

ABSTRACT

Koagow, Diane. 2014. "Keputusan Wisatawan Mancanegara Untuk Menginap Di New Melati Hotel Gorontalo". Final Project, Department of Tourism, Hospitality Concentration, Faculty of Letter and Culture, State University of Gorontalo. Supervisor I Asminar Mokodongan, Par SE., MM Par and Advisor II Krishna Anugrah, MM., M.Par.

This study intends to examine the decision of foreign tourists to stay in New Melati Hotel Gorontalo. New Melati Hotel Gorontalo is one of the old hotel presence in the city of Gorontalo. The existence of this hotel is still can compete with other hotels in city of Gorontalo. Guests who come to stay in New Melati Hotel are still many foreign tourists to stay. This is what distinguishes and become advantages when in comparison with other kinds of similar class hotels to budget hotels.

The analysis used a qualitative analysis with the use of descriptive approach. The study found that foreign tourists who stay in New Melati Hotel because of packaging products made are in accordance with what is required by the foreign tourists. Then packaging the price is followed by the price that is able to be reached by foreign tourists. That is because foreign tourists who come are tourists with a special interest in the marine tourism, especially diving in the sea.

Distribution and promotion of the product needs to be improved, especially a system of alliances with the travel agency that is located in an area visited by many foreign tourists. So the products easier to find and prospective buyers can easily adjust the tourist trip. Likewise, as the increase in after-sales service needs to be improved. So it can create interest guests who have come to come back and want to stay in New Melati Hotel.

Keyword: Foreign Tourists and Decision