

ABSTRACT

PROMOTION DESIGN OF TOURISM DESTINATION PLACE SABDA ALAM HOTEL & RESORT GARUT

Garut is the city of Priangan Timur and is one of the districts located 64 km. southeast of Bandung, the capital of West Java and approximately 25 km from Jakarta. Garut Regency, which is geographically close to Bandung City as the capital city of West Java province, is an area of scope for the development of the region. Because of that, Kabupaten Garut has a sufficient and dynamic position in the needs of families and communities in the regencies and cities of Bandung. Garut has a hot spring, which is located in Cipanas, Garut, West Java. Hot spring tourist attractions Sabda Alam Hotel & Resort is one of the most popular family attractions in Garut. The location and hot spring of Sabda Alam Hotel & Resort - also located at the foot of Mount Guntur, Tarogong Subdistrict, is not far from the center of Garut, which is only about 6 km away. Hot spring tourism Sabda Alam Hotel & Resort Garut there are a number of bathing places that are still not yet and less dispersed by the media. Among them are Sabda Alam Hotel & Resort Garut. Sabda Alam Hotel & Resort Garut was initiated the operation and will be built on the 90th of August 2008 and inaugurated by the Governor of Java-Java, namely Bpk. H. Ahmad Heryawan then inaugurated a tour of Sabda Alam Water Park.

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