

Exposition of Academic Relevance of Hospitality Administration Programs With World-Work Absorption

Islahuddin¹, Renold², Kusmawati³, Abdi⁴, Muh. Zainuddin Badollahi⁵

^{1,2,3,4,5}Hospitality Administration, Poltekpar Makassar

Email: isla.poltekpar@gmail.com

ABSTRACT

The tendency of the accumulation of college graduates, the demands of the world of work and the simultaneity of the industrial movement 4.0 are three big factors of the times in the context of the importance of structuring the study programs and the curriculum that is implemented. Not only as a vision of the government but also a philosophy of science as a basis that there is a responsibility of universities to maintain isomorphism between the three factors with different dimensions. Therefore this research was conducted in a number of Hotels and Poltekpar Makassar Hospitality Administration graduates in South Sulawesi Province. The purpose of the study was to analyze the graduates of Hospitality Administration in order to improve the relevance and quality of graduates of Hospitality Administration, particularly those related to the demands of the labor market and the development of human resource. Data collection techniques through participatory observation, in-depth interviews, documentation studies and Focus Group Discussion (FGD). The results showed that the absorption capacity of the Poltekpar Makassar Hospitality Administration alumni in several hotels in South Sulawesi reached 87%. From the results of research and in-depth discussion shows that the process of increasing the development of HR is not optimal, where graduates who have competency certification according to their expertise are still below 70%. The development of human resources through career planning has not been well conceptualized following regulations that tend to prioritize work experience. In terms of human resource development, this shows that in improving the quality of hospitality administration graduates has not been analyzed and arranged in accordance with curriculum and stakeholder demands.

Keywords: Hospitality administration, curriculum, working world absorption

INTRODUCTION

In fact, a university is expected to be able to produce graduates who are competent in their fields in terms of having targeted attitudes, knowledge and skills (Darwis et al., 2019; Nasrullah et al., 2018; Sirait et al., 2019). These graduates must then be able to implement the attitudes, knowledge and skills they acquire in the world of work for conformity verification, not merely as a learning output, namely academic achievement. More than that, the Menristekdikti even revealed that current university graduates cannot rely solely on diplomas, but must be provided with a certificate of expertise that is in accordance with industry standards (Kemenristekdikti Press Release no: 337 / SP / HM / BKKP / XII / 2018, 2018).

Such is the importance of assessing the relevance of academics to the absorption of the world of work so that the government requires college graduates to equip themselves with certificates of expertise as an indicator of advanced administrative competence (other than diplomas). This administrative competency indicator then becomes an instrument of graduate competitiveness (Darwis et al., 2020; Niswaty et al., 2019; Saleh, Jamaluddin, et al., 2019). Although in simple terms it can also be seen through the waiting period in getting the first job. In addition to the success of graduates competing in job income selection.

In this regard, the factual reality of the world of work shows that there are still many college graduates who work not according to their skills and abilities (Saleh, Arhas, et al., 2019; Saputri et al., 2015). The result is that college graduates cannot work optimally in carrying out their duties. The following indicators are the focus of research aimed at obtaining an overview of the conditions of the Makassar Tourism Academy graduates of hospitality administration in the world of work, among others; (1) The suitability of the academic background of graduates with the type of work; (2) The suitability of the academic background of graduates with their job placement; and (3) The length of time waiting to get a job. These three indicators are considered urgent and useful for evaluating courses that have been received and their teaching methods. The goal is that the next teaching process can be more in line with the work in progress and will be carried out.

The next fact is that the policy of improving the quality and relevance of graduates is carried out with systemic Human Resources (HR) development (Forquesato, 2016; Kour et al., 2019; Meriac et al., 2015), namely the development of a curriculum that is relevant, balanced and responsive to competency-based lectures. To detect the quality of graduates produced, it is not enough just to look at the output or the ability to master knowledge, skills, and formal attitudes which are manifested in the Index. Achievements only. But it must also be detected from the outcome, namely how much the graduates can be absorbed in the world of work. The level of graduate absorption in the world of work is an indicator of the success of study programs in producing graduates (Schomburg, 2003b).

The existence of alumni in the field (community) is an input for universities in maintaining conformity between the academic performance of study programs and the conditions or needs of the world of work. Whether the alumni are absorbed in the world of work will depend on this suitability. By knowing the suitability data between the two variables, it will be a very valuable input for the development of educational institutions and the quality of their performance.

In this research, the effort taken to gather information related to the transition from college to work is to carry out a study known as a tracer study. (Schomburg, 2003a). Tracer studies are expected to measure and track the whereabouts of graduates and graduate performance so that clear indicators of the number, future work profile and training and development needed can be obtained. The aim is that the Hospitality Administration Study Program in this research location can prepare the content and education system in order to maintain the compatibility between the adaptability of its graduates and the world of work.

For the Makassar Tourism Polytechnic, the role as a vocational education institution has made the timeliness of graduating students an element of the mission in addition to helping graduates get suitable jobs. Therefore, in order to continuously improve the absorption capacity of Hospitality Administration Study Program graduates, in accordance with the expected industrial competencies, researchers dedicate the results of this research.

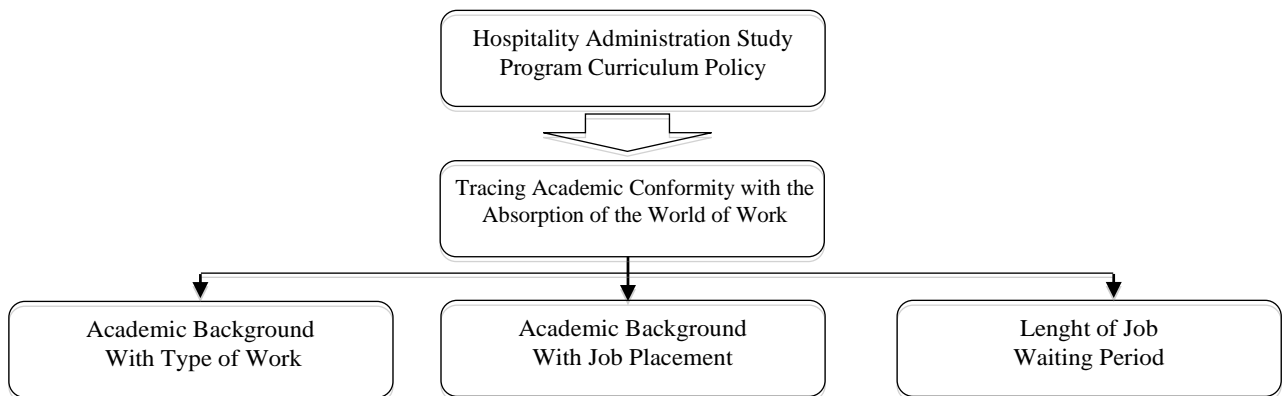
METHOD

Data collection techniques were carried out by interviewing, distributing questionnaires and reviewing documents. The location or place where this research was conducted, namely at the Makassar Tourism Polytechnic in the Hospitality Administration study program, automatically the research population is the alumnus of the study program, both those who have worked or

not. Sampling was done by random technique with random sample results. Alumni respondents are reached manually (willing to meet calls coming to campus) or through communication technology intermediaries (Whatsapp and via email). Respondents were determined using purposive criteria, namely as many as 103 people. Descriptive data analysis goes through a simplification process into a format that is easy to read and interpret.

By referring to the construct of the concept of curriculum policy theory in the hospitality administration study program and the concept of absorption of the world of work, in a methodical approach setting referred to in Schomburg's (2003) tracer study, the research framework is designed as follows:

Figure 1. Research Framework



RESULT AND DISCUSSION

Objective Reality

The Hospitality Administration Study Program carries out its vision as a study program in the field of hospitality management with an international standard and an Indonesian personality. Carry out its program of activities through the mission of educating and training human resources with character in the field of hotel management, preparing competent human resources in conducting research in the field of hotel management on a national and international scale and collaborating with related parties to carry out community service in the field of hotel management. Efforts to "create" competent students are supported by facilities and infrastructure for international standard practice laboratories in the form of a travel agency simulation room, online ticketing system based on abacus technology, front office and housekeeping simulation, hotel operational system based on Fidelio micros technology, laundry practice laboratory and dry cleaning, archipelago and continental kitchens as well as a restaurant and bar practice as well as language laboratories and self study rooms and polyclinics. To support co-curricular activities, there are musical instrument (band) facilities provided for badminton, basketball, volleyball, football, soccer and futsal as well as religious facilities. As a campus with the concept of totality, there are also male and female dormitories with a capacity of 200 rooms each, and to make it easier it is also equipped with internet connection sharing hotspots.

The existence of this vision and mission, both for the higher education institutions and for the hotel administration study program, is the core formulation of the set of values and norms as an educational organization (Robins, 2014). It is in the formulation of these values that the entire life of the organization (campus and hotel administration study program) begins to be organized and developed. All of the facilities and infrastructure that are owned must be optimally functioned to support the realization of the vision and mission. An important point in relation to the discussion of the results of this research is that the vision and mission are the mental cognitive aspects of the organization while facilities and infrastructure are material aspects of the organization that must be equally viewed as organizational resources. This principle view is an initial approach to the prospect of carrying out its duties and functions as a manager of a study program that always has to adapt to the professional environment that makes use of it (the world of work).

Increasing the capabilities and skills of HR graduates from hospitality study programs is an integral part of the process of preparing qualified, tough and skilled human resources in this educational institution. Apart from being the embodiment of the vision and mission of study programs and educational organizations, this effort can also be interpreted as a strategy to prepare and create qualified prospective workers so that they are more productive in accordance with the demands of the work that must be undertaken. For this reason, a competency formula is determined in accordance with the needs of the world of work as a reference for the "creation" of graduates, as follows;

Table 1. Performance Indicators for the Hospitality Administration Study Program Curriculum

No	Learning Outcomes	Reference source
I	ATTITUDE	Annex to
1	Be devoted to God Almighty and able to show a religious attitude;	Permenristekdikti
2	Upholding religious, moral, and ethical values in duties based on;	Number 44
3	Acting as citizens who are proud and love the country, have nationalism, and have a sense of responsibility to the state and nation;	of 2015
4	Contributing to improving the quality of life in society, nation and state based on Pancasila;	concerning
5	Work together, have social sensitivity / concern for the community & the environment;	National
6	Respect for the diversity of cultures, views, religions and beliefs as well as the original opinions or findings of others;	Higher
7	Obedying the law and discipline in the life of society and the state;	Education
8	Demonstrate an attitude of responsibility for work / expertise independently;	Standards
9	Internalizing academic values, norms, and ethics;	
10	Internalizing the spirit of independence, struggle, and entrepreneurship;	
11	Able to complete a wide scope of work, choose the appropriate method from a variety of standardized and non-standard options by analyzing data, and be able to show performance with a certain quality and quantity; and	

12 Able to apply Global Ethics of Tourism.

II	KNOWLEDGE	Attachment to Permenristekdikti No. 44 of 2015 concerning National Higher Education Standards
1	Mastering concepts and techniques related to management functions (marketing, financial, human resources and products), administration and entrepreneurship in the hotel industry;	
2	Mastering the concept of managing hygiene and sanitation and work safety;	
3	Mastering the concepts and techniques in designing research projects in the field of hospitality according to the correct research methods;	
4	Mastering knowledge about hotel products (rooms, food & beverage, etc.); and	
5	Mastering the ways and techniques of communicating and foreign languages effectively	
III	GENERAL SKILLS	Annex to Permenristekdikti Number 44 of 2015 concerning National Higher Education Standards
1	Able to apply logical, critical, and innovative thinking in carrying out specific types of work in their field of expertise, with quality and quantity that can be measured by work competency standards in the field concerned	
2	Able to study cases of application of science, technology or art in accordance with their areas of expertise to produce prototypes, standard procedures, designs or works of art and compile the results of their studies in the form of working papers, design specifications, or art essays uploaded on the college's website;	
3	Able to make appropriate decisions based on standard procedures, design specifications and safety and security requirements in supervising and evaluating the work for which they are responsible	
4	Able to manage learning independently;	
5	Able to maintain and develop cooperation networks and the results of cooperation within and outside the institution; and	
6	Able to document, store, secure, and recover data to ensure validity and prevent plagiarism	
IV	SPECIAL SKILL	Annex to Permenristekdikti Number 44 of 2015 concerning National Higher Education Standards
1	Able to take strategic operational decisions in hotel management	
2	Able to solve problems that arise in hotel operational activities;	
3	Able to work with colleagues to achieve predetermined business goals;	
4	Able to take responsibility for their own work according to hotel standards;	
5	Able to develop Hotel Information Systems in accordance with hotel business Property Management System standards	
6	Able to analyze the development of the hotel industry with the latest right tools;	
7	Able to manage and evaluate hotel operations (rooms, food & beverage, etc.) by implementing them effectively and efficiently	
8	Able to plan the hotel marketing strategy as outlined in the Hotel Marketing Plan;	
9	Able to formulate hotel operational strategies supported by the application of the Revenue Management concept	

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- 10 Able to manage hotel finances according to the Uniform System of Hotel Accounts;
 - 11 Able to manage human resources;
 - 12 Able to apply quality management concepts to the hotel operational system;
 - 13 Able to develop the concept of sustainable hotel and tourism management; and
 - 14 Able to plan funding requirements for hotel operations and investment based on correct financial analysis standards.
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Source: Makassar Poltekpar Hospitality Adm. Study Program, 2019

In order to be able to carry out the program / activity of the study program optimally and to get maximum results, first prepare human resources as the main actors who will carry out the program / activity. This can be seen from the implementation of a number of training and development programs for students and education personnel. This is relevant to the Hospitality Administration Study Program Policy which emphasizes that the development and training that is attended by HR in this Study Program follows the program set by the government, besides that the campus also invites external tutors according to the needs of the study program (Head of the Hospitality Adm Study Program).

In order for the implementation of training and development of educational human resources to be effective, the planning stage is supported by objective data from research results. Applying the principle of participatory planning by utilizing the role of the entire academic community, especially educators. The aim is that the reengenering method mechanism can be supported and accounted for in a professional manner by educators as the source of ideas / ideas.

The preparation of human resource development programs is carried out through multi-stakeholder meetings. This is intended to find out what stakeholders need so that the competencies and skills of graduates match the needs of the world of work. As detailed in the following information; In an effort to develop the internal potential of human resources on this campus, a multi-stakeholder meeting presents various parties such as the Tourism Office, PHRI, ASITA, GENPI, Regional Governments and Universities to formulate social demand for the business world and society in general and their expectations for professionals from the campus. we.

The results achieved from a planning process that is directed strategically to adapt to the trends in the needs and demands of the world of work and society in general, through the participation of multi-stakeholders, a curriculum design is obtained. The most important thing is that the essence of the course syllabus is reflected in its name. In fact, the names of the courses above are needed for the educational process at the Makassar Tourism Polytechnic Study Program. The learning strategy that is applied really depends on where the education takes place.

Academic Relevance of the Hospitality Administration Study Program with the Curriculum of the World of Work

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The curriculum is an instrument used by study programs in building student intellectuality and skills. Thus, in order to identify the relevance of the academic background to the type of work of the graduates, what will be used as a measurement indicator is the courses it has received as an instrument to measure its suitability with the type of work of the graduate respondent. This is shown in Figure 2. below.

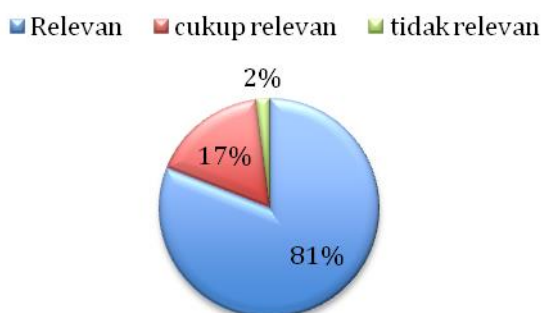


Figure 2.
Relevance of Academic Background with Work

From the results of data analysis, 81% said that the courses in the Hospitality Administration Study Program are relevant to the world of graduate work.

Meanwhile 17% said it was quite relevant, and 2% said it was less relevant. Relevant and quite relevant statements from the data obtained are mostly said by graduates who work in the hospitality field, namely as staff in hotels. Meanwhile, those who said it was less relevant were graduates who also worked outside the hospitality sector and alumni who did not / had not worked. The alumni also provided input on courses that should be added to the Hospitality Administration Study Program, namely Journalism courses as needed, especially for alumni who work outside the hospitality sector.

Several subjects that are considered relevant to alumni work include hospitality accounting, marketing basics, restaurant operations, bar operations, reception operations, room operations, housekeeping operations, hospitality English, MICE knowledge, quality management and hotel accounting.

The absorption of the alumni of the Hospitality Administration Study Program at the Makassar Tourism Polytechnic is quite high. This is evidenced by the absorption of 87% of graduates in the hospitality sector who are scattered in various hotels in Indonesia at the post of assignment as receptionist / front desk clerk. 8% are absorbed in the world of work in post assignments as house keeping / room service. The other 5% are absorbed by the world of work at the job post as supervisor of guest service, as shown in the following figure 3:

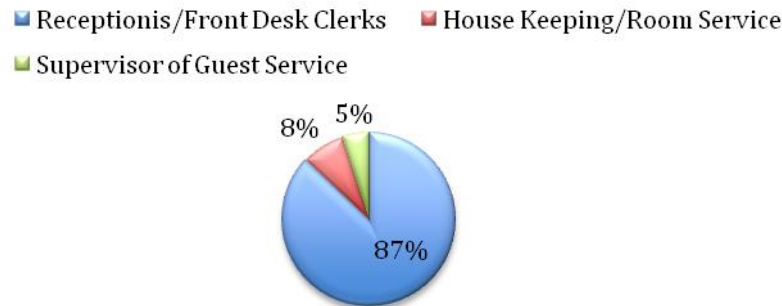


Figure 3.
Academic Background With Job Placement

This shows that the competencies and curriculum taught during lectures are very useful and relevant to the needs of the world of work as required in a number of post assignments (types of work) in hotels. To work in the hospitality sector, a certificate of competence is needed to improve the quality of human resources. For this reason, the study program conducts a competency assessment for each graduate, but graduates who have competency certificates are still below 70%.

Waiting time to get a job is one of the indicators used to obtain an overview of the level of labor market demand for certain types of competencies / skills. Competencies / skills prepared through the hotel administration study program can be used for various job posts in a hotel environment. Although in general, hotel management has certain qualifications and measurements in the recruitment process. But in general, the competency skills possessed by graduates of the hotel administration study program can be maximized for all types of hotel job assignments.

The survey results show the level of demand for the labor market in Indonesia for graduates of the hospitality administration study program as shown in figure 4 following:

■ Bekerja pada Tahun Penamatan ■ Menunggu Setahun Kemudian
 ■ Belum Mendapat Panggilan Kerja

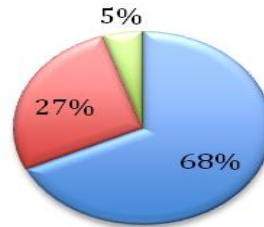


Figure 4

Lenght of Job Waiting Period

Recommendations for Quality Improvement of Human Resources

The description above shows the need for a paradigm shift that must be carried out jointly between leaders and educators so that they have the same steps and strategies, namely creating quality in the work environment, especially in the Hospitality Administration study program. Leaders, teaching and education staff and students must become a complete team (team work) that need each other and fill each other's shortcomings so that the targets (goals) will be created properly.

The effort made by the head of the study program in increasing control of the performance of the teaching staff is by forming a lecturer performance team which functions as a controller of the teaching staff in carrying out their main duties. This shows that there is direct supervision of lecturer performance carried out by the lecturer performance team (apart from the review of the head of the study program and the deputy head of the study program), by which it can directly know the quality of the work of the teaching staff in the study program and can be used as material for planning development and lecturer training.

Improving the quality of education, involves controlling the components of education that support the fulfillment of the quality of education needed by the world of work. These components consist of education quality policies, curriculum, learning, educational facilities, students and educators. In its implementation, to improve the quality of graduates, learning tools are very helpful and support the achievement of the Vision and Mission of the study program. To improve the quality of graduates in the Hospitality Administration Study Program, the campus through the Ministry of Education and the Ministry of Tourism complete the facilities provided to students to support the quality of graduates, including: a library equipped with learning support books, teaching aids and information.

The Head of the Study Program conducts monitoring and evaluation to see and find out how it is implemented, the shortcomings or obstacles faced. Supervision / monitoring generally includes management and learning. The management aspect refers to the Vision and Mission, the annual short, medium and long term work program. Supervision as an integral part in improving the quality of graduates.

CONCLUSION

The quality improvement of graduates carried out by the Hospitality Administration Study Program through the development of human resources has been

maximized. This is evidenced by the large number of alumni who are absorbed in the world of work because the competencies and curriculum taught are in accordance with the needs of the world of work. What needs to be addressed is the importance of socializing to alumni about the importance of having a competency certificate because the number of alumni who have competency certificates is below 70%. This can affect the length of time looking for a job and the relevance of the chosen job.

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