

Mapping the Embarkation Haji dormitory model equivalent to a star rating hotel to empower local communities and improve the national economy

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Abstract: The aim of this research is to map a model for utilizing Hajj dormitories in terms of products, services, management and relevant policies, towards utilizing Hajj dormitories equivalent to star hotels through Hajj dormitory accommodation services to empower local communities and improve the national economy. Specific objective: To realize the management of Hajj dormitories equivalent to star hotels in Indonesia. Research stages: in 2024 research will be carried out on the Medan Hajj embarkation dormitory. Method: This research was carried out descriptively, qualitatively, quantitatively, with a star hotel study approach, as well as community base tourism, as a model for using Hajj dormitories on a par with star hotels. The data was analyzed using the theory of hotel and tourism quality standards, and relevant theories according to the data found at the research site. The research results show a significant value, and equivalently the star hotel rating according to the Ministry of Tourism and Creative Economy no. 53/2013 shows the results, namely: 1). Product with a score of 429, out of 118 elements assessed, 2). Service with a score of 83 out of 31 elements assessed. , 3). Management with a score of 79 out of 20 elements assessed. Fulfillment just needs to improve 9 elements of the standard target score of 600 according to the business requirements for star hotel ratings. The suggestions are: fulfillment of the annual budget needs to be increased to improve product standards, services, training, competency tests, and direct employee involvement, as well as local community empowerment needs to be maximized.

Keywords: *Haji_Asrama, Local_community, Mapping_Model, National_economy, Star_hotel.*

1. Introduction

The Government's policy to empower local communities and increase state income outside of taxes, is being pursued in the current and future era, especially at the Ministry of Religion of the Republic of Indonesia, in developing the management of Haji Dormitories in Indonesia, requiring the support of all parties. In the development of the Haji Dormitory, it has not yet been carried out optimally and there are still problems. By the Government through the Ministry of Religion, supported by Government regulations. Regulation of the Minister of Religion, Decree of the Minister of Finance of the Republic of Indonesia, to improve the management and income of the Medan Haji Dormitory, Republic of Indonesia Government Regulation (Number 59 of 2018). The main obstacles in the Haji Dormitory are lack of standard facilities, equipment equivalent to star hotels, management quality standards, involvement of business actors, local communities, lack of innovation, lack of human resource competency. This problem must be resolved immediately in order to empower local communities and improve the national economy.

With the management of the Haji Dormitory, previously it was only used for 3 months to prepare for the Haji, the remaining 9 months are still tentatively not used optimally, but in the future it will be managed more productively and maximally for the general public, and involving business actors and

local communities, it is hoped that it will increase state income, improving community welfare, as well as local community awareness will be better in preserving the surrounding environment because the management of the Haji dormitory provides opportunities for local communities to be recruited as employees according to their needs and competencies.

The research location is: Medan Embarkation Haji Dormitory, which can be seen in Figure 1.



Figure 1.

Image of Haji dormitory.

Source: Indonesian Ministry of Religion Haji Dormitory in 2024

To ensure the management of Hajj dormitories is more optimal and of better quality, like quality standards need to be applied in management, namely: (1) Product quality, (2) Service quality, (3) Management quality, Government Regulation (Number 50 of 2012), SNI ISO(9001-2015).

By maximizing the function of using the Hajj Dormitory, not only for accommodation for Hajj preparations, but also for use and sale to the public, for public accommodation, meeting places, wedding parties and spiritual tourism, use of religious education, Hajj preparation training for elementary and middle school students. high schools, universities, using mosques for worship and empowering local communities as employees for accommodation services to improve the economy of local and national communities, Regulation of the Minister of Religion of the Republic of Indonesia (Number 41 of 2017).

From the above background, the problem of this research is formulated, namely: (1) How is the mapping of the Hajj embarkation dormitory model equivalent to a star hotel in order to empower local communities and improve the national economy? (2) What is the model for utilizing the Hajj embarkation dormitory equivalent to a star hotel in order to empower local communities and improve national economy? This research uses descriptive, qualitative, quantitative methods, star hotel study approaches, and community base tourism, as a form of improving the national economy. The data

were analyzed and validated using the theory of hotel and tourism quality standards, and relevant theories according to the data found at the research site, W. Creswell (2019).

2. Problem Solving Approach

The research focuses on mapping models for utilizing Haji dormitories equivalent to star hotels, by empowering local communities to improve the national economy. Research using proof of concept PSM: Product, Service, Management. which uses an identification approach to quality management, product quality, service quality, and there is no previous similar research, then followed by a confirmatory approach. The first step is to identify and map the model of factors that influence the management of product quality, service quality and quality management system, the second step is to prepare the level of importance of several indicators in the PSM concept for the Haji Dormitory utilization model, and the third step is to determine the confirmatory project on the program and management focus Haji dormitory as a good activity through Focus Group Discussions by inviting informants, community leaders and hotel resource persons as well as hotel managers as practitioners, SNI ISO (9001:2015).

1.1. State of the Art and Novelty

The state of the art of this research, in accordance with previous research, namely: Indonesian tourism opportunities and challenges, customer satisfaction model, analysis of marketing mix strategies, service quality, mapping potential problems for Haji dormitories, Sirna K(2018, 2020, 2021, 2022, 2023). The Haji dormitory is recognized as a place of accommodation for people going on the Haji, and before leaving for Mecca prepare themselves in the Haji dormitory. However, so far the Haji dormitory has not been productively used because within 12 months it has only been used for three months for accommodation for preparations for the Haji, and the remaining nine months have not been used productively because the Haji season has not arrived. Based on this, there has been no previous research, and there needs to be further research, and the government determines the types of tariffs and non-tax state revenues that apply to the Ministry of Religion, so that the use of Haji dormitories is maximized Sirna K(2021). Supported by the division of tariff zones for services for using Haji dormitory facilities and infrastructure, the Ministry of Religion to regulate the organization of work procedures and governance of the technical implementation of Haji dormitories in Indonesia, Regulation of the Minister of Religion of the Republic of Indonesia (Number 41 of 2017). This is supported by the decision of the Minister of Finance of the Republic of Indonesia regarding approval for the use of non-tax state revenue funds in the Ministry of Religion, Decree of the Minister of Finance of the Republic of Indonesia (Number 584/KMK.02/2019)

The management system is supported by the central government through the Ministry of Religion of the Republic of Indonesia to develop the potential for Haji dormitories equivalent to star hotels in order to empower local communities and obtain maximum profits to be deposited into the state treasury outside of taxes, Decree of the Minister of Finance of the Republic of Indonesia (Number 584/KMK.02/2019). taking this into account, it is necessary to improve internally the Haji dormitories starting from the quality management system, product quality and service quality, as well as equipment, facilities & infrastructure, human resources, communication systems, funding sources and administration that are equivalent to star hotels, Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia (Number PM.53/HM.001/MPEK/2013). In accordance with SNI through the Ministry of Tourism and Creative Economy, it is emphasized that the implementation of hotel operations in Indonesia, especially star hotels, must pay attention to hygiene, sanitation, safety and environmental sustainability so that every visitor who comes can be assured of guaranteeing safety and comfort in the Haji dormitory, [SNI ISO (9001:2015) .

Sustainable regional development in the era of industrial revolution 4.0 needs to be further improved, especially the development of management of Haji dormitories throughout Indonesia, using existing resources in each region, with local wisdom, including local human resources to

contribute to developing Haji dormitories., Sirna K (2021, 2022, 2023). In marketing strategy, it is necessary to implement a hotel marketing strategy system, both conventionally and online, by paying attention to customer needs and desires in ensuring customer satisfaction at the Haji hostel, Sirna K(2018, 2020, 2022).

This research focuses on mapping the utilization model for Haji dormitories equivalent to star hotels using the PSM concept: (Product, service, Management quality). which uses an exploratory, identification and confirmative approach followed by a confirmatory approach. It was stated that this research identified factors in the utilization of Haji dormitories on a par with star hotels through mapping existing models and concepts in Haji dormitories, using the development of the PSM concept with an exploratory and confirmative identification approach, Law of the Republic of Indonesia (Number 10 of 2009).

The novelty of the research results is fundamental for the development of Haji dormitories throughout Indonesia, by prioritizing models and concepts of standard product quality, service quality, and quality management, innovation and high creativity on an ongoing basis in Haji dormitories to support government programs, especially the Ministry of Religion in developing equal use of Haji dormitories. star hotels, empowering local communities and increasing state treasury income.

3. Methods Estimation

This research will be carried out for 1 year, namely 2024 in Indonesia. The Embarkation Haji Dormitory is the Medan Embarkation Haji Dormitory in the North Sumatra province. The Haji embarkation dormitory has been approved by the Ministry of Religion to be used as a Haji embarkation dormitory equivalent to a star hotel as a management process in empowering local communities and improving the national economy, Republic of Indonesia Government Regulation (Number 59 of 2018).

This research uses qualitative, quantitative methods which are described in the form of data collection and narrated, analyzed and validated according to sampling results by reviewing documentation, recordings, interviews, informants from community leaders, as well as field observations and field check lists to be able to map equivalent Haji dormitories. star hotels in empowering local communities and improving the national economy, Sugiyono(2011).

In accordance with the results of observations on identification based on indicators in the PSM concept: (product, service, management) as a process for managing Haji embarkation dormitories. Focus Group Discussions, seminars, socialization, and social realities that occur at the research location as a confirmation effort for the PSM model and concept with indicators from research results at the Medan Haji Dormitory as a benchmark for assessment are Check lists in the field so that they can be analyzed and validated with actual,

4. Results and Discussion of Findings

4.1. Identify Several Geographic and Demographic Mapping Models that Provide Benefits to the Medan Embarkation Haji Dormitory

The Medan Embarkation Haji Dormitory has a geographical area of 5.2 Ha, consisting of 60% buildings and 40% free area and gardens, as a Haji activity with a congregation capacity, the Medan Embarkation Haji Dormitory in 2024 can accommodate 8737 pilgrims, which are divided into 25 groups and the number of employees from Medan is 52 people and 31 people from outside Medan, so the total is 83 people, consisting of: 17 ASN people, 10 people on outsourcing contracts, 56 honorary people, and the division of offices, namely: 1).Head of UPT, 2).Sub Division of Administration and Finance, 3).Head of the Haji Dormitory Services Team, 4).Head of the Cooperation Team, Republic of Indonesia Government Regulation (Number 59 of 2018).

In operational form, the Medan Haji Embarkation Dormitory has several departments in carrying out daily operations consisting of: (1) Front office, (2) Housekeeping, (3) Engineering, (4) Personnel, (5)

Accounting, (6) IT, and (7) Marketing. Following are some of his important contributions, Law of the Republic of Indonesia (Number 10 of 2009)

- 1) Accommodating several pilgrims in preparation for the Haji from the North Sumatra region and the community or other employees.
- 2) As a place for recitation training and preparation for the Haji for the community and schools, elementary, middle and high schools.
- 3) As a place of accommodation with a capacity of 341 rooms consisting of: a). Medina= 176 rooms, b). Jabal Nur=80 rooms, c). Raudoh=6 rooms, d). Jeddah=11 rooms, e). Quba=10 rooms, f). Arafah=22 rooms, g). Hijirismail=6, h). Mecca=7 rooms, I). Haji Anif= 12 rooms, j). King Abdul Azis=11 rooms.
- 4) As a meeting place with a total of 12 meeting rooms with a capacity of 2,740 people consisting of: a). Madinatul Hujjaj=1,000 people, b). Theater), c). Jabal Nur=400 people, d). King Abdul Azis=200 people, e). Cuban Hall=200 people, f). Medina Almunawarah=300 people, g). Hall Floor.5,=100 people, h). Jedah Hall=70 people, i). Bir Ali=200 people, j). Hijir Ismail Hall=70 people, k). Jabal Nur Hall = 50 people, l). Anif Hajj Hall=100 people, m). Khandaq Hall=50 people,
- 5) As a place to hold wedding events for the surrounding community and the wider community as a choice.
- 6) As additional facilities for preparations for holding PON in the form of accommodation for athletes who will or are competing.
- 7) As a place of spiritual study for Muslims and Friday, for people who live near the Medan Haji dormitory.
- 8) As a place for training and seminars/workshops for government and private agencies as the cheapest option for him.
- 9) As a graduation venue for universities/academics around the city of Medan.
- 10) For the travel agent business as a good business partner to channel its guests, both Haji candidates and the wider community, who can stay at the Medan Haji embarkation dormitory.

In this way, the Medan Embarkation Haji Dormitory has made a contribution to Haji candidates who will make preparations for the Haji to Mecca, including people who need services, but it is not yet optimal because in accordance with the latest regulations from the Ministry of Religion and other regulations, the Haji Embarkation Dormitory is required to do so. services and provide financial contributions that are more equal to star hotels so that national non-tax income can be contributed from Haji Dormitories throughout Indonesia and empower local communities [2][3][4]

4.2. Research Result

From the results of observations, interviews, check list results and field reviews at the Medan Hajj Embarkation Dormitory, results can be formulated in accordance with the provisions of the Ministry of Tourism and Creative Economy no.

Table 1.

No	Aspect	Element		Sub elements	1	2	3	4	5
I	Product	Building	1	A building that is intended as a dormitory business that is good and well maintained					5
			2	There is a clear and easily visible boarding house name board					5
		Direction markers (signage)	3	There are directional signs that show the dormitory facilities that are clear and easy to see					5
			4	There are clear and easily visible directional signs to a safe exit (evacuation sign).					5
		Garden or landscape	5	Garden inside or outside the dormitory building				4	
			6	Plants in the dormitory building			3		
		Parking	7	Parking is available and traffic control is available					5
			8	Drop off area					5
		Lobby	9	There is a lobby with good air circulation and lighting					5
			10	Accessibility (ramp) for people with disabilities					5
			11	An explanation of the dormitory facilities is available (Dormitory Directory)			3		
			12	Lounges available			3		
		Front office	13	There are counters or table chairs available					5
			14	Guest Service Counter (Concierge Counter)					5
			15	Valuables storage space is available			3		
			16	Guest luggage storage available			3		
		Business center *	17	Space available for Business services					
		Lift	18	Elevator for guests and/or employees (for buildings above 5 floors from the ground floor)				4	
		Public toilet (Public rest room)	19	Separate Men's and Women's Toilets with clear signs					5
			20	Urinal and washlet (only for men's toilets)					5
			21	There is a sitting toilet with hand shower/washlet and toilet paper					5
			22	Hand washing facilities, soap and mirrors are available					5
			23	Trash cans available					5
			24	Makeup Room (vanity area): specifically for women's toilets				4	

		25	Toilets for guests with physical limitations				4	
		26	Hand dryer					
	Corridor	27	Corridor available					5
		28	Emergency doors, emergency stairs (storied buildings) and emergency lights are available				4	
		29	There is good lighting and air circulation					5
		30	Fire extinguishers available					5
	Eating and drinking facilities (Food and Beverage Outlets)	31	There is a dining and drinking area with good air circulation and lighting			3		
		32	Dining tables and chairs and equipment are available			3		
		33	List of food and drinks with prices					
	Room service	34	It is located close to the kitchen and access to the bedroom					
		35	A room service menu is available					
		36	Equipment and supplies are available					
	Guest Bedroom:	37	Bedrooms are available including bathrooms				4	
		38	Suite rooms are available				4	
		39	The door is equipped with a safety lock					5
		40	The rooms are equipped with energy saving systems			3		
		41	The windows are equipped with safety devices					5
		42	The rooms are equipped with smoke detectors and sprinklers			3		
		43	There is good lighting and air circulation					5
		44	There are Qibla instructions/directions available which are installed on the ceiling.			3		
		45	Beds and equipment are available					5
		46	Tables and chairs are available					5
		47	Trash cans are available					4
		48	Room location plans and self-rescue instructions are available					4
		49	Instructions for dormitory facilities and services (compendium)			3		
		50	Meets noise level requirements					5
		51	Bedroom for guests with physical limitations					4
		52	Don't disturb signs and make-up room cleaning requests are made separately or electronically					
		53	Suitcase Rack (luggage rack)					

			54	Clothes storage area				4	
			55	Individual Safe Deposit Box					
			56	Internal and external communication channels available				4	
			57	Internet network available				4	
			58	TV available				4	
			59	Mini bar and bottle opener available				4	
			60	Coffee-Tea Maker set					5
			61	Stationery is available for guests (guest stationary)			3		
		Guest Bathroom	62	Guest bathroom with non-slip floor				4	
			63	There is a bathroom with minimal equipment such as a sink, closet and shower					5
			64	Air circulation and lighting are available					5
			65	Drainage available					4
			66	Hot and cold water is available			3		
			67	Trash cans are available					4
			68	Guest toiletries (toiletries) are available					5
			69	Bath towels are provided					4
			70	Toothbrush cup					4
			71	Bathrooms for guests with physical limitations (minimum 200 rooms)					4
		Sports, recreation and fitness facilities	72	Sports, recreation and fitness facilities are available			3		
		Meeting roomt	73	The meeting room is equipped with equipment and equipment including audio visual					5
		Banquet hall / Function room (Not applicable for Resort Dormitories)	74	There is a function room with separate access for guests				4	
			75	Separate public toilets for men and women					4
			76	Evacuation Route					4
		Kitchen	77	There is a large kitchen available to suit your needs			3		
			78	Pantry available				3	
			79	Floors, walls and ceilings are strong, safe and easy to maintain					4
			80	Drainage is equipped with a grease trap (grease trap)				3	

		81	Kitchen hoods are available which are equipped with grease filters.				4	
		82	An air circulation system and lighting system is available				4	
		83	Kitchen equipment and supplies are available			3		
		84	First aid kit available			3		
		85	Separate covered bins are available for wet and dry waste			3		
		86	Fire extinguishers are available				4	
		87	Place for storing daily food ingredients/daily store			3		
		88	Layout kitchen equipment according to work flow			3		
		Laundry	89	Laundry space and arrangements are available			4	
		Receiving area	90	Goods Reception Area available				
			91	Tested weighing equipment				
		Storage area (Storage)	92	Public Warehouse available			3	
			93	Food and drink storage area				
			94	Area for Equipment & Supplies				4
			95	Engineering Warehouse				4
			96	Used goods storage area			3	
			97	Fuel storage area				5
		Housekeeping Area	98	Storage space & distribution of guest supplies & amenities			3	
			99	Linen and uniform room			3	
			100	Room boy station				4
			101	Janitor			3	
		Health check room	102	There is an examination room with medical equipment, medicines and necessary equipment				5
		Employee space	103	Separate men's and women's bathrooms are available			4	
			104	There is an employee changing room equipped with separate men's and women's lockers				
			105	Employee dining room available			3	
			106	Prayer space available				5
			107	Trash cans are available				4
			108	Vanity mirror and sink				4

			109	Training Room					5
		Office	110	Dormitory Management Room available					5
		Security	111	Security room and CCTV installation				4	
		Utility	112	Clean Water Installation Available					5
			113	Generator available				4	
			114	Communication network installation available				4	
			115	Hot Water Installation			3		
		Waste management	116	Garbage storage area *			3		
			117	Waste Water Treatment Plant (IPAL)			3		
		Equipment maintenance and repair (Workshop)	118	There is a place for maintenance and repairs equipped with equipment				4	
				PRODUCT TOTAL	0	0	93	156	180
II	Pelayanan	Front Office	119	Registration and payment services are available				4	
			120	Handling special check in and check out processes				4	
			121	Providing information, messages, managing guest belongings				4	
			122	Service when guests get on and off the vehicle				4	
			123	Wake up guests (wake up call)			3		
			124	Special Parking Services (Valet parking)				4	
			125	Car rental services				4	
			126	Taxi calling service			3		
			127	Call Services (Car Call)			3		
			128	Shuttle (Dispatcher)				4	
			129	Duty Manager Services					
			130	Guest Relations services					
			131	Special services for guests with physical limitations				4	
		Housekeeping	132	Cleaning services for guest facilities, public facilities and employee facilities					5
			133	Bed preparation (turn Down Bed)				4	
			134	Important guest service (VIP treatment)				4	

		Laundry	135	Guest laundry and ironing services are available				4	
		Eat and drink	136	Guest Reception Service					
			137	Food and drink serving services are available					
			138	Payment acceptance services are available					
			139	services for guests with physical limitations, children and the elderly					
		Room Service	140	Receive food and drink orders from the room					
			141	Serving food and drinks in the room					
			142	Payment Acceptance					
		Meeting room	143	Meeting Organizing Services				4	
		Banquet hall	144	Banquet Organizing Services				4	
		Business services (business center)	145	Business services					
		Sports recreation and fitness	146	Sports, recreation and fitness facilities services			3		
		Security	147	Security Services Available				4	
		Health	148	Guest health services are available					5
		Operating hours	149	Available service delivery times according to operational needs					5
				TSERVICE TOTAL	0	0	12	56	15
III	Management	Organization	150	Dormitories have an organizational structure					5
			151	The dormitory has a job description for each position					5
			152	Dormitories have SOPs or work implementation instructions (Manuals)					5
			153	The dormitory has Employee Regulations/PKB (Collaborative Work Agreement) in accordance with applicable regulations				4	
			154	Have an Organizational Policy					5
		K3L management	155	The hostel has an employee health screening program					5
			156	Has a fire prevention system				4	
			157	Have emergency response management				4	
			158	Maintaining hygiene and environmental sanitation				4	
			159	The hostel has an employee health care program					5
			160	Has a dormitory management information system					5
			161	Have a business plan					5

		162	Have a product development program					5
	Partnerships & usage	163	Has a partnership program with micro, small and medium enterprises			3		
		164	Have a Corporate Social Responsibility (CSR) Program					
	Equipment maintenance & repair program	165	Carrying out maintenance and repairs to buildings, fixtures & equipment				4	
	Human resources	166	The hostel carries out competency certification for employees					
		167	Employees are able to speak a foreign language, at least English			3		
		168	Implementing HR Development Programs				4	
		169	Carry out HR performance assessments				4	
			Total management	0	0	6	28	45
			General total					591

And from the results of the Check List above, the Mapping of the Medan Embarkation Hajj Dormitory Utilization Model Equivalent to Star Reting Hotels as an implementation of star hotel business standards based on star reting can be shown in the aspect of fulfilling star reting hotel business standards in Table 2, namely:

Table 2.

No	Aspect	Elements to be valued	Total score	%
1	Product	118	429	71,5
2	Service	31	83	13,8
3	Management	20	79	13,2
	Total	169	591	98,5
	3 star standard		600	-

And in terms of fulfilling hotel business standards based on hotel star ratings, the mapping can be clarified and can be shown in Figure 2.

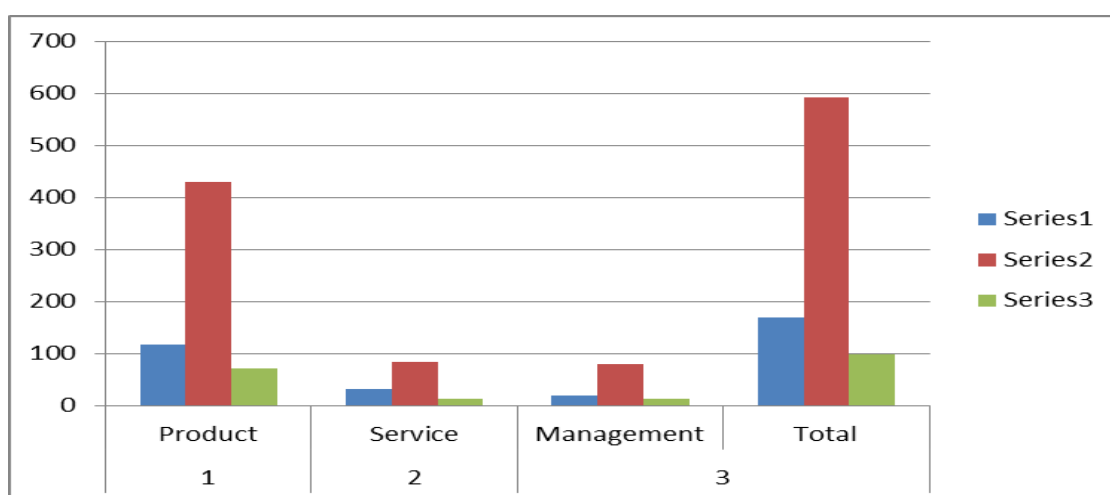


Figure 2.

From the table and figure above, it shows that the mapping of the Medan embarkation hajj dormitory model is as follows:

- 1) To achieve the Product Score, namely: 429, out of 118 Sub Indicators assessed, with the Percentage Score calculation, namely: 71.50%
- 2) To achieve the Service Score, namely: 83, out of 31 Sub Indicators assessed, with the Percentage Score calculation, namely: 13.80%
- 3) To achieve the Management Management Score, namely: 79, out of 20 sub-indicators assessed, with the Percentage Score calculation, namely: 13.20%
- 4) So the overall score is: 591, out of 169 sub-indicators assessed, with a percentage score calculation of: 98.50%

5. Discussion of Research Results

For the Medan Embarkation Haji Dormitory Model Mapping, it can be explained that according to the three-star hotel rating standards, 24 units of criteria need to be increased, equivalent to 9 points or 1.5%, to get a value of 600 points. (According to hotel business standards, star ratings) are as follows:

- 1) **To achieve the Product Score**, namely: 429, out of 118 sub-indicators assessed, the Percentage Score calculation is: 71.50% and there are 12 sub-indicator units that have not been met, namely:

- (1). There is no space available for business services, (2). There is no hand dryer available in the public rest room area, (3). There is no food and drink list complete with prices in the restaurant, (4). There is no room service yet. It is located close to the kitchen and access to the rooms, (5). There is no room service menu yet, (6). There is no equipment and supplies available in room service, (7). There is no sign that do not disturb (don't disturb).) and requests for room cleaning (make up room) are made separately or using electronics, (8). listed, (11). There is no store where food and drinks can be stored, (12). There is no employee changing room equipped with separate men's and women's lockers.
- 2) **To achieve the Service Score**, namely: 83, out of 31 sub-indicators assessed, with the Percentage Score calculation, namely: 13.80%, and there are 10 sub-indicator units that have not been met, namely: (1). There is no duty manager service yet, (2). There is no guest relations service, (3). There is no guest reception service at the restaurant, (4). There is no food and drink serving service at the restaurant, (5). There is no payment acceptance service at the restaurant, (6). There is no service for guests with physical limitations, children and the elderly in the restaurant, (7). There is no taking food and drink orders from the room for room service, (8). There is no serving of food and drinks in the room, (9).). There has been no receipt of payment for room service, (10). There is no business service for the business center near the lobby.
- 3) **To achieve the Management Management Score**, namely: 79, out of 20 sub-indicators assessed, with the Percentage Score calculation, namely: 13.20%, and there are 2 sub-indicator units that have not been met, namely: (1). There are no Haji dormitories yet. corporate social responsibility (CSR) program, (2). No Haji dormitory has implemented competency certification for employees.
- 4) **So, the overall score is:** 591, out of 169 sub-indicators assessed, with the Percentage Score calculation being: 98.50%, and to fulfill three-star rating hotel business standards, the overall minimum score calculation must reach 600 points, meaning a deficiency of 9 points. than expected to fulfill the minimum three-star hotel rating.
- 5) **And if another 24 sub-indicators have been completed**, the Medan Haji Embarkation Dormitory can exceed a score of 600, equivalent to three stars or can reach the equivalent of a four-star hotel rating in the coming days.

The Medan Embarkation Haji Dormitory Utilization Model is can be used as the main mainstay is 1). Product, 2). Management Management, as an opportunity to achieve increased income and profits for the Haji Dormitory. and 3). In terms of service, it needs to be improved by creating training programs, selecting competent and professional instructors, and carrying out competency tests so that they have skills, knowledge and service ethics that are standard in accordance with star rating hotel business standards and in accordance with the expectations and objectives of the Medan Haji Embarkation Dormitory.

6. Conclusion

In terms of the results of the observations, studies, analysis and presentation above, it can be concluded regarding the model mapping and utilization model of the Medan Embarkation Haji Dormitory which is equivalent to star hotel business standards as follows:

6.1. Mapping the Medan Embarkation Haji Dormitory Model

As a hotel business standard, the star hotel rating can already meet the score of 591 or 98.50% of the 600 point score standardized as a three star hotel, and all that remains is to increase the deficiency by 9 points or 1.50% to get the appropriate score of 600 points. Ministry of Tourism and Creative Economy No. 53 of 2013

6.2. Model of Utilization of the Medan Embarkation Haji Dormitory

Based on the assessment of the three-star hotel business standard rating, the product, service and management utilization model has been able to run the Haji dormitory operations well as proven by the smooth operation of the Haji dormitory which is run by the Haji dormitory management together with the employee work team and has achieved maximum income, and good.

Geographically, all accommodation buildings, offices, meeting rooms, kitchens, restaurants and others are utilized as strategic resources and assets that can be developed to obtain sources of income and opinions for the Haji hostel in increasing income, profits and welfare in the Haji hostel. and is a large income that can be contributed to the state treasury in the form of non-tax income.

Free areas, manasik practice areas, parking areas, and others are resources that can be managed multi-functionally, for additional activities such as holding open events, open meeting rooms, open wedding celebrations, open study rooms in collaboration with the CEO, Medan local community to increase income at the Medan Haji Embarkation Dormitory.

However, some of the shortcomings can still be worked on and improved by waiting for the budget in the coming year, while fulfilling the sustainable certification that has provided a three-star hotel standard certificate 10.

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