



The Brand Image Development in Taman Sari Royal Heritage Spa as a Traditional Wellness Tourism
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Universitas Gadjah Mada, 2018 | Diunduh dari <http://etd.repository.ugm.ac.id/>

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**THE BRAND IMAGE DEVELOPMENT IN TAMAN SARI ROYAL HERITAGE SPA
AS A TRADITIONAL WELLNESS TOURISM**

UNDERGRADUATE THESIS



By:

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TOURISM STUDIES PROGRAM
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UNIVERSITAS GADJAH MADA
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**PENGEMBANGAN CITRA MERK DI TAMAN SARI ROYAL HERITAGE SPA
SEBAGAI WISATA KEBUGARAN TRADISIONAL**

SKRIPSI



Oleh:

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PROGRAM STUDI PARIWISATA
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