

Indonesia and Cambodia Cooperation in Accelerating Tourism Recovery Post Pandemic

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Abstract

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The COVID-19 pandemic has significant impact on the global tourism industry, including in Indonesia and Cambodia. To accelerate the recovery of the tourism industry, these two countries have cooperated in various aspects, such as improving health protocols, joint tourism promotion, and infrastructure development. This research aims to analyze the cooperation between Indonesia and Cambodia in accelerating post-pandemic tourism recovery. This research uses qualitative research methods and the concepts of international cooperation and nation branding. Data were collected through literature studies, as well as government and tourism practitioner websites from both countries. The results showed that cooperation between Indonesia and Cambodia in accelerating post-pandemic tourism recovery has been done through various initiatives. Related to improving the health protocols, both countries have exchanged information and experiences as well as cooperation in terms of joint tourism promotion. Both countries have promoted their tourism through their social media and promotional videos furthermore the two countries have also cooperated in infrastructure development, such as the construction of airports and ports. Indonesia and Cambodia can strengthen cooperation in tourism by increasing the exchange of information and experiences and promoting their tourist destinations. The concept of nation branding can be used to strengthen the tourism branding of both countries worldwide and increase tourist attraction. This research has practical implications for developing the tourism industry in Indonesia and Cambodia, as well as making theoretical contributions related to international cooperation in tourism and the concept of nation branding.

I. INTRODUCTION

The social revolution caused by the popularization of synthetic polymer-based products have also influenced the arts. Since 1930, acrylic emulsion and alkyd paints have been progressively incorporated into the artist's palette [1]. Somewhat, acrylics were protagonists of Abstract and Contemporary Art. The use of these, as opposed to oil, also meant a break from tradition for many artists.

For the past twenty years, studies have been conducted on how to properly conserve acrylic painted canvases [2, 3], as they are more prone to attract dirt and require specific cleaning processes, different from oil paintings.

Brazilian contemporary artists, such as Maurício Nogueira Lima, Hermelindo Fiaminghi, Geraldo de Barros, Mira Schendel and Lygia Clark [4], have used acrylic paints extensively. According to art historians and artists' testimonies, Brazilian painters favored national-made paint over high-price imported products during the most prolific period of their career. Materials retrieved from artists' studios, such as Ivan Serpa, Maurício Nogueira Lima and Tomie Ohtake, confirm their preference for Brazilian paints [5]. This long-lasting cost problem is illustrated in the 1954 *colorless strike* led by artists Djanira da Motta e Silva, Iberê Camargo and Milton DaCosta. More than 600 artists engaged in this movement, painting solely in black and white to protest high import taxes for artist paint, which although being oil paints were still very costly. Heretofore, imported (USA, GBR, ITA, NLD) paints are almost ten times more expensive than Brazilian paints.

Studies have been conducted on acrylic paints manufactured in the USA [6], Mexico [7] and Denmark [8], but not in countries with sparse tradition in artist paint making. Chemical characterization is vital information for conservators, given the case of Donald Judd's Hi-Fi Purple, where the artist himself adverted the wrong use of purple paint to restore his artwork [9] and in cleaning processes, as pointed out by Lomax *et al.* [10] and Doménech-Carbó *et. al.* [11].

This paper presents the characterization of acrylic blue paints manufactured by two Brazilian companies, Acrilex and Corfix. Results were compared with two reputed imported brands available in Brazil, Liquitex and Winsor & Newton. Analyses were carried out by pyrolysis gas chromatography-mass spectrometry (Py-GC/MS), Fourier transform infrared spectroscopy (FTIR), Raman spectroscopy and scanning electron microscopy coupled with energy dispersive x-ray fluorescence spectrometry (SEM-EDS) techniques.

II. METHODOLOGY

This research entitled "Cooperation between Indonesia and Cambodia in accelerating post-pandemic tourism recovery, thus approximately in 2021-2023. Incomplete sentences According to Cresswell, qualitative research is a process that describes and explores a problem, builds a comprehensive picture then analyzes sentences and provides detailed reports and information. And then data remains the main focus of research while concepts are used to help research. Therefore, researchers can follow and understand the flow of events and explain the cause and effect of a problem case¹. The object of this research focuses on the cooperation between Indonesia and Cambodia in accelerating tourism recovery during the pandemic. As a strategy to accelerate the recovery of international tourism in both countries. This research is intended to find out how this cooperation program is a practical means to promote tourism in both countries which were previously less prominent due to the pandemic that hit, the cooperation program that is the object of research, Forms of cooperation agreed upon in a Memorandum of Understanding include cooperation in tourism promotion and marketing, tourism destination management, private sector cooperation, capacity building, MICE, and event cooperation and connectivity.

III. RESULT AND DISCUSSION

Implications for Post-Pandemic Tourism Development

Tourism Promotion and Marketing

In this sub-chapter, the cooperation between Indonesia and Cambodia is focused on the field of tourism promotion and marketing which aims to accelerate tourism in both countries because the COVID-19 pandemic stopped it.

On July 24-27, 2022 several delegates of the Indonesian ASEAN Youth Ambassador, delegation Avina Nakita Octavia and other colleagues of Indonesia's Youth Delegates participated in the ASEAN Youth Dialogue Event held in Cambodia. Where these young people represent Indonesia in the opportunity to promote premium tourist destinations Labohan Bajo to Youth Delegates. Then in the interview, the Indonesian ASEAN Youth Ambassador revealed that on every occasion during networking, they recognized Labuhan Bajo as one of Indonesia's tourist destinations that must be visited, and Raja Ampat also looks good but to get there you have to have a high budget, still, they suggested Labuhan Bajo located in NTT as a list of recommendations to visit in Indonesia considering that Labuhan Bajo is a list of 5 super priority tourist destinations.

¹ Hocelayne Paulino Fernandes, "Anotasi Penelitian Kualitatif John W. Creswell," no. 1810128110004 (2014) Page 1-39.

The delegates who have helped promote tourism and culture can certainly boost the regional economy of the province of East Nusa Tenggara².

In Holsti's view, international cooperation consists of three main elements; actors, issues, and processes. Actors refer to the parties involved in international cooperation, issues refer to the problems or topics that focus on cooperation, and processes refer to the means or methods used in the cooperation. In the context of this tourism promotion cooperation between Indonesia and Cambodia, the actors involved are the two countries. The issue that is the focus of cooperation is tourism promotion, infeding to increase the number of tourists visiting both countries. The process used in this cooperation can be in the form of information and experience exchange, and collaboration in developing tourism promotion programs and strategies.

In tourism promotion cooperation between Indonesia and Cambodia, both countries have the same interest, to increase the number of tourists visiting their respective countries. Therefore, this cooperation has the potential to succeed if done well carefully planned, and implemented well.

Tourism promotion cooperation between Indonesia and Cambodia in the concept of Nation Branding aims to strengthen the image of both countries as attractive and unique tourist destinations. Indonesia has introduced the Wonderful Indonesia concept as its national tourism brand, while Cambodia uses the King of Wonders concept as its tourism identity. Through this collaboration, both countries can strengthen their positive tourism image and increase the number of tourists visiting each other. Both countries can also learn from each other and exchange experiences in managing tourism to improve the quality of services and tourist experiences. Thus, tourism promotion cooperation between Indonesia and Cambodia in the concept of Nation Branding can be one of the strategies to strengthen the tourism image of both countries and increase the number of tourists visiting.

Tourism Management

With the COVID-19 pandemic, all management in the tourism sector has changed quite drastically due to the impact of the pandemic. The governments of Indonesia and

² Kekson Salukh, 'Wow Duta Muda ASEAN Indonesia Promosi Labuan Bajo Di Panggung Internasional Kamboja', *Victoria News*. (Accessed On 3 March 2023)

Cambodia have issued policies to overcome the crisis.³ There are three strategies that can be applied to tourism management to deal with the COVID-19 pandemic⁴.

The first is a pivoting strategy, which means changing business strategies through innovations such as providing new services and maximizing digital technology. This aims to overcome the decline in occupancy rates that occurred. For example, by providing limited meeting options, collaborating with wedding organizers, or even providing catering services and paid yoga classes.

Second is the positioning strategy, which the hotel not only as a place to stay, but also as a comfortable place to travel and work. Hotels must be equipped with CHSE certificates so that tourists feel safe and comfortable during their stay. Hotels can also provide special promos and packages to attract tourists.

The third is contactless experience, creating a minimal touch stay experience by utilizing digital technology such as online booking. In addition, grab and go facilities can also be provided for food services. If possible can provide more outdoor rooms or private pools, because the pandemic makes people feel safer in areas with good air circulation.

Kememparekraf/Baparekraf also makes various efforts to optimize the sustainability of the hospitality industry in Indonesia, such as providing CHSE certificates, Tourism Grant Funds, training and webinars, and conducting vaccinations for hospitality workers for the recovery of the tourism sector and creative economy.

Indonesia and Cambodia are two countries that have considerable tourism potential. Both have a rich and unique history, culture, and natural beauty. Indonesia is one of the countries with the largest tourism in the world. Tourism in Indonesia is managed by the Ministry of Tourism and Creative Economy. The main objective of tourism management in Indonesia is to increase the number of tourists visiting Indonesia and positively impact the Indonesian economy. Some of the programs carried out by the Ministry of Tourism and Creative Economy are improving the quality of tourism infrastructure, promoting tourist destinations in Indonesia, providing training to the community on good tourism management, and preserving the environment and local culture.

³ Kennedy Saldanha, Candy D’Cunha, and Laura Kovick, ‘India’s Internal Migrants and the First Wave of COVID-19: The Invisibility of Female Migrants’, *Asian Journal of Social Science*, 51.February (2023), 116–22 <<https://doi.org/10.1016/j.ajss.2023.02.001>>.

⁴ Univesitas Indonesia, kementerian luar negeri Republik Indonesia, *Pariwisata Indonesia Pasca Pandemi, Pemulihan Pasar, Dan Kerja Sama Dengan Kawasan Amerika: Perlunya Konsolidasi Nasional, Sekolah Kajian Stratejik Dan Global Universitas Indonesia*, 2022.

Tourism Management in Cambodia, Cambodia also has great tourism potential, especially with the existence of Angkor Wat, one of the UNESCO world heritage sites famous worldwide. Tourism in Cambodia is managed by the Ministry of Tourism. The goal of tourism management in Cambodia is to increase the number of tourists visiting Cambodia and have a positive impact on the Cambodian economy. Some of the programs carried out by the Cambodian Ministry of Tourism are improving the quality of tourism infrastructure, promoting tourist destinations in Cambodia, providing training to the community on good tourism management, and preserving the environment and local culture. However, by Cambodia faces scvereu problelms in tourism management, such as the existence of tourism activities that damage the environment and local culture, and the lack of investment in tourism infrastructure that can affect the tourist experience. Considering that Cambodia is Indonesia's role model in sustainable development.

Siem Reap, the main tourist destination in Cambodia, is the second largest city in the country. Angkor Wat, a temple complex that has been part of UNESCO since 1992, is the main tourism attraction in Siem Reap. In addition, the Industry invites Indonesian entrepreneurs to invest in developing tourism support facilities in Siem Reap, especially in terms of facilities, services, and halal tourism products for Muslim tourists. The penetration of halal products and lifestyles from Indonesia are very broad, ranging from food, cosmetics, tourism services, to halal product supervision. In 2022, Cambodia's foreign tourist arrivals will be around 2.2 million people and 128. 776 people 6% come from Malaysia and Indonesia. The number of tourist visits to continue to increase for halal tourism needs services and become a challenge opportunity for Indonesia⁵.

According to K.J Holsti, international cooperation can be defined as an interaction or relationship between two or more countries to achieve common goals. In tourism management, international cooperation can be intended as a joint effort between Indonesia and Cambodia to improve both tourism industry. International cooperation in tourism management between Indonesia and Cambodia can provide many benefits, such as increasing the number of tourists, developing the local economy, and improving experience of tourists visiting both countries. In addition, international cooperation can also strengthen the relationship between Indonesia and Cambodia as a whole.

Keith Dinnie defines nation branding as process of creating a unique identity and image for a country, which can differentiate it from other countries and influence people's perception and behavior towards the country. In the tourism, nation branding

⁵ KBRI Phnom Penh/LIW, 'Potensi Siem Reap: Dari Kacang Mete, Sereh Sampai Wisata Halal'. (accessed On 3 February 2023)

plays an important role in attracting tourists and generating revenue for the country. Both Indonesia and Cambodia have used nation branding to promote their tourism industry. Indonesia with the "Wonderful Indonesia," highlighting Indonesia's natural beauty and diverse cultural heritage. This branding campaign aims to malies Indonesia as a premier tourist destination in Southeast Asia. Indonesia is also actively promoting its ecotourism and adventure tourism, such as trekking in rainforests and diving in pristine waters. Similarly, Cambodia has branded itself as the "Kingdom of Wonders", emphasizing its rich cultural heritage and historical landmarks such as the Angkor Wat temple complex. This branding campaign aims to attract cultural tourists and position Cambodia as a unique destination that offers a glimpse of Southeast Asia's rich history and culture. Indonesia and Cambodia have used nation branding to differentiate themselves from other countries and attract tourists with their unique offerings. By capitalizing on their natural beauty, cultural heritage, and unique attractions, these two countries have been able to position themselves as premier tourist destinations in Southeast Asia.

Private Sector Cooperation

Private sector cooperation is very necessary in terms of accelerating the recovery of the private sector. For this reason, the government is working with the private sector to assist in improving the promotion of tourist destinations, hospitality and even in terms of financial assistance to help manage tourist destinations and accelerate the recovery of tourism affected by the pandemic.

The private sector that cooperates is from Indonesian airlines. Moreover so far there has been no direct travel from Indonesia to Cambodia, flight routes usually go through from JKT (CGK) to Kuala Lumpur and enter Cambodia's International airport, which makes the interest of tourist visitors reluctant to come to Cambodia in addition to doing complicated things and wasting time on tourist trips, therefore the Indonesian government and the private sector are working together to open Indonesia-Cambodia flight routes, one of the airlines that aim directly from Indonesia to Cambodia is the airline Garuda Indonesia and Air Asia and Citilink. This breakthrough that has long been planned can finally run well⁶.

The cooperation between Indonesian and Cambodian airlines can be analyzed using the concept of international cooperation. According to K.J Holsti, as well as the concept of nation branding according to Simon Anholt; the concept of international

⁶ KBRI Phnom Penh, 'Penerbangan Langsung Indonesia – Kamboja: Impian Menjadi Kenyataan'. (Accessed On 4 March 2023)

cooperation according to K.J Holsti is collaboration between two or more countries to achieve common goals that benefit both parties. In this case, the cooperation between Indonesian and Cambodian airlines is a form of international cooperation in the field of air transportation that aims to improve connectivity between the two countries and improve the economy of both countries through tourism and trade. Meanwhile, according to Simon Anholt the concept of nation branding is a country's effort to promote a positive image and improve its country's reputation in world wide through various branding strategies. In this case, the cooperation between Indonesian and Cambodian airlines can be considered as one of the branding strategies to enhance the positive image of both countries in tourism and trade. Through this cooperation, both countries can increase the number of tourists coming to Indonesia and Cambodia, thus increasing foreign exchange. In addition, this cooperation can also increase connections between the two countries in the fields of business and trade, as well as to increase the economic growth of both countries. Overall, the cooperation between Indonesian and Cambodian airlines can be analyzed using the concept of international cooperation according to K.J Holsti and the concept of nation branding according to Simon Anholt as a form of effort to improve connectivity between the two countries, increase economic growth, and improve the positive image and reputation of both countries in world wide.

Capacity Building

On October 3, 2022, in Jakarta, the acceleration of tourism sector development has agreed to carry out 10 strategic steps in accelerating the recovery and strengthening of national tourism. The strategic steps include⁷:

1. Evaluate and improve visa-related regulations to continue and maximize tourist visits.
2. Encourage increased flight capacity and frequency, especially to tourist destinations experiencing increased demand.
3. Accelerate the development of the 5 Super Priority Tourism Destinations (SPTD), including facility upgrades and implementation of sustainable tourism principles.

⁷ Departemen Komunikasi, “Sepuluh Langkah Strategis Mempercepat Pemulihan Dan Penguatan Pariwisata Nasional,” Bank Indonesia, n.d., https://www.bi.go.id/id/publikasi/ruang-media/news-release/Pages/sp_2426322.aspx. (Accessed On 4 March 2023)

4. Continue the development of Priority Tourism Destinations (PTD) and other tourism destinations, supported by existing budgets and asset management arrangements.
5. Ensure international and national events can be held on schedule, including the 2022 Kharisma Event Nusantara (KEN) agenda and ASEAN support activities in 2023.
6. Increase government support in implementing Meetings, Incentives, Conferences, and Exhibitions (MICE).
7. Provide incentives and increase access to financing for tourism and creative economy (parekraf) businesses and tourist villages, including macroprudential policy support for priority sectors.
8. Encouraging program synergies in developing Micro, Small and Medium Enterprises (MSMEs) that support tourism and tourist villages, including the use of QRIS and the potential for QRIS between countries.
9. Encourage wider promotion of Indonesian tourism through the Proud to Travel Indonesia (BBWI) 2023 activity.
10. Accelerating vaccination and implementing Cleanliness, Healthy, Safety, and Environmental Sustainability (CHSE) standards according to SNI standards in tourist destinations.

Capacity building cooperation is a form of international cooperation that aims to increase the capacity of a country in various fields, including tourism. Capacity building cooperation involves exchanging knowledge, skills and experience between two or more countries to improve a country's ability to develop the tourism sector. In the context of capacity building cooperation between Indonesia and Cambodia in the tourism sector, some things that can be done are:

1. Exchange of information and experience in tourism destination management.
2. Training for tourism workers on developing more attractive and sustainable tourism products.
3. Development of adequate tourism infrastructure, such as transportation facilities, accommodation, and public facilities.
4. Development of effective tourism marketing strategies to increase the number of tourists.

In this case, capacity-building cooperation between Indonesia and Cambodia in the tourism sector can benefit both countries in the long term, such as increasing the

number of tourists, increasing revenue from the tourism sector, and increasing understanding between the two countries.

Cooperation (MICE) and Events and Connectivity

MICE cooperation (Meetings, Incentives, Conferences, and Exhibitions/Events) is very important for the Indonesian economy because it can attract business or professional tourists from various countries and generate significant revenue for the Indonesian tourism industry. The Indonesian tourism minister was appointed to organize several series of international activities, namely AFT 2023 and chose Yogyakarta as the venue for the meeting hall. Yogyakarta was chosen because Yogyakarta is one of the super-priority destinations and with the readiness and feasibility of the MICE infrastructure is best prepared to hold international meeting events at the Ministerial level⁸.

Likewise, with Cambodia, they turned Sihanoukville into a Premium MICE Tourism destination to host major international trade forums, and also Cambodia cannot only rely on hotels and casinos to make superior and premium tourism, even though there are more than ten 5-star hotels but still not enough to serve the MICE tourism sector thus Cambodia must continue to work together in the MICE sector to show the best and superior service tourism to become international tourism⁹.

In this collaboration, Indonesia and Cambodia can share information and experiences in developing the MICE industry in each country. Both can hold meetings, conventions, exhibitions, and other MICE activities to increase tourist visits to both countries. In addition, both can also strengthen cooperation in terms of tourism promotion. Through this collaboration, Indonesia and Cambodia can work together to promote tourist destinations and MICE activities.

Indonesian Motorcycle Association (IMI) members held several activities, including holding a motorcycle touring event entitled "Second Wonderful Indonesia Motorbike Touring 2022" from July 18 to August 2, 2022. In addition, IMI also acts as a forum and means of diplomacy through the automotive field to promote tourism and Indonesian automotive SME products to the international arena, especially in Cambodia. This activity also aims to strengthen the relationship between Indonesian and Cambodian motorcycle communities and share information about safe driving. This activity was

⁸ Sunartono, 'DIY Perkuat Wisata Berbasis MICE, Ini Alasannya', *Harian Jogja*. (Accessed On 5 March 2023)

⁹ Evan Maulana, 'Kamboja Fokus Ke Pariwisata MICE Untuk Lebih Tonjolkan Pengembangan Sihanoukville', *Bisnis Wisata.Co.Id*. (Accessed On 5 March 2023)

attended by several Cambodian bikers who also participated in the automotive exhibition at the Empress Hotel, Siem Reap. Ambassador Sudirman Haseng emphasized that this activity will strengthen the relationship between Indonesia and Cambodia and improve Indonesia's good image worldwide, as well as introduce "Wonderful Indonesia" which means amazing adventure and exploration. Ambassador Sudirman Haseng also expressed his gratitude to the Royal Government of Cambodia, especially from the Ministry of Home Affairs, Ministry of Economy and Finance, Ministry of Tourism, Ministry of Foreign Affairs and International Cooperation, Governor of Siem Reap Province, Royal Cambodian National Police, and APSARA Authority for their support and assistance. All bikers also visited Angkor Wat to see the wonders of world cultural heritage in Cambodia and visited other tourist attractions around Siem Reap, as well as exchanging information and experiences with the Cambodian motorcycle community¹⁰.

Therefore, they can enhance both countries image and tourism appeal in the international arena. Cooperation in MICE, Events and Connectivity can also help improve the quality of tourism infrastructure and facilities in both countries. Indonesia and Cambodia can learn from each other's experiences in developing quality MICE infrastructure and facilities that meet the needs of tourists. In international cooperation, for Indonesia and Cambodia need to respect the different cultures and views in both countries. This can help build a good and sustainable cooperative relationship between the two countries.

To implement the concept of good international cooperation, Indonesia and Cambodia can adopt the principles known as "4C" which are Communication, Coordination, Cooperation, and Collaboration. By applying these principles, Indonesia and Cambodia can ensure that cooperation in MICE in tourism can run effectively, efficiently, and produce optimal benefits for both countries¹¹.

IV. CONCLUSION

Tourism recovery cooperation between Indonesia and Cambodia has a broad scope, this value can be seen from how the two countries achieve the goals of this collaboration with this effort carried out through the concepts of international cooperation and national branding, as well as the concept of cooperation in Islam. First, international cooperation is important in restoring tourism amid the pandemic because

¹⁰ KBRI Phnom Penh, '2nd Wonderful Indonesia Motorbike Touring 2022 Siem Reap', *Kemenlu RI*. (Accessed On 14 March 2023)

¹¹ A Ali-Knight, J., Robertson, M., Fyall, A., & Ladkin, *Internasional Perspectives Of Festivals and Events: paradigms of analysis.*, London, 2008

tourism is a global industry that requires support and coordination from various countries. Through international cooperation, Indonesia and Cambodia can strengthen their bilateral relationship and work together to promote tourism in both countries. Second, nation branding is also important in restoring post-pandemic tourism. Through proper branding, both countries can strengthen their image as safe and attractive tourism destinations for tourists, and increase their tourism appeal worldwide. Finally, the concept of cooperation in Islam can also be a driver for cooperation between Indonesia and Cambodia in restoring tourism. This concept emphasizes the importance of cooperation, simplicity, and openness in relations between countries, which can be the foundation for a mutually beneficial relationship between Indonesia and Cambodia tourism.

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