

DAFTAR PUSTAKA

- Akbar Juliansyah, Dyah Susilowati, Muhammadiyah Yunus. (2019). Kajian dan Rumusan Projek Infrastruktur Jaringan pada Industri Hospitality. (n.d.).
- Borisova, L. (2018). HOSPITALITY AS AN INDUSTRY. Knowledge International Journal. <https://doi.org/10.35120/kij280516611>. (n.d.).
- Camilleri, M.A. (2017). *The Tourism Industry: An Overview*. MRN: Courses. https://doi.org/10.1007/978-3-319-49849-2_1
- Czinkota, M. R., Kotabe, M., Vrontis, D., & Shams, S. M. R. (2021). An Overview of Marketing. [10.1007/978-3-319-49998-7_7](https://doi.org/10.1007/978-3-319-49998-7_7).
- Elmessory, M. (2019). (n.d.).
- Ganatra, V., Utama, A.A., Pawar, P., Verma, S., Pandey, R., Whiryawan, J., Sin, L.G., Ling, C.C., Kee, D.M., Jin, C.Y., Min, T.H., & Chen, L. (2021). Marketing Strategies of Travel and Tourism Industry. *International Journal of Tourism and Hospitality in Asia Pasific*. <https://doi.org/10.32535/IJTHAP.V4I1.1020>
- Popescu, M., Nicolae, F., & Pavel, M.I. (2015). *Tourism And Hospitality Industry In The Digital Era: General Overview*.
- Ribeiro, R., & Soares, I. (2015). Marketing/Marketing Science. (n.d.).
- Seemaati, D., & Nayas, M. (2020). Productivity – Work Management in Hospitality Industry: An Overview. (n.d.).
- Sharma, D.N., & Kalotra, A.K. (2016). Hospitality Industry in India: A Big Contributor to Indias Growth. (n.d.).

Sinclair, M.T., & Stabler, M.J. (1991). *The tourism industry : an international analysis.*

Zaman Zaini, Taufan Maulamin, M. As'ad, M. Ismowati, Paisal Halim, Syamsiah Badruddin, Bambang Istianto (2020). (n.d.).

Zupur, M., & Janjetović, M. (2023). Sustainability of personal selling marketing in the modern market. University for Business Studies Banja Luka.10.5937/odrraz2302007z. (n.d.).