Digital assessment tools for public area practices in the Hospitality Industry

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Abstract. Various assessment tools used for competency judgment are not referring to the demands of Standard Operating Procedures in the Hospitality Industry. The study investigated the production of digital assessment tools based on digital application in the public area practices and the measuring of interns’ achievement in public area practice using SmartRubrics. The data were collected through this applications that produce the objective of job performance competency from 33 participants. The finding showed that (i) digital assessment tools of public area practice has the advantages in both the application system and the display features including the preparation stage, the process and the results of the practice that accordance with the Standard Operating Procedures in the Hospitality Industry; (ii) most of the interns were declared competent based on the results of tests from internal and external examiners through the digital assessment process. Recommendations were made to the policy-makers that digital assessment tools of public area practice become the appropriate reference to be implemented in a briefing before carrying out internship and in implementing internship in the Hospitality Industry.

1. Introduction

Training and development for student through internship is required for the changes owing to advancement in technology and an increase in the skill level of new recruits [1]. Internship is an instrument to distinguish the management competencies development and the of students’ potential drawback, then they could contribute to workplaces performance and to lifelong learning with the convenient abilities [2,3]. The average vocational school in Indonesia has difficulties to compete in the hospitality industry cause by insufficient alignment of the educational resources with the current and anticipated demands for the skills and knowledge [4-6]. Therefore, strengthening the significance of preparing proficient competencies can offer assistance the hotel industry [2,7].

Due to the increasing require for skilled employees, the hotel businesses depend on the capabilities of graduates from school tourism and hospitality programs. The integration of experiential learning in school institution become normative, i.e. the internship programs as one of the foremost effective models of experiential learning in hospitality education [8-10]. Even though, the faculty had a excellent concept than industry, it should review their curriculum with input from industry since the measuring the achievement students’ competencies is inadequate the assessment process [5,6]. However, it requires the collaboration of students, employers, and educators. During the program, the relationship between
them is exceptionally imperative through supervision and monitoring the interns [1,8,10]. It required by the school for their student assessment on the job training to ensure that students as an interns would receive feedback both their technical output and their personal characteristics [11].

Assessment tools that can be developed to test student performance according to competence in the industry are performance assessment or assessment rubrics [12,13,14] using the digital technology. To develop the assessment rubric, competency aspects should be validated and evaluated for their utility, clarity, practicality and fairness [15]. In this research, the assessment rubric is developed based on competencies that will be tested in accordance with the Standard Operating Procedures (SOPs) in the hospitality industry. Thus SOPs ensure credibility, legal defensibility, improve comparability and reduced work effort [16]. The assessment rubric that has been arranged manually can be improved by using digital-based devices, such as the web, applications, and software. For the hospitality industry, it can be developed in Digital Assessment Tool by making applications that are tailored to the characteristics of competencies that must be assessed or by utilizing the online web such as Smart Rubric that can be accessed and adjusted to the needs of performance criteria [14,17]. To date, few research concern to the developing assessment tools in hospitality industry. With this digital assessment tools, we hope that internship as training professionals will be more effective, thus, reducing employee turnover, retaining organizational talent, and enhancing organizational effectiveness [2].

2. Research methods
This study uses a descriptive method, which in its implementation involves two examiner, there are one teacher as an internal examiner and one training manager as an external examiner from the industry as well as 33 students in the Housekeeping Department as test participants. The test participant is the Housekeeping Department Intern. Data collection techniques were carried out through competency tests using Digital Assessment Tools in public area practices and the results were analyzed quantitatively.

Figure 1 shows the stages of the developing and implying the digital assessment tools using the SmartRubric applications.

Figure 1. Developing and implying SmartRubric as digital assessment tool stages.

The first stage in developing a rubric were identifying, setting, and creating the criteria performance if public area competency [18]. Second stage was conducting usability testing on SmartRubric, and final stage were feedback and evaluating judgement. Evaluating judgement is the capability to make decision about the quality of work from the test taker [19].
3. Results and discussion

Competency aspects that have been designed in the assessment rubric can be developed to be digital-based by utilizing SmartRubric applications that are already available or by creating a Web application rubric or Digital Assessment Tool that accommodates the characteristics of competencies as test material in the hospitality industry [20,21]. An example in of developing digital assessment tool using SmartRubric can be seen in the image in Figure 2.

![Figure 2. Main feature.](image1)

- **Section Number**: part number
- **Section Title**: title of problem section
- **Weight**: quality of the question
- **Marks**: total value achieved
- **Full text**: description of aspects to be assessed

Manual assessment section that has been designed according to the competency indicator that must be mastered by intern or prospective workforce/employees in the hospitality industry. Then, it was input into SmartRubric as digital assessment tools for Public area practices in Hospitality Industry. Input competency indicators ranging from the preparation phase to the level of practice results in accordance with the standards operating procedures in the industry. After the data was input and it will be saved according to the element available in the application, as in Figure 2.

Figure 3 is the image of the achievement result of the competency aspects that have been assessed by the examiner.

![Figure 3. The assessment result feature.](image2)
Next is the filling indicator of success according to the structure of the menu contained in the application, with the achievement of the criteria "competent" or "not competent". The weight achieved score for "competent" is 10 and the score for "not competent" was 0. Interns who declared "competent" as public area attendant if they performed all of the competency indicators, and if one of the competency indicators is not achieved then it will show the conclusion "not competent". For more details the assessment tools that have been input on SmartRubric can be seen in Figure 3.

The results of the achievement related to the preparation stage on the self-performance indicators showed that all (100%) of the interns were wearing uniforms in accordance with hotel regulations. Most (91%) of them appeared neat, clean and polite, while the rest (9%) did not. Most (94%) of them kept their hands, feet, body, and teeth clean, and the rest (6%) did not cut their nails. This data shows that the achievements related to the preparation phase of Public Area practices are in accordance with the hospitality industry SOP [22]. Since the hotel SOPs are the backbone of the service process it should be shared with every individual working in the hotel [16].

The results related to the stage of the process of implementing public area practices showed that the majority (88%) of the performers had prepared cleaning equipment and materials to support the cleanliness of the public areas properly, and some of them (12%) still had done some mistakes/ As the room attendant, the interns should perform their task with the 'skills' required such as personality, amenability to the required working hours, attention to detail and the ability to work hard as they execute the mundane task [23,24]. The interns' achievement in public area practice generally has met the SOP of the hospitality industry, although there are still a small number of students who still have difficulty in carrying out practices according to competency indicators. This condition shows that there are still competency indicators that have not been achieved by some students so that the learning process or debriefing still needs to be examined in the test material [25].

The results related to the stage of the implementation of public area practices showed that most (97%) of the students had carried out public area practices well, as shown by the clean floor, while some (3%) had not implemented the practices according to the SOP. Most (94%) of them have done public area practices well, as proven by the shiny floor surface, while the rest (6%) have not reached the competency indicators. More details can be seen in the table 1.

| No | Achievement Criteria | Internal Amount | Internal Percentage (%) | External Amount | External Percentage (%) |
|----|----------------------|-----------------|-------------------------|-----------------|-------------------------|
| 1  | Competent            | 30              | 90,91                   | 31              | 93,94                   |
| 2  | Incompetent          | 3               | 9,09                    | 2               | 6,06                    |

Table 1. Achievement based on performance test in public area practice.

Based on the performance test for Public Area practice from internal and external examiners, it can be declared most interns are competent in performing the Public Area practice. This achievement is due to the implementation of public area practice by using Digital Assessment Tool that have referred to the detailed and clear SOP of the hospitality industry starting from the preparation stage, the process stage, to the outcome stage, so that testing can be more objective and valid [22,25]. Research is necessary to clarify that digital assessment tools provide the feedback given by examiner. The feedback from training manager as examiner influence the intern performance. High performing intern need facilitative and verification feedback contributes to the hiring workers with characteristics and preferences that align with the job [23,26,27].

The reliability test is used to determine the consistency of the measuring instrument using Cronbach Alpha to determine whether the instrument is reliable or not using the 0.6 limit. If reliability is <0.6, it is not good, while 0.7 is acceptable and >0.8 is good. Based on the SPSS output data, the Cronbach Alpha score for the entire measurement scale is 0.943. The number indicates being above the minimum reliability limit which is >0.6 so that it can be concluded that the Public Area practice has good
reliability. This means that digital assessment tools that we developed could be used by training managers for internship and recruitment employment programs in this hospitality industry [28].

One of the first decisions to be made concerned the choice of appropriate digital tools, since the benefit of this application was both at design time and when marketing the capabilities of their tools [29]. The intended digital tools are not only understood as the ability to use software or operate digital devices, but involve a comprehensive range of skills including cognitive, motoric, sociological, and emotional so that they are able to use digital devices effectively [30]. Development of digital assessment tools in Public Area practices in accordance with the SOP of the hospitality industry that has been registered on digital media that is easy to process quickly and accurately. And it is very important that assessment tools provide in form of digital since rubrics as a set of informed and well-crafted holistic provide a tool to guide employers and educators on ways they may actively collaborate to enhance student competency in the targeted skills as job seekers [28].

4. Conclusion

Digital Assessment Tool in the Public Area practice in the hotel industry that are implemented have excellence in the preparation stage, the process, and the results of the practice which meet the competency indicators detailed in Standard Operating Procedures in the hospitality industry. Achievement of Public Area practice competencies in the hotel industry shows that most of the internships are declared competent based on the results of moderation from internal and external examiners in the testing of industrial work practice in hotels. Digital Assessment Tool in Public Area practice in the hotel industry have a good quality, analyzed from the results of the interrater reliability test which shows the results are above the minimum reliability limits.

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