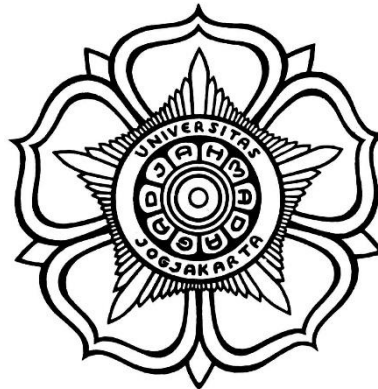


**ANALISIS STRATEGI PEMASARAN PERHOTELAN DALAM UPAYA
MENINGKATKAN TINGKAT HUNIAN KAMAR: STUDI KASUS SAHID
JAYA YOGYAKARTA HOTEL & CONVENTION**

SKRIPSI



Oleh :

HAFIZ SYAHREVA ADITYANTARA

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PROGRAM STUDI PARIWISATA

FAKULTAS ILMU BUDAYA

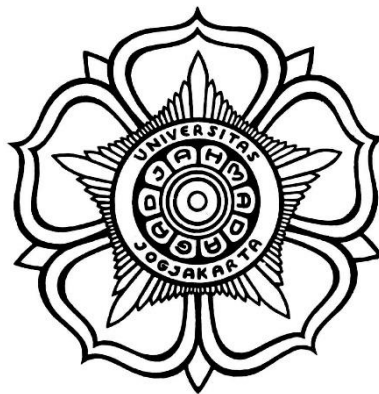
UNIVERSITAS GADJAH MADA

YOGYAKARTA

2017

**ANALYSIS MARKETING STRATEGY OF HOSPITALITY IN EFFORT
TO INCREASE ROOM OCCUPANCY: CASE STUDY SAHID JAYA
YOGYAKARTA HOTEL & CONVENTION**

UNDERGRADUATE THESIS



BY:

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**TOURISM STUDIES PROGRAM
FACULTY OF CULTURAL SCIENCES
GADJAH MADA UNIVERSITY
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