



Analysis Of The 7P Marketing Mix At Panorama Hejo, Sentul

Rezki Orientani ¹, Anisa Zahwa Akbara ²

^{1,2}) Program Studi Pariwisata. Universitas Terbuka, Indonesia

Email : ¹ rezki.orientani@ecampus.ut.ac.id, ² anisa.zahwa@ecampus.ut.ac.id

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ABSTRACT

Tourism from 2021 to 2023 has continued to show growth in West Java, particularly in the Bogor Regency/City area. The increasing competition in the tourism industry demands that stakeholders be able to compete by focusing on the marketing mix. Panorama Hejo is a new nature tourism attraction and accommodation in the Sentul area, established in 2023. The urgency of this research to help identify the overall 7Ps and how to develop them to make the destination more attractive to tourists. This is particularly relevant due to several complaints found in Google Reviews from tourists who have previously visited Panorama Hejo in Bogor. Therefore, this study is expected to identify the 7Ps marketing mix according to both stakeholders and tourists, assess the potential for development, and provide recommendations for improvement for Panorama Hejo. The research was conducted through field observations and interviews with stakeholders and tourists who were able to provide information regarding the marketing mix of Panorama Hejo.

INTRODUCTION

Tourism has a wide impact on various aspects of people's lives and the economy, such as a source of income for the country with the presence of foreign and archipelago tourists who visit tourist attractions in Indonesia, not only that tourism can also create jobs and encourage local business growth. Tourism includes a variety of tourism activities supported by various facilities and services provided by the community, entrepreneurs, and the government (Regulation of the Minister of Tourism of the Republic of Indonesia Number 14 of 2016, 2016)

In the economy of a region, the tourism sector plays a very important role. Utilizing natural and human resources optimally, the region can attract domestic and foreign tourists to visit and enjoy what has to offer. The growth of the tourism sector can be measured from the increase in the number of visitors, the development of hotels and lodgings, and the progress in other accommodation facilities (Statistics, 2023).

Table 1. Number Of Tourist Visits In Bogor Regency/City From 2021 To 2023

Regency/Municipality	Foreign Tourist			Domestic Tourist		
	2021	2022	2023	2021	2022	2023
Bogor	2,609	86,361	138,731	1,762,279	3,292,268	6,180,677

Source : Statistic Indonesia

Table 1 shows that the number of tourists visiting Bogor regency/city tourist attractions in 2021-2023 has increased. In 2021 the number of foreign tourists was 2.609 people and experienced an increase of 3210% in 2022, then in 2023 there was an increase of 60,64% compared to 2022. In the domestic tourist table, 2023 is the year with the highest number of domestic tourists, which is 6.180.677 people. In 2022, there was an increase of 86,81% compared to 2021. In 2023, there will be an increase of 87,73% compared to 2022.

There are many natural man-made tourism options available in Bogor regencies/cities that have been summarized by the Sentul Tourism Board, one of which is Panorama Hejo. Panorama Hejo is a tourism that provides glamping-themed accommodation as its main attraction. The glamping feature is designed not to damage the environment and is temporary for the outdoors. This is due to the perception that the camping experience is often associated with accommodation such as tents, so it does not change the essence of the camping experience itself (Utami, 2020). In addition, Panorama Hejo offers various tourist attractions such as natural beauty and outdoor activities such as playing in the river. There are several complaints on google reviews of Panorama Hejo such as narrow road access, lack of human resource friendliness, smelly toilets, dirty water and even death, lack of safeties, access to Panorama Hejo is quite far from the toll road, lack of garbage cans at some points, safety regulations that do not exist, and restaurants that close too quickly. The existence of this complaint made the researcher analyze the marketing mix by using 7P to find out from each element for the development of the Panorama Hejo tourist attraction.

Research (Pinontoan, Wihardi, Lestari, & Kristanty, 2023) about the marketing strategy at the Angke Kapuk Mangrove Nature Tourism Park shows that good marketing communication can increase tourist awareness and interest in the destination. Therefore, it is important to integrate marketing theory with the development of natural tourism to achieve optimal results. Research (Kusuma & Tunjungsari, 2024) Regarding the Marketing Mix on the Tourist Visit Rate of Karangasem found that the 7P marketing mix had an effect on tourist visits to Tirta Gangga, Karangasem Province. Tourism activities provided for attractions such as sightseeing, fish feeding, swimming pools, restaurants, and boat tours. (Hasan & Islam, 2020) Regarding the impact of marketing mix on tourist satisfaction in the city of Cumilla, Bangladesh, it was found that quality, price, place, people, and physical evidence had an effect on satisfaction, but the promotion and delivery process of the product did not show any effect on tourist satisfaction. This is supported by research (Yulita, 2016) about tourism marketing mix on the decision to visit which shows that products, prices, and places affect the decision to visit while promotions, packaging, programs and human resources do not affect the decision to visit Ancol.

Some qualitative research on the marketing mix such as (Sukarni Gestuti, 2017) researching marketing strategy of the sugar museum in Gondang Baru, Klaten using the 4Ps found that The Gondang Baru Klaten Sugar Museum still uses banners and leaflets for its promotional media. Results (Sulistyo, Suhartapa, & Wibowo, 2022) found that the marketing mix on the Dira Park Ambulu tourist attraction has not been fully implemented, especially on place, promotion, dan process.

The existence of this research gap makes researchers want to identify the 7P marketing mix for stakeholders and tourists, identify the potential that can be developed and the improvement suggestions given for Panorama Hejo.

LITERATURE REVIEW

Tourism theory

Tourism according to Law of the Republic of Indonesia Number 10 of 2009 about tourism is various kinds of tourism activities and supported by various facilities and services provided by the community, entrepreneurs, government, and local governments. There are 3 tourist destinations, namely vacancy and recreation (leisure and recreation), business and professional and other tourism purposes. The main activities that include vacancy and recreation are walking, getting around the city and eating. Meanwhile, the supporting activities such as visiting relatives or family, attending conferences and shopping. Tourists who aim for fun and recreation are called *vakansi* tourists. Meanwhile, tourists who have travel destinations for meetings, missions, incentive trips, and business are called business travelers. Other tourist destinations such as tourism for learning, health recovery, transit, religious or religious trips (Ismailanti, 2019).

Nature Tourism Theory

Ismayanti (2019) The management of natural tourism objects and attractions involves the use of natural resources and environmental management to be used as tourist destinations. Natural tourism includes all aspects related to natural tourism as well as the various businesses involved in it. The natural attraction in question can be in the form of naturally formed natural elements, such as beaches, mountains, lakes, as well as natural environments such as gardens and livestock. The management of natural tourism attractions can provide various benefits such as economic, ecological, aesthetic, education and research as well as future security.

Marketing Mix Theory

Kotler et al. (2021) describe the marketing mix (7P) as a comprehensive analytical tool for planning and evaluating marketing strategies by emphasizing the importance of understanding each element in the context of an ever-evolving market and how they interact with each other to create value for consumers.

1. Product is a good or service offered to consumers, such as design, quality, features, brands, and benefits that the product provides to customers. Total tourist product in tourism is a collection of products, both physical and non-physical, that focus on tourism activities in a destination. This product package is perceived by tourists as an experience offered at a certain price (Dewi, 2020)
2. Price the amount of money that consumers have to pay to get a product. Price can be interpreted as the amount of money that consumers pay to get a product or service. It also reflects the value that consumers exchange for benefit, ownership, or use of a product (Hendrayani et al., 2021)
3. Place (distribution and placement of tourism products) distribution and how the product reaches consumers, including distribution channels, locations, and ways in which the product is distributed. Direct distribution occurs when travelers make reservations directly to service providers, such as hotels or airlines. While distribution through intermediaries involves third parties, such as travel agencies or *wholesaler* (Dewi, 2020)
4. Promotion includes all activities carried out to inform and influence consumers to buy products, including advertising, sales promotion, public relations, and direct marketing. Sales promotions can be in the form of discounts or subsidies to provide incentives for potential tourists to visit new destinations.

Kotler also added three additional elements in the 7P concept for the services sector, namely:

5. People refer to staff and individuals involved in service delivery. People can be interpreted as the process of selecting, training, and motivating employees in shaping buyer perceptions and ensuring customer satisfaction.
6. Process is a way in which services are provided to customers. This process includes the procedures, workflows, and systems used to deliver services.
7. Physical Evidence relates to the physical environment and other elements that help customers evaluate services, such as facilities, equipment, and promotional materials. Hendrayani et al. (2021) says that physical evidence that the service provider has is the added value offered to consumers, customers, or potential customers

METHODS

This study aims to analyze the marketing mix of 7P in Panorama Hejo, a tourist destination located in Sentul, Bogor Regency. This study uses a qualitative approach with field observation data collection techniques and interviews with various informants, namely staff and tourists who are directly involved with operations and experience at the location.

RESULTS

Panorama Hejo is a natural tourist destination that offers tour packages that can be adjusted to the needs of visitors. Through interviews with staff and tourists, this study explains the perception related to the marketing mix of Panorma Hejo which will be discussed further through the 7P approach.

Product

Figure 1 : Panorama Hejo Tourist Destination



Source : The author (2024)

Based on Figure 1, the product offered by Panorama Hejo combines natural experience and the concept of camping on the riverside with natural scenery in the form of rice fields and mountains. This natural beauty is the main attraction for tourists, especially for families who are looking for a place to vacation and enjoy time together in the outdoors.

The location of Panorama Hejo is relatively close to Jakarta, making it easier for tourists to access it without the need for a long journey. Panorama Hejo can be accessed using a private vehicle with a travel time of approximately 2 to 3 hours from Jakarta. However, even though the basic concept of this destination is quite interesting, the results of interviews with visitors and field observations show that there needs to be more diverse activities such as rafting, trekking, and playgrounds to make it more attractive to families. This tourism product can be classified as

a "total tourist product", which means that this destination not only offers physical facilities such as tents, rivers, and play areas, but also creates a memorable emotional experience for tourists. The emotional experience in question is the feeling of pleasure and comfort felt when in the outdoors, away from the hustle and bustle of the city.

Price

The pricing of tour packages is one of the important factors that affect tourists' decisions in choosing destinations and services offered. Figure 2 shows that Panorama Hejo provides various tour packages ranging from Rp. 375,000 to Rp. 1,700,000, this indicates that there is a variation in the offerings and quality of services provided.

Figure 2 : Hejo Panorama Package

PANORAMA HEJO CAMPING package

GROUND PACKAGE

Kapasitas Tenda 4 orang :
Rp.375.000 - untuk 2 orang
Tambahan orang Rp.90.000/orang
Kapasitas tenda 8 orang- 10 orang :
Rp : 950.000 - untuk 5 orang
Tambahan orang Rp. 90.000/orang
Termasuk :
- Makan pagi, Kasur, selimut, Bantal, Listrik & Lampu
- Toilet & shower sharing bersih (jarak 2-8m)
- Tenda ditanah (depan sungai)
Tidak termasuk Handuk & alat mandi

GLAMPING DECK

Ukuran tenda 4-6 orang
Rp. 650.000- 2 orang (weekdays)
Rp.850.000- 2 orang (weekend)
Tambahan orang 185.000/orang
Ukuran tenda 6-8 orang
Rp. 1.300.000 - (4 orang) weekdays
Rp. 1.700.000 (4 orang) weekend
Tambahan orang 185.000/orang
Anak dibawah 5 Tahun gratis
Termasuk :
- Makan pagi ,Kasur , selimut , bantal, Meja dan kursi santai, Listrik dan lampu
- Toilet & shower bersih sharing (jarak 2-8m)
- Tenda diatas deck kayu (depan sungai)
- Amazing teras depan , bisa langsung cebur ke sungai
Tidak termasuk Handuk & Alat mandi

GLAMPING RETREAT FULL PACKAGE

Weekdays : 1.4juta/malam (2 orang)
Weekend. : 1.7juta/malam (2 orang)
Tambahan orang : 350.000/orang
Kapasitas tenda 2- 4 orang
Termasuk :
- Makan pagi
- Air mineral
- Luxury Mattress bed
- Shower & toilet clean & fresh
- Air Conditioner /AC
- Handuk, sabun dan toiletries
- Amazing teras pemandangan hutan, sawah dan sungai
- Terdapat api unggun (kayu bisa dipesan)
- Tersedia kulkas/pendingin.
- Tersedia bangku santai , busa duduk lesehan, beans bag, lengkap dengan meja.
- Tenda instagrammable dan konstruksi sangat baik.

Reservasi/Booking :
+62 852-1942-1226

Source : Instagram

Tour packages at more affordable prices such as ground packages with a capacity of 4 people, facilities such as tents on the ground, breakfast, mattresses, blankets, pillows. The glamping deck package with a maximum capacity of 6 people gets a tent on a wooden deck, breakfast, mattress, blanket, terrace which includes a table and chairs to relax outside. Ground and toilet glamping packages together. Meanwhile, the full package retreat package with a maximum capacity of 6 people is the package with the highest price, facilities that get a larger and aesthetic tent, breakfast, tables and chairs to relax, campfire, refrigerator, air conditioning, toilets, and private bathroom.

Place

The panorama of Hejo is relatively easy to reach by tourists as seen in Figure 3. However, there are still some obstacles that affect the comfort of visitors, such as some damage and the small size of the directional signs need to be repaired to improve the ease of access and Panorama Hejo has provided google maps to help with travel directions. In addition, it was found that there was a lack of inadequate transportation availability. Although this tour provides local motorcycle taxis, the cost given is quite high, so many visitors prefer private vehicles. Therefore, it is important for managers to offer more affordable and accessible transportation options.

Figure 3 : Access to Panorama Hejo

Source : The author (2024)

Promotion

There are several effective promotional strategies in increasing the popularity and attractiveness of Panorama Hejo as a tourist destination. One of the strategies that has proven successful is collaboration with influencers, namely Kak Inge which helps introduce this destination to the wider community. This shows that digital-based promotion through influencers is an effective approach in attracting the attention of today's tourists. In addition, there are several invitations for collaboration by celebrities to collaborate in the promotion of Panorama Hejo such as providing free lodging and celebgrams will provide promotions to the public through social media accounts. This is in accordance with what was stated (Dewi, 2020) to create publicity in the promotion of tourism products by providing free travel to tourism journalists. Overall, the results of this study show that promotional strategies with collaborations with several celebrities and influencers are a major factor in the marketing success and appeal of Panorama Hejo.

People

Some of the staff of Panorama Hejo are able to meet the needs of tourists well. Staff are able to handle problems that arise with professionalism, as evidenced by good coordination with superiors in case of problems. Staff knowledge about tourist destinations is also an important factor in improving service quality. The staff has an adequate understanding of the location, roads, and terrain around Panorama Hejo. This knowledge is gained through short training provided by the owners, as well as through the personal initiative of the staff to continuously learn and deepen their understanding of the Hejo Panorama. Staff develop their skills independently. Although no formal training program is provided by management, the staff's personal initiative in developing skills demonstrates their high commitment to improving the quality of service. This shows that the staff at Panorama Hejo not only rely on basic training, but also continue to strive to improve their abilities independently for the satisfaction of visitors. Overall, the good service at Panorama Hejo is reflected in the professional attitude of the staff and their commitment to providing the right information and meeting the needs of visitors.

Process

The ordering process and services at Panorama Hejo are running relatively smoothly although it is still done manually through platforms such as WhatsApp and Instagram. The service flow begins with a reservation through the admin, which is then directed to the selection of tour packages. When they arrived, tourists were directed to the reception and helped to the tent. During the visit, visitors are informed about the check-out deadline to maintain the comfort of other visitors. Before check-out, guests are expected to report back to the admin to ensure

that no items are left behind or damage to the facilities, so that the service flow runs in an orderly and orderly manner.

While this method is effective for direct communication with customers, the need for a plan to develop a more structured booking system through a website or app can improve efficiency and convenience for travelers. A more organized booking system will make it easier for visitors to make reservations, reduce potential errors, and provide a better experience from the beginning of the process.

In addition to the ordering aspect, the management of emergency or disaster procedures also needs to be considered. Having a clear announcement system regarding safety procedures, such as evacuation and disaster management, will increase the sense of safety and comfort of visitors. Considering the location of Panorama Hejo which is in a natural area with potential disaster risks.

Physical Evidence

In general, the facilities at Panorama Hejo are quite good, but there are still some areas that need attention to improve the comfort of visitors, such as toilets. Turbid water, lack of soap, long queues in shared bathrooms and the availability of buckets make tourists feel unhygienic as shown in Figure 4.

Figure 4: Physical Evidence of Panorama Hejo



Source: The author (2024)

The parking facilities at Panorama Hejo are quite adequate, although sometimes it is full on weekends. Parking for motorbikes is available in the lower area with steep access, but visitors can be assisted by officers to lower their motorbikes. There are also parking guards available so that tourists feel safe to leave their private vehicles. Other facilities provided by Panorama Hejo are prayer rooms and restaurants.

DISCUSSION

This study shows the importance of the 7P element in managing natural tourist destinations such as the Hejo Panorama in Sentul. Each element of the 7Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence) contributes to the traveler experience and marketing success.

1. Product: Panorama Hejo offers a unique experience with riverside glamping that takes advantage of the natural beauty of the surroundings. However, additional activities such as rafting and trekking are needed to increase the attraction for families.
2. Price: The price plans offered vary allowing travelers to choose the package according to their needs.
3. Place: The location of Panorama Hejo is quite accessible, but the condition of road access and lack of public transportation are obstacles for tourists.
4. Promotion: Collaborations with influencers and celebrities have proven to be effective in increasing the popularity of the destination.
5. People: The quality of service from the staff is quite good, although formal training for staff is urgently needed to improve professionalism and ability to handle tourists.
6. Process: The manual ordering system that still uses WhatsApp and Instagram is considered inefficient. The need to develop an application-based reservation system or website is urgently needed to improve the booking process more easily
7. Physical Evidence: Some facilities, especially toilet cleanliness are still the main complaints.

CONCLUSION

Based on this research, Panorama Hejo offers an interesting natural tourism experience with the concept of camping on the riverside and scenery, but still needs some improvements to improve the comfort of visitors. Some aspects that need attention include hygiene facilities, such as inadequate toilets, as well as accessibility that can be improved by improving roads and providing more affordable transportation. In addition, although promotion through influencers has proven to be effective, the still manual booking system needs to be improved with the development of an application or website to make the reservation process easier. Adding activities such as rafting and trekking can also add to the attraction for families. With improvements in these various areas, Panorama Hejo has the potential to improve the visitor experience as a superior natural tourism destination.

SUGESTION

To increase the competitiveness and tourism experience at Panorama Hejo, several strategic steps are needed. Product development in the form of outdoor activities such as trekking, rafting can add variety to the tourist experience. In addition, improving accessibility through improving road conditions and providing public transportation or shuttle buses at affordable costs will make it easier for tourists to reach the location. Focus also needs to be given to improving facilities, especially toilet cleanliness, clean water supply, and more organized parking area management.

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