

SWOT ANALYSIS OF PROMOTIONAL STRATEGIES IN THE DEVELOPMENT OF RAHMAT ZOO & PARK TOURIST ATTRACTION IN SERDANG BEDAGAI REGENCY SERDANG BEDAGAI

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ABSTRACT

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Serdang Bedagai Regency is one of the areas famous for its tourism, both beach tourism and unique conservation tourism and has become one of the trendy places for tourist visits, namely Rahmat Zoo & Park. However, there are still some weaknesses that are a problem in its development, namely the lack of unique animals such as elephant tigers lions and other unique animals and cleanliness in attractions that still need to be maintained and the promotion of this attraction is also still not optimal and reaches all circles, especially parents. This study aims to determine the promotional strategy in the development of the Rahmat Zoo & Park tourist attraction in Serdang Bedagai Regency. This research uses a qualitative descriptive approach with data collection techniques, namely interviews, observation and documentation. The indicators used are promotional strategies in the development of tourist attractions according to David (2015) there are 4 (four), namely strengths, weaknesses opportunities and threats. The results of this study show that Rahmat Zoo & Park has great potential with various attractions and attractive facilities as well as support from the local government. However, there are several challenges that need to be overcome, such as the lack of step animal collections, not optimal cleanliness, and promotions that have not reached all circles of society, especially parents. To achieve the goal of promoting Rahmat Zoo & Park attractions in increasing the number of visitors, it is necessary to strengthen promotions through various media, present a more complete animal collection, and improve visitor comfort by maintaining cleanliness and adequate facilities. Rahmat Zoo & Park can also develop other tourism products such as creating a typical souvenir shop and various educational activities that can make visitors have a more memorable experience.

1. INTRODUCTION

Tourism is one of the sectors that is very important and needs to be developed in Indonesia because in the list of tourism competitiveness rankings in ASEAN reported by the World Economic Forum (WEC) on May 24, 2022, Indonesia made a positive achievement by jumping 12 ranks from 44th to 32nd in the world. Indonesia has many tourist destinations spread throughout the region, not only at sea but also on land. Tourism potential in Indonesia is a source of national income.

The development of tourist attractions must receive support from the government because tourism is very potential when developed. As explained by Law No. 10 of 2009 concerning Tourism, local government policy in tourism development is very important in supporting the success of national tourism development. The development and growth of tourism needs to be anticipated so that its development remains on track and its carrying capacity.

Development in the tourist attraction area will make a very large contribution if managed professionally, because of the contribution to the area concerned, tourism can spur the

growth of the area around the tourist attraction, Rotua, & Rudi (2016: 79-96).

Serdang Bedagai Regency has many tourist attractions that can attract domestic tourists and foreign tourists because it has considerable tourism potential, both natural tourism, cultural tourism, educational tourism and religious tourism. The potential of educational tourism in Serdang Bedagai Regency can make a source of income to improve the welfare of those in the area around the tourist attractions and increase the number of domestic visitors and even foreign tourists so that Serdang Bedagai Regency is better known to the public regarding its tourist objects. One of the most popular tourist attractions in Serdang Bedagai Regency is the Rahmat Zoo & Park tourist attraction.

Rahmat Zoo & Park is the only zoo in Serdang Bedagai Regency. This educational tour was founded by an environmental activist and entrepreneur in the tourism sector in 2017 with a location area of around 20 hectares. The founder of this educational tour is also the founder of the

Pematang Siantar Animal park, Dr. H. Rahmat Shah (Sumbertasumut.Net, 2024).

Rahmat Zoo & Park also provides rides to watch bird attractions or bird edutainment, animal feeding or feeding zoo, attractions with birds or bird interaction. Rahmat Zoo & Park provides various other facilities, such as toilets, prayer rooms, large parking areas, canteens, rowboats, electric bicycles, and information boards that can make it easier for visitors to understand the area. Despite having interesting rides, the level of tourist visits to Rahmat Zoo & Park is still not optimal.

Tabel 1. Number of visitors to Rahmat Zoo & Park

Tourism Object 2017-2023		
No.	Year	Number of visitors
1	2017	712.536
2	2018	636.071
3	2019	0
4	2020	0
5	2021	547.887
6	2022	1.134.929
7	2023	684.419

Based on interviews conducted with Mr. Agung Setiawan as Marketing Coordinator of Rahmat Park & Zoo, said that:

“This zoo has been established since 2017, but indeed not too many people know about its existence because there are still many improvements in it. Then coupled with the Covid-19 pandemic which made this tourist attraction have to be closed for approximately 2 years which resulted in a drastic decrease in the number of tourists. This had a huge impact at that time because for 2 years it was really not allowed to freely carry out activities “. (Interview Mr. Agung Setiawan as Marketing Coordinator of Rahmat Park & Zoo, September 22, 2024)

In addition, there are also problems within the scope of Rahmat Zoo & Park, where based on observations that researchers have made, there is still a lack of cleanliness of the tourist attraction, both leaf and plastic waste. Rahmat Zoo & Park as a well-known educational tour in Serdang Bedagai must pay more attention to viral trends such as promotion through offline and online media to increase the number of visitors. To carry out a promotion in the world of tourism is also inseparable from the role of the tourism and culture office, both the community, the private sector, and other parties who participate in providing tourism support facilities in promoting tourist attractions. Lack of promotion will make attractions less developed and less ogled by tourists. The quality of service especially to visitors by maintaining friendliness in serving and paying more attention to the cleanliness of every corner in the zoo area such as toilets will also support the process of developing attractions to make them more attractive to domestic tourists and even foreign tourists.

Tabel 2. Development of Tourism Objects at Rahmat Zoo & Park 2017-2024

No.	Year	Progress
1	2017	The location was previously an animal breeding ground with animals such as hedgehogs, goats, deer, various birds, deer, rabbits, civets and others. This year the entrance ticket price is only 5000 rupiah. Facilities are also still very simple, there is no canteen, bathroom.

2	2018	It has begun to develop, the addition of animal species such as Phyton tiger snake, batik sanca, brazilian turtle, red jungle chicken, pearl chicken, Balinese cow chocin chicken and others. It has begun to develop, the addition of animal species such as Phyton tiger snakes, batik sanca, brazilian turtles, red partridges, pearl chickens, Balinese cow chocin chickens and others. Facilities have also begun to develop such as toilets, swimming pools and feeding zoo, play ground and also canteens and prayer rooms. The entrance ticket price has also begun to increase, which is 10,000 rupiah. This year, social media accounts have also begun to be created as promotional materials such as Facebook and Instagram. Rahmat Zoo & Park has also started collaborating with the government to promote the attraction.
3	2019	This year's addition is the increasing variety of animals such as estuarine crocodiles, eagles, zebras, horses, green peacocks, white peacocks, siamangs. The facilities are also increasing, namely the availability of quite interesting cages, zoo maps, large parking lots, artificial lakes in which there are rowing ducks, rowboats and rowing boats. The entrance ticket price has also increased to 15,000 rupiah.
4	2020	There were no developments this year, only the management of animals and maintenance of tourist attraction sites due to the corona virus outbreak which made the tourist attraction have to be temporarily closed. This year has also begun to increase social media promotions such as tiktok.
5	2021	There were no developments this year, only the management of animals and maintenance of the tourist attraction location due to the corona virus outbreak which made the tourist attraction have to be temporarily closed.
6	2022	There are no developments this year, only the management of animals and maintenance of tourist attraction locations due to the corona virus outbreak which makes the tourist attraction must be temporarily closed. This year Rahmat Zoo & park has also started to be busy in reviews by influencers and even various fields of education.
7	2023	A very rapid development is the existence of mini trains, electric bicycles, electric trains, various kinds of attractions, namely bird attractions, snake attractions, bird interactions. The price of each interaction is charged (5000) rupiah. The price of each ride on the mini train (15,000), electric bicycle (20,000) and

electric train is also 20,000. This year's entrance ticket price is 20,000 rupiah. This tourist attraction is increasingly crowded and famous because of its rapid development.

Starting in 2023, the zoo underwent rapid development with new attractions such as mini trains, electric bikes, and animal interaction. In 2024, development continued with the addition of facilities such as ATMs and improved maintenance. Overall, Rahmat Zoo & Park has developed into an exciting tourist destination with a variety of activities and increasingly complete facilities.

2. METHODS

This research uses a qualitative research approach. According to Wijaya (2018) qualitative research is a research method used to research on natural object conditions, and the researcher himself as a key instrument, the data collection technique used is triangulation, the data obtained tends to be qualitative data,

This research is located in at Rahmat Zoo and Park, precisely in Bengabing Village, Pegajahan District, Serdang Bedagai Regency. The technique of determining informants carried out by researchers in this study is purposive sampling technique, researchers reasoned using purposive sampling, namely finding and collecting valid data by interviewing an informant who is considered capable and knows or masters an expertise in his field. The data analysis technique used in this research is the Miles and Huberman model. Miles and Huberman model. According to Miles and Huberman in Sugiyono's book (2018: 246) qualitative research data analysis is carried out when data collection takes place directly and after data collection is completed within a certain period.

3. RESULTS AND DISCUSSION

A. Strength

Rahmat Zoo & Park cooperates with the Government in providing good services and resources both facilities and promotions in order to make Rahmat Zoo & Park a competitive tourist attraction and become the tourist attraction of choice for tourists at the local, national and even foreign levels.

Based on the results of interviews with Mr. Rahmad Arsa, S.E as Adiyatama Tourism and Creative Economy Young Expert, Rahmat Zoo & Park has several advantages compared to other attractions in Serdang Bedagai, namely:

“As an attraction with the nuances of zoos and parks, of course Rahmat Zoo and Park has the potential to be better known in the community. With the capital of flora and fauna that is expected to be an alternative tourist attraction for tourists to visit “. (Interview Mr. Rahmad Arsa, S.E as Adiyatama Tourism and Creative Economy Junior Expert, September 23, 2024).

The Serdang Bedagai Regency Youth, Sports, Tourism and Culture Office in carrying out its duties must carry out with the existence of official rules or regulations so that they can be accounted for and in accordance with the objectives that have been set. Based on the results of interviews with

Mr. Rahmad Asra, S.E about regulations or regulations related to marketing and promotion of tourist attractions in Serdang Bedagai in its development:

“In developing and promoting tourist attractions in Serdang Bedagai Regency, the local government has issued Regional Regulation of Serdang Bedagai Regency Number 8 of 2023 concerning the Master Plan for Tourism Development of Serdang Bedagai Regency for 2023-2025”. (Interview with Mr. Rahmad Asra, S.E, 23 September 2024).

However, this is different from the explanation given by the Manager of Rahmat Zoo & Park who stated that:

“So far there is no specific regulation or regulation that contains the development and promotion of tourist attractions from the local government”. (Interview with Mr. Manager of Rahmat Zoo & Park, 22 September 2024).

Based on this explanation related to the rules or regulations regarding marketing and promotion of tourist attractions in Serdang Bedagai Regency, it can be concluded that the rules or regulations of the local government that discuss the existence of marketing and promotion development regulations already exist, but are still less socialized or maybe the Rahmat Zoo & Park itself has not been sensitive to regulations from the local government.

It can be concluded that rules or regulations from the local government that discuss the existence of marketing and promotion development regulations already exist, but are still less socialized or maybe the parties from Rahmat Zoo & Park themselves are not yet sensitive to regulations from the local government. Government regulations in the development of tourist attraction promotions have a very crucial role in ensuring the sustainability and sustainable growth of tourism.

Based on interviews that researchers have conducted with Mr. Manager and Marketing Staff of Rahmat Zoo & Park that, Rahmat Zoo & Park has conducted various collaborations with other partners, namely:

“USU is one of our partnerships. In addition there are several partnerships both local government and private that are intertwined with our party. Of course this has a positive impact on us, because by establishing relationships with other parties, Rahmat Zoo is increasingly recognized by many parties, can increase tourist visits, revenue and even increase reputation”. (Interview with Mr. Manager and Marketing Staff of Rahmat Zoo & Park, September 22, 2024).

The researcher has conducted with informants, namely Mr. manager, Mr. Coordinator Marketing Rahmat Zoo & Park and Mr. Adyatama Tourism and Creative Economy Young Expert about the strength indicators for the promotion of the Rahmat Zoo & Park tourist attraction in its development obtained information that Rahmat Zoo & Park and DISPORAPARBUD have collaborated to promote the Rahmat Zoo & Park tourist attraction by means of promotion on social media and occasionally offline by involving television media. but on the other hand Rahmat Zoo & Park still does not realize the regulations or regulations of the local government of Serdang Bedagai Regency Number 8 of 2023 concerning the Tourism Development Master Plan of Serdang Bedagai Regency Year 2023-2025, but on the other hand Rahmat Zoo & Park still does not realize the existence of regulations or regulations of the local government of Serdang Bedagai Regency Number 8 of 2023 concerning the Master Plan for Tourism Development of Serdang Bedagai Regency in 2023-2025.

B. Weakness

Every tourist attraction must have its own shortcomings and obstacles, both from resources, skills, management and even facilities. Based on interviews that researchers have conducted with Mr. Putra Ario as Manager of Rahmat Zoo & Park said that: "For our current constraints, namely the lack of animals, such as elephants, lions and tigers, there are not yet and public transportation to this place also does not exist, must use private means of transportation". (Interview with Mr. Putra as Manager of Rahmat Zoo & Park, September 22, 2024)

Based on the results of interviews conducted by researchers during observations regarding the weaknesses of the Rahmat Zoo & Park tourist attraction in its development, it is known that for tourist objects experiencing a shortage of the number of animals they have at the Rahmat Zoo & Park zoo, but for DISPORAPARBUD itself is trying to plan for the provision of the number of animals needed by the Rahmat Zoo & Park zoo. So that with the planning for the addition of animals provided can have its own interest to visitors when they visit in seeing the condition and situation of the animals provided by the Rahmat Zoo & Park. So with this, the Rahmat Zoo & Park Zoo experienced changes that increased from before.

Related to other things found by researchers regarding promotional skills and management capabilities by Rahmat Zoo & Park HR obtained through interviews by Mr. Putra Ario as the Manager of Rahmat Zoo & Park who stated that: "So far we have and will continue to try our best. We often do promotions using our personal social media such as Instagram, Facebook and tiktok. We also try to provide good service to visitors and fellow employees". (Interview with Mr. Putra Ario as Manager of Rahmat Zoo & Park, September 22, 2024).

In developing skills, the Manager assists the Staff within the object in improving management capabilities at Rahmat Zoo & Park by:

"We often evaluate the management activities carried out by all existing staff related to the way of service to visitors and the process of traveling services in the attraction. (Interview with Mr. Manager of Rahmat Zoo & Park, September 22, 2024)

In addition, it can be seen that DISPORAPARBUD as an agency engaged in the tourism section in charge of promoting and developing tourist attractions in Serdang Bedagai Regency should do its job.

Based on the results of interviews regarding the weaknesses of these attractions, it can be concluded that the weaknesses of the Rahmat Zoo & Park tourist attraction are still lacking in the number of unique animals that attract visitors. This tourist attraction also requires a more targeted promotion strategy so that local and outside the region are more familiar with and interested in visiting.

C. Opportunities

The development of the Rahmat Zoo & Park tourist attraction certainly has the opportunity to keep moving, growing and carrying out more profitable activities for the

development of the tourist attraction. These opportunities include technological changes as a supporting material for the promotion of attractions to be more modern. Opportunities can also come from partnerships engaged in tourism and others. The current tourism trend is also one of the opportunities in a tourist attraction. Educational tourism is one of the tourism trends that is beneficial for various groups as explained by Mr. Agung Setiawan as Marketing Coordinator:

"The latest trend in the world of tourism in my opinion at this time is one of them, namely the Zoo, because it can offer a fun learning experience, especially for families and children. learning experience, especially for families and children" (Interview with Mr. Agung Setiawan, September 22, 2024).

Based on this statement, it can be explained that indeed the trend of zoo educational tourism is quite attractive to the public, especially the people in Serdang Bedagai Regency because of the many experiences gained from the world of zoos in which there are various kinds of animals and unique rides. In addition, opportunities from the development of attractions also come from collaborations carried out by Rahmat Zoo & park with other institutions and partnerships so that these attractions are better known and attract more visits. As explained by Mr. Manager of Rahmat Zoo & Park as follows:

"We have collaborated with many parties, with the local government, the Natural Resources Conservation Center (BKSDA), and also the forestry service, we also collaborate with influencers, conservation organizations, insurance and even with universities, for example the University of North Sumatra. (Interview with Mr. Putra Ario as Manager of Rahmat Zoo & Park on September 22, 2024)

So, it can be concluded that there are opportunities that can be utilized by the Rahmat Zoo & Park in promoting these attractions, namely with the collaboration that has been carried out with government and private parties as well as influencers and insurance parties, and Rahmat Zoo & Park can also get opportunities from unexpected natural and artificial conditions, with the collaboration carried out by the Rahmat Zoo & Park with the Education office and Universities including the University of North Sumatra able to make Rahmat Zoo & Park better known to many people and this will make this tourist attraction more famous and bring in many visitors. This is because in today's digital era, in addition to manual promotion by meeting face to face, the most important thing is to promote attractions with social media assisted by other partners.

D. Threats

Threat is something that must be avoided by a tourist attraction for the safety and sustainability of the tourist attraction. Policies from the government that may exist are a big threat to a company, but it should be noted that Government policies in Serdang Bedagai Regency have not yet threatened the existence of tourist attractions as explained by Mr. Rahmad Asra, S.E:

"Nothing yet. Because the local government's function is to provide opportunities to try as widely as possible to every manager of tourist attractions to develop the attractions they have" (Interview with Mr. Rahmat Asra, S.E as Adyatama Tourism and Creative Economy Young Expert, September 2024).

Threats can occur from the presence of competitors in the Serdang Bedagai region whose area is located in the coastal area of Cermin Beach and there are various attractions that are crowded with tourists, so Rahmat Zoo & Park must further develop its attractions by presenting the latest tourist attractions that attract visitors to stay crowded.

In addition, the possible threat is the existence of socio-political conditions that can affect tourist visits to the Rahmat Zoo & Park tourist attraction, but in this case there are no socio-political problems that are a threat and disrupt the success of the Rahmat Zoo & Park tourist attraction as explained in the interview with Mr. Rahmad Asra who said that: "Until now there has been no social or political influence in Serdang Bedagai Regency. Of course, the security factor must always be maintained so that tourism continues to run and is sustainable in Serdang Bedagai Regency" (Interview with Mr. Rahmat Asra, S.E as Adyatama Tourism and Creative Economy Young Expert, September 22, 2024).

Based on the statement above, it can be concluded that currently the threat to the Rahmat Zoo & Park tourist attraction is only competition from tourist attractions in the coastal area of Pantai Cermin which is a famous tourist attraction in Serdang Bedagai.

The addition of unique animals will indirectly make visitors more interested in visiting because of the completeness of the diverse animals that make visitors feel satisfied and of course accompanied by the availability of tourist attraction facilities and good service and cleanliness of the place that is always maintained at Rahmat Zoo & Park as the only zoo tourist attraction in Serdang Bedagai Regency will create its own attraction for visitors both within and outside the region and this can be competitive with other tourist attractions in Serdang Bedagai Regency.

4. CONCLUSION

from this tourist attraction, namely being the only zoo in the area that provides a unique and strategic position. This makes Rahmat Zoo and Park a must-visit tourist destination for the people of Serdang Bedagai and tourists from other areas, where there are many unique tourist attractions such as Bird edutainment, Feeding zoo, Interaction Bird and playground and swimming pool for all groups and artificial lake rides are available. Collaboration with various parties such as the government, universities, and influencers opens up great opportunities for development, image enhancement, and more effective promotion. SWOT analysis of promotional strategies in developing Rahmat Zoo & Park tourist attractions in Serdang Bedagai Regency, promotional strategies in developing tourist attractions are by utilizing strengths by focusing on the uniqueness of tourist attractions, highlighting government support to increase credibility and public trust, strengthening branding and promoting superior attractions such as Bird edutainment, Feeding zoo, and Interaction Bird through various media.

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