

Model kemitraan dalam mengembangkan usaha pariwisata

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20428617&lokasi=lokal>

Abstrak

Tourism can contribute significantly to the state foreign exchange earning. One of the many efforts to strengthen networking and maximize the output, is setting up a collaboration of all related stakeholders supported the business. Many experiences from successful business show that collaboration by no means is an effective to bring benefit to all parties involved. Model of the collaboration related to tourism industry among others are accommodations, restaurant, tourism services and tourist attractions. In practices this model of collaboration proof not only to bring benefit for each parties but also a good practice in assisting the small and medium company to grow better and faster.