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Towards Educational Excellence: Utilizing Education Hotels as an Innovative Learning Base for Hospitality Accommodation Program Students

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Article Info

ABSTRACT

Purpose of the study: The aim of this research is to evaluate the effectiveness of using the Education Hotel as a base for innovative learning for students of the hotel accommodation program at public vocational secondary schools 4 Jambi City.

Methodology: The type of research used in this research is naturalistic qualitative. The sample for this research was 30 students of the hospitality accommodation skills program at public vocational secondary schools 4 Jambi City. The data collection technique used is observation. The data analysis technique in this research will be carried out holistically and structured, in accordance with a naturalistic qualitative approach.

Main Findings: The use of Edotel at public vocational secondary schools 4 Yogyakarta by students of the hotel accommodation program based on the Front Office sector is included in the high category. Meanwhile, the use of Edotel at public vocational secondary schools 4 Jambi City by students of the hotel accommodation program based on Housekeeping is in the low category..

Novelty/Originality of this study: This research presents a new concept by introducing an innovative approach using Hotel Education as the main learning platform for Hospitality Accommodation Program students.

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1.   INTRODUCTION

Vocational education plays an important role in preparing individuals with practical skills relevant to a particular industry [1]–[3]. This allows graduates to be better prepared professionally when entering the job market. Apart from that, vocational education also opens up various career opportunities, both in employment and entrepreneurship [4]–[6]. By focusing on the practical application of concepts, students can develop the skills needed in a real work environment [7]. Therefore, support for vocational education is key to ensuring the suitability of the workforce to the changing demands of the job market.

Traditional learning in hospitality vocational education faces significant challenges. Lack of hands-on experience in hospitality industry situations is one of the main obstacles, so students may have difficulty developing the necessary practical skills [8]–[10]. Limited access to appropriate facilities and equipment also limits students' ability to practice effectively [11], [12]. A rigid curriculum and lack of flexibility in teaching methods can stifle student creativity and innovation [13]–[15]. To overcome this challenge, innovative

approaches are needed such as utilizing the Education Hotel as a learning environment that supports more relevant practical experiences.

The Education Hotel concept is an innovative approach to vocational education that integrates theoretical learning with practical experience in a real hotel environment [16]–[18]. Through Hotel Education, students have the opportunity to learn directly in a work environment similar to the hotel industry, from reception, room service, to hotel management [19]–[21]. Facilities provided at the Education Hotel include guest rooms, restaurants, reception areas and other service areas, designed to simulate real-life experiences for students [22]–[24]. With this concept, students not only gain theoretical knowledge, but also develop practical skills directly under the guidance of experienced mentors and instructors [25]. It is hoped that through Hotel Education, students can be better prepared professionally and have a competitive advantage when entering the world of work in the hotel industry.

The potential for skills development is an important aspect of vocational education, especially in hotel accommodation programs [26]–[28]. Through the right learning approach, students have the opportunity to hone various skills required in the industry [29]–[31]. From customer service skills to hotel management, students can broaden their horizons and expertise significantly. With practical experience in an Education Hotel environment, they can gain a deep understanding of various aspects of hotel operations [32]–[34]. This not only increases their readiness to enter the job market, but also opens up opportunities to develop and contribute to the hospitality industry more effectively in the future.

Competitive advantage is a key factor in achieving success in various fields, including in vocational education [35], [36]. Schools or educational institutions that are able to produce graduates with superior skills and in line with job market demands will have a significant competitive advantage [37], [38]. Graduates who are professionally prepared and have skills relevant to a particular industry tend to be more in demand by companies and employers. By having a reputation for producing quality graduates, schools or educational institutions can attract the interest of prospective new students and also attract the attention of the industry [39]. This competitive advantage can also help improve collaborative relationships with industry, opening up opportunities for internships, research collaborations and direct graduate recruitment [40]. Thus, focusing on developing competitive advantages can help improve the quality of education and provide long-term benefits for students, schools and industry.

Previous research conducted by Phi & Clausen 2021[41] The research results show that this combined approach is effective in developing creative problem solving skills, systems thinking, goal orientation, teamwork, and networking. The difference between previous research and this research lies in the approach used. Apart from that, the difference also lies in the samples used.

The novelty of this research lies in the deep integration between vocational education and the hotel industry through the use of the Education Hotel as an authentic learning environment. In this way, students not only gain theoretical knowledge, but also practical experience that is directly relevant to the demands of work in the hospitality industry. The urgency lies in the need to prepare students with practical skills relevant to the ever-evolving hospitality industry. With innovative approaches such as utilizing Education Hotels, we can increase students' competitiveness in entering the competitive job market.

2. RESEARCH METHOD

This research will use a naturalistic qualitative approach [42] to gain a deep understanding of students' experiences in utilizing the Education Hotel as a learning base. The data collection method used was participatory observation. This approach will allow researchers to capture the nuances and complex context of interactions between students, teachers, and learning environments, as well as to explore how these experiences shape students' understanding and skills in the hospitality industry. Thus, this research will provide a valuable contribution in enriching understanding of the effectiveness of using Education Hotels in the context of vocational education.

The population of this study were all students registered in the Hospitality Accommodation Skills Program at public vocational secondary schools Negeri 4 Jambi City. The research sample was 30 students from the Hospitality Accommodation Skills Program at the school. The research sample will be selected in stages, starting with the selection of one or several classes that represent various levels of student ability and background. After that, from the selected classes, students will be randomly selected to become respondents in this research. Sample selection criteria included the students' level of activeness in learning, their experience in using the Education Hotel, and their proficiency in various aspects of the hotel accommodation skills program. By using a representative sample from a larger population, this research is expected to provide an accurate picture [43] about students' experiences and perceptions of the use of Education Hotels as a source of innovative learning.

The data collection techniques that will be used in this research include approaches that are in accordance with naturalistic qualitative methods. Participatory observation will be carried out by researchers to

directly understand the interactions between students and teachers in the Education Hotel environment. This observation will include observing learning activities, group dynamics, and interactions between individuals in ongoing learning situations [44].

The data analysis technique in this research will be carried out holistically and structured, in accordance with a naturalistic qualitative approach. Data collected from participant observation will be analyzed thematically. The first stage in data analysis will involve transcription and organizing the data into the main themes that emerge from the results of data collection. Once these themes are identified, in-depth analysis will be conducted to explore the relationships and patterns that emerge between the themes. This approach allows researchers to understand the complexity of the learning context and identify factors that influence students' experiences and perceptions of the use of the Education Hotel. In addition, data analysis will be carried out iteratively, where researchers will continuously develop and deepen understanding of the findings that emerge during the analysis process. By using this holistic and structured data analysis technique, it is hoped that this research can provide in-depth insight into the effectiveness of using Hotel Education as a base for innovative learning for hotel accommodation program students.

This research procedure will begin with the preparation stage, where the researcher will coordinate with the school and obtain the necessary permits and approvals. The next step is sample selection, where the researcher will select classes that represent the diverse ability levels and backgrounds of students in the Hospitality Accommodation Skills Program. After that, researchers will collect data through participant observation. The collected data will be analyzed using a thematic approach, where main themes will be identified and analyzed in depth. During the analysis process, researchers will continuously interact with the data to deepen understanding and identify emerging patterns. Additionally, validity and reliability measures will be implemented to ensure the quality and reliability of research findings. The final results of the research will be summarized in a research report that presents the main findings, implications and recommendations for further development in vocational education.

3.   RESULTS AND DICUSSION

This research is intended to find out how Edotel is used at public vocational secondary schools 4 Jambi City by students of the hotel accommodation program based on the Front Office and Housekeeping fields. The research indicators include the front office sector including: room reservation services, guest luggage services, information services to guests, guest check-in and check-out services, front office cashiers. Meanwhile, the Housekeeping sector includes: executive housekeeping, guest room section, public room section, linen section, laundry section.

Utilization of hotel education at public vocational secondary schools 4 Jambi City by students of the hotel accommodation program based on the front office sector

Utilization of Edotel at Public Vocational Secondary Schools 4 Yogyakarta by students of the hotel accommodation program based on the Front Office sector is included in the high category. These results were obtained based on indicators that represent the entire front office where there are 5 indicators, namely:

1. Room Reservation Service

From several existing indicators related to room reservation services, such as serving room reservations, providing confirmation of room reservations, archiving room reservations according to guest arrival, and checking the number of rooms that have been occupied by guests. It turns out that the students of public vocational secondary schools 4 Jambi City are able to carry out their duties well, students often confirm room reservations.

2. Guest Luggage Service

In this indicator of guest goods service, public vocational secondary schools 4 Jambi City students are able to handle guest goods at check-in and deliver guests when they arrive, take them to the reception area then take them to their rooms, students on duty are disciplined. When guests arrive at Edotel, students carry out their duties as servants of the guests' belongings well.

3. Information Services

Students on duty in the information section are required to provide explanations requested by guests, both guests staying and not staying at edotel public vocational secondary schools 4 Jambi City. As for the explanation of the information provided, it includes the facilities at Edotel, places to shop around Edotel, as well as information about entertainment in the city, in this case the students of public vocational secondary schools 4 Jambi City were able to handle everything well.

4. Check in and check out service

In this case, Edotel public vocational secondary schools 4 Jambi City students are tasked with serving the reception of visiting guests, both individuals, groups and important guests (VIP), archiving guest documents,

providing explanations about room facilities if requested by guests, handling guest check out. When receiving guests, students more often handle individual guests rather than groups or VIP guests. When guests come, groups of students are assisted by teaching staff to handle these guests so that they are not overwhelmed in reception and data collection. students at Edotel more often provide information about the room facilities at Edotel public vocational secondary schools 4 Jambi City.

5. Front Office Cashier

Students who work at the front office cashier are responsible for handling payments for all transactions made by guests at Edotel, starting from handling room sales, archiving guest comments, handling guest complaints, handling restaurant bills, handling billing when guests check out. Of the many tasks given, students more often tend to handle restaurant billing issues or any facilities used by staying guests.

Utilization of Edotel at public vocational secondary schools 4 Jambi City by students of the hotel accommodation program based on Housekeeping

Utilization of Edotel in public vocational secondary schools 4 Jambi City by students of the hotel accommodation program based on Housekeeping is in the low category. These results were obtained based on indicators that represent the entirety of housekeeping where there are 5 indicators, namely:

1. Executive Housekeeping

The role of this section is responsible for the smooth operation of the housekeeping department, acting like a manager. The executive housekeeper always tries to provide innovation regarding service, cleanliness, comfort, and actively provides information to guests. However, at public vocational secondary schools 4 Jambi City, students have not been able to carry out their duties as executive housekeepers because students only refer to what is taught and can be said to lack innovation regarding service, apart from that, students are also not yet fully responsible for the smooth operation of housekeeping.

2. Guest Room Section

The guest room section is usually done by roomboys, at public vocational secondary schools 4 Jambi City, they are active in maintaining the cleanliness of the guest rooms, the tidiness of the guest rooms and the completeness of the guest rooms such as providing bath soap, towels and other necessities. Activities to clean rooms are usually carried out by dividing tasks between students with 2 people each responsible for cleaning guest rooms, and the results are still less than optimal.

3. Public Room

Students of public vocational secondary schools 4 Jambi City act as housemen where students are responsible for cleaning all public areas from guest rooms, corridors to hotel hallways. At public vocational secondary schools 4 Jambi City has 2 floors so students have to clean each floor with 3 people on each floor to speed up the work in cleaning the public areas. Apart from cleaning the common room, students also have to check and complete the needs in the common room. This is still not optimal because sometimes students are negligent in checking.

4. Linen Section

At public vocational secondary schools 4 Jambi City students are responsible for the storage, provision, completeness, cleanliness and tidiness of all types of linens required by the hotel, however students are not responsible for the maintenance and management of the linens at Edotel because Edotel staff are the ones who arrange the maintenance and line management. As for the duties of Edotel staff, their duties are to organize linen inventory management, division of duties, repairs and depreciation, control of linen record books, and supervision of the implementation of linen inventory.

5. Laundry Section

Students who are assigned to the laundry department have the responsibility of accepting the washing of clothes for guests staying at Edotel public vocational secondary schools 4 Jambi City, however, this laundry section does not accept the washing of employee uniforms because each employee has their own responsibility for looking after and washing them. cleanliness of uniform. Apart from washing guests' clothes, the laundry department also washes linens used by Edotel operations, but sometimes there are students who avoid their duties so that the laundry piles up.

This research is in line with research conducted by Ngoepe & Theron 2023 [45] The findings of this study indicate that hotel managers need eight sub-domains of knowledge and seven sub-domains of skills, as well as a variety of competencies from hospitality graduates from private higher education institutions. The results of research findings regarding the skill attributes required by hotel managers in the hospitality industry can provide valuable insight into innovative learning approaches using Hotel Education for Hospitality Accommodation Program students. By understanding the skill attributes demanded by the industry, the learning approach at Hotel Education can be designed more effectively to prepare students with skills that suit the practical needs of the hotel industry.

The novelty of this research is that this research introduces a new approach that utilizes Hotel Education as an innovative learning platform that integrates theory with practical experience for Hospitality

Accommodation Program students. The main contribution of this research is the development of a unique learning model, where Hotel Education is used as a means to optimize students' understanding and skills in the hotel industry through an innovative approach. The impact of conducting this research is that this research has the potential to produce Hospitality Accommodation Program graduates who are better prepared practically and have a deep understanding of the hotel industry, preparing them to become highly competitive professionals. In addition, the implementation of innovative learning models using Hotel Education can improve the quality of education in the hotel accommodation sector, providing a positive impact on the development of the tourism industry as a whole.

The limitation of this research is that as initial research, the emphasis on one type of learning approach and one type of industry may not cover all the variations and complexities that may exist in the context of hospitality education as a whole. Recommendations for further research include further exploration of the factors influencing the successful implementation of the Education Hotel as an innovative learning tool, including in-depth evaluation of student perceptions and experiences as well as optimal management approaches.

2. CONCLUSION

Hospitality accommodation students at public vocational secondary schools 4 Jambi City, focus on two fields, namely front office and housekeeping. Where the use of Edotel at public vocational secondary schools 4 Yogyakarta by students of the hotel accommodation program based on the Front Office sector is included in the high category. Meanwhile, the use of Edotel at public vocational secondary schools 4 Jambi City by students of the hotel accommodation program based on Housekeeping is in the low category.

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