

# 399

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## **Development of Employability Skills of Hospitality Students Through Interactive Multimedia Approaches at Medan Tourism Polytechnics**

### **Abstract**

By interviewing several academics at the Medan Polytechnic tourism Department, we have obtained valuable data, including how academicians prepare students to develop their working skills in the hospitality world with a technological approach. We designed this study qualitatively with semi-structured interviews and reviewed secondary data. We finally got some valuable input. The coordinators and lecturers of the Medan Tourism Polytechnic have developed the abilities of their students who are ready to enter the world of a career in the future. The skills they prepared include, for example, being flexible workers, having industry awareness then, having attention to detail skills, time management, interpersonal skills and communication skills, and so on. Hopefully, these findings will become input for developing help studies and labeling skills for future students.

**Keywords: Employability Skills, Hospitality Students, Multimedia Approaches, Medan Tourism Polytechnics.**

### **Introduction**

The development of hospitality worker skills through an interactive multimedia approach in tourism education institutions is an interesting and important issue to continue to be studied (Luka, 2018). Likewise, an interactive multimedia approach for developing student work skills at a tourism polytechnic is currently developing at one of the well-known institutions in the city of Medan. One of the career opportunities in the hospitality industry is the demand for professional Human Resources with qualified skills who are responsive to increasingly globalized work challenges (Fitriyani et al., 2022). Modern students and workers need to improve their soft skills to keep up with the times because the competition in today's world of work is very tight. To be competitive, students need skills beyond academic knowledge. In the current 4.0 era, many hospitality department skills will be beneficial (Li, 2020).

Communication skills are the first essential skills in hospitality. Communication is necessary for almost every industry, including hospitality. The importance of a person's communication skills increases with his position in the hierarchy that individuals of various backgrounds, ages, nationalities, and characteristics will face in the hospitality industry (Grobelaar & Verma, 2020, October). As a result, students must learn to communicate in a way representative of the hotel and comprehensive to customers. A hotel's management requires various responsibilities, including overseeing everything from the hotel's food to its cleanliness, financial statements, and the comfort of its guests. Therefore, studying hospitality science has undoubtedly provided a variety of knowledge. Due to the broad knowledge gained, one of the skills required in the hospitality department is very important (Patiar et al., 2021).

A hospitality management study, for example, will provide insight into how hotel employees are hired, trained, and evaluated. Since hotel guests cannot be restricted to a specific country, it is essential to understand commands in multiple

foreign languages. Furthermore, hospitality accounting is a significant branch of science (Shani et al., 2014). From purchasing to storing goods, it plays an essential role in the hospitality sector. When students learn about hospitality, they will acquire these kinds of skills. Food production, food and beverage service, patisserie pastry and bakery, and housekeeping are terms we use in our lectures. A foreign language is one of the essential skills in the hospitality industry. This ability is required for more than just a few positions, such as Guest Relations Officer and Front Desk Agent. However, basic proficiency in a foreign language is also required for other positions. If students want to work in the hospitality industry, students must be fluent in spoken and written foreign languages (Zahedpisheh et al., 2017).

English and Mandarin are two foreign languages that the hospitality industry needs today. Participating in training at institutions that teach foreign languages can help improve these language skills over time. The hospitality and tourism industry, unlike other occupations, requires employees to be able to work odd hours, such as night shifts and weekends. Due to the dynamic nature of the field, students must also be able to switch between assignments quickly. Therefore, if a student wants to be successful in the hospitality and tourism industry and other industries, they must have a high degree of flexibility. It is one of the skills hospitality majors need for any industry. Significance this hospitality has much value. There are always obstacles in the workplace of any industry. Even the most challenging jobs require soft skills from hospitality professionals. Management will look at the ability to handle difficult situations in the future when deciding whether to increase salaries or promote students (Kaushik & Guleria, 2020).

It is also essential for hotel workers to be enthusiastic about their work and have a positive attitude. The boss, as well as self-confidence, will benefit from this attitude. Effective networking is one of the soft skills taught in hospitality management courses. Unlike the majority of other business sectors, networking in this sector is not only a means to boost rankings but also to encourage repeat business. Opportunities for career advancement will also be available to students if students can attract loyal customers willing to return regularly. The hotel's primary source of revenue, including funds for operating expenses and employee salaries, comes from customers. As a result, hotel managers and employees must be able to please and satisfy customers. Understanding customer needs and providing a pleasant stay are skills in good customer service (Torres & Kline, 2013).

This hospitality major is ideal for those who love the entertainment industry. This school is an attractive alternative because the lecture format is relaxed and stress-free. Soft and organizational skills are critical in hospitality and tourism (Andriotis & Agiomirgianakis, 2014). Customers sometimes make sudden requests that create needs in this industry. Students want to maintain a hierarchical design to complete each job effectively. The Gathering, Motivator, Show, Presentation (MICE) business is now starting to enter Indonesia, in contrast to the world level, which recognizes MICE as a profitable business. In order to prepare future students to compete in the MICE Business, the University of Nusa Mandiri (UNM) Hospitality Study Program also equips students with skills in this field (Choi et al., 2013). Employees' rules or methods of carrying out their responsibilities are examples of professional ethics. Everyone in

the hotel should be expected to work hard and with integrity. Work ethics that arise due to being under pressure, initiative, responsibility, and courtesy in dealing with hotel employees and guests are examples of professional ethics. In the 4.0 era, having a solid understanding of ethics will greatly help career development (Mpofu & Nicolaides, 2019).

The study of hotel management and the optimal balance between tourism and business management is the focus of hospitality science. Satisfaction with customer service, preservation of local culture, financial benefits to the community, and employee welfare are all covered. Students can also take language classes to keep up with the growing number of tourists from other countries (Serra-Cantallops et al., 2018). In addition, UMN's D3 hospitality major offers students the opportunity to study Service Marketing and E-commerce, Business Management, and Entrepreneurship to enhance their service and hospitality skills. Not only do they prepare to work in the hospitality industry by taking these classes, but they also get the opportunity to become entrepreneurs by starting their service and hospitality businesses. If students choose hospitality majors, students can work in one of the best hotels in Indonesia. If students are still in doubt, here are some factors that need to be considered before choosing this central: Courses that are rarely offered and hospitality departments that are rarely available (Indrianty, 2016). Only a few universities offer this course, and only a small proportion of graduates excel in hospitality management. In Indonesia, there are only about 12 universities that focus on hospitality. Perhaps this major is considered unusual because of its low demand. However, the lack of this department can be advantageous if the opportunity presents itself. There is less job competition when students have fewer majors (Mok, 2012).

Fun class, the first hospitality major in Medan city, is one of the most enjoyable study programs, which is why students should choose it. This is because students who study hospitality do not miss the holidays. This is because what students learn is connected to the world of recreation and entertainment (Harianja et al., 2021). In addition, most of the courses in this department are practice-oriented, so completion of the course is tangible. It is not just about being silent and paying attention to the teacher.

On the other hand, students will experience a sense of relaxation or vacation. There are many tourist attractions in Indonesia, which is why many hotels and homestays still exist. Around Semarang, for example, 293 hotels do not include homestays. Of course, the number of hotels will be much higher, especially in other popular tourist destinations such as Berastagi, Bali, and Jogja. With the government's ongoing promotion of Indonesian tourist attractions, it is estimated that the number of tourist attractions will continue to increase. Naturally, there will be greater demand for homestays and hotels. Also, big cities are ready to become business hubs with many people coming and going (Samori & Rahman, 2013).

Hotels are popping up like mushrooms, and there is an opportunity, as mentioned earlier, for tourist and business locations to make more and more hotels pop up. Hotels will continue to exist as long as people come and go from the city. People from all walks of life, including journalists, artists, business people, travelers,

and others, come and go (Samori & Rahman, 2013). Hotels will continue to grow, and there will be more competition. This hotel is even attractive because of the intense competition. Better will come from facilities to service. As a result, students must be qualified to meet the needs of these graduate employees in the hospitality industry. Industry-based education This department is one of the study programs whose education is industry-based. Therefore the second hospitality department was chosen. The curriculum used in this department is tailored to the needs of the industry. Of course, this requirement also exists in the tourism and hospitality sector. Help students quickly acquire the skills they need to enter the workforce as students in this major (Yiu & Law, 2012).

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### **Method and materials**

Furthermore, in the method and material section, this paper will describe the course of this study to get input on how to develop employability skills for students majoring in tourism through a multimedia system approach at the Medan tourism polytechnic (Chan, 2010). The author has taken two method approaches to obtain data in this study. The first is to review several publications released between 2010 and 2022, then conduct interviews with eight teaching staff and coordinators in the Medan city tourism polytechnic department. After the material was collected, we carried out various in-depth analyzes, including the results of interviews that we reviewed under the phenomenological approach method involved, including a comprehensive data coding system, evaluating the data in-depth and also making high interpretations so that we found relevant data related to answering development issues.

The skills of hotel employees, especially students, and how they are prepared to enter the world of work (Van Der Wal et al., 2021). We designed this study in a descriptive qualitative method with electronic data search methods and structured interviews to understand how they prepare the Almighty to develop the skills needed in the hospitality world. With two types of data we can call, our hope has answered the core of the problem with a valid and relatively high. Thus, among others, the study stages started with identifying problems, then the data minister, and conducting interviews with several staff and employees at the Medan tourism polytechnic. We processed data analysis with a critical approach. Finally, we compiled a report (Chan, 2019).

### **Result and Discussion**

Efforts to develop the work skills of regulatory students through a multimedia approach at the Medan tourism polytechnic are the focus of this study. Working in the hospitality world is a career most in demand by the younger generation (Yiu et al., 2022). Therefore, developing skills that can work in the hospitality world focuses on improving the quality of learning at the Medan tourism polytechnic. The reason is that being a hotel worker does not only serve customers every day as regular work but working in the hospitality world is an opportunity that allows an employee to advance his career in the hospitality sector so that he becomes an individual who pursues a successful career. To achieve this, the role of academics and hospitality learning programs with a free multimedia approach at the Medan tourism polytechnic school is a commitment made by the academic side (Tan & Tang, 2016).

Therefore, so that students can pursue careers to become professionals in the hospitality sector, the university must be very ready to prepare individuals and hospitality workers to have transferable skills when they work. The following are our conversations with the teaching staff and the coordinators of the hospitality department at the Medan tourism polytechnic. We asked several questions to understand how the Medan tourism polytechnic develops student work skills in the

hospitality sector with a multimedia approach. Thus we can understand what skills they receive and how the tourism polytechnic guides students to become hotel workers with exciting careers (Reichenberger & Raymond, 2021).

- **Teamwork in Workplace**

*Here we ask how the Medan tourism polytechnic prepares the work of students majoring in hospitality related to how to be a team when they are in the world of work.*

*The Hospitality Polytechnic, especially the hotel class lecturers, realize that a typical work unit, especially in the hospitality sector, indeed expects solid teamwork. For example, if a hotel manager asks his staff to be able to work effectively, it is certain how hotel customers will find pleasure, likewise in other parts. For example, in the cooking section, the room section must, of course, work with a team that ensures both the welcoming section for guests, the restaurant section, and the cooking team; the team in the other decoration section of the course also have to make sure they can work solidly with their team work well. So we strive for students to understand how teamwork is needed later in entering the world of work. We ensure our students become an effective team, hotel customers are happy, and optimal service and profits will be achieved with teamwork (P. 1).*

Based on the statements of the lecturers above, it is related to how the Medan tourism polytechnic academics prepare their students, especially in teamwork courses. So the lecturers there prepare the way to work or are the only polytechnic part of the hotel with one of the forward skills, namely solid and compact team work so that later they will have the skills expected when they enter the world of hospitality in real work.

The findings of a previous study regarding teamwork in the world of hospitality careers were also reviewed by El Said (2014), which explores the impact of respect, staff support, and successful teamwork by hotel hospitality employees in Cairo. El Said's study reveals how employee teamwork has played a successful role in every organization and hotel industry. El-Said investigated the contribution of several organizational variables, including hospitality, precisely employee respect, teamwork support, and solid teamwork on employee goals in a large hotel in Cairo that total of 157 five-star hotels and a sample of 55 selected hotels representing 45% of the population. The results revealed a significant relationship between hotel employees' perceptions of employee respect, teamwork support, and solid work spirit. The findings of the El Said study indicate that hotel managers must consider strategies to improve good relations, such as teamwork at work (hotels) by taking an approach to support hotel employees, paying attention to employee needs so that employees will improve solid teamwork so that there is an increase in the spirit of time work. hotel employees (Yang et al., 2012).

- **Multitasking at workplace**

The next question we asked about complete job skills typically found in organizations, especially hospitality, is multitasking. Then we asked *how the university and lecturers teach and train students as prospective hotel workers on skills and work skills called multitasking.*

*As we understand, this multitasking is commonly found and owned by industrial workers, especially in the hospitality world. We, lecturers, understand that we typically work in the hospitality industry and that days are not always the same because customer problems are related to time and situation. Therefore, the hotel staff we prepare can perform various tasks to complete various jobs, which of course, have volumes that sometimes a little but sometimes a lot; therefore, we strive for students to have a skill called multitasking. This is not a problem but a challenge that is indeed identified as a skill that every employee in the business industry must possess (P. 2).*

To anticipate one of the essential skills that must be possessed by every student at the Medan Hospitality and Hospitality Polytechnic, lecturers and other academics prepare students as prospective hotel workers with a skill called multitasking. Their reason is that the world or the hotel industry is an industry that does not have a schedule like a government organization. However, as an industry, sometimes the work volume is enormous and dense and causes problems of emphasis and stress. However, with the skills to handle multitasking problems, it is hoped that future Yani Mahesa hotel workers will have the ability to work multitasking.

The same story is also acknowledged by Liu and colleagues (2021), who say that multitasking employees impact hotel visitors' orientation. He said that multitasking indicates work is not always a little or a lot. However, sometimes it must be done in orientation with a small quantity of enthusiasm and can process work by delegation so that this does not happen due to the impact of multitasking, where much work is sudden and must be done by one person. In contrast, the work of many employees has few employees, which impacts employee performance and ultimately impacts service to hotel consumers, so there is no harm in the Medan Hospitality Polytechnic preparing their employees, including multitasking work skills (Daskin, 2016).

- **Flexibility skills**

Associated with critical job skills, such as jobs in the world of the hotel industry, is to be high *flexibility*. To understand how studying at the Medan Hospitality Polytechnic relates to flexibility skills, we ask *how the campus prepares students to become hotel employees with high flexibility skills and abilities*.

*We believe our students should be trained in flexibility because this skill will help them face the world of work. For this reason, the flexibility we teach and train here is especially for those who sometimes work long shifts, and it is tough for us to train them to work even during holidays. To see that students with high flexibility, of course, do not mind working internships and training during holidays. Thus we will see which students have free time. They become profitable workers for the company, and those who cannot be flexible are used to being rigid (P. 3).*

So, in conclusion, the lecturers emphasize flexibility among students, both as individuals and as collectives, so that by having high flexibility, they can work to adapt to busy times and times. Thus, when they are high, they will be helpful to their employers where they work; even though the world of work is complex, thus large companies that want flexible employees are lucky employees because they will get incentives and bonuses. We ensure that they can be trained to become employees who have high flexibility.



Chen's (2017) findings on a study of service innovation in the hospitality industry show that the role of education in college is constructive. During college, the faculty can match personal work and flexible employees with schedules and work commitments. Chen explored if hotel training and education programs could predict the performance of employees who innovate in employee services to employers. Chen notes two total points from his study: training programs have a positive relationship with their work outputs and service innovation as employees. Position fit and work flexibility are the main factors between hotel education programs and employee service performance (Hinkin & Tracey, 2010).

- **Attention to Detail**

The next skill we asked the teaching staff of the Medan Hospitality Polytechnic was to become an employee with Attention to Detail skills. *Can you tell us apart from the like skill, which has already been described, how is the attention to detail skill that was prepared in college?*

*In the hotel industry, all our movements and abilities to work are determined by the customer; that is the principle in business. Therefore, we are committed to serving students with various skills that need to be done, such as employees with attention skills who work with great care to build hotel relationships with customers. The ability of employees to pay attention to these little things is essential, although not everyone can do it. From the start, we continually train students to become skilled people who have full attention to even the most minor things so that the work done by their company can be done well so that employers are happy with customers, so that is where business happens (P. 4).*

Setyorini et al. (2022, April) said that the transferable skills for employment development in Indonesia were essential in working places. As a result of their study, the participants identified transferable skills such as teamwork, negotiation, computer and digital skills, communication skills, numerical skills, time management, critical thinking, and influencing skills. While the managers confirmed the need for technical and transferable skills for job rotation, office routines, and employment selection, Additional, the managers emphasized the significance of communication in enhancing other transferable skills for employment advancement (National Research Council, 2012).

- **Industry Awareness**

The employee skills in the workplace that we asked the lecturers at the Medan Hospitality Polytechnic were industry awareness skills. We mean to ask that every employee certainly has a different character and awareness of the world of the work profession. *Can you tell us how industry awareness is being prepared for students in your hospitality major?*

*Well, this industry awareness is essential, considering that every employee has different thoughts and responses and responses to the world of work. When a student has insight into industry awareness, they will work with the knowledge and standards that the private home*

*and industry standards differ. Therefore, how many months after realizing the importance of providing industry understanding and awareness to every student before they enter the world of work, especially in the hospitality industry? Thus, it is a commitment from the faculty that the hospitality polytechnic in Medan at dawn pays attention to every skill students must possess before entering the field (P. 5).*

What was explained by the teaching team is that the awareness industry is an essential skill for employees, so the Medan tourism polytechnic has prepared students to be able to equip themselves with an understanding of the world of the work industry so that they not only work but have sufficient insight. Ultimately, this will be profitable for both parties, workers, and employers.

Pahim et al. (2012, April) also said that an empirical study of the connection between people's awareness of training needs, demand, and demand; is a case study of the Halal logistics industry in Malaysia. The outcome indicated that the Halal logistics industry's training requirements are connected to demand, people, and awareness, which explains the industry's significant influence. So, here true that employees' industrial awareness is so relevant to be studied during the academic time before entering the workplace (Anitha, 2014).

- **Time Management**

The next skill we interviewed lecturers and academic coordinators at the Medan Hospitality Polytechnic was employee skills, especially time management. So it can be explained *how the challenges faced by the lecturers in terms of providing preparation in the form of training and knowledge about the importance of time management for hotel student employees.*

*Time management is part of how employees organize and are accustomed to planning time management because the industry is indeed the same time as money; when employees introduce time well, they will become productive people. For this reason, the faculty has a unique schedule and courses on time management, which we calculated at that time was very tight and very stressful, so with absolute pressure and strictness, employees will have the potential to become students, which is balanced between being staff employees and individuals who are also able to become employees who complete their work efficiently and remain happy employees so what we have made is a timely method. We make it part of an efficient and productive work ethic (P. 60).*

Based on the explanations of the teachers with a suitable time management method, it will be easier for students to enter the world of work in hospitality because work must be completed on time so that all aspects of the world of work can run smoothly in the end hotel customers will become satisfied and calm and during their stay at the hotel because employees can maintain the condition of the hotel almost guaranteeing the time they spend well.

Related to the answers from the lecturers of the Medan tourism polytechnic academy, similar findings were also made by Mohanty & Mohanty (2014) in their study of employee perceptions of the balance of life of workers in hospitality with employee timing. Their findings say that employees are pretty depressed when time problems are also related to the quality of their health because work schedules change

very often and become the main factor that can lead to the balance of life of employees; some become sick and some stay, and employees who can judge time well. Both successful and vice versa employees who do not have a good time will get consequences that change very drastically, so the hotel management must provide training and awareness on time management so that employees will be healthy. The hotel industry will move forward (Forsyth, 2013).

- **Communication skills**

We skills of employees and students we ask for communication skills in the workplace. To be mentioned we asked the lecturers and hotel and tourism department coordinator *how to solve the problem of students' communication skills to enter the world of work.*

*Good communication skills properly and correctly, both technologically and inversely, is a vital lesson and is the key to success in preparing hotel workers. At our faculty, we value every input from students and listen to what they need because we consider the ability to communicate appropriately and correctly as one of the supporting elements where employees deal with employees, guests with employers, and the hospitality world. Moreover, their hotel managers must communicate actively and verbally. In writing and achieving good results, We will not pass if there are still bad students (P.7).*

Based on the explanation of the lecturers, students in the hospitality and tourism department at Medan Polytechnic are very concerned with the student's communication skills because they consider it necessary. They feel uncomfortable if they cannot speak, which is why the faculty always prepares the students. Because the protocol industry is very advanced and encourages individuals who want to develop their careers through skills, especially communication, many employees are encountered in hotels with the wrong careers; after all, one of them is the ability to communicate. At the same time, they are employees, so what is taught in the Medan Polytechnic Hospitality Department is something that answers what is demanded by the professional world of hotel employees (Soni & Rawal, 2014).

- **Interpersonal Skills**

Next, we also asked employees about related interpersonal skills. It explains *how the university prepares its students to have interpersonal skills. Because this skill is also essential when they enter the world of work.*

*What we have taught so far includes interpersonal skills where with good work communication and providing direction and feedback to these employees is part of the course tension that we give to students so that they have good interpersonal skills and can complete the problem of creating experiences and always being innovative, being individuals who communicate clearly and in professional ways, all of which are commitments from our department, so that later students will be able to become employees who have many skills and soft skills (P. 8).*

Based on the recognition of the faculty, we believe that the Medan tourism polytechnic has been able to make its employees successful, including how to become strong interpersonal skills who work full of initiative, have substantial compliance, multitasking, adaptability, and awareness of work culture that is ready to be transferred when they enter the world of work in the hospitality (Quinn, 2013).

- **Problem-Solving**

In addition to time management, we also asked how students were prepared for problem-solving skills. *Can you explain how the system at this university provides students with a chance to solve problems when they enter the world of work?*

*These problem-solving skills are also fundamental, so from the beginning of the semester, we have prepared various preparations, the point of which is that they will be able to enter the world of hospitality work and can identify problems and can solve problems faced by guests as well as problems faced by guests. the protocol itself so that with the knowledge they have now they can follow up what is the obligation of every employee to ensure the satisfaction of hotel users and Employers.*

What was expressed by the lecturers is that the ability of students to HP problems is of great concern where employees or students will later face many problems. They must be able to think quickly and act quickly so that their problems can be minimized measurably and effectively. Standard SOPs. What is done by the campus is a preparation where the almighty must have the ability to think quickly, solve the problems they face, and manage time well, thinking about my solutions to make work easy and not take a long time. However, they stay focused on work so that the difficult become easy.

What is answered by this manufacturer is true as studied by several whether the root is Where they are when employees find it difficult to freeze on problems. However, because employees are well prepared with various skills, they can at least maintain staff with problem-solving initiatives following the trend of what dynamics occur in the hotel industry. Also, they know a little about operations and can improve workplace efficiency and everything that becomes a problem. They must have the provisions so that the employer and client's expectations and desires will become a reliable destination (Aldohon, 2014).

## **Conclusion**

Finally, our study aims to understand how to develop employability skills for Medan tourism polytechnic students with a multimedia approach. By interviewing several lecturers and coordinators of the tourism department of the Medan Polytechnic, we finally got information and data, and we analyzed it under the phenomenology engagement. Finally, we got several findings, including that academics and coordinators of the tourism department at Medan Polytechnic emphasize several skill abilities. What is urgently needed in the hotel world, among others, lecturers have taught students to be prospective hotel workers who have substantial walls.

Likewise, students are taught multitasking and then become flexible employees, have knowledge and skills of attention to detail as well as they have industrial insight awareness then, time management as well as communication skills, both written and written, interpersonal skills, and several other provisions such as problem-solving and make students ready to enter the world of work in the world of hospitality. It is understood that the world is very dynamic, and work requires time and skills; therefore, what the lecturers at the Medan tourism polytechnic do is something to answer the problem that the hotel world is not multi-skilled employees and the skills are very up-to-date. We realize that this finding still requires various studies and inputs, and therefore we hope for the improvement of future studies.

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