



**UNIVERSITAS  
PRASETIYA MULYA**

**TUGAS AKHIR**

**Three Realms of Customer Experience Pada Event MICE:  
XL National Coordination Meeting**

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**PROGRAM STUDI S1 PARIWISATA  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2023**



**UNIVERSITAS  
PRASETIYA MULYA**

**FINAL PROJECT  
RESEARCH**

**Three Realms of Customer Experience at MICE Event: XL  
National Coordination Meeting**

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**UNDERGRADUATE OF TOURISM PROGRAM  
EVENT CONCENTRATION  
UNIVERSITAS PRASETIYA MULYA  
JAKARTA, 2023**