

Strategi peningkatan keunggulan daya saing sektor pariwisata Indonesia : pendekatan model “diamond” Michael E. Porter

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Abstrak

Government has specified tourism as alternative resource, beside oil and gas in the Five-year Development Plan. This condition will influence other sectors that related to tourism, such as hotel, restaurant and other supporting infrastructure(transportation and communication) In the other hand, a problem has emerged as to how to develop and to promote the tourism sector. In this thesis, the writer showed us diamond concept from Michael E. Porter to answer that question. Marketing mix also explained to enrich the discussion.