

Needs Analysis of Tourism Destination Study Program as a New Study Program at Politeknik Negeri Jember

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Abstract

Being a newly established study program, the Tourism Destination Study Program of Politeknik Negeri Jember had several needs to be completed to support the teaching and learning process. This study aimed to determine the needs of the Tourism Destination Study Program to support its teaching-learning process. This study deployed a descriptive qualitative method. The informants of this study were lecturers and students in the Tourism Destination Study Program of Politeknik Negeri Jember. The data were obtained from field observations in the Tourism Destination Study Program, interviews with lecturers and students, and field documentation. The results showed that there were three things needed by the tourism destination study program, including (1) a tourism laboratory or studio in the Tourism Destination Study Program, (2) an integrated field practicum instrument for Tourism Destination Study Program students and, (3) teaching materials to open students' perspectives on service management in the Tourism Destination Study Program of Politeknik Negeri Jember.

Keywords: Needs Analysis, Tourism Destination Study Program, Learning Process

Introduction

The management of quality-based higher education must have competency-based academic programs that are excellent in preparing skills and scientific-based intellectual abilities (Yahya et al., 2020). Politeknik Negeri Jember, an institution that organizes vocational education within the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia, has a role in improving the quality of competency-based education. Based on the Regulation of the Minister of Education and Culture of the Republic of Indonesia Number 136 of 2014, Politeknik Negeri Jember organizes vocational education in various branches of science. One of the manifestations of this regulation is that Politeknik Negeri Jember has opened a new study program, which is a branch of humanities, namely the Tourism Destination Study Program in the Department of Language, Communication, and Tourism. This study program has obtained approval to establish through the Decree of the Minister of Education and Culture of the Republic of Indonesia Number 002/D/OT/2021, dated February 22, 2021. The establishment of the study program was intended to meet the needs of industry and society and its development in many important aspects of the tourism sector that need to be well-planned.

Study programs are assigned to allow graduates to live with dignity in society, which is highly influenced by the community environment. The curriculum content

should reflect the conditions of the user community and attempt to fulfil the needs and demands of the users (Sitio et al., 2022). As new study program, it is necessary to have a scientific foundation that supports more specific tourism management and focuses on enhancing the skills and scientific competencies of tourist attractions (Yahya et al., 2020). One of the study programs at Politeknik Negeri Jember that is expected to have these competencies is the Tourism Destination Study Program. This study program is a study program that develops a vocational science based on a tourism management system, which leads to the management of tourism destination management.

As a new study program, it was necessary to conduct a needs analysis to identify the shortcomings and problems that needed to be solved. In other words, this needs analysis indicates the lack of something, and there should be an attempt to fulfill it. The need in learning can be interpreted as a crucial need to be fulfilled in a learning system (Sungkono et al., 2020). Fulfilling the needs of students is one of the most essential factors in the success of the learning process (Devianti & Sari, 2020). Education can be implemented successfully through learning or the relationship between educators and students (Dini Maielfi et al., 2023).

Based on the phenomenon above, needs analysis plays an essential role in fulfilling the needs of the learning process because, through this needs analysis, all needs will be fulfilled. Since the needs of the study program as a new study program were the initial concern in this study, this study aimed to identify the needs that must be completed to support the teaching and learning process in the Tourism Destination Study Program. Hopefully, by obtaining the needs, the results of this study could be used to compile and develop this new study program in the form of teaching modules, techniques, applications, and others to assist lecturers in meeting the needs of the teaching and learning process and to help students gain their competence in the Tourism Destination Study Program.

Research Method

This research used qualitative methods because the data analyzed described the phenomena or factors observed. This research was conducted at Politeknik Negeri Jember, especially in the Tourism Destination Study Program. This research was conducted to identify the need for the Tourism Destination Study Program as a new study program at Politeknik Negeri Jember.

The informant selection technique was purposive sampling, in which the researchers determined the criteria used to be the informants. The informants of this study were lecturers from the Tourism Destination Study Program and students of the class of 2021. The data in this research was obtained from observations and interviews with all the informants regarding the needs that must be met to support the learning process and also documentation studies in the Tourism Destination Study Program Politeknik Negeri Jember. This study produced written or verbal descriptive data from observed informants, and then all data obtained were analyzed qualitatively.

Results and Discussion

Needs analysis is the process of identifying and evaluating the needs of a particular community or population (Syam et al., 2021). Based on the results of interviews with all lecturers in the Tourism Destination Study Program regarding the analysis of study program needs, several needs were found in the Tourism Destination Study Program. The results of the needs analysis were a form of a gap between the current condition and the expected future condition. A series of identification and analysis processes were needed to formulate a solution to the gap. The first process was identification, which was carried out to determine what needs occurred in the study program. Besides interviewing the lecturers and students, field observations were conducted to support the findings obtained from the interviews.

Three main needs were found based on field observations and interviews with all lecturers. They were 1) the establishment of a tourism laboratory or tourism studio, 2) integrated field practicum instruments, and 3) teaching materials. The following presents the elaborations of the needs.

Tourism Laboratory or Studio

A tourism laboratory is a place used to apply the scientific theory of tourism by utilizing tools that are the completeness of the facility with adequate quantity and quality. The laboratory is fundamental to carrying out practicum activities (Noorjanah et al., 2023). With the existence of complete facilities, every tourism destination student can use these facilities during the practicum process.

a. Current Condition

The only facilities available were a multimedia laboratory and classrooms. Those facilities could not provide adequate teaching and learning activities, especially those related to tourism activities and the development of tourism destinations. Several practicum activities were conducted in the industries, such as tourism destinations, to provide a learning experience and environment. However, internal facilities at the campus were still needed to help students achieve competence and meet the industries' needs. Thus, supporting facilities and infrastructure that could support the teaching and learning process were still needed to be completed. The most crucial facility to be provided was a tourism laboratory in the Tourism Destination Study Program. A tourism laboratory was necessary for the students' practicum process. Lecturers could innovate and expand collaboration with several tourism businesses by facilitating the students with a tourism laboratory to support the tourism practicum process.

b. Expected conditions

The expected condition was the existence of a tourism laboratory that could be used by lecturers and students so that it became a means of supporting the practicum process in the Tourism Destination Study Program. With the existence of a tourism laboratory, it was also expected that the practicum process would run more effectively and efficiently and make students understand and comprehend the material presented

during theory classes. More importantly, the expected learning outcome and competence could be achieved when the tourism laboratory or studio is available. The laboratory served as a place for practicing developing intellectual skills through observation activities, recording natural conditions, and developing students' motoric skills in education (Silvester et al., 2022). Therefore, the tourism laboratory or studio must be completed in the Tourism Destination Study Program Politeknik Negeri Jember.

Integrated field practicum instruments for Tourism Destination Study Program Politeknik Negeri Jember students

The integrated field practicum instrument is a practicum instrument made by several lecturers who teach the course when conducting an integrated field practicum. The instrument is used by students for integrated field practicum activities and as a tool for obtaining research data in the field. These instruments are an integral part of research activities needed to support the accuracy of the research design (Kusuma et al., 2021). As an instrument that promotes research in field practicum activities, it requires concentration and seriousness in its preparation.

a. Current Condition

In current condition, the making process of field practicum instruments was impromptu shortly before the integrated field practicum. Based on the results of interviews with the lecturers, the cause of the less effective field practicum instrument was the need for coordination and collaboration between lecturers teaching the course to prepare an integrated field practicum instrument. These resulted in less effective integrated field practicum activities. Currently, the overall field practicum instrument created and the results obtained from the integrated field practicum were just a formality of practicum tasks.

b. Expected Conditions

The expected condition was that all lecturers could coordinate and collaborate to develop the integrated field practicum instrument. When the field practicum instrument was developed optimally, integrated field practicum activities could be carried out effectively, and practicum results could be obtained optimally. Given that this research instrument was an essential component in research (Rahman et al., 2023), the preparation process must be carried out thoughtfully and precisely to obtain the expected results.

Teaching materials to open students' insights about service management in Tourism Destination Study Program Politeknik Negeri Jember

Teaching materials are an essential source of material for teachers to carry out the learning process. Teaching materials significantly influence success in achieving learning objectives (Husnita & Saputri, 2023). In the learning process, the teaching material is a set of learning aids used by lecturers and technicians during lecture and practicum activities. This teaching material is made and arranged systematically, which contains learning materials, methods, limitations, and ways to evaluate learning.

a. Current Condition

The lecturers developed several teaching materials to facilitate the teaching and learning process. However, several others still needed to be developed, especially the teaching material in the Service Management course. This teaching material aimed to equalize perceptions about services and motivate students to become professionals in the tourism sector. It was also needed to maximize the teaching and learning process of the Service Management course for tourism destination students at the Politeknik Negeri Jember. The reason for the absence of teaching materials was that the Tourism Destination Study Program was a new study program at the Politeknik Negeri Jember that ran in the 2021/2022 Academic Year, and the materials were developed per semester.

b. Expected Condition

It was pivotal that every course offered in the Tourism Destination Study Program was equipped with a module or handout as teaching materials for the students. One of the materials that needed to be developed was related to service management. The teaching materials were expected to promote students' understanding of service management. Using appropriate teaching materials could change the role of a lecturer to a facilitator so that practical and interactive learning could be realized. For students, teaching materials could help them to become independent learners and could be used to measure competencies that have been mastered (Marselia & Rahayuningsih, 2021). The teaching materials developed effectively used data on critical thinking skills (Husna et al., 2020). With these teaching materials, hopefully, the teaching and learning process of the Service Management course could run smoothly and shape the quality of students who were competent in knowledge, skills, and attitudes in the field of tourism services later.

Conclusion

A needs analysis must be carried out to get an overview of the needs of the tourism destination study program as a new study program. The results of the needs analysis obtained from interviews, field observations, and document analysis showed that the Tourism Destination Study Program needed (1) a tourism laboratory or studio, (2) an integrated field practicum instrument, and (3) teaching material about service management. This study was limited to identifying the needs of the Tourism Destination Study Program. Further studies could be carried out on implementing particular activities, material developments, and specific methods in lecturing or practicum classes. This study could provide information about needs and serve as a reference for policymakers and stakeholders in running a study program.

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