

OPTIMIZING TECHNOLOGY: SOLUTION FOR ENHANCING OPERATIONAL MANAGEMENT IN ASTORIA PLAZA HOTEL

ABSTRACT

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Technology plays an increasingly vital role in the hospitality industry, improving operational efficiency and guest satisfaction through tools such as property management systems, mobile check-ins, and automated services. The integration of artificial intelligence and data analytics allows hotels to anticipate guest needs and manage resources effectively, responding to the growing demand for personalized services. However, many establishments continue to face difficulties in implementing these technologies due to challenges in system integration, data security, and staff training, which hinder efficiency and service quality. This study aims to provide practical insights and recommendations for optimizing technology use in hotel operations, using Astoria Plaza Hotel as a case study to illustrate both achievements and barriers. The objective is to close the gap between technological adoption and its intended benefits, ultimately enhancing productivity, operational efficiency, and guest experience. The study adopts a descriptive quantitative approach to examine the optimization of technology in operational management at Astoria Plaza Hotel in Metro Manila. A total of 25 respondents were selected through purposive sampling. Survey questionnaires were used to gather data on technological implementation and its impact. The demographic distribution consisted of 60% male and 40% female respondents, with the goal of identifying operational trends and areas for improvement. The findings showed that 44% of respondents belonged to an older age group, with a slight female majority (52%). Most participants were Reservation Assistants (64%) and held college degrees. Feedback on the use of Property Management Systems and digital key technology was generally positive. However, notable concerns were raised regarding system integration, data security, communication gaps between departments, and the need for more comprehensive staff training. The results revealed that the hotel's workforce consisted primarily of older, college-educated employees, with a concentration in front office roles such as Reservation Assistants. While the implementation of Property Management Systems and digital key access produced favorable outcomes, several issues persisted. These included difficulties in integrating systems, the need for stronger cybersecurity measures, and increased investment to foster guest trust. Additionally, vulnerability management required more responsive patching and risk mitigation strategies. Positive impacts were observed particularly in front office and housekeeping operations. However, enhanced interdepartmental communication and targeted staff training remain essential. Future research should explore ways to address workforce demographics, strengthen system integration, and resolve the challenges identified in this study.

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