

Revolutionizing the Rental Services in Siargao Island: Basis for Developing an Online Vehicle Rental Management System

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Abstract: *The research paper addresses the inefficiencies faced by tourists and local rental service providers in the vehicle rental sector of Siargao Island in the Philippines. Despite the thriving tourism industry in the island, the current manual processes for vehicle rentals are fraught with challenges such as unreliable service, booking difficulties, and inefficient fleet management. This study aims to bridge the gap between these traditional practices and modern technological solutions by proposing an online vehicle rental management system designed to streamline operations and enhance customer experience. Using a mixed-methods approach, the exploration integrates qualitative insights from ethnographic studies and interviews while quantitative data from the surveys targeting tourists, residents, and rental service providers. This methodology enables a thorough understanding of the operational challenges and user needs within the rental ecosystem. The findings revealed significant inadequacies in manual booking thus highlighting a strong demand for an automated and user-friendly online platform. The proposed system incorporates advanced system software to automate bookings, optimize fleet management, and provide real-time updates and notifications by enhancing operational efficiency, reducing errors, and improving service reliability. Additionally, it seeks to empower local rental businesses through provision with tools to manage their operations more effectively and compete in the digital age. The research underscores the potential of the proposed system to revolutionize rental services in Siargao Island by improving accessibility, convenience, and customer satisfaction. The future implementation of this online platform is expected to contribute significantly to the sustainable growth of Siargao's tourism industry, ultimately benefiting tourists, local businesses, and the broader community.*

Keywords: the proposed online system, Siargao Island, Vehicle rental, Online platform, Rental management system, Tourism, Technological solutions, Digital transformation, User-friendly interface