

DAFTAR PUSTAKA

- I Gede Pitana dan I Ketut Surya Diarta. 2009. *Pengantar Ilmu Pariwisata*. Yogyakarta: Andi Offset
- Buchari Alma, 2008. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Kotler, P, Bowen, J.T & Makens, J.C. 2010. *Marketing For Hospitality And Tourism 5th Edition*. Pearson Prentice Hall.
- Middleton T.C Victor, Alan Fyal, and Michael Morgan. 2009. *Marketing in Travel and Tourism, Fourth Edition*. Slovenia: Elsevier
- Kotler, Philip and Gary Armstrong. 2014. *Principles Of Marketing*. USA: Pearson Education
- Kotler, Philip and Kevin Lane Keller. 2012. *Marketing Management*. New Jersey: Pearson Education
- Ferrel O.C and Michael D. Hartline. 2011. *Marketing Strategy, Fifth Edition*. Canada: Nelson Education
- Pitana, I.G, Dan Gayatri, P.G. 2005. *Sosiologi Pariwisata*. Yogyakarta: Andi Offset.
- Pitana, i.g.p dan diarta, l.k.s. 2009. *Pengantar ilmu pariwisata*. Yogyakarta: andi offset.
- Weitz, Barton A and Kevin D. Bradford. 2009. *Personal Selling and Sales Management: A Relationship Marketing Perspective*. Sage
- Smith, Timothy M and Srinath Goplakrishna and Paul M. Smith. 2003. *The Complementary Effect Of Trade Show On Personal Selling*. Elsevier
- Karimullah, Gilman. 2014. *Pengaruh Personal Selling Terhadap Keputusan Berkunjung Di Karang Setra Waterland*. Repository MPP-UPI

- Nandya, Ragil Dwi. 2013. *Pengaruh Program Personal Selling Terhadap Keputusan Pembelian Meeting Package Di Aston Braga Hotel And Residence*. Repository MPP-UPI
- Moore, Kevin and Clive Smallman. 2011. *Dynamic In-Destination Decision-Making: An Adjustment Model*. Elsevier
- Horner, Susan and John Swarbrooke. 2007. *Consumer Behavior On Tourism, Second Edition*. USA: Elsevier
- Sofyan, Siregar. 2013. *Metode Penelitian Kuantitatif*. Jakarta: Kencana
- Lukas, Scoot A. 2008. *Theme Park*. London: Reactions Books
- Sugiyono. 2012. *Metode Penelitian Manajemen*. Bandung : Alfabeta
- Sugiyono. 2013. *Metode Penelitian Kualitatif, Kuantitatif Dan R&D*. Bandung : Alfabeta.
- Ulber, Silalahi. 2012. *Metode Penelitian Sosial*. Bandung : Refika Aditama.
- Umar, Husein. 2010. *Metode Penelitian Untuk Skripsi Dan Tesis Bisnis Edisi Kedua*. Jakarta: Rajawali Pers.
- Morissan, M.A. 2012. *Periklanan : Komunikasi Pemasaran terpadu*, Jakarta: Kencana Prenada Media Group.
- Chafid, Fandeli. 2002. *Perencanaan Kepariwisata Alam*. Yogyakarta; Fakultas Kehutanan. UGM.
- Wibowo. 2013. *Perilaku Dalam Organisasi*. Jakarta : PT. Raja Grafindo Persada.
- Tampubolon, Manahan. P. 2012. *Manajemen Operasional*. Jakarta : Ghalia Indonesia.
- Suharsimi, Arikunto. 2009. *Manajemen Penelitian*, Jakarta : Rineka Cipta
- Hermawan, Asep. 2009. *Penelitian Bisnis Paradigma Kuantitatif*. Jakarta. Penerbit Grasindo

WEBSITE:

Website mengenai Grama Tirta Jatiluhur tersedia:
[www. wisatajatiluhur.com](http://www.wisatajatiluhur.com)