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DEVELOPMENT OF MEMORY HILL RESORT MANAGEMENT WEBSITE

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ABSTRACT
This research focused on the development of a Management Website for Memory Hill Resort, located in Imelda, Dumpoc, Zamboanga Sibugay. The study aimed to provide an efficient, user-friendly, and reliable online platform that supports the resort's operations, including the promotion of services, customer engagement, and booking management. The researchers utilized the Agile methodology during the system development process, which involved phases such as planning, designing, coding, testing, debugging, implementation, and maintenance. The proposed website features modules for home, booking, services, trip guide, and about us. Data gathering was conducted through observation and coordination with the resort owner. The study concluded that the website would help the resort management achieve its goals by providing easily accessible information and an automated reservation process. Recommendations included the future implementation of online transactions and further system enhancement.

Keywords:
Resort Management, Management Website, Online Booking System, Memory Hill Resort, Agile Methodology, Zamboanga Sibugay, Reservation System, Information Technology, Web Development, PHP, CSS, JavaScript, WordPress

INTRODUCTION

The rapid advancement of information technology has fundamentally transformed the way businesses operate and interact with their customers. In the contemporary digital landscape, having an online presence is no longer merely an advantage but a strategic necessity. As Raharjo [12] defines it, a website is a collection of interconnected web pages accessible under a single domain name, serving as a digital storefront for individuals, groups, and organizations.

In the hospitality and tourism industry, the adoption of web-based systems has become particularly significant. Kurek, Skublewska-Paszkowska, Dzienkowski, and Powroznik [7] examined the impact of universal design principles on the usability of online accommodation booking websites, highlighting how accessibility features enhance user experience. Rita, Vong, and Santos [14] further demonstrated that website quality directly influences hotel choice among leisure and business travelers. Setiawan and Darma [16] also confirmed the effect of website quality on online purchase intention in the hotel industry.

The integration of modern technologies into travel websites has continued to evolve. Darmawiguna, Pradnyana, and Santyadiputra [2] developed an integrated Bali tourism information portal using web scraping and clustering methods. Gao, Qi, Chai, Lei, and Wang [5] advanced this field by creating a tourism information management

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Journal Article
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system using neural networks driven by a particle swarm model. Furthermore, Gretzel, Sigala, Xiang, and Koo [23] examined smart tourism foundations, while Law, Qi, and Buhalis [24] provided a comprehensive review of website evaluation in tourism research.

In the Philippine context, small to medium-sized resorts often face challenges in adopting digital solutions due to resource constraints and technical limitations. Ramento, Dancel, Taberlo, and Anquillano [13] conducted a study on a web-based reservation and management system for Nature Spring Resort, concluding that such systems promote services and streamline reservation processes. Their findings align with customer preferences for convenience, hassle-free service, and 24-hour availability of online reservation platforms.

Similarly, Munasinghe [8] developed a web-based online system for the Dewasiri group of hotels, demonstrating how a web-based platform could promote resort services and streamline reservation processes. Purnama [11] also contributed to this body of knowledge by developing a web-based marketing information system for residential properties, providing transferable insights for hospitality operations.

The development process for such systems requires a structured and iterative approach. Pressman and Maxim [10] provided foundational principles in software engineering, emphasizing systematic planning, design, coding, testing, and maintenance. Dennis, Wixom, and Roth [3] and Wixom and Tegarden [20] further elaborated on systems analysis and design methodologies. Sukamto and Shalahuddin [18] contributed practical guidance on structured and object-oriented software engineering. Sommerville [17] reinforced these principles in his comprehensive software engineering text.

Beyond technical considerations, the environmental and psychological aspects of resort experience also play a role in customer satisfaction. Turban, Outland, King, Lee, Liang, and Turban [19] discussed how electronic commerce environments, including hospitality websites, shape consumer behavior. Rogers, Sharp, and Preece [27] provided insights from interaction design that inform how website interfaces evoke user responses affecting booking decisions.

Memory Hill Resort is a full-service accommodation establishment located in Imelda, Dumpoc, Zamboanga Sibugay. The resort offers a variety of amenities and recreation facilities designed to provide guests with a memorable leisure experience. Services include swimming, dining, overnight stays with campfire activities, conference facilities, wedding reception venues, birthday celebration areas, meeting rooms, banquet halls, a restaurant, and a fitness club. The resort operates both during the day and at night, catering to diverse customer needs ranging from family vacations to corporate events.

Despite the availability of various services, Memory Hill Resort initially relied on traditional methods of customer engagement and reservation management. Walk-in inquiries, phone calls, and manual record-keeping were the primary means of handling bookings and disseminating information. These methods, while functional, presented limitations in terms of accessibility, efficiency, and reach. Customers seeking to inquire about availability or make reservations had to do so during operating hours or through phone calls, which could lead to missed opportunities and customer frustration.

Recognizing the need for digital transformation, the researchers proposed the development of a management website specifically designed for Memory Hill Resort. This website aims to showcase resort information, facilitate customer engagement through announcements and comments, and provide an online booking module. By leveraging modern web technologies, the proposed system seeks to address the limitations of manual processes and align the resort's operations with contemporary customer expectations.

OBJECTIVES

The proposed system generally aims to develop a Memory Hill Resort Management Website to support the functionality and operations of the business.

Specifically, it aims to:

1) Develop a website that effectively showcases the resort's information, amenities, and services.
2) Provide an announcements section where users can freely suggest ideas, ask questions, and leave comments.
3) Create a booking module that allows customers to easily make reservations online.

METHODOLOGY

This chapter presents the design and methodology of the system. It contains Requirements Analysis and Requirements Documentation.

3.1 Requirements Analysis and Documentation

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The process of studying and analyzing the website requirements was needed to fully utilize and optimize the website's main function. This website will display and describe the requirements needed to be fulfilled by both the user and the system to perform the designated task. The website provides the home, book now, services, trip guide, and about us.

Figure 3.1 shows the conceptual framework of the study. Data gathering to learn more about Demographic profiles and issues of the change is conducted. Agile methodology is used to design, develop and evaluate the Memory Hill Resort website.

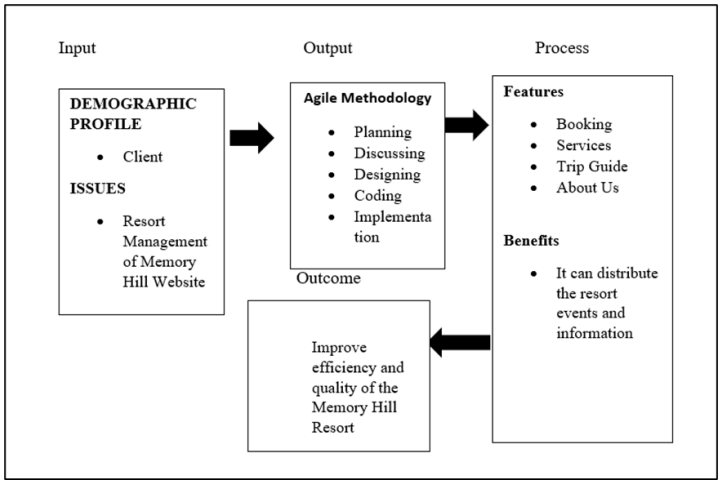

Figure 3.1 Conceptual Framework

3.2 Design and Implementation

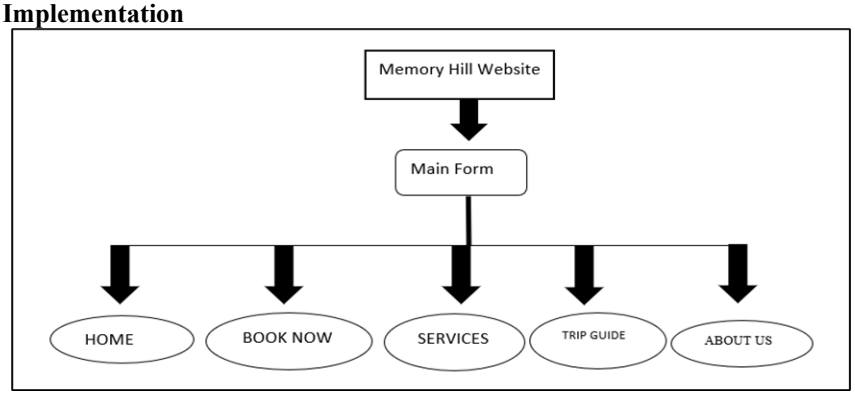

Figure 3.2 Design and Implementation

3.3 Methodology

The proponents follow a step-by-step approach in constructing the suggested website, which involves Data Gathering and Analysis, Design and Development, Evaluation of the Resort Management of Memory hill resort in Imelda, Dumpoc, Zamboanga Sibugay. Shown in figure 3.3. Each phase discussed below.

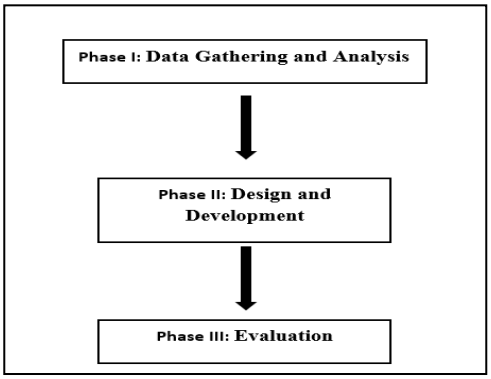

Figure 3.3 Methodology

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3.4 Data Gathering and Analysis

Data Gathering Analysis was conducted in this phase. The researcher observed some protocol and gathering, such as giving prior notice to the owner of this resort, and analyzed the process.

3.5 Design and Development

Figure 3.5 shows the Agile Model was used as the website methodology by the website proponents to successfully develop the website. The step-by-step process of developing the proposed website, which includes the Research Design, Design and Development, and the development of the Resort Management of Memory Hill Website.

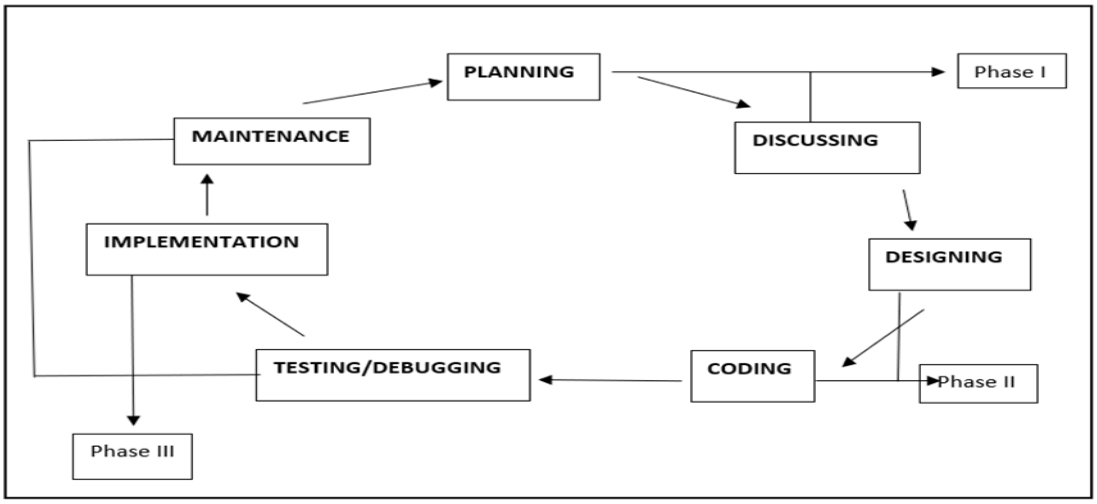

Figure 3.5 Agile Model

Phase I: Planning and Discussing

This phase is the first step that ushers the developers to later decide what website has to be proposed.

Planning Phase

The first step that any developer should prioritize before attempting to execute action is planning. It is the first step that leads developers to later decide which system to propose. This includes ideas generation. As a result of their planning and brainstorming, developers created the Memory Hill Resort Management Website. The developers devised a method to collect information for this proposed website.

Discussing Phase

After gathering the information, the developers had to discuss it in order to launch their website. Thus, the developers, in their individual capacities, shared various ideas and identified potential problems during the lengthy website development process, as well as the design of the proposed website.

Phase II: Designing and Coding Phase

Designing Phase

In this Phase, the developers made sure that the proposed website would be accurate and easy to operate by the use of PHP, CSS, JAVASCRIPT, and WORDPRESS FRAMEWORK.

Coding Phase

The developers had to concentrate on the codes after designing the proposed website. This was the most important step for the developers because the program was tested by trial and error. To avoid the creation of fatal errors in the website, the most accurate codes were considered and thoroughly coded.

Phase III – Testing and Debugging / Implementation / Maintenance

Testing and Debugging

This follows the researchers when already finished the coding. The overall function of the website had been tested. It can't be avoided that errors are usually occurring. The researcher has to change the codes again, try to run the project, and debug the errors, then, recycling goes on and on until it becomes correct.

Implementation

The proposed system had been tested and it doesn't need reengineering anymore, it's now ready for implementation. This stage includes the final designs and codes of the proposed website. The flow of the system must be complete, and if possible, avoid an error.

Maintenance

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It includes changes when errors occur. Reengineering is important when some problems appear on the said website. Usage of the website must be with the functions to avoid debugging errors and website complexity.

RESULTS AND DISCUSSION

The development and testing of the Memory Hill Resort Management Website yielded the following results:

- The website was successfully developed and deployed as a functional prototype.
- The main interface (Home page) loaded correctly and displayed all essential navigation options, including Home, Book Now, Services, Trip Guide, and About Us.
- The Book Now feature allowed users to complete a reservation form by providing required information such as name, contact details, check-in and check-out dates, and room preferences.
- Upon submission of the booking form, the system generated a request that was successfully transmitted to the resort's designated email address.
- The Services feature displayed the resort's offerings, including food and beverages, room accommodations, and entertainment options.
- The Trip Guide feature presented a list of dos and don'ts for guests, which was readable and clearly organized.
- The About Us feature provided accurate background information about Memory Hill Resort, including its location and available facilities.
- Users were able to post suggestions and comments in the announcements section without technical issues.
- The system did not require user account creation to view resort information or access the booking form.
- No critical errors or system crashes occurred during the testing phase.
- The website interface was consistent across multiple web browsers, including Google Chrome, Mozilla Firefox, and Microsoft Edge.
- Navigation between pages was smooth, with no broken links or missing images.
- The resort owner confirmed that the information displayed on the website accurately reflected the actual services and policies of Memory Hill Resort.
- The development team successfully debugged all identified errors during the testing and debugging phase.

4.1 Development of the Prototype

This section presents the website features and design of the proposed website which represent the sequence of actions and the client's privileges and accessibility on the website.

The following are the screens associated with each website feature:

4.1.1 Main Form

Figure 4.1 shows the Memory Hill Website Main Screen. The website prototype opens with different features and informs the user of the necessary actions which are shown below.

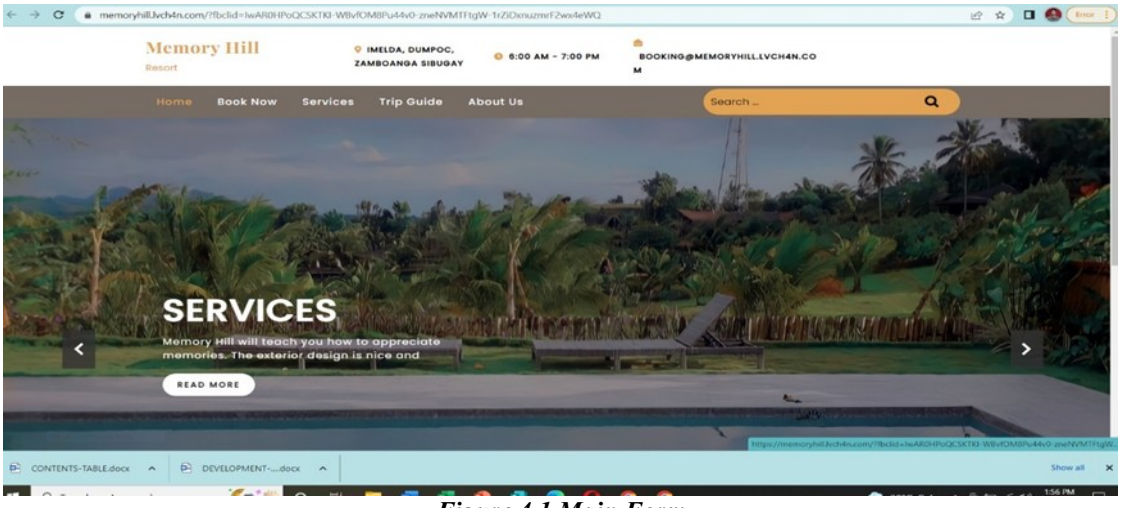

Figure 4.1 Main Form

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4.1.2 Book Now

Figure 4.2 shows the Booking Form in which the client should complete all the information provided and proceed to Request Booking.

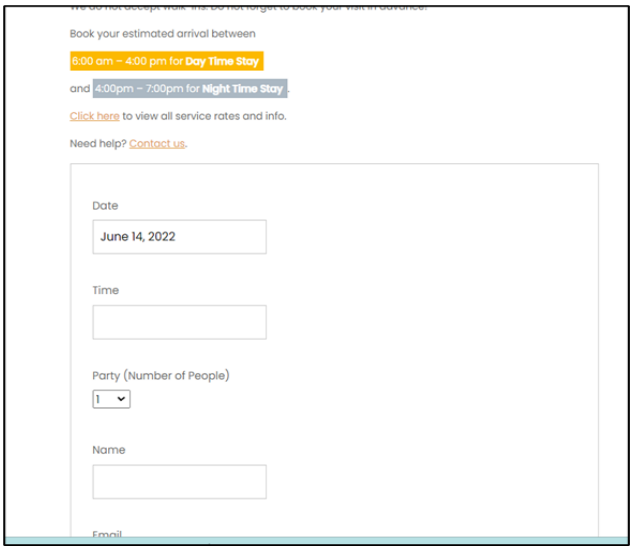

Figure 4.2 Booking Form

4.1.3 Services

Figure 4.3 shows the Services feature. The screen will display the websites offers like food and beverages etc.

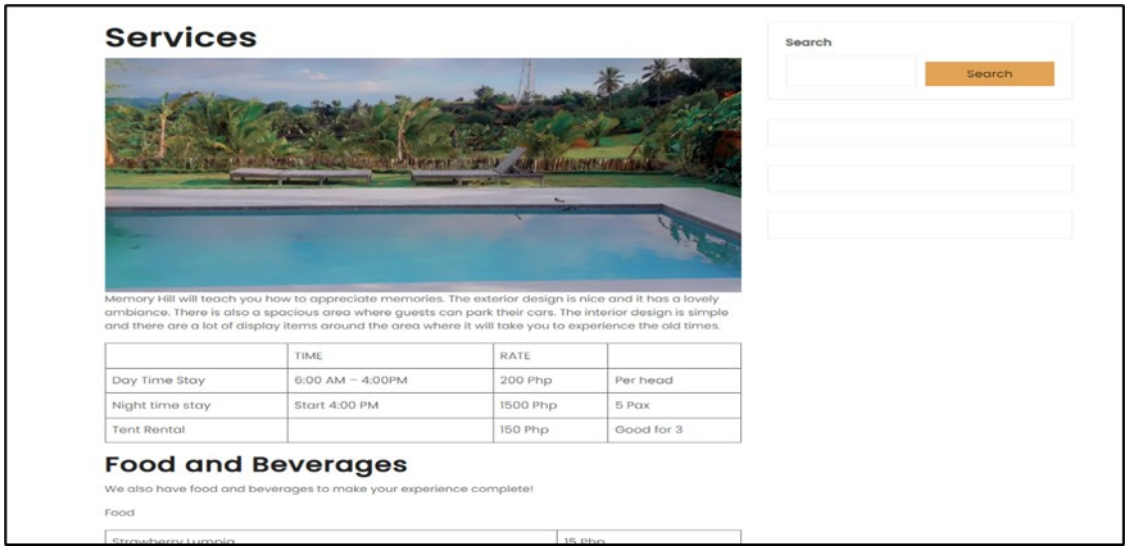

Figure 4.3 Services

4.1.4 Trip Guide

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Figure 4.3 shows the Trip Guide feature. The screen will display the resort's guide for the customers follow what to do, the Dos and Don'ts

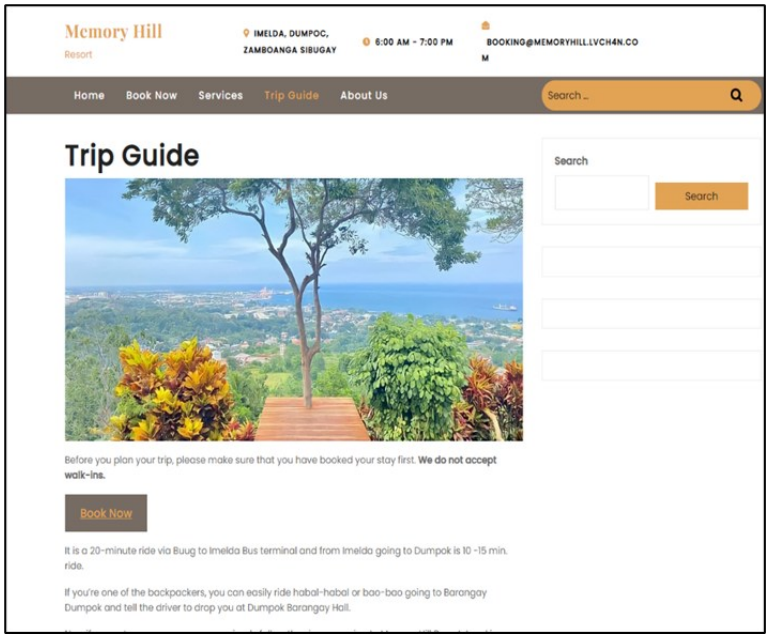

Figure 4.4 Trip Guide

4.1.5 About Us

Figure 4.5 shows the About Us feature. The feature shows the information about Memory Hill Resort.

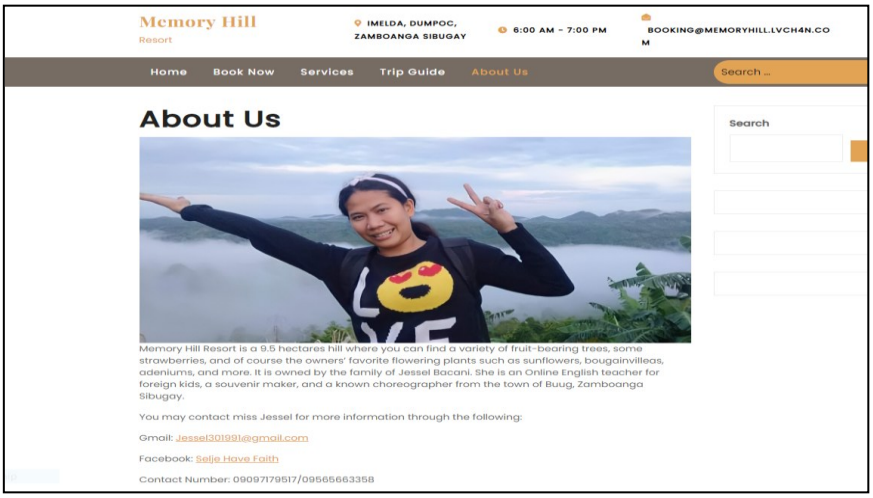

Figure 4.5 About Us

Discussion

The successful development of the Memory Hill Resort Management Website demonstrated that an online platform could be created to support the resort's promotional and operational needs. The functionality of the Book Now feature indicated that customers could initiate reservation requests without the need for phone calls or in-person visits, thereby reducing the manual effort previously required by resort staff. The direct transmission of booking requests to the resort's email address provided a simple yet effective method for management to receive and process customer inquiries.

The ability of users to view services, trip guides, and resort information without creating an account suggested that the website lowered barriers to access. This design choice likely encouraged more visitors to explore the

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resort's offerings without the friction of mandatory registration. The presence of an announcements section with commenting functionality allowed for two-way communication between the resort and its customers, which could support customer engagement and feedback collection.

The consistent performance of the website across multiple web browsers indicated that the use of standard web technologies (PHP, CSS, JavaScript, and WordPress framework) contributed to cross-platform compatibility. The absence of broken links and missing images suggested thorough attention to quality assurance during the design and coding phases.

The resort owner's confirmation of accurate information implied that the development team successfully gathered and translated business requirements into digital content. The successful debugging of all identified errors during the testing phase reflected the effectiveness of the Agile methodology, particularly the iterative testing and debugging cycle, in producing a stable and functional system.

Overall, the results showed that the developed website met the stated objectives of showcasing resort information, providing an announcements section, and creating a booking module. The discussion confirmed that the system operated as intended within its defined scope and limitations.

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And above all, the Almighty God, whose blessings are abounding and whose own strength and wisdom had been bestowed upon the researchers – the very reason that all praises and thanksgiving be unto Him.

CONCLUSION

This paper described the development of Memory Hill Resort Management Website, which shows the need for modern digital technology and leverage an effective solution to fulfil a reliable online platform that could ease operations in a resort. Using information technology in any way in the process of managing a resort can improve the description, supplying service and advertisement to customers through reservation and dissemination of public information significantly.

By utilizing the Agile methodology, the researchers systematically planned, designed, developed, tested and implemented a user-friendly and functional website. Modules offered include home, booking, services, trip guide and about us on the website ensure customers have all the information handy and a one-click option to request reservations or bookings without having to engage in a manual transaction process. It also enables the resort management to retain better control over the customer data, notifications and services.

However, the researchers managed to achieve a prototype that delivers what was intended despite obstacles such as debugging failures and verifying system reliability throughout the development process. It is an effective platform to market the resort, help clients regarding comments and suggestions as well as provide them with easy booking options. Similarly, the study assessed that data security, system maintenance and continuous improvement in web-based management systems are crucial issues.

In conclusion, Memory Hill Resort Management Website is a tool that can help the resort in achieving their operational goals and objectives for a more satisfying customer service experience while maintaining competitiveness of such industry as tourism and hospitality which continues to grow over the years. Proper implementation and future enhancements like online payments integration, mobile application development, can take the system to greater heights by improving the service quality at the resort and operational efficiency.

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