

## **REVITALISASI PARIWISATA KONVENSI JAWA BARAT**

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### **Abstract**

Indonesia has been wellknown as a country that used to hold international conferences since 1950. Gradually that event triggered the government to keep that position by carrying out numerous international meetings for most fields. West Java government tries hard to implement the central government's policy to become the host of national as well as international MICE; however, the efforts so far could not reach the international standards though it is considered by international society that West Java has a lot potential to become one of profesional host. Some effective and comprehensive strategies should be conducted to get proper acknowledgement.