

TABLE OF CONTENTS

FRONT COVER.....	i
INNER PAGE.....	ii
TITTLE PAGE	iii
THESIS VALIDATION	
FORM.....	iv
DECLARATION	v
MOTTO	vi
DEDICATION	vii
FOREWORD	viii
TABLE OF CONTENTS.....	x
LIST OF TABLE.....	xiii
LIST OF PICTURE.....	xiv
LIST OF APPENDICES.....	xv
ABSTRACT.....	xvi
INTISARI.....	xvii

CHAPTER I INTRODUCTION

1.1 Background.....	1
1.2 Problem Formulation	4
1.3 Goal.....	4

1.4 Benefit.....	5
1.5 Literary Review.....	5
1.6 Theoretical Basis.....	7
1.7 Research Methodology and Sources.....	12
1.7.1 Method of Data Collection.....	12
1.7.2 Analysis Methods.....	12

CHAPTER II GENERAL OVERVIEW OF VIAVIA JOGJA TRAVEL

2.1 General Profile of ViaVia Jogja.....	14
2.1.1 History.....	14
2.1.2 Location.....	16
2.2 ViaVia Jogja Travel.....	19
2.3 Business Principle of ViaVia Jogja.....	20

CHAPTER III ASESSMENT OF VIAVIA JOGJA TRAVEL BUSINESS IN CONTRIBUTING TO TOURISM SUSTAINABILITY

3.1 Increasing Environmental Benefits.....	23
3.2 Increasing Economic Benefits.....	46
3.3 Increasing Socio Cultural Benefits.....	53

CHAPTER IV CONCLUSION

4.1 Conclusion.....	61
BIBLIOGRAPHY.....	62
APPENDICES.....	66
STATEMENT OF CONSENT FOR PUBLICATION OF ACADEMIC PAPER.....	76