**Chapter I: Project Overview**

**1.1. Background of the Study**

This are 5 Examples of CBIS that Hotels use for their reservation system. First, CloudBeds serves as an all-in-one hotel management system that can also connect your property to hundreds of channels (such as Booking.com and Orbitz) with real-time, two-way integration. It allows guests to make direct reservations through their desktop or mobile device, or even via Facebook. It has All in on platform, integrates easily with third parties and a credit card processing, lots of features, 24/7 Customer Support and it is Easy to use.

Second, eZee Frontdesk is used by boutique hotels, hostels/lodges, resorts, and small hotels in 140 countries, the company claims. More than one million daily transactions in 104 countries happen across this hotel property management solution, resulting in 90,000 rooms managed across the globe. eZee Frontdesk has more than 4,700 customers and 70,500 users. It has Self Service Check in Kiosk.

Third, Frontdesk Anywhere is based in the technology capital of Silicon Valley. It was founded in 2009 and has grown to more than 1,400 customers and 18,000 users. Frontdesk also has an Asian office for those looking for international support. It has an Easy to use interface, Date Encryption on Secure Servers and the ability to restrict user priveleges.

Fourth, Hotelogix was developed specifically for small and midsize hotels, and is used by more than 10,000 properties worldwide. This solution launched in 2009 and now boasts customers in more than 100 countries. It has a Single point dashboard, Multi Device booking engine and it is available in 9 different languages.

Lastly, Maestro PMS ranks 14th on our hotel software popularity list, but its special emphasis on helping small properties, even something as small as a timeshare, is what earns it a spot on this list. Maestro is designed for the cloud, and brings 20 different modules under one umbrella, including reservations, front desk, sales, space and club management, and dining POS. Maestro aims to simplify things, enabling hotel managers to run everything from one dashboard. It has an Excellent support, integrated mobile housekeeping app, and it can be hosted on the cloud or installed windows.

The hotel industry today has been recognized as a global industry, with producers and consumers spread around the world. The use of hotel facilities such as: room, restaurant, bar, nightclub or health club; is no longer considered a luxury. For many people these services have become an integral component of lifestyle. Moreover, in the last two decades, demand for and supply of hospitality services beyond that of the traditional services intended for travelers have escalated the growth of the hospitality industry globally, leading to intense competition in the market place Jay Kandampully(2000).

One of the Greatest challenges facing hotel organizations today is the ever-growing volume and pace of the competition. Competition has had major implications for the customer, providing: increased choice, greater value for money and augmented levels of service Dwi Suhartanto(2000). One important business operation is the booking system for managing online or personal reservations and appropriate information for this is the Transaction Processing System (TPS).

A transaction process system (TPS) is an information processing system for business transactions involving the collection, modification and retrieval of all transaction data. Characteristics of a TPS include performance, reliability and consistency.

Here in the Philippines, the biggest hotels are using the same technology. But, in some far-flung provinces, some hotels are still using manual reservation system. They use signage and some print advertisements for their marketing; and log books and some paper works to record customers’ data. Hotel reservations systems is a computerized system that stores and distributes information of a hotel or other lodging facilities. It is an assistant for hoteliers to manage all of their online marketing and sales, where they can upload their rates and availability to be seen by all sales channels that are using an online reservation system. Sales channels may include conventional travel agencies as well as online travel agencies.

**1.2. Company Profile**

Owner Mike del Rosario specifically chose the name "Veníz" after a trip to Venice, Italy. He wanted to capture the essence of good, comfortable living and to bring this to Baguio. Barely a year in operation, the hotel has had its share of ups and downs, but all indicators point to a successful future. "We opened on Holy Thursday last year, with 13 rooms," recalls general manager Susan de la Nela. "It was more of a gradual opening."

Now, Hotel Veníz boasts of 72 rooms, a café, a restaurant and eight function rooms for special events. Rooms vary from Junior Standard to Premiere. Whatever you take, the experience will be worth it. Staying at the standard rooms, you can see the attention to detail afforded to five-star hotels. Hotel staffers are available 24 hours a day to serve your needs. Not surprisingly, the impeccable service and facilities stem from a tightly run ship. "We are the only hotel in Baguio which uses the Micros-Fidelios, a property management system used by five-star hotels," asserts Susan. Micros-Fidelios is a system that ensures fast check-ins and checkouts and better, more efficient service because of a constantly working system that keeps track of every guest’s needs.

Every hotel in Baguio, even something as good as Veníz, is rated as a standard hotel. Del Rosario remedied this by having a standard-rated hotel with five-star facilities and amenities – and it shows. Note cards that explain the hotel’s services are everywhere, fresh towels and linens are embossed with the hotel logo, bathroom toiletries are complete, and there are heater and various personal effects to help you have a comfortable stay. In terms of service, the hotel staffers are very efficient and accommodating; from room service to getting a cab, you get the feeling that each and every aspect is given extra attention to take care of you personally. For security, the housekeeping staff will only make your room at your request – an added security measure to protect the guests as well as the hotel.

Guests who spend their first morning at the hotel are given free complimentary breakfast at the Veníz Grill, the buffet consisting of the traditional tocino and fried rice to one of the best-made pancakes this side of the country. Having dinner at the hotel’s restaurant is also a truly wonderful time, especially when Flower Festival activities continue outside. Looking at Burnham Park through the glass windows, guests are treated to a fabulous view of the fireworks display that lights up the early evening sky.

Hotel Veníz complements Baguio’s serene and relaxed lifestyle. The city itself has changed in recent years. Walking along its now highly commercial thoroughfares, one may need to visit the places up Session Road to savor the old quaint character of the city. Places like Pwesto, a small shop inside the Porta Vaga building, still reflect the cultural and artistic aspects of the province that promise to take you to the Baguio of old. As a city old-timer, the changes are itself very noticeable, what with the wellspring of various businesses and the infamous ukay-ukay outlets that were once just relegated to the foot of Burnham Park. The surplus clothing industry has exploded so much that noted artist and director Martin Masadao has come out with his own contribution to this unique phenomenon, the complete Ukay-Ukay Handbook.

The hotel reservation system works by processing secure online reservations made through a hotel’s website. The data is then passed onto a backend system which can be accessed by hotels to manage bookings. Other features may come with it for example, the automation of reservation confirmation emails.

Owners recognize that technology is key to growing their business and increasing their bookings overtime. To sell rooms to capacity and to appeal to a global audience, a hotel reservation system is required. However, it can be intimidating to select a system, particularly when so many are designed for large hotel operations and chains.