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Promotion Strategy to Increase Room Occupancy during the Covid-19 Pandemic

Nyoman Mastiani Nadra
International Journal of Travel, Hospitality and Events

Purpose: The purpose of this research is to identify the suitable promotion strategy that can be implemented to increase room occupancy during the Covid-19 pandemic at Pramana Watu Kurung Resort Ubud, Bali, Indonesia.
Research methods: Data collection methods used are participation observation, semi-structured...

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