes that value is co-created through interactions between service providers and consumers, rather than being embedded in the product or service itself. This logic shifts the focus from transactions to relationships, making it particularly suitable for the service-oriented nature of the hotel industry.

**Value Co-creation:**

The digital platform empowered both staff and guests to engage more meaningfully in the service delivery process. Guests could personalize their bookings by selecting room types, checking real-time availability, and making secure online payments. On the staff side, access to real-time guest data and booking trends enabled more responsive and informed service. These interactions show how value was co-created, as both parties contributed to a seamless and efficient experience.

**Resource Integration:**

The system served as a platform where various operant resources (knowledge, skills, data) could be integrated. Staff utilized the system to manage reservations and billing efficiently, while guests used it to explore options and make informed decisions. This mutual integration of resources reinforces S-D Logic’s premise that service is the fundamental basis of exchange.

**Theoretical Alignment and Practical Validation**

The integration of TAM and S-D Logic into the study’s conceptual framework proved to be highly relevant in interpreting the empirical results. The successful adoption of the hotel management system at Mawah Hotel illustrates how perceived utility and ease of use (TAM) influence user behavior, while the system’s features support dynamic service interactions and value creation (S-D Logic). Together, these models offer a comprehensive lens through which to understand both the technological and relational dimensions of service innovation in the hospitality sector.

**4.7 Conclusion**

The analysis confirms that implementing a web-based hotel management system significantly improves the operational effectiveness of Mawah Hotel. The digital platform successfully reduces booking errors, minimizes delays, and improves the overall guest experience. Furthermore, it supports more effective management by enabling real-time data access and reporting. The positive reception from both staff and guests highlights a successful alignment between the system’s functionality and the practical needs of hotel operations in a modern hospitality context.

# CHAPTER FIVE

# SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

## 5.1 Introduction

This final chapter presents a synthesis of the key findings from the research, drawing conclusions based on data collected from staff and guest feedback, observations, and prototype testing. The purpose is to provide actionable insights and theoretical reflections in line with the study’s objectives. Additionally, this chapter proposes recommendations, outlines limitations encountered, and suggests areas for further research.

**5.2 Summary of Findings**

The primary aim of this research was to assess the impact of implementing a digital hotel management system at Mawah Hotel, a mid-sized hospitality establishment located in Mile 6 Nkwen, Bamenda. The research specifically sought to identify the limitations of the existing manual booking system, determine user perceptions of a digital alternative, and evaluate the extent to which the proposed system could improve operational efficiency and service quality.

The findings are categorized in relation to the study’s objectives and grounded in both empirical data and the conceptual frameworks the Technology Acceptance Model (TAM) and Service-Dominant Logic (S-D Logic).

1. **Operational Inefficiencies of the Manual System**

Data from staff feedback and direct observation confirmed that the manual reservation and record-keeping approach was inherently flawed. Key challenges included:

* **Time-Consuming Processes:** 90% of staff reported that the use of handwritten logbooks led to long waiting times, especially during check-in and peak hours. Verifying room availability or customer history required flipping through multiple pages and sometimes consulting different personnel.
* **Booking Errors:** Staff frequently encountered cases of double bookings and reservation losses due to inconsistent updates of the logbook and lack of real-time synchronization among employees. Observations supported this, showing that inaccurate availability information often led to guest dissatisfaction.
* **Limited Reporting and Analytics:** The manual system offered no means for generating performance reports or customer analytics. This severely limited management's ability to track room occupancy, analyze revenue, or forecast demand — aspects crucial to strategic decision-making.

These findings strongly supported the first specific objective: to identify operational limitations associated with manual booking systems.

1. **Guest Experience and Expectations**

Feedback from 10 sampled guests highlighted growing expectations for digitally enhanced hotel services:

* **Preference for Online Booking:** 80% of guests preferred booking through an online platform rather than calling or walking into the hotel. This preference was tied to convenience, instant access to room availability, and autonomy in making decisions.
* **Lack of Transparency in Traditional Methods:** 70% of guests found it difficult to obtain clear, up-to-date information about room types, pricing, and amenities. This uncertainty often discouraged advance reservations or led to dissatisfaction upon arrival.
* **Positive Reception of the Digital System:** After testing the prototype, 90% of guests expressed greater willingness to book if the hotel had a secure and easy-to-use online system. This strongly ties to Perceived Usefulness and Perceived Ease of Use within the TAM framework.

These results fulfill the second specific objective: to evaluate user (guest) perceptions toward hotel service delivery with and without a digital system.

1. **Impact of the Digital System on Efficiency and Service Quality**

The introduction of the digital hotel management system addressed most of the issues identified. After deploying the prototype, both staff and guests reported significant improvements:

* **Real-Time Room Management:** Staff could instantly view, assign, and update room statuses without relying on manual records. This eliminated confusion and significantly reduced check-in time.
* **Automated Billing and Customer Record Management:** The inclusion of billing automation, invoice generation, and receipt printing simplified financial transactions, reduced errors, and created permanent, retrievable customer profiles.
* **User-Friendly Booking Interface:** Guests easily filtered rooms by price, type, and features and completed bookings in a few steps. The interface was intuitive and accessible even to users with low digital literacy.
* **Security Features**: Concerns over data protection were addressed through the implementation of HTTPS, user authentication, and password encryption. These measures enhanced both system trust and customer confidence, addressing another core element of TAM.

These outcomes confirmed the third specific objective: to determine how a digital hotel system can improve operational and service performance.

1. **Theoretical Model Validation**

The research findings also validated the two conceptual models outlined in Chapter Two:

* **Technology Acceptance Model (TAM**): Staff and guest responses aligned with the model’s assumptions. The Perceived Usefulness of the system was evidenced by improved productivity and satisfaction. Perceived Ease of Use was demonstrated by the system’s adoption after minimal training and the guests’ intuitive navigation of the booking interface.
* **Service-Dominant Logic (S-D Logic):** The digital platform facilitated value co-creation, allowing guests to customize their bookings and staff to deliver responsive service using real-time data. This collaborative interaction between provider and consumer underscores the core philosophy of S-D Logic — that value is not embedded in the product (the software) but emerges through its use.
* **Change Management and System Adoption:** Although 70% of staff initially expressed concern about adapting to a digital platform, this resistance was mitigated through hands-on demonstrations and training. Staff recognized that the system made their tasks easier and more accurate. Their transition from skepticism to acceptance highlights the importance of change management and user training in system implementation.

This supports the final specific objective: to assess staff readiness and adaptability to technological change.

1. **Change Management and System Adoption**

Although 70% of staff initially expressed concern about adapting to a digital platform, this resistance was mitigated through hands-on demonstrations and training. Staff recognized that the system made their tasks easier and more accurate. Their transition from skepticism to acceptance highlights the importance of **change management** and **user training** in system implementation.

This supports the final specific objective: **to assess staff readiness and adaptability to technological change.**

**5.3 Conclusion**

This study set out to explore how the implementation of a **digital hotel management system** could address the operational inefficiencies experienced by Mawah Hotel in Mile 6 Nkwen, Bamenda. The research comprehensively examined the limitations of the hotel’s manual reservation and record-keeping system and investigated how a technological solution could enhance both service delivery and internal operations.

The results clearly demonstrated that the hotel’s reliance on handwritten logbooks and phone-based booking systems was no longer sufficient in meeting the expectations of modern hospitality service users. Staff experienced workflow bottlenecks, frequent booking errors, and limited capacity to generate performance reports. Guests, on the other hand, struggled with the lack of transparency regarding room availability and pricing, and desired the convenience of online booking.

The introduction of the digital hotel management system prototype directly addressed these challenges. Staff benefited from real-time room updates, automated billing, and an organized, retrievable customer database. Guests found the system easy to navigate, appreciated the option to personalize bookings, and trusted the platform due to its embedded security features such as HTTPS and password encryption.

The findings further validated the **Technology Acceptance Model (TAM)**, which emphasizes that technology adoption is largely driven by **Perceived Usefulness** and **Perceived Ease of Use**. Staff members, initially hesitant about digital transformation, quickly embraced the system after discovering its practicality and simplicity. Guests likewise appreciated the intuitive interface, which required no technical knowledge to use.

Additionally, the study confirmed key principles of **Service-Dominant Logic (S-D Logic)** by showing that service value was not simply delivered but **co-created**. Guests interacted with the system to tailor their stay according to preferences, while staff used customer data to improve personalization and service quality. These interactions underscore the relational and experiential nature of value in service-based industries like hospitality.

**In conclusion**, the digital hotel management system not only addressed the technical and operational shortcomings of the previous manual system but also repositioned Mawah Hotel as a more modern, guest-centered establishment. The successful prototype testing, along with positive staff and guest feedback, affirms that the digital transition was both necessary and beneficial. The system sets a foundation for future scalability, including modules for inventory control, staff scheduling, or advanced customer relationship management, thereby reinforcing the hotel’s long-term competitive advantage.

## 5.4 Recommendations

Based on the findings of this research and the successful deployment of the digital hotel management system prototype at Mawah Hotel, several strategic and operational recommendations are proposed to ensure the long-term success, scalability, and sustainability of the system. These recommendations address technological, managerial, and service delivery aspects of the hotel’s operations.

* 1. **Full Deployment and Integration of the System**

Mawah Hotel is encouraged to move beyond the prototype phase and fully implement the digital hotel management system across all operational departments. This includes integrating features such as:

* Inventory and housekeeping management
* Guest feedback tracking
* Employee scheduling and shift planning
* Real-time analytics and reporting tools

Full integration will allow the hotel to consolidate operations, improve resource utilization, and make data-driven decisions.

* 1. **Continuous Staff Training and Digital Literacy Programs**

Although staff adapted well to the new system after brief training, ongoing training is essential to:

* Keep staff updated on new features or upgrades
* Improve confidence and reduce system misuse
* Encourage feedback and participation in future development

Management should consider organizing regular refresher workshops and assigning digital champions within the staff to provide peer support.

* 1. **Improve Guest Engagement through Digital Channels**

To enhance the guest experience and support the hotel’s modern image, the following guest-facing digital features should be strengthened or added:

* Email/SMS notifications for bookings, cancellations, and promotions
* A mobile-responsive version or app for on-the-go access
* Loyalty programs and discounts managed through user accounts

These measures will deepen guest engagement and encourage repeat bookings.

* 1. **Establish a Data Security and Privacy Policy**

While HTTPS and password encryption were implemented in the prototype, the hotel must:

* Develop a formal data protection policy in compliance with local and international standards (e.g., GDPR)
* Regularly back up data and conduct vulnerability assessments
* Restrict access rights to sensitive data based on staff roles

Ensuring data integrity and privacy will build guest trust and reduce risks related to cyber threats.

* 1. **Monitor and Evaluate System Performance**

A system evaluation plan should be established to:

* Measure key performance indicators (KPIs) such as booking speed, occupancy rate, and customer satisfaction
* Collect feedback from users periodically to guide continuous improvement
* Conduct quarterly reviews to assess return on investment and identify new opportunities for system enhancement

Performance monitoring will help the hotel adapt quickly to operational challenges and emerging technologies.

* 1. **Promote the System as a Competitive Advantage**

The hotel should market its new digital capabilities as a unique selling point (USP), especially to tech-savvy and international travelers. Promotion strategies may include:

* Updating the hotel website and social media pages to showcase the new system
* Highlighting benefits such as fast booking, secure payments, and 24/7 availability
* Partnering with travel platforms to extend online visibility

This strategic positioning can increase bookings and brand reputation

## 5.5 Suggestions for Further Research

While this study has provided valuable insights into the management practices and operational dynamics of hotels, several areas remain open for further exploration. Future researchers may consider the following suggestions to deepen understanding and contribute to the development of the hotel management field:

**Impact of Technology on Hotel Management:** Investigate how emerging technologies such as AI, IoT, and mobile applications are transforming guest experiences, operational efficiency, and revenue management in hotels.

**Sustainability Practices in Hotel Management:** Explore the adoption and impact of sustainable and eco-friendly practices in hotel operations, focusing on how these practices influence customer satisfaction and profitability.

**Cultural Diversity and Workforce Management:** Examine the challenges and strategies for managing a culturally diverse workforce in the hospitality industry and its effects on service delivery and employee performance.

**Crisis Management and Resilience:** Study how hotels prepare for and respond to crises such as pandemics, natural disasters, or economic downturns, highlighting best practices for resilience and recovery.

**Customer Loyalty Programs and Their Effectiveness:** Assess the role and effectiveness of customer loyalty programs in enhancing repeat business and customer retention in different hotel categories.

**Influence of Social Media on Hotel Reputation**: Analyze the impact of social media platforms and online reviews on hotel brand reputation and booking decisions.

**Employee Motivation and Job Satisfaction**: Further research on how different motivational strategies affect employee satisfaction and turnover rates in hotel settings.

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# Appendix

**Appendix A: Questionnaire for Hotel Staff**

**Purpose:** To gather insights from hotel staff on the current booking process and assess their expectations for an online hotel booking system.

**Section A: Demographic Information**

**1. What is your position in the hotel?**  
☐ Receptionist  
☐ Manager  
☐ Accountant  
☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**2. How long have you worked in the hotel industry?**  
☐ Less than 1 year  
☐ 1–3 years  
☐ 4–6 years  
☐ More than 6 years

**Section B: Current System Evaluation**

**3. What method is currently used for managing hotel bookings?**  
☐ Manual logbook  
☐ Excel spreadsheets  
☐ Desktop application  
☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4. How would you rate the efficiency of the current booking method?**  
☐ Very Efficient  
☐ Efficient  
☐ Inefficient  
☐ Very Inefficient

**5. Have you encountered any of the following issues with the current system? (Check all that apply)**  
☐ Double bookings  
☐ Delayed check-in/check-out  
☐ Lost reservation records  
☐ Difficulty generating reports  
☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Section C: Expectations for Online Booking System**

**6. What features would you consider important in a new online booking system? (Check all that apply)**  
☐ Real-time room availability  
☐ Automated billing  
☐ Reporting and analytics  
☐ Customer database  
☐ User-friendly interface  
☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**7. Do you have concerns about using an online system?**  
☐ Yes  
☐ No

If yes, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**8. Are you willing to receive training to use the new system?**  
☐ Yes  
☐ No

**Appendix B: Questionnaire for Hotel Guests**

**Purpose:** To collect feedback on customer booking experience and preferences regarding an online hotel booking system.

**Section A: Demographic Information**

**1. What is your age range?**  
☐ Below 20  
☐ 20–29  
☐ 30–39  
☐ 40 and above

**2. How often do you book hotels?**  
☐ Frequently (more than 5 times/year)  
☐ Occasionally (2–4 times/year)  
☐ Rarely (1 time/year or less)

**Section B: Booking Preferences**

**3. How do you usually book hotel rooms?**  
☐ By calling the hotel directly  
☐ Through hotel reception (walk-in)  
☐ Online travel websites (e.g., Booking.com)  
☐ Social media or WhatsApp  
☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4. Would you prefer booking through a hotel's official website if available?**  
☐ Yes  
☐ No  
☐ Maybe

**5. Which features are important to you when booking a hotel online? (Check all that apply)**  
☐ Secure payment  
☐ Clear hotel information  
☐ Pictures of rooms  
☐ Easy cancellation  
☐ Reviews and ratings  
☐ Real-time availability  
☐ Filter/search options

**Section C: System Use and Security**

**6. Have you ever experienced difficulties when booking hotels online?**  
☐Yes  
☐ No

If yes, please explain: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**7. Would you trust a locally developed online booking platform?**  
☐Yes  
☐No  
☐ Depends on security features

**8. Would you use Mawah Hotel’s online booking system if it was secure and easy to use?**  
☐Yes  
☐No  
☐ Maybe