Digital-Based Learning Strategies in the Hotel Industry Indonesia

Imam Shofwan

Non-formal Education, Faculty of Education, and Psychology, Universitas Negeri Semarang, Indonesia

Abstract

Education is a long-term investment. The development of technology and digitalization bring many impacts in all fields, including the field of education. In the world of education, technology and digitalization have changed traditional learning systems into digital-based learning systems. This means, the educational curriculum must incorporate elements of technology and implement the technology into learning activities to make it more interesting and effective. The implementation of education is basically to equip students with the abilities and skills needed by the world of work in the future. Therefore, the right learning strategy is needed so that the abilities and skills possessed by students increase and are qualified. This study aims to determine digital-based learning strategies in the hotel industry in Indonesia. This research is a type of descriptive qualitative research. Research findings show that in the era of digitalization, students must be equipped with independent learning strategies to deal with digital-based learning. Digital-based learning is learning that utilizes technology in the learning process effectively, so that both students and teachers must adapt quickly to these changes. One strategy in digital-based learning is to use digital learning media *platforms* to convey information. Digital learning media *platforms* will make learning more interesting. The implementation of digital-based learning will face obstacles related to human resources, so teachers must be sensitive and technologically literate to be able to use appropriate digital learning *media platforms*. The success of implementing digital-based learning strategies is also encouraged by good communication between teachers and students in using technology, so that learning objectives can be achieved. Providing positive feedback

to students will also improve student learning performance. So, to develop a good digital-based learning strategy requires good cooperation between students and teachers.

Keywords: *Strategy, Digital Learning, Technology, Hospitality Industry*

Introduction

Digital transformation has positioned us as a society at an accelerated pace. The process of interaction in daily activities both in personal, educational, professional, and business environments is very dependent on technological and digital mediation. Digital transformation demands to activate our capacity to adapt and learn hastily or quickly to continue activities and carry out social interactions so as not to be marginalized . The life, education and society that we have in the future will depend on the quality, depth and range of learning processes created and trained both individually and socially   (Medina et al., 2022;   Sousa et al., 2022).

Education and learning are greatly influenced by the role of communication and information technology. Education is the nation's investment for all levels of society without exception. Technology in the world of education until now has been available along with the development of globalization which causes the world to enter the era of digital transformation. Of course it has a positive impact, speeding up interaction and communication. With digital transformation, competition is becoming more global and expanding with increasing intensity. The development of technology is able to help the world of education, remove doubts that technology has the potential to revolutionize the traditional teaching and learning process, improve learning pedagogy through synchronous and asynchronous modes, remove educational barriers forced by time and space, and expand access to lifelong learning (Sayaf et al., 2022; Shaputra   & Hasanah, 2022; Zakić et al., 2022; Ahmed &; Opoku, 2022).

Digital-based learning can be a driver of skill development to drive digital transformation. Digital transformation will occur if organizations embrace the potential of social learning in content design and delivery.   Sousa &; Rocha, (2019) Digital transformation has made major changes to the education system in the world, including in Indonesia. Digital transformation requires academics to design new strategies so that the education system goes hand in hand with technological developments. Academics are

required to start involving technology in the preparation of curriculum and standards to adjust to changes. According to the connectivist view some learning media and technologies can be used to mobilize strategies to support the acquisition, organization, and use of information to build learning. Effective integration of information and communication technology in the classroom requires a framework that has been carefully prepared and is usually referred to as the learning curriculum (Cavalcante-Pimentel et al., 2022; (Marcus-Quinn et al., 2019).

Today's digital technology that is developing very fast has changed the approach of students in learning. In the future, learning will lead to individualization and student-centeredness due to the development of artificial intelligence, learning analytics, and the Internet of Things. The role of educational technology in learning strategies leads to increased use of technology and learning environments that have many learning media. People's expectations of the learning environment are changing along with advances in digital technology. Students are getting used to the use of digital devices in all activities, so the world of education must start implementing digital-based learning strategies in the learning process. Digital-based learning strategies designed must make students comfortable, so as to improve student performance (Anthonysamy et al., 2021; Ally, 2019; Klingenberg et al., 2020).

Teachers' views on teaching and learning tend to influence how they use technology. Information and communication technology plays a mediating role in teacher acceptance of educational technology. Information and communication technology stimulates and engages students into one learning machine in the world of education. Therefore, learning learning strategies is important for academic advancement (Sayaf et al., 2022).

Digital-based learning strategies are described as didactic plans that integrate digital learning technologies to support student learning processes and align between learning outcomes, teaching and learning activities, feedback and assessment methods. Digital-based learning design includes technologies such as virtual reality, podcasts, games, and animated videos. The digital learning technology is collaborated with other learning activities. To ensure student success in a digital-based learning environment, efforts are needed to explore student readiness and motivation factors so that they remain engaged with the learning material delivered by the teacher. Digital-based learning is

something that makes practical sense, but is limited to monitoring student activity which is felt to be more suliyt (Ødegaard et al., 2021; Yeh et al., 2019; McLaren et al., 2022).

There are several digital-based learning strategies that have been applied in several learning processes. According Cavalcante-Pimentel et al., (2022) to learning strategies through digital games provide opportunities to drive cognitive and metacognitive learning strategies. According to digital games can be used as a tool to improve student achievement. However, is this digital game-based learning strategy effective for improving student achievement in all fields, including hospitality? The answer is certainly no. Therefore, this article will discuss further digital-based learning strategies that can be applied to the hospitality industry in Indonesia (Li et al., 2021).

Discussion

Digitalization enables the achievement of resilient and sustainable infrastructure. In the hospitality industry, a resilient infrastructure based on digital technology is proven to improve feedback and quality service. Digitalization of information and communication technology allows the acquisition, storage, processing, and distribution of information to be faster, thus providing opportunities for innovation and renewal. Factors supporting the development of digital transformation technology are the expansion of the internet, the growth of cellular networks and smartphones, social media, Internet of Things, Artificial Intelligence, and others. The digital era makes the implementation of learning develop from initially using traditional systems to digital-based learning. Although this change is a positive thing, it causes new problems for academics. These problems are related to the process and the ability to adapt to digital quickly. For some young teachers this is easy, but it does not apply to those teachers who have difficulty with the use of digital technology (Narayan et al., 2022; Gurcan et al., 2023; Zakić et al., 2022; Shaputra & Hasanah, 2022).

The implementation of education is inseparable from the curriculum program. The goal is that the implementation of the education system is directed and in accordance with educational objectives. The curriculum greatly affects the quality of education organized, so its role is very important. Curriculum programs can change and develop with the times. The current digital era requires curriculum programs to bridge between technology and

learning activities. Curriculum programs in the digital age that are designed must be able to equip students with rapid adaptability to technology. Education will run its own and technology plays its leading role to deliver education and provide support to students. Ally, (2019).

Academics through tourism and hospitality management study programs apply a learning process that prepares students to face the world of work after completing education. However, there is a gap between the expectations of the hospitality industry and what educational institutions provide. The aim of hospitality education is to enable students to develop abilities and enhance students' employability relevant to the needs of the hospitality industry. Strengthening the capacity and quality of human resources in the hospitality sector is a determining factor for the success of the development of the hotel industry. Therefore, the gap that exists between industry and the education system must be stopped. Hospitality education providers must see future opportunities related to the development of the hospitality industry, so that academics can equip students with the competencies needed by the hospitality industry in the future. In order for students to improve employability, students must prioritize and have excellence in skills and competencies in the field of hospitality industry (Putra et al., 2022; Wang & Hsieh, 2022).

The development of digitalization forms a new learning pattern, so all involved must adapt quickly. Efforts to make adjustments quickly to change require a learning process that develops the ability to think critically, creatively, and innovatively in order for students to achieve the expected competencies. Teachers as educators must see opportunities in the future to determine what steps must be taken to be relevant in serving the community. The education system will prepare students for a job that is not yet available today due to the emergence of new technologies, the spread of information, and the industrial revolution (Shaputra & Hasanah, 2022; Ally, 2019). The sustainability of digital learning is undergoing technical advances that are developing to utilize virtual reality as it is essential for digital-based learning in various sectors (Sousa et al., 2022).

*Self-regulated Learning Strategies (*SRLS) are the provision of students to successfully learn through digital-based learning. Self-directed learning strategies are based on the belief that students use cognitive, metacognitive, behavioral, and motivational components to manage learning activities. Self-directed learning strategies

are used to independently observe student progress and identify the strengths of the learning strategies used as well as acquire weak points during the learning process. Developing self-directed learning strategies is essential for students to perform well in the best learning environment and independent learners will tend to participate more actively in the learning process because they have become aware of their strengths and academic limitations. Self-learning strategies can encourage increased digital literacy in digital-based learning to increase the efficiency of human resource capital for sustainable development in lifelong learning (Anthonysamy et al., 2021; Zheng et al., 2020; El- Adl & Alkharusi, 2020; Anthonysamy et al., 2020).

Digital-based learning is a learning activity in which technology is used effectively. The application of digital-based learning in its implementation will face various obstacles. Therefore, teachers must have a variety of learning strategies that can be applied in teaching and learning activities in the classroom. The goal is that students do not get bored easily and become more motivated. According to the most crucial learning method in implementing digital-based learning is teacher sensitivity to digital development. Teachers can take advantage of various Anthonysamy et al., (2021) Shaputra & Hasanah, (2022) *platforms* as learning media to be more creative. Digital learning tools offer personalization and flexibility for students to plan, collect, manage, analyze, and report information. Of course, it must be followed by student coordination and monitoring student development (Anthonysamy et al., 2021).

The digital era requires "digital" teachers who must adapt to education in the future. Digital teachers must be able to educate students in a virtual environment using emerging digital technologies, especially to teach difficult topics. With the increasing use of digital technology and the global movement towards the use of *open education resources* (OER), students will meet the information they need from digital sources rather than having to rely on teachers. According Ally, (2019); Ødegaard et al., (2021) to the design, digital learning can facilitate the learning of students' practical skills and behaviors, retention of learning and approaches to learning as well as reference teaching and learning activities in a digital learning environment. Digital-based learning design has proven to be more effective than traditional learning.

In digital learning, teachers are required to be digitally literate to use technology in delivering and supporting education. The availability of open educational resources,

allowing teachers to select appropriate learning resources and recombine them with other educational resources to achieve good student learning outcomes. Teachers must develop digital learning resources for students to access using technology. The digital era will make students learn more often virtually with the physical separation between teachers and students. Therefore, communication between teachers and students is needed in using technology. In addition, a teacher must provide feedback to students and assess student learning outcomes using appropriate assessment strategies to improve student performance. Teachers must be qualified to solve very specific learning challenges in a digital context Engel et al., (2023) so that in digital-based learning teacher digital competence is very important. According Ahmad et al., (2022) to some important strategies in digital technology-based learning is to increase the use of instructional design in digital learning based on student needs and preferences and highlight the factors and impacts of digital technology-based learning applied.

Conclution

Digital-based learning in the hotel industry will have an impact on the world of education because it is required to adjust to technological developments quickly. The implementation of digital-based learning has many obstacles and obstacles, so it cannot be applied optimally. Strategies to overcome obstacles that occur can be overcome by utilizing various learning media platforms to help teachers function in the classroom. Obstacles that are often encountered when implementing digital-based learning are limited human resources. Even though in digital-based learning, technology plays a major role in conveying information. For this reason, teachers are required to have sensitivity, technological literacy, and be able to adapt quickly to these changes. In digital-based learning, students will learn virtually more often. Therefore, teachers must supervise and monitor students related to the implementation of digital-based learning strategies by increasing student competence. Therefore, in this learning system really requires good communication between teachers and students regarding the use of technology in learning activities.

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