

Pengaturan pengunjung dan kenyamanan wisatawan di atraksi wisata taman margasatwa ragunan

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Abstrak

In recent years, Ragunan zoo is always crowded with visitors, especially during the holidays. This study aims to determine the visitor arrangement in Ragunan Zoo and its influence to visitor comfortness using variables derived from parks and benefits (2013). Research conducted through distributing questionnaires to Ragunan Zoo is applied only in aspects of visitor zone arrangement, providing tour guide, and developing appropriate marketing strategies.