

Strategi pengembangan wisata edukasi di godong ijo depok dengan experiential marketing / Mordahai Siburian, Devi Roza K. kausar, Riza Firmansyah

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Abstrak

ABSTRACT

Godong Ijo is a visitors attraction offering educational tourism programs with quite strong interaction with nature. The program are designed as a means of learning, hence they are often participated by students. The purpose of this study is to describe the application of experiential marketing in Godong Ijo's program from visitors perspective and to develop development strategy for Godong Ijo based on experiential marketing. The method used is qualitative research method using survey, interview, and observation as the data collection techniques. Further, data collected were analyzed using swot analysis. The result of the research reveals that Godong Ijo has tourism potential in terms of attraction, accessibility, amenity, and ancillary. In terms of experiential marketing, most respondents agree that all experiential marketing have been delivered to the visitors. Recommendations for development strategy include more extensive promotion, service improvement, product innovation and more product development.