

Development of Digitalization of Semester Learning Plans for Room Reservation Courses in the Room Division Study Program

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Abstract

This study aims to examine the importance of digitalization and content development in semester learning plans for room booking courses in the room division study program at the Lombok Tourism Polytechnic. This study uses qualitative research methods with data collection techniques using observation, interviews, focus group discussions, and literature studies. As a result of the study described in this article, to meet the needs of the hotel industry, the RPS for room booking courses at the Lombok Tourism Polytechnic must be updated in accordance with current trends and the needs of the hotel industry. The development of the RPS for guest room reservations is expected to continue continuously so that the implementation of learning courses on guest room reservations, especially in digitalization room reservations in accordance with industry demand so that the absorption of Rooms Division study program graduates by industry can be faster and in line with the competencies expected by the hotel industry

Keywords: *Digitalization, Semester Learning Plans, Room Division Course*

INTRODUCTION

The COVID-19 pandemic that has lasted since 2020 has had a significant impact on all sectors such as the education sector, tourism, and other sectors. By imposing restrictions on community activities in each area that require people to stay at home and reduce interaction with humans and the environment. So from this condition, the sectors directly affected must be able to adjust so that operations remain running as much as possible. One of the sectors that was significantly affected was the hospitality sector, in addition to the decrease in the amount of revenue that was affected by other hotel operations. Currently, 90% of hotel operations are digitalization, ranging from room reservations, check-in and check-out processes, financial processes, operational and other operational learning systems. Every operational activity in the hotel has been summarized in terms of PMS (Property Management System) where this system is indeed the heart of the hotel's operational system. Some examples of PMS that have been in use in the industry are VHP (Visual Hotel Program), Opera, Realta, and several other PMS and PMS systems have been in use in most of the three-star to five-star hotels in Indonesia.

Based on data from the Central Bureau of Statistics shows that as many as 3,521 hotels in Indonesia have been verified, the most star classification hotels are three-star hotels, namely 1,409 hotel units. This amount is equivalent to 40.02% of the total star hotels in the country. Then followed by four-star hotels with 762 hotel units (21.64%), two-star hotels with 760 (21.58%), one-star hotels with 370 (10.5%), and five-star hotels with 220 (6.24%). And every 3,4 and five-star hotel uses the system.

Digitalization by using the PMS system at the hotel aims to facilitate operations because the hotel itself consists of many departments and has a relationship with each other for example, the front office department must coordinate with the housekeeping department regarding room availability, the finance department must coordinate with the front office department regarding guest payment reports and folios and when important is this PMS system helps in the process of booking rooms through the system or digitalization. The implementation of digitalization in hotels has an important role because this system the digital room booking process takes place

and transactions are included in this e-commerce system. The existence of E-Commerce in hotels is one of the latest digitalization implementations because the source of room reservations currently comes from online travel agents (OTA) such as platforms tiket.com, traveloka, blibli, and other platforms. E-commerce itself has several activities such as room reservations, payments, room allotments, and other activities so digitalization has become inseparable in the hospitality industry.

Room division study Program that focuses on Room Division management such as front office management, housekeeping management, and laundry management. As a vocational college, the curriculum at Lombok Tourism Polytechnic must be in line with industry conditions so that the outcomes of Lombok Tourism Polytechnic are in accordance with industry criteria and can sustainably support activities in the industry. Based on the current conditions, digitalization is indeed a benchmark and a concern for the Hospitality industry so the Lombok Tourism Polytechnic must also adjust and periodically make learning adjustments based on the current conditions, and one of them is science-related to the use of E-Commerce digitalization systems but based on facts on the ground that understanding E-Commerce digitalization systems digitalization of E-commerce is not only for the industry but for yourself.

RESEARCH METHODS

This study uses qualitative research methods. Qualitative research is research to explore and understand the meaning that a number of individuals or groups of people ascribe to social or humanitarian problems. Creswell in Kusumastuti (2019: 2). This study describes the descriptive data in the form of input and development of e-commerce learning materials related to booking rooms in hotels in accordance with the competencies expected by the hospitality industry, especially in the field of front office. Data collection using observation, interviews, focus group discussions, and literature studies. Data analysis techniques in this study were descriptive and qualitative. qualitative data analysis involves three main stages, namely data reduction, data presentation, and conclusion. The data reduction stage involves the process of reducing raw data into smaller categories, and then organizing the data into related themes. The data presentation stage involves the process of visualizing data in the form of tables, diagrams, and graphs. The final stage is inference, which is the process of linking data with relevant theories or concepts. The location of this study was carried out at the Lombok Tourism Polytechnic and benchmarked to universities that teach e-commerce teaching in guest room booking courses. This research will last for five months starting from February-June 2023.

RESULT AND DISCUSSION

The role of digitalization in-room learning materials

Subjects booking rooms in the Study Program Room Division, be the object of research. At the time of carrying out trainee monitoring, the phenomenon or obstacle faced by students of the Lombok Tourism Polytechnic prodi room division is the lack of understanding of students to process guest reservations through e-commerce digitalization. Rapid changes in the era with the support of technology, will certainly force business people, especially the hotel industry to drift into it. Fast and accurate information has become a public need in deciding the purchase of products or services offered (Ariawan et al., 2019; Widani et al., 2019). In addition, the internet has also changed the way e-commerce is viewed, worked, and implemented. One example is room reservations through e-commerce platforms it was found that the level of room purchases

at the ZHM Premiere Hotel Padang was most in demand by guests, namely Traveloka (Amelia & Ferdian, 2023). This proves that the trend of booking hotel rooms by guests in the past who made room reservations by telephone, go shows, and using travel services began to decrease and began to change using Online Travel agents (OTA) and E-commerce (Hendriyati, 2019; A. S. Kurniawan et al., 2022).

E-commerce is not only a concern for the industrial world, but also a concern for the world of vocational education. Room booking courses in the room division study program became the object of research. At the time of carrying out trainee monitoring, the phenomenon or obstacle faced by students of Lombok Tourism Polytechnic prodi room division is the lack of understanding of students to process guest reservations through e-commerce digitalization. This is also reinforced by the absence of support for the Semester learning design device. Furthermore, the researchers conducted a Focus Group Discussion with industry experts to discuss the renewal of the Semester lesson plan booking courses to be able to follow the trends that are happening in the industrial world. The results of the Focus Group Discussion showed that three occupational divisions are the focus of the renewal of the Semester learning plan for room reservations, namely Telephone operators, reservations, and Revenue.

Thus, the rapid change in reservation trends and the role of the hospitality industry that must follow the Times is a challenge for the world of vocational education in providing education through Semester learning plans that must be updated following the trends that occur and the needs of the hospitality industry.

Content Development Process Digitalization Semester Lesson Plan Course Room Reservation

The process of updating the Semester lesson plan for booking a room using the SME or Subject Matter Expert method. Subject Matter Expert is an activity that collects professionals who are needed in developing RPS room booking courses, SME is an effort to improve knowledge and experience in a field of work. In this research, the Subject Matter Expert will involve 6 people in the field of hospitality front office department. The process of this Subject Matter Expert activity involved 6 professionals from several hotels in West Nusa Tenggara

The selection of this expert refers to the approach of each hotel organizational structure in charge of the room booking process. In practice, some hotels put or position the room reservation section in the front office department or front office or part of the sales and marketing department. Some hotels in Lombok are positioning the booking of rooms at the front office department such as ASTON Mataram Inn Hotel, Hotel Lombok Astoria, Hotel Fave, Aruna Senggigi and Resort, Truntum Boutique Mandalika, Origini Hotel, and Hotel Illira but also hotels that position the booking of rooms at the sales and Marecko departments such as Hotel Santika Mataram, Hotel Kayana Lombok, Pullman Mandalika Hotel, Sheraton Senggigi Resort, and hotel Katamaran. Based on the results of the information presented by the expert placement of room reservations at the front office because there are room reservations for sale and purchase transactions and guests will check in at the front office so reservations and front office are both things that can not be separated, but on the other hand, the placement of room reservations at the sales and marketing section because this room reservation is part of the hotel revenue and In developing the Semester lesson plan, this room booking course involves 6 experts from each industry to provide an overview and explain related to the room booking RPS that is currently used at the Lombok Tourism Polytechnic. In addition to the presence of experts, Subject Matter experts will involve facilitators and observers. Involvement of facilitators to accompany a series of activities such as on-the-street research and datum charts. Facilitators manage the running of activities to remain conducive and achieve targets. The observer is tasked to observe the course of the Semester's learning plan development activities. In the subject matter expert activities consist of several phases or steps as follows :

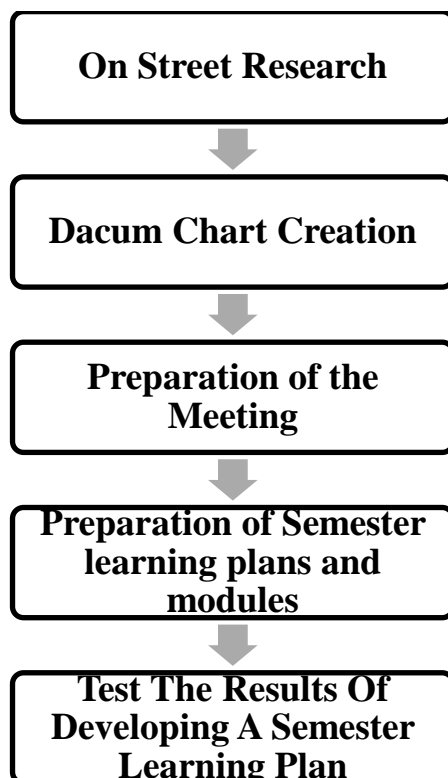


Figure 1. Subject Matter Expert Preparation Steps

The process of on-the-street research is the first step that is done after gathering experts. In the street research activity, the research team conducted a presentation related to the latest Semester learning plan and modules. In addition, on-the-street research activities also collect several sources of information, while the sources of information in on-the-street research include: Indonesian National Work Competency Standards, ASEAN Toolboxes, and Hotels Standard Operational Procedure. The Indonesian National Work Competency Standard refers to the decree of the Minister of Manpower of the Republic of Indonesia number 145 of 2018 on the determination of the Indonesian National Work Competency standard for the category of accommodation provision and food and beverage provision of the main category of accommodation provision in the field of hotels and restaurants. Dacum is an acronym for Develop a curriculum, after the presentation of the Semester lesson plan for room reservations and modules, then provide opinions on current activity in the industry. In making this dacum chart, the researchers divided into three teams consisting of the main material in the course of booking rooms, while the three main materials include telephone operators, revenue, and room reservations. Making dacum chart starts by mapping the Semester learning plan based on existing occupations, and room reservation courses, there are three occupations: telephone operator, revenue, and room reservation.

Based on the results of the preparation of Dacum Chart, then collect Dacum chart to map and classify by occupation. A total of 32 dacum charts or 32 study materials have been obtained from the results of dacum chart-making activities including telephone operator, reservation clerk, and revenue section.

In preparing the Semester learning plan, Lombok Tourism Polytechnic divided the meeting in 16 weeks of which 14 weeks of regular meetings and 2 other meetings consisting of midterm and final semester exams. The learning system used in Lombok Tourism Polytechnic is carried out intermittently, such as the first week of the theory schedule and the second week of the practice schedule until the 14th meeting so that it consists of seven weeks of practice and seven weeks of theory. Learning week practice in the meeting twice

so that with seven weeks multiplied by two meetings it will be four meetings in one semester. The ability described specifically from the learning achievement of the course that can be measured or observed is the final ability that is planned at each stage of learning and is specific to the learning material of the course. The determination of the sub-achievement of learning in this course is taken from the dacum chart development activities that have been carried out in SME (Subject Matter Expert) activities. SME activities get as many as 50 activities that are related to room booking courses. the ability that is described specifically from the sub-achievement of course learning that can be measured or observed and is the final ability that is planned at each stage of learning, and is specific to the course learning material. Study materials from SME results are then developed into an activity that can be measured.

Learning strategies in the format used by Lombok Tourism Polytechnic include lecture forms, classroom activities such as learning methods (PowerPoint presentations, group discussions, and questions and answers and discover learning). Media in learning strategies such as the use of technology to support Lecture activities (computers, projectors, or others). The room reservation course is a practical course that has four Semester credit units. Implementation of the calculation of the time that each Semester credit unit practice consists of 170 minutes so that if you with four Semester credit units, it is 680 minutes. Lombok Tourism Polytechnic applies the system of practice every day consisting of eight hours and each hour has a time allocation of 50 minutes. So based on the policy and the calculation of the hours in the Get meeting courses room reservations will be done two days with a portion on the first day consisting of eight hours (full day) and the next day in six hours. The learning experience of Lombok Tourism Polytechnic students is manifested in the description of the tasks that must be done by students in one semester. Practical learning experiences can be realized such as learning activities such as questions and answers, group assignments, and discussions.

Assessment criteria based on the benchmark reference assessment contain educational, authentic, objective, accountable, and transparent principles that are integrated. Indicators can indicate the achievement of the proclaimed ability or the element of ability that is assessed (based on qualitative e.g. accuracy of analysis, neatness of presentation, creativity of ideas, communication skills, it can also be Quantitative: the number of references quotes/elements discussed, the truth of the count). The weight of the assessment is adjusted to the time used to discuss or do the task, or the amount of contribution of an ability to the achievement of learning that is charged on the room reservation course.

CONCLUSION

Based on the results of studies that have been described in this article, to meet the needs of the hospitality industry, the Semester lesson plan for booking a room at the Lombok Tourism Polytechnic must be updated in accordance with the trends that occur and the needs of the hospitality industry. Internet network support, learning service support, and the availability of teachers who have competence in the field of digitalization in booking rooms are considered to be important factors in supporting learning materials for booking rooms. Based on the results of the Focus Group Discussion with industry experts who discussed the renewal of the Semester lesson plan for booking a room course, there were three occupational divisions that became the focus of the renewal of the Semester lesson plan for booking a room, namely Telephone Operator, Reservation, and Revenue. In updating the digitalization of the Study Plan Semester booking courses, researchers involved 6 experts from each industry to provide an overview and explain the Related Study Plan Semester booking rooms that are currently in use at the Lombok

Tourism Polytechnic. The update is based on the existing scheme in the Indonesian National Work Competency Standard and ASEAN Toolboxes, and the Hotel operational procedure standard. Renewal of the Semester lesson plan booking rooms in this study resulted in 6 stages beginning with on-street research preparation of dacum chart, preparation of meetings, arranging Semester lesson plans, making modules, and testing Semester lesson plans. The development of the guest room booking Semester learning plan is expected to continue so that the implementation of guest room booking course learning, especially in digitalization room reservations in accordance with industry demand so that the absorption of graduates of The Room Division study program by the industry can be faster and in accordance with the competencies expected by the hospitality industry.

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