

DAFTAR PUSTAKA

- Antonio, and Cardeal, 2012, *Valuable, Rare, Inimitable Resources, and Organization (VRIO) resources or Valuable, Rare, Inimitable Resources (VRI) Capabilities : What Leads to Competitive advantage?*, African Journal of Business Management Vol.6(37).
- Barney, Jay B. and Herterly, W., 2012, *Strategic Management & Competitive Advantage*, Pearson Education, Prentice Hall Publishing.
- Besanko, David., Dranove, David., Shanley, Mark. & Schaefer, Scott. 2013. *Economics Of Strategy*. 6th Edition. New Jersey: John
- Bogdan, Robert and Taylor Steven.J. 1975. *Introduction to Qualitative Research Methods*. USA : A Wiley-Interscience Publication
- Cooper, D. and Schindler, P. 2014. *Business research methods*. 12th ed. Boston: McGraw-Hill/Irwin.
- Creswell, J., W., 2012, *Research design Pendekatan kualitatif, Kuantitatif dan Mixed*; Cetakan ke-2, Yogyakarta: Pustaka Pelajar.
- David, F. R., 2009, *Strategic Management Twelfth Edition*, Upper Saddle River, NJ: Pearson Prentice Hall.
- Endar, Sugiarto dan Sri Sulartiningrum, 1996, *Pengantar Industri Akomodasi dan Restoran*, Jakarta : Gramedia Pustaka Utama
- Hariadi, Bambang, 2005, *Strategi Manajemen*, Jakarta: Bayumedia Publishing
- Kotler, P., Bowen, J., & Maken, J., 2002, *Pemasaran Perhotelan dan Kepariwisata*, ed-2, Jakarta: Prehallindo.
- Pearce II, John A. and Robinson, Richard B., 2008, *Strategic Management: Formulation, Implementation and Control, 10th edition*, New York
- Porter, Michael E., 1980, *Competitive Strategy, Techniques for Analyzing Industries and Competitors*, New York: The Free Press.
- Porter, Michael E., 1985, *Competitive Advantage, Creating and Sustaining Superior Performance*, New York, The Free Press.
- Rangkuti, F, 2006, *Analisis SWOT: Teknik Membedah Kasus Bisnis*, Jakarta, Gramedia Pustaka Utama.
- Sugiyono, 2003, *Metode Penelitian Bisnis*, Edisi 1, Bandung, Alfabeta
- Sugiyono, 2011, *Metode Penelitian Kombinasi (Mixed Methods)*, Cetakan kesatu, Bandung: Alfabeta.
- Thompson, A., Peteraf, M., Gamble, J. and Strickland, A. (2016). *Crafting and executing strategy: the quest for competitive advantage, concepts and cases*. 20th ed. New York: McGraw-Hill Education
- Velas, F., Becherel, L., 2008, *Pemasaran Pariwisata Internasional; Sebuah Pendekatan Strategis*, Jakarta: Yayasan Obor Indonesia.