

The idea is by held a golf event while the player is stay at atria hotel and also providing food for the player and of course with a special price.

According to (Israeli, 2003) in the study the marketing strategies are :

- Marketing to domestic tourists with focus on specific attributes of the location.
- Price drop on special offers.
- Marketing to foreign tourists with specific focus on the location's distinctive features and relative safety Marketing and promoting new products or services (family events, catering).
- Marketing to new segments.

By observing those practices from the previous study above, the author has an idea to combine those strategy to generate marketing strategy that will be perfect to be use at Atria hotel. As we know Atria is at strategic location right in the middle of city with various accommodation facility surrounded which is not impossible to gain domestic and foreign tourist from further area. As long has a good marketing and public relations approach and since the location of the hotel is close to golf course the author has a recommendation to target a golf player which is most of them are people with high income.

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