

DAFTAR PUSTAKA

- Achrol R.S, 1991. "Evolution of the marketing organization: new forms for dynamic environments", *Journal of Marketing*, Vol. 55 No. 4, pp. 77-93.
- Benge dan Tara, 2004. *Buku Pintar Terapi Spa*. Jakarta: Tamedia dan Restu Agung.
- Baiquni, 2001. *Participatory Rural Appraisal, Pendekatan dan Metode Partisipatif Dalam Pengembangan Masyarakat*, Penerbit: YPB Yayasan Pembangunan Berkelanjutan
- Crebbin Bailey, 2002. Masyarakat Wallon <https://en.wikipedia.org/wiki/Spa>
- Cohen, L., Manion, L., & Morrison, K. 2007. *Research Methods in Education* (6th ed.). London, New York: Routledge Falmer
- Fandeli, C (ed), 1995. *Dasar Dasar Manajemen Kepariwisata Alam: Yogyakarta*, Penerbit Airlangga
- Ford, et al., 2003. *Relationship marketing* (4th ed.). New York City: Mc Graw-Hill, Inc
- Gardjito and Harmayani, 2017. *Jamu Pusaka Penjaga Kesehatan Asli Indonesia*. Yogyakarta: UGM Press Badan Penerbit dan Publikasi Universitas Gadjah Mada, ISBN: 978-602-386-330-3
- Gray, 1970 dalam Pitana, 2005. *Sosiologi Pariwisata*. Penerbit Andi : Yogyakarta
- Grundy dan Kemmis, 1990. "The Action Research Reader." Victoria: Deakin University
- Gibson, R. S., 2005. *Principles of Nutritional Assessment*. Second Edition. Oxford University Press Inc, New York
- Garbarino, Ellen & Mark S. Johnson., 1999. The Different Roles of Satisfaction, Trust and Commitment in Customer Relationships. *Journal of Marketing* Vol. 63 (April). p. 83-97
- Global Spa Summit 2011 tentang pertumbuhan spa di Indonesia,
<https://www.antaraneews.com/berita/259238/global-spa-summit-2011-industri-spa-di-indonesia-semakin-maju>
<https://www.globalwellnesssummit.com/wp-content/uploads/media-coverage/2011-summit-review-tourism-review.pdf>
- Hall, C.M. 2003. *Introduction to Tourism: Dimensions and Issues*, 4th ed., Pearson Education, South Melbourne, 520pp ISBN: 1862505233 (Pbk)
- Hunt, 1994. *The Commitment Trust Theory Of Relationship Marketing*
- Jatiningrat, 2014. *Peran Kraton dengan NKRI Bahan Pelatihan Abdi Dalem*, Yogyakarta: Tepas Dwarapura Kraton
- Kotler, Philip & Keller, Kevin Lane., 2009. *Manajemen Pemasaran* (Jilid 1, Edisi 13). Jakarta : Indeks Kotler
- Kotler dan Keller, 2009. *Marketing Management, Thirteenth Edition*, Penerbit: Erlangga Bandung

- Kotler, 1997. *Marketing management: Analysis, Planning, Implementing and control*, edisi 9, Penerbit:PT Prehalindo Jakarta
- Kean, 1973. *Cultural involution: tourists, Balinese, and the process of modernization in an anthropological perspective* (Doctoral Dissertation). Brown University. Typescript. Vita. Bibliography: leaves 337-343
- Kusumadewi dan Lianywati, 2002. *Spa: Pengetahuan, Aplikasi, dan Manfaat*. Jakarta: Gramedia
- Khodyat dan Ramaini, 1992 tentang wisata kesehatan Geografi Pariwisata 1 Untuk Sekolah Menengah Industri Pariwisata dan Sekolah Menengah Ekonomi Atas. Jakarta: PT.Grasindo
- Kementrian Kebudayaan dan Pariwisata Republik Indonesia, 2010, *Pemasaran Pariwisata yang Bertanggung jawab*, Penerbit: Pinus Book Publisher Lampiran Permenkes No. 8/2014
<http://ditjenpp.kemenkumham.go.id/arsip/bn/2014/bn277-2014.pdf>
- Lewin, K., 1946, *Participatory Action Research*
- Mardikanto, T.,2015, *Pemberdayaan Masyarakat Dalam Perspektif Kebijakan Publik*, Penerbit Alfabeta Bandung
- Mueller, H. and Lanz Kaufmann, E.,2004, “Wellness Tourism: Market analysis of a special health tourism segment and implications for the hotel industry.University of Berne, SwitserlandResearch Institute for Leisure and Tourism. Downloaded from: www.Lanzkaufmann.ch/doc
[Murphy, 1985.](#), [sharpley, 1964.](#), dalam Pitana, 2005, *Sosiologi Pariwisata*. Penerbit Andi : Yogyakarta.
- Mueller, H., Kaufmann, E.L., 2014, “Wellness Tourism: Market analysis of special health tourism segment and implications for the hotel industry”, *Journal of Research Institute for Leisure and Tourism, University of Berne, Engehaldenstrasse , 4, hal.1-13*
- Nasikun, 2001. “Isu dan Kebijakan Penanggulangan Kemiskinan.” Diktat Mata Kuliah Program Magister Administrasi Publik. UniversitasGadjahMada. Yogyakarta
- Nazir, 1998. *Metode Penelitian*. Jakarta : Ghalia Indonesia.
- Pitana, I G dan Diarta, 2009. *Pengantar Ilmu Pariwisata*. Yogyakarta: C.V Andi Offset Jaya Pramono, 2011.“Strategi Pengembangan Health and Wellness di Bali”, *Jurnal Manajemen Strategi Bisnis dan Kewirausahaan*,7 hal 66-74
- Pitana I Gde, 2005. *Sosiologi Pariwisata*. Penerbit Andi : Yogyakarta.
- Pitana, 2005. *Sosiologi Pariwisata : Kajian Sosiologi Terhadap Struktur terhadap Struktur, Sistem dan Dampak-Dampak Pariwisata*, Penerbit: Andi Yogyakarta
- Prabhakaran, Nair & Ramachandran, 2014. PengaruhKepemimpinan TransformasiTerhadapKomitmenOrganisasiPeserta Program Homestay Di Malaysia. *Procedia - Social and Behavioral Sciences*, 144 (2014), 290-295.
- Sophie Bengé, 2000. *Asian Secrets of Health, Beauty and Relaxation*, Penerbit: Periplus

- SpaFinder.2008. Issues 5th Annual Spa Trends Report ,10 SPA Trends to Watch in 2008, www.acybernews.com/spa-finder-issues-5th-annual-spa-trends-report-10-spa-trends-to-watch-in-2008/
- Sheth, Jagdish N, Atul Parvatiyar & G. Shainesh., 2002. Customer Relationship Management: Emerging Concept, Tools, and Application. New Delhi: Tata-McGrawHill.
- Soekanto, S.,1987. *Sosial Suatu Pengantar*. Jakarta: Rajawali press.
- Sugiyono,2005. Statistika untuk Penelitian. Bandung :Alfabeta, hal. 60-265
- Sugiyono.2016. *Metode Penelitian Manajemen*, Penerbit: Alfabeta Bandung.
- Suharsini Arikunto, 2013, *Prosedur Penelitian Suatu Pendekatan Praktik*, Penerbit: PT. Rineka Cipta Jakarta
- Tague, N. R., 2005. The quality toolbox. (2th ed.). Milwaukee, Wisconsin: ASQ Quality Press.
- The Center for International Forestry Research, 2014. Community Based Tourism Development No. 9 (June 2014). Community Livelihoods, Bogor, p. 52.
- Trejos, B., & Chiang, L-H.N., 2009. Local economic linkages to community-Basedtourism in rural Costa Rica. *Singapore Journal of Tropical Geography*, 30(3), 373-387
- Tandjung, 2004. Marketing Management: Pendekatan Pada Nilai-Nilai Pelanggan, Edisi Kedua. Penerbit Bayumedia, Malang.
- UNWTO Tourism Highlights, 2012 Edition. World Tourism Organization (UNWTO) Calle Capitán Haya, Madrid, Spain
- United Nation Conference on Travel & Tourism in Rome 1963 Rome, 1963. United Nations Conference on International Travel and Tourism. Rome, 21 August-5 September, 1963. Recommendations on International Travel and Tourism [Documents. no. E/CONF. 47/18.]
- Worosuprojo,S., 2007. Pengelolaan Sumberdaya Lahan Berbasis Spasial Dalam Pembangunan Berkelanjutan Di Indonesia. Yogyakarta: FakultasGeografi. Universitas Gadjah Mada
- Widjaya, 2011. Spa Industry in Bali. Guest Lecturer in Tourism Doctoral Program at Udayana University.
- Zill, R., 2001. Circle Concept Entitas Spa