

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity*. Sidney.
- Alifahmi, H. (2008). Marketing Communication Orchestra Harmonisasi Iklan, Promosi dan Marketing. *Bandung Examedia Publishing*.
- Anholt, S. (2005). *Brand New Justice*. Oxford: Elsevier.
- Blain, C., Levy, E. S., & Ritchie, B. (2005). Destination Branding: Insights and Practices from Destination Management Organizations. *Journal of Travel Research*.
- Buhalis, D. (2000). Marketing the competitive destination of the future.
- Bungin, B. (2007). *Penelitian Kualitatif, ed. ketiga*. Jakarta: Kencana.
- Cai, L. (2002). Cooperative branding for rural destinations. *Annals of Tourism Research*.
- Campelo, A., Aitken, R., Thyne, M., & Juergen, G. (2014). Sense of Place: The Importance for Destination Branding. *Journal of Travel Research*.
- Fyall, A. (2011). Destination Management: Challenges and Opportunities.
- Kaplanidou, K. (2003). Destination Branding: Concept and measurement. *Department of Park, Recreation and Tourism Resource*.
- Keller, K. L. (2013). *Strategic Brand Management*. Pearson.
- Kladou, S., Kavaratzis, M., Rigopoulou, I., & Salonika, E. (2016). The role of brand elements in destination branding. *Journal of Destination Marketing & Management*.
- Mill, R. C., & Morrison, A. M. (2012). *The Tourism System, sixth edition*. USA: KEndall Hunt.
- Morgan, N. J., Pritchard, A., & Piggott, R. (2003). Destination branding and the role of the stakeholders: The case of New Zealand. *Journal of Vacation Marketing*.
- Morrison, A. M. (2013). *Marketing and Managing Tourism DEstinations*. New York.
- Morrison, A. M. (2014). *Marketing and Managing Tourism Destination*.

Qu, H. K. (2011). A Model of Destination Branding: Integrating the Concepts of the Branding and Destination Image.

Schaar, R. (2014). Destination branding: a snapshot.

Sekaran, U., & Bougie, R. J. (2016). *Research Methods: a skill building approach. seventh edition.*

Sugiyono. (2011). *Metode penelitian kombinasi (mixed methods).* Bandung: Alfabeta.

