

DAFTAR PUSTAKA

- Alakoski, L., & Tikkanen, I. (2019). End Consumer's Value Creation in a Nature-based tourism service. *Journal of Hospitality and Tourism Insights*, 18-36.
- David, F. (2011). *Strategic Management : Concept and Cases*. Jakarta: Pearson Education.
- Hadi, S., & Supardi. (2020). Revitalization strategy for small and medium enterprises after corona virus disease pandemic (covid-19) in Yogyakarta. *Journal of Xi'an University of Architecture and Technology*, 4068-4076.
- Husnul, N. I., & Retnawati, H. (2017). Manajemen Kelas Dalam Pembelajaran Matematika di SMA Negeri Yogyakarta. *Jurnal Akuntabilitas Manajemen Pendidikan*, 5(2), 189-198.
- Inskeep, E. (1991). *Tourism Planning an Integrated and Sustainable Development Approach*. New York: Van Nostrand Reinhold.
- Jaafar, M., Kayat, K., Tangit, T., & Yacob, M. (2013). Nature-based rural tourism and its economic benefits: a case study of Kinabalu National Park. *Worldwide Hospitality and Tourism Themes*, 5(4), 342-352. doi:10.1108/WHATT-03-2013-0016
- Karyoto. (2021). *Proses Pengantar Bisnis*. Yogyakarta: ANDI.
- Kotler, P., & Keller. (2007). *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi dan Pengendalian*. Jakarta: Practice Hall, Salemba Empat.
- Mudatsir. (2020). Analisis SWOT Dalam Menentukan Strategi Pemasaran Guna Meningkatkan Daya Saing Pada Café MR.Yess Coffee di Kota Benteng Selayar.
- Nair, V., Hussain, K., Lo, M., & Ragavan, N. (2015). Benchmarking Innovations and New Practices in Rural Tourism Development: How Do We Develop a More Sustainable and Responsible Rural Tourism in Asia? *Worldwide Hospitality and Tourism Themes*, 7(5), 530-534. doi:10.1108/WHATT-06-2015-0030
- Peek, S. (2019, March 18). *How to Create a 'Biz Dev' Strategy to Grow Your Business*. Dipetik August 7, 2023, dari U.S.CHAMBER OF COMMERCE: <https://www.uschamber.com/co/start/strategy/create-a-business-development-strategy>
- Priharto, S. (2019). *Analisis SWOT Untuk Bisnis*. Jakarta: PT Cipta Piranti Sejahtera.
- Pröbstl-Haider, U., Melzer, V., & Ji, A. (2014). Rural Tourism Opportunities: Strategies and Requirements For Destination Leadership in Peripheral Areas. *Touism review*, 69(3), 216-228. doi:10.1108/TR-06-2013-0038
- Rangkuti, F. (2001). *Riset Pemasaran*. Jakarta: PT Gramedia Pustaka Utama.

- Robbins, S., Bergmen, R., Stagg, I., & Coulter, M. (2015). *Management*. Australia: Pearson Education.
- Sari, S. A., & Hasbi, I. (2022). Analisis Strategi Pengembangan Bisnis Menggunakan SMART Business MAP Pada D'Wan Shoes. *CITIZEN: Jurnal Ilmiah Multidisiplin Indonesia*, 2(3), 469-481. doi:10.53866/jimi.c2i3.128
- Septiningrum, L. (2021). Manajemen Strategi Untuk Meningkatkan Penjualan Food and Beverage di Era Pandemi Covid-19. *Jurnal Ilmiah Manajemen Bisnis dan Inovasi Universitas Sam Ratulangi*, 8(1), 32-49.
- Sopandi, E. (2017). Strategy Of Business Development Bamboo Craft (A Study In Pasirjambu Village Pasirjambu District Bandung Regency). *Jurnal Pemikiran dan Penelitian Administrasi Bisnis*, 1-17.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Kualitatif*. Bandung: Alfabeta.
- Suwarjo. (2020). Analisis SWOT Dalam Pengembangan Desa Wisata Pulesari Kecamatan Turi Kabupaten Sleman. *Populika*, 8(2), 88-101.
- Terry, G. (1997). *Principles of Management*. Ontario: Richard D. Irwan, Inc.
- Wheelen, T. (2010). *Strategic Management and Business Policy Achieving Sustainability*. Upper Saddle River, N. J. : Pearson Prentice Hall.
- Wijaya, W., Yulianeu, Syaifuddin, Tsalis, W., Sri, & Heru. (2017). Strategi Pengembangan Usaha CV.STEBA Advertising Semarang Dalam Meningkatkan Pendapatan. *Journal of Management: Jurnal Ilmiah Mahasiswa S1 Manajemen Universitas Pandanaran*.