

Study the standards and indicators in locating the tourism services in rural areas

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ABSTRACT

Tourism industry is an integrated system that its elements can be correlated. Providing accommodation cor one of the dynamic sectors of tourism. The situation of these centers is considered as the most important f their success. The establishment of each urban element in a spatial-physical situation is governed by particul principles, and mechanisms which, if met, they will result in the success and efficiency of that element at tl certain place. In locating the residential centers, we need to have criteria and indicators in order to compare l places, more convenient and locating be more precise. The aim of this study is also to provide criteria selection of rural tourism services. This research has been done as analytical and has been carried out as a one. The results show that some principles and criteria to locate villages having tourism attractions include residential places and tourism installations and tourism facilities, public facilities, employment, transp allowed threshold in environment, comfort threshold and natural thresholds. To distribute the tourism servi rural area according to the current capacity, limits to acceptable change, zoning, license and perr environmental standards and designing criteria should be considered. Distribution of tourism services in having attraction and intervention in existing area necessitate the existence of certain rules and regulati correspondence with local conditions. Therefore, it is essential to legalize intervention in the fields and p planning, the specific rules and regulations should be developed in each level of planning.

1.Introduction

Today tourism development, in all areas whether at national or regional level or at the international level, has been considered by the governmental program planners and private companies. Tourism industry is an integrated system that its elements are correlated, so that, tourist attractions alone will not provide the prerequisites of travel or flourish of this industry, but the possibilities and conditions for transportation and accommodations of tourists must also be provided (Farzin Pak, 2005). On the other hand, although the accommodation in the residential places is not the main aim of a tourist, but without providing residential facilities, the desire to visit an attraction cannot be created. Therefore, the demand for using accommodations is a derived demand (Chuck, 2003). Providing residential facilities that creates hotel hospitality includes some facilities that constitute a dynamic part of tourism. Since these kinds of facilities are considered as an effective factor for enhancing tourism, giving importance to them should be considered (Moradi and Fayyazi, 2006). Given that the residential centers are reciprocally related with agencies, attractions, the commercial and local environment, previous and next targets of tourist and has an important effect in increasing the duration of the tourist's visit (Mostofi Sadr, 2001) and the situation of these centers is considered as the most important factor in their success, locating these centers should be done methodically and precisely, and they should be built in locations that be visible and available to the travelers and as far as possible be close to the main road and road cross-sections, airports, commercial and industrial centers or

promenades (Nasseri, 1996). In other words, establishment of each urban element in a certain specialphysical situation follows the special rules and mechanisms that if they are met will result in the functional efficacy and success of that element in the same certain place, otherwise a lot of problems will arise (Alwani and Pirozbakht, 2006). Locating residential centers is also not an exception. In discussing the locating the residential centers, we need some criteria and standards in order to compare options (locations) easily and locating is done more precisely. But when the number of standards is large, evaluation of the more appropriate place is more difficult and needs a scientific tool.

In this research, to achieve the desired outcomes and products and also evaluation of the proposed places based on the objective facts and free of any subjectivism, a set of criteria which have the properties of understandability, appropriate conceptual base, meaningfulness, correspondent to realities, the relevance of the topic, simplicity, enjoyment of scientific validity, are elected.

2. Research History

The rules and standards of locating rural tourism services

The rules and standards of locating villages having tourist attractions, including being located in a rural area, having good access to private or public transport vehicles and, having good access to recreational sites, being far away from the noise and air pollution, being far away from the areas in which the land price, service, etc are very

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expensive, being close to areas having special ecological values, perspectives, agriculture and the willingness and interest of local authorities to carry out a program that will be put up to them (Formica, 2000).

Now we must be careful that the quality of the villages having attractions how should be after being selected? Because this is what we consider and it is better to study this question from several aspects. Government tries to create residential areas in rural areas with tourism attractions. The quality of these areas is assessed with indicators such as follows:

-Density: Density 150 to 500 residential units per hectare (including rural houses, playground and access to public roads); the precise density depends on the access rate to public transportation, appropriateness of the land, integrity of landscapes and other public facilities (Fleischer and Tchetchik, 2003).

-Residential places and tourism equipments and facilities: for the development of rural tourism, the tourism industry in these places should act as a means to prevent the outflow of rural population and create income for villagers to reduce the income gap between urban and rural areas and generate a spatial equilibrium. In the rural centers, residential units should be established according to the type of attraction. Appropriate distance, roads of access, entertainment locations and stores should be organized according to the main element in the region. If the space has a natural value, scattered houses should be built near the landscapes and if the attraction is a historical place, development of hotels, public transportation and shops is important (Dredge, 2006). -Public Facilities: Creating public facilities in rural areas having attractions is one of the considerable objectives in the development of rural tourism. This means that the attempts should be done these facilities can also be exploited concurrent with the completion of residential places and tourist establishments (Arahi, 2006).

-Employment: Due to improvement of the living conditions of residents, concentration of businesses in villages having attractions and prevention of the rural population migration to urban environments, government tries to encourage the creation of jobs in rural areas (Nye, 2005).

-Transportation: The main characteristics of transportation in tourism areas are:

-There are the hierarchies of roads; the primary network connects the residential places and secondary roads connect the residential places to each other. In these areas, the traffic speed should be low or even entering the transportation vehicles must be controlled and the road should be designed

only for crossing pedestrians and cyclists;

-The way of connection of tourism infrastructures is different from the other existing infrastructures. In these cases, the infrastructures created are synchronized with the new situation (Henegan, 2002).

In locating and developing tourism areas by determining the most optimal size, the main standard is to avoid saturation phenomena, particularly the development of non-returnable damages for the environment. To achieve the appropriate

locations and to find the best tourism places in rural areas, the following rules can be considered:

-Identifying the capacity of tourism areas in terms of admitting the number of individuals with respect to the maximum functional features and the level of the efficiency of these areas;

-Determining the housing needs for the entertainment, that is based on the specific functions of these areas;

-Evaluating the quality of land to measure for being an urban nation. It is according to this issue that the rate of tourism function is shown in curves that are very important for land use planning.

-Evaluating and determining the capacity of transport vehicles, terminals, airports, and road station, railroad, etc; -Evaluating and determining the capacity of areas for tourism and leisure activities, shores of seas, mountain ranges for skiing, marked routes for long way skiing, etc (HwanSuk and Sirakaya, 2005).

Any use of the resources should be aimed at protecting the economic balance, environment local qualities. In the field of development of tourism, protection of the whole natural environment or human finding, perspectives, plants and animals and the natural communities have the special importance especially if we are going to protect their tourism attractions. Determining the capacity of changes or resources, that is, boundaries of the competence of applying those resources is one of the key goals of planning that also should ensure that the environment is not sacrificed for tourism purposes (Heung and Cheng, 2000). According to international organizations in the formulation of rules and criteria, among other considerations, three basic thresholds should be predicted:

-Threshold allowed in the environment, that is, the number of buildings that can be built in a city or a region; -The comfort threshold, that is, the limits of tourism density proportion to land area, population and open spaces to prevent excessive population density and reduction of resources quality;

-Natural thresholds to limit the spread of tourism: Not exceeding the rate of tourism performances and the quotas due to failure of the environment (Heung and Cheng, 2000).

Experiences of the other countries in locating rural tourism services

-**Thailand:** In this country, one of the important criteria in the development of tourism is to acquire maximum income from tourists or any kind of tourist attractions. Therefore in this country, The allocation of usage is done such that accompany with any kind of tourist attraction there exist many kinds of accommodation and peripheral services that can increase the duration of the tourist journey. According to large population and low land sources, generally the pattern of usage allocation is based on providing the minimums, and in planning in this field, the minimum annual per capita requirement is considered in the separation. The cases set forth in this field, in addition to the form of construction and different states of the appropriate plates, the pattern of the establishment of the construction, the area and rate of the occupied land and also the subjects related to the

construction area and the area of its required space are important that it is generally tried that this space to be allocated according to aspects of absorbing tourist. It is generally tried the volume of the open space to be increased proportion to the construction area, and this task is done through creating the appropriate depth for construction area and/or increasing the number of the floors. Therefore, geological studies and suitability of the land features are the main axis of the usage allocation programs. We should pay attention that regulations related to slope, topography, height, sunlight, proper vision, desirable wind and the type of the land cover are considered in determining the usage in all countries. Considering the perspective of the natural and climate elements in usage allocation is one of the actions that are considered in designing the route and the ways of various accesses to the designed sites. These kinds of analyses, in addition to make the usage allocation regularized, are steps that specify the range of vastness and enormity of the acceptable field for activities related to tourism in future. In the planning process of land usage, the vastness of the predicted applications is also considered so that the proper usage is allocated according to the area. For example, a usage allocation to the sport activities, although, can be done in areas with different topography, but its relevance and flatness of its surface area is a top priority. This point of view is also applicable in allocating the land usage for residential buildings (Lee and Thomson, 2006).

-India: in India, according to variation of the rural regions in terms of social and economical differences, and also differences in the way of enjoyment of the facilities and services, the rural regions are classified. This rural variation indicates the variation in the possibility of development of rural regions, thus, after separation of these regions according to these possibilities, the special planning is done for each region correspondent with its certain conditions in order the sources and facilities are used in the optimum ways. Thereby rural development priorities can be identified in each region. For example, in planning for development of rural tourism, first the villages are divided into two categories in terms of tourism infrastructure requirements.

1-Infrastructures that are the essential needs of every village and ultimately all villages should enjoy of them, whether it has tourist attractions or not, such as water, electricity, school and public health;

2-Infrastructures that should be established in some villages which, in addition they are used by villagers, result in developing tourism in villages with tourist attractions, for instance, facilities such as restaurants and accommodations that their construction is not reasonable in all regions. Therefore, in this country, the most important criteria for the allocation of land usage to the tourism infrastructures are to determine the hierarchy in rural subdivision to allocate resources and facilities in general appropriately and in the rural tourism attractions in particular. According to this hierarchy, first the central villages with more populations are identified and based on the crowds of visitors from tourist attractions, the margin of the necessary infrastructures are designed and the appropriate applications are allocated (Pichaichannarong, 2004). **-France:** In this country,

identifying the characteristics and regulations of allocation pattern of land usage to optimal use of available land and determining the reasonable proportion of it in planning tourism development have great importance. Study the allocation pattern of land usage to achieve to pattern of lands proportion to rural tourism needs not only prevents wasting the available lands but also makes possible the appropriate proportion of land in formation of rural tourism infrastructures and finally to achieve to effective regulations in allocation pattern of land usage in planning the tourism development. Therefore, the principles and regulations about the field of allocation of land usage and related technical standards to create and consolidate the tourist places and spaces play a fundamental role in facilitating the development of rural tourism. If the selected lands are fully related to tourism structures and have a distance with the main context such that the development of residential units does not relate to these lands, in this case, segmentation does not occur and the usage allocation process is executed in it in the form of a full complex, when available lands located in the rural residential context in one way, or are related to it and rural settlement factors affect them. Therefore, allocation of suitable usages appropriate for tourism development is done separately and in relation with the other contexts that are located in it. In this case, the following should be considered in relation with other buildings nearby in the intended land usage allocation.

-Height and length, shape, size, width and orientation;

-Distance from rural contexts;

-Threshold of vision and adjacency;

But in the first case, by ignoring these cases, we can deal with the other cases;

-Angle of light;

-Climatic factors, wind deflecting, temperature and humidity (Keller, 1996).

-Japan: In Japan, reorganizing the usage of lands is done coordinated with other rural infrastructures and facilities to enhance developments in rural areas. This process is a method by which the services required for rural development especially in development of tourism section such as: hotels, accommodation facilities, recreation centers, restaurants, etc. are properly rehabilitated. Usually lands are selected for usage planning in which the lands have not been used optimally and rationally and/or the infrastructures required for overall development of rural areas have not been developed completely. Landowners are usually asked to sell a part of their own lands to develop the public facilities needed. The needed guarantees are proposed to earn more profitability in the case of creating public establishments. These guarantees in tourism sector include some methods to allocate them the earnings obtain from tourism (Saika, 2005). Among the benefits gained by reallocation usage, the following can be mentioned;

- Rural infrastructures are comprehensively organized according to the specific form of the land;
- Improvement of the living conditions of local people regarding their participation and receiving the benefits of the project;

- Suitable geometrical shape of the land divisions and changing the size of small pieces;

- Clarification of the legal borders of the remaining lands;
- According to profitability of the project for local people, it is necessary that their opinions are considered (Arahi, 2006).

Among the methods used in allocating land usage for tourism development is to consider the type of tourist attraction. For example, when the village has a valuable historical context that the residential areas are located around and near it, therefore in this case, it is tried the pieces of property to be transferred in order the complementary facilities for this valuable context are established in these lands. If for the development of tourism, we need to construct water channels, roads and similar items, purchasing land parts for transport is very difficult. Considering that in this case the land owner may also not earn any benefit and the lands may lose their geometric form, it is tried the obtained benefit is divided equally by organizing the land properly and re-allocation of the parts. When a tourist attraction is at the margin of the village and its development may lead to the irregular development of the village and progress of marginalization around the village, therefore the projects of land usage allocation are done under the supervision of the responsible local organizations to prevent irregular constructions and to provide the space for rural tourism development. Also it is possible a tourist attraction is located at a distance relatively far from the village, that development of complementary infrastructures lead to the emergence of a new village that planning for land usage is needed. Usually those involved in these projects, in addition to the land owners are local governments and local institutions are managed at top levels under the supervision of The Construction Ministry. If the projects are implemented by government agencies, the financial resources are provided by themselves, but if they are preformed by local institutions, the necessary guarantees are needed for returning the profit. In this case and if necessary, the initial financial resources are provided by local governments; therefore, the most general criterion for land usage allocation is to determine the benefits of the project and its stakeholders (Ana et al, 2001). Some criteria in land usage planning in villages with tourism attractions, in addition to the above cases, include exact locating of rural tourism infrastructures, topography, geology and environmental conditions, precise evaluation of the land and considering the equity in the purchase and sale of land (Dredge, 2006).

Accessibility standards in villages with tourism attractions

Social establishment of human being along with various activities creates multiple internal and external relationships. Doing most of these relationships is implemented through the accessibility networks directly or indirectly.

Accessibility networks, whether within establishment centers or between these centers dates back as far as the history of establishment and proportion to historical period and its rate of progress have had various forms. Accessibility networks along with vehicles and the degree of development of the society have been evolved and changed. Pedestrians and narrow paths, streets and highways, trains and planes and

various ships represent the historical periods and social developments (Ruston, 1993). In line with social, economical and technical developments the road types and availabilities have accepted specific criteria in their nature and have created some forms in accordance with conditions. The roads and pathways with various types such as streetpedestrian, main road-secondary road, distributiveaccumulative, etc are the creating factors of communication and accessibility to various establishments in a living complex and also the possible communication with outside of the complex. That is, the routes and pathways provide communication role and possible accessibility. The routes and pathways are divided functionally into two groups. First, the routs between the regions and some spaces and constructions that have merely the motional and passing functions, and second, the routs that in addition to the motional and passing functions, are important in terms of social-economical issues and the most of commercial and social constructions are built near them that these passages

are called "market" in most areas (Mallick, 1998).

This mixture of passages and market is much more in villages and commercial spaces are scattered along the streets and main passages. Therefore, in the accessibility designing in rural areas for tourism, this characteristic of the rural passages should be considered precisely and the problem should be considered with the idea of facilitating access and traffic between living complexes and also the special function of each local region, passage, street and square in the time of designing (Mallick et al, 2001).

Distribution standards of tourism services However, insufficient infrastructure is one of the major constraints to rural tourism development, but its proper distribution should be considered in developing these infrastructures. Appropriate size and type of infrastructures must be carefully designed and planned. In some tourist villages, a lot of constructions and infrastructures have been provided to improve the convenience and access to facilities. However, local people may benefit from such cases, but their life structure may be affected by these issues. So, physical infrastructures under influence of conditions should have the following properties:

-Firstly, needed infrastructures and facilities should be built based on a design and format that meets the needs of tourists and local people. Also, they should not lead to negative social-economical and ecological impacts on the rural communities. Based on this principle, development project of infrastructures such as water supply, swage system, marketing management of swage and waste materials and tourism activities such as recreation camps, transportation means, restaurants and all things that may have any role in village destruction all should be controlled to guarantee environment health and economic and social standards; - Secondly, the distribution of private and public services should be based on needs, goals, values and attitudes of the host rural community. Rural properties such as cultural heritage and contexts with historical value should be protected. The new buildings should be built in a design consistent with local architectural style. In addition, local

commercial agencies which provide food and other goods should present priorities in the form of marketing and managing system that allocates the benefits resulting from tourism to local people instead of allocating them to external investors;

-Finally, the distribution of services must be performed in accordance with the zoning plans to be able to achieve the balance between public use, tourist uses and stability (Park, 2005).

The first step taken on the path of sustainable development is to present programs at local, regional and national levels that are developed in tourism. To distribute tourism services in a rural area, the following tips should be considered. -Current capacity: the following key questions are posed in this section:

-To develop tourism which places are appropriate? -How many passengers or tourists can be hosted in one place?

-In the field of tourism, which activities are more appropriate?

-To develop the tourism which activities should be done in infrastructural fields?

-What are the scarce resources for tourism development and what decisions must be taken?

-To control tourism activities and monitor those who are active in this field what can be done?

The first question is related to a subject it is called the present capacity. Present capacity is the maximum use that can be enjoyed in one the place without having a negative impact based on present facilities and also without making tourists dissatisfaction (Ried and Tleather, 2004). About present capacity, three points should be considered:

-How many travelers can visit one place without the climate and environment being polluted, and without a wild life being damaged?

- The local inhabitants and people are tolerant of the reception of how many tourists?

-How much the tourists can stay in one place, without feeling the crowdedness and tumult? (Saika, 2005) **-Limits to Acceptable Change:** usually before the time of observing the negative impacts of tourism, it is not possible to determine the acceptable capacity in terms of the number of passengers. The number of tourists or passengers is not the only factor that leaves a negative effect but the interaction between tourists and visitors may also have negative effects. To determine the present capacity or current capacity, the model based on limits to acceptable change is used. In implementation of this model, planning goes away from the numerical values belonging to tourism and seeks to explain a set of environmental conditions that seem favorable. In this process, to design a set of environmental conditions that are appropriate for one place, the views of local people and scientific approach are used (Smid and Ebru, 2002).

-Zoning: in defining and distinguishing the type and quality of tourism that is obtained due to a pattern based on limits to acceptable change, we are facing to a way of operation or implementation that identifies or limits the region. The purpose of zoning is a process that planner determines the type of activity in a specific field. In this method, we find the various regions that some of them accept a limited

number of tourists. Entrance to some of these regions or establishments is open to all, such as a recreation area; one of the characteristics of the zoning is that it will redirect visitors to particular margins (Curzon, 2001).

-Licenses and permissions: for zoning the recreational places, different policies and planning are used. In implementation of these programs, individuals receive license and permission, entrance fees should be paid, and to preserve quality of environmental factors it is tried some standards or criteria are observed. Usually, in this license, the maximum number of people that can usually go to a particular place at a time, the type transportation vehicle that should be used, the type of activity that are authorized to do and the real or physical place that are visited by them are specified (European Commission, 2002).

-Environmental criteria: tourism officials to maintain environment approve and execute laws and regulations. Some of these activities include the use of a set of environmental quality standards that thereby control some aspects of tourism. These standards can be as determining the permissible peak. Usually in actions that are done for tourism impact assessment, the establishments and buildings that are constructed for this purpose are also considered. In the field, before construction of the building, some studies should be done and thus should be tried the type of Building be compatible with the environment (OECD, 1994). - Standard plans: England Board of Tourism offers ways to those who wish to create establishments on the tourism and reminds them some notes that they are required to be observed:

-In architecture, the style or way of constructing the local building should be observed and wherever possible, the construction materials of that region should be used; -In designing yards or landscaping the local properties should be observed and grass and greenhouse should be created based on its criteria in order the natural landscapes become more beautiful;

-When designing the building we should act such that energy consumption and other resources reach to the minimum possible levels;

-In the building, a way should be used that negative impacts of the building on the environment reach the possible lowest level;

-If possible, the waste materials should be reused and recycled through installation of some devices; -Construction should not result in annihilation of native species and wild animals should be conserved (OECD, 1994).

In the following table some standards for creating tourism establishments have been summarized:

- Buildings should not be constructed in a wooded area. A large number of trees should not be cut down and the natural landscape should not be destroyed.
- Special attention should be paid to the water direction; when road making, the path of water should not be diverted.
-All Picturesque regions such as rivers, lakes and woods should not be kept away of being seen and should be kept naturally as far as possible.

-There should be enough space between buildings in order the birds and wild animals pass there easily and this distance should be covered by planting trees and grass.
-Passing of vehicles should be prevented and some boards should be installed at this location until finishing the work.
-During constructing, the traffic roads should be specified and boards and signs should be installed.
-The piping system should be installed along the constructed road to prevent damage to the other places.
-Lawns should be made in order a natural and beautiful landscape be created.
-Some courses should be determined for recreation, biking and walking.

3. Conclusions

Making sustainable the development in rural areas and sustainable development approach has been widely accepted as a theoretical and executive approach and it is tried its substrates to be prepared. But studies show that sustainable development in rural areas of Iran is faced with numerous challenges. A study done shows that, economic challenges, the managing challenges, environmental challenges, social challenges and physical challenges are respectively threatening the sustainable development of rural areas. That study indicated that diversification of economic activities and development and strengthening the commercial and tourism activities corresponding with economic and social properties of Iranian villages should be considered as a main strategy to fight against the above challenges (Dredge, 2006). In addition, in the policy-making point of view, tourism development in rural areas, if its benefits return to local communities, can be an appropriate and beneficial means to reform rural areas socially and economically (Vella Vebicheril, 2005). Strengthening social structures, increasing social and public awareness, creating a sense of belonging to rural areas and socio-cultural sustainability in the light of conscious development of tourism will be possible.

Tourism has been considered not only as a tool and policy for economic development but also as a policy to create regional balance and development of the less developed regions has become more important. Rural areas are among the less developed regions between different spaces in the country. Creating regional balance requires the development and strengthening economic, social, environmental, and physical of less developed regions versus the leading and developed ones. Strengthening and development of tourism industry in rural areas can play such a role. Thus, policy makers and politicians are looking for tourism development in the rural areas to develop the villages economically and to create regional balance in the country (Yousefi Pour, 2000). Planning to develop tourism requires development of markets and management the way of using tourism services which are included among the factors of tourism demands, strengthening the attractions, development of the residential places and welfare and infrastructure services to create tourism bases which are called tourism supply. Ignoring the aspects of tourism demands, the tourism development can

not get executed without creating body and physical bases as the demanding part. Thus, physical planning to improve and develop facilities, utilities and infrastructure effectively and the distribution of the positive effects of tourism development in geographic space will be necessary. This issue will have a double importance in rural areas due to lack of facilities and services and also the existence of actual physical abilities in rural contexts and areas.

Development of services and infrastructural and welfare facilities, and physical aspects of tourism in different spaces irrespective of capacities, capabilities, facilities and limitations of tourism supply and demand of tourism, will not help the regional balance. Realization of this purpose requires observing platforms and obstacles to development in any region. In this case, zoning the locations with tourist attractions is necessary. Distribution of rural areas and tourist attractions in these villages makes more the importance of zoning and determining the associated fields. In addition, it is said that zoning and determining the associated areas in rural tourism provides better opportunities for planning the integrated development in rural tourism. Also, providing more effective accessibility to transportation and the other infrastructures, easiness of tourists' access to facilities and services due to their closeness, the possibility of creating the variation and specialization of tourism regions and more importantly, becoming economical the provision of installations and services (Baumgarten, 2003) are considered as the benefits of zoning spaces with tourist attractions. Therefore, to achieve the above benefits, it is essential the geographic fields in rural areas with attractions are zoned in one way. All tourist attractions are not equally important in terms of power of attracting tourists. Usually the preferred attractions are more considered and the attentions with lower degrees are used lesser. Zoning and spatial planning in the associated areas provide this opportunity that by putting the secondary attractions along the top attractions in the tourism demand will intervene and all facilities will be used well. Conservation of the environment and efficient use of tourism facilities require the distribution of tourists in the national space. Zoning the spaces having attractions provides this opportunity, that by specialization of these regions or creation conscious variation intervenes in the follow of distribution of tourists and the demands of rural tourism and directs the tourists to less developed areas. Finally distribution of tourism services in places with attractions and intervention in existing fields require specific rules and regulations corresponding with local conditions. Therefore it is necessary to regulate the intervention in the spatial fields and planning, special rules and regulations are developed for each planning level.

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