

## **ABSTRACT**

Balid, Aretha R., Segundo, Mary Grace C., and Valeros, Juliene Pearl S. 2013. Mariners' Polytechnic Colleges. Naga City. "LEVEL OF EFFICIENCY OF COMPUTER RESERVATION SYSTEM IN HOTELS IN NAGA CITY"

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The study found out that 1.) On the level of efficiency of CRS, both the guests and employees rated highly efficient with an average mean of 3.51 for the former and 3.33 for the latter. In the level of customer satisfaction, all of the respondents both the guests and employees of the hotel-respondents were very satisfied with their offered services. Computer Reservation System (CRS) in selected hotels in Naga was highly efficient with an average mean of 3.51 (HE). 2.) On the status of the adopted CRS of the selected hotels in Naga City, in terms of service, they were both catered fast and excellent hotel services such as providing personalized services, maintaining guest's profile and accommodation process which includes check in and checkout process. They were also facilitated complete and accurate billing process. They were also competent in terms of reservation. They facilitate individual and group booking processes well compared with the traditional way of booking process. Through the use of CRS they were able to do the booking process faster and conveniently. Night audit they were both having flexible and detailed inventory capability and even fast and accurate reports. Along booking process and complete and accurate billing process both obtained a highest mean of 3.62 (HE). Guest information retained in the system (past, present, future) achieved a weighted mean of 3.54 (HE). Both accurate check in and checkout process and provide personalized service to the guests got weighted mean of 3.38 (HE). 3.) On the benefits of CRS, according to respondents, it is highly beneficial in providing excellent service compared to the conventional way. Along service, respondents indicated that it is fast and efficient. Along time, it is fast. Along manpower, it is economical. Along resources, it is profitable.

The study concludes: 1.) All hotels are competently using the CRS system in their day to day transactions. 2.) CRS provides fast and accurate service, reservation, and night

audit. 3.) CRS is highly beneficial to the hotel industry along service, time, manpower, and resources.

The study recommends that for hotels to continuously and efficiently serve their guests, they can adopt the Computer Reservation System (CRS) to increase the volume of guests and to create loyal guests.