

**ANALISIS KESESUAIAN BAURAN PRODUK DENGAN
KARAKTERISTIK TAMU BISNIS DI HOTEL ROYAL AMBARRUKMO
YOGYAKARTA**

SKRIPSI



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**PROGRAM STUDI PARIWISATA FAKULTAS ILMU BUDAYA
UNIVERSITAS GADJAH MADA
YOGYAKARTA
2016**

**Suitability Analysis of Product Mix with Characteristics of Business Guest at
Royal Ambarrukmo Hotel Yogyakarta**



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