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PROSPECTS OF TOURISM DEVELOPMENT IN DISTRICT OF INDIA

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Prospects of Tourism Development in District of India

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Abstract – Since days of yore, the travel industry use to be a wellspring of delight and amusement for individuals across the globe. In early days wanderers make a trip from one spot to other, which currently transforms into world's most thriving industry (Ghosh, 2005). As of now, it turned into a business adventure which serves the traveler and gives occasion related administrations. As a help industry, it accomplished the situation with perhaps the biggest business of the world. It can likewise be viewed as an establishment that bestowing data and instruction about fluctuated spaces of the world. As indicated by a Chinese saying, voyaging a mile bestows more information than perusing a mile of composed words (Khullar, 2013). India as a rule and the Lower Assam locale specifically is perhaps the most tranquil zones in the country with cordial Apatani and Nyishi people group. Transcendently, the area is as yet in means rural economy. Advancement of the travel industry in the locale could turn into a significant road for money expansion for this subsistence economy. Besides, the area is rich with normal and social assets for the development of the travel industry. Consequently the current examination is an endeavor to know the possibilities of the travel industry advancement in Lower Assam region of India. The examination may help in uncovering the state and the locale by rest of the world. The examination discovers its stand dependent on current realities and confirmations accumulated through field encounters. It is trusted that the work may help in understanding the possibilities and conceivable outcomes of the travel industry in the province of India all in all and Lower Assam region specifically.

Keywords – Tourism, Development

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INTRODUCTION

Since days of yore the travel industry keeps on being a wellspring of joy and entertainment for individuals across the globe. In early days, wanderers make a trip from one spot to other, which in course of time has transformed into world's most prospering industry (Ghosh, 2005). As of now, it has become a business adventure which serves the vacationer and gives occasion related administrations. As an assistance industry, it accomplished the situation with perhaps the biggest business on the planet. It can likewise be viewed as a foundation that gives data and training about shifted spaces of the world. As indicated by a Chinese axiom, voyaging a mile gives more information than perusing a mile of composed words (Khullar, 2013). As Francis Bacon believed, travel in the youthful sort is a piece of instruction and in the senior, a piece of the experience, the travel industry as a type of training is a piece of edified presence (Roday et al, 2009). Hunziker and Krapf suitably expressed that travel industry is the amount of the wonders and relationship emerging from the movement and stay of non-occupants, to the extent that they don't prompt lasting home and are not associated with any acquiring action (Ghosh, 2005). The travel industry came about because of the brief development of

individuals to objections outside their typical stay and work environment. It incorporates all such kinds of financial exercises which give and satisfy the necessities of the explorers (vacationers). Yet, voyagers might be holidaymakers, or guests identified with business/instructive or any expert if such outings are not continuously conveyed for one year and doesn't acquire any 2 job from that specific spot of visit. In the absolute starting point the idea the travel industry, the motivation behind the visit was restricted, where it was limited to amusement and visiting companions and family members and so on yet now it incorporates various exercises and fills various needs of vacationer. The travel industry is a social movement which is still predominately kept to created social orders. In agricultural nations, individuals have various needs and for most individuals travel for recreation and delight is an extravagance. Nonetheless, in the creating scene, a segment of relaxation searcher additionally arising with the evolving financial setting. Aside from it, the travel industry advancement additionally turned into a device for improvement plan for such nations as such improvement requires lesser import substance and upgrade the extent of employability for its work escalated character. India isn't an exemption in such manner and the province of Arunachal with its

extraordinary scene and culture bears guarantee in such manner.

OBJECTIVES

1. To assess the trend of tourism development in India with special reference to Lower assam district;
2. To evaluate the salient features of existing tourist attractions/facilities and services in Lower Assam district;

REVIEW OF LITERATURE

International Level

While expressing the idea of the travel industry movement, Bhatt (2006) characterized it as some of marvels and connections emerging from the cooperation of vacationer, business providers, have governments, root governments, and host networks, during the time spent drawing in and facilitating these and different guests. While Gee (1997) expressed that travel industry is exercises performed by the guests and the offices gave to them like convenience, food and so on The travel industry includes the exercises of people venturing out to and remaining in places outside their standard climate for not more than one successive year for recreation, business, and purposes. Hewage, (2010), characterizes the travel industry as the impermanent, transient development of individuals to objections outside where they ordinarily live and work, and their exercises during the stay at every objective. It incorporates development for all reasons. Before the utilization of the term the travel industry in the word reference, a set of experiences which knows about the manner by which civilization has really evolved would connect with the travel industry exercises (Lantana, 1995). Jafari, (2006) characterize the travel industry as the investigation of man away from his typical living space, of the touristic mechanical assembly and organizations reacting to his different requirements, and of the standard and non-conventional universes and their persuasion connections. Shakya, (2010), clarified the four significant fundamental parts of Tourism like fascination, openness, convenience, and conveniences, which are similarly significant for the improvement of the travel industry. Williams and Shaw, (1992) referenced that the cutting edge the travel industry starts in a seventeenth eighteenth century in Europe. During that time spa got mainstream in Europe and pulls in individuals for the clinical reason from various adjoining places. Among renowned spas in Europe Nice in France, Baden-Baden in Germany, and Carlsbad in Czechoslovakia were famous. Following not many years spas were changed over to the ocean resorts in light of the fact that the idea of sunbathing in ocean sea shore was created. Reisinger (2009) clarified the travel industry as one of the global biggest financial industry. About 83% of the mechanical nations it positions among the best five

enterprises. It includes the biggest progressions of products, administrations, and individuals on the outside of the earth, which shows the globalization.

Comprehension and investigation of vacationer assets are some critical needs in the travel industry research. Andrew (2010) referenced the explanations behind movement of outsiders in Greece. Aside from it, he represented the idea of the travel industry, history of stay places like lodgings and inns and referred to models related with sports-related the travel industry exercises particularly the Olympics. Divider and Towner (1991) in their work attempted to discover how extraordinary alluring chronicled places like Spas and coastline resorts, the terrific visit period of Europe assists with understanding the travel industry with an exceptional record of the antiquated and middle age world. Chen (2016) attempted to investigate the idea of objective assets and intensity through relative examination of traveler's discernments and fulfillment in Kinmen Island of Taiwan. Through experimental examination, creators attempted to research the interrelationship between traveler discernments, fulfillment and how they are identified with objective assets, attractions, and so forth It was tracked down that the assets accessible on the island have not viably used to acquire intensity. As Kinmen Island has extraordinary assets because of its acquired culture, war history, and untainted characteristic landscape, it's significant for both the general population and private areas to see how sightseers see these assets and the amount they like these components to advance the Island the travel industry. Diamantis (2004) referenced that travel industry can possibly upgrade the climate to give assets to preservation, to save culture and history, to set practical turn of events, and to ensure characteristic attractions. Because of the obliteration of characteristic excellence or normal assets of vacationer locations, the travel industry location is in harm's way, which driving the nature darlings to move to new locations. Gurung and Seeland (2008) analyzes the condition of the travel industry strategy, gives a short chronicled blueprint of its improvement during the previous many years and examined new alternatives for its advancement dependent on reviews and clarified the snags why ecotourism has gained so little headway in Bhutan. It was tracked down that the high evaluating strategy and level rate framework debilitating the journeying vacationer just as limiting ecotourism improvement. Through the study, it was discovered that from the distinctive the travel industry exercises neighborhood local area profited extremely restricted. Considering the consistency of traveler seasons, nearby networks could extend their business related to the travel industry to acquire benefits. It was likewise tracked down that the visit administrators and vacationer additionally lean toward ecotourism exercises which would profit the country networks. Harrison (1994) follows the negative improvement like connections among prostitution and advancement of the travel industry, how much this business is affecting the general the travel industry in Switzerland. Hewage (2010) featured that the travel industry is giving business freedoms to gifted, semi-talented, and

surprisingly incompetent labor, which is showing the qualities of work escalated industry. He likewise referenced that understanding the travel industry is the best approach to comprehend the world, one can't comprehend the present reality without getting the travel industry. It is an unpredictable social action, which shows social, financial and social advancement. Johnson (1995) inspected the significance of arrangements to improve the vacationer's framework, to increment or keep up the guest's number, to urge traveler to remain long in locations and increment their going through cash in locations and so on He likewise clarified some political, monetary, and social changes and improvement had occurred in the travel industry of the Czech and Slovak republic. Khan (1990) in his work on Singapore attempted to discover the financial significance of the travel industry in Singapore, by applying the multiplier impacts of vacationer use on absolute yield, pay, and business openings. Philip (2016) featured the commitment of Australian in the field of the travel industry research explicitly the investigation on vacationer conduct and there has been next to no work done about the travel industry foundation and lodging improvement. The creator referenced that the expectation to audit the work on the travel industry research was to outline the seriously suffering, clever and global engaging Australian commitment to vacationer conduct considers. Creator has discovered that lion's share of the Australian exploration getting to the subjects of vacationer inspiration, issues in market division, understanding the on location experience and surveying the effects and result of sightseers travel. The audit recognizes some excellent doctoral endeavors inside the country yet the creator has zeroed in chiefly the significant streams and projects of distributed work instead of the individual work.

Thapa, (2005) center different parts of town the travel industry, which makes a motor of monetary force as far as income from homegrown and unfamiliar the travel industry. Town the travel industry can be a successful weapon to diminish the hole among rich and poor, by bringing in cash through their everyday exercises like coffeehouse proprietors, yak herders, watchmen, nearby aides, and so forth A huge number of townspeople from Sirubari, Ghandruk, Khumbu, Namcha Bazar town and so forth of Nepal, have been profited financially and increased their expectation of living. Richard's and Hall (2000) clarified that human networks address both an essential asset whereupon the travel industry depends and their reality in a specific spot at a specific time might be utilized to legitimize the advancement of the travel industry itself. Networks are a fundamental justification a traveler to travel, to encounter the lifestyle and material results of various networks. Shaw and Williams, (2004) referenced that Tourism is socially efficient action, which can bring Socio-underlying advantages like improving the way of life, transport and other nearby business-related exercises and so on With all certain effect on society, ecotourism is the best approach to secure the social, regular and social climate of the

objective. Spenceley (2010) follows another interaction through which an apparatus fit for surveying manageable the travel industry can be made and recognized three primary period of the methodology which brought about the feasible nature-based the travel industry evaluation tool compartment. Stevan (2003) clarified the travel industry advancement has carried thriving to numerous Sherpa in the course of recent long stretches of the possessed of Mt. Everest locale of Nepal. Notwithstanding, it antagonistically affected provincial timberland and Alpine vegetation in light of assortment kindling by outdoors gatherings and motels and the felling of trees to develop hotels and different offices. The backwoods corruption and the deficiency of Alpine bush, Juniper keep on being huge ecological issues in a few pieces of the locale as a rule and especially the Khumbu and Pharak. While the travel industry can be an incredible specialist for nearby financial flourishing, simultaneously it drives the natural corruption. It is tracked down that post-1979 backwoods corruption has been more prominent in certain pieces of Pharak than anyplace in Khumbu where deforestation had occurred because of the travel industry.

Timalsina (2011) referenced that everybody among twelve individuals on the planet is straightforwardly or by implication occupied with the travel industry, though, in each four nations out of five, the travel industry is one of five top fare workers. In around sixty nations of the world, the travel industry is the main fare business. He additionally envisioned that travel industry as a significant instrument through which individuals can trade data about the method of their life, culture, language and social and monetary movement they are rehearsing, which is a chance to learn and comprehend the distinctive gathering of individuals. Upadhaya (2003) clarified numerous nations on the planet have put forth attempts to advance the travel industry as a methods for money for the monetary development. Also, as Nepal is inadequate in mechanical turn of events, so with having assets for the travel industry improvement, the travel industry has been discovered just the elective wellspring of economy. The creator recommended the travel industry area has a degree which can connect up the retrogressive economy with the forward economy. His work named "Readings in rustic the travel industry", which is otherwise called the milestone distribution of the historical backdrop of the travel industry in Nepal, zeroed in on country the travel industry and its issues and prospects for future. Williams (1998) follows that how geographic viewpoint can ease up the investigation of the travel industry. It investigates the elements impacting the advancement of both homegrown and unfamiliar or worldwide types of the travel industry, centering the manners by which examples of the travel industry have developed and keep on developing. The creator inspected the effect of the travel industry on economy, climate, and socio-culture of the specific objective. The creator likewise viewed as the legitimate anticipating the travel industry can aid the

guidelines of improvement and in the creation of economical types of the travel industry.

National Level

Baveja (1982) in his work mirrors the ancestral existence of North East India all in all and present a movement journal sharing his encounters during his visit to the place where there is Apatanis-a noticeable clan of Lower Assam locale of India specifically. Bhattacharjee (1992) illuminated in insights regarding Ziro-the entrancing area and offers his encounters during his visit to the lovely valley, referencing the 12 festival of celebrations, job of Apatanis, imaginative agribusiness rehearses are some noteworthy focuses clarified in his work. Bhattacharya (2011) offers a worldwide viewpoint on the neighborhood issues of the travel industry and includes the pattern of the travel industry in worldwide, public and state level and furthermore gives by and large vacationer assets (homegrown and unfamiliar), shopper conduct, and the travel industry of Assam as far as pattern, possibilities and its future. Choudhury (1981) mirrors the topographical foundation, the financial existence of individuals of unified Assam locale. The referencing the recent secret land with all its picturesque delights and regular glory, its fiery and bright clans, likewise gives data about the spots of recorded and vacationer interest. Elwin (1959) has introduced methodically reported data about India which was before known as NEFA (North East Frontier Agency). He tended to social traditions, spots of interest, authoritative arrangement, and availability and territorial varieties. Chowdhury (1979), outlines the conventional culture of the major ancestral gatherings of India. He featured the effect of improvement exercises in different fields, which has been perceptible in the financial existence of individuals. Ghosh (2005) concurs that travel industry is multi-disciplinary with human measurement and pulling in the consideration of geographers, antiquarian, and conduct researchers. While the idea of the travel industry as a business action bids to the individuals who occupied with monetary and business exercises. The creator has effectively clarified the fundamental parts of the travel industry like traveler conduct, travel services, cordiality industry, advertising, financial and environmental effects and so on, moreover, advancement and improvement of the travel industry have given most extreme consideration. Kaur (2016) examined the development and advancement of Indian the travel industry. The paper shows that the travel industry is the biggest assistance industry in India, with a commitment of US\$34.008 billion to the National GDP and 7.4% to the absolute work in the year, 2011. The yearly appearance of traveler in the nation saw in excess of 5 million unfamiliar vacationers and in excess of 740 million homegrown sightseers. Creators recommended that the travel industry is one of the vital areas to the Indian economy and has huge potential for producing work and acquiring a lot of unfamiliar trade to help the generally speaking monetary and social advancement so the focal and state government should step up and create the travel industry in India. Mehta (2005)

presents the idea of social the travel industry the executives that can go far in engendering Indian social ethos abroad and saving and building up our social legacy in a way that it very well may be viably used for the development of the travel industry in India through advertising and proficient administration rehearses. As per Kunwar (2006) the travel industry is an investigation of the interest for, and supply of convenience and backing administrations for those avoiding home, and the resultant examples of use, pay creation, and business. Lama (2014) has considered the financial qualities of the guests and determined the appearance rate and looks at cautiously about the elements affecting appearances. The examination additionally made an endeavor to analyze irregularity of vacationer appearances in India. It showed that the vacationer appearances in the state were exceptionally occasional in character. Creator has clarified the potential for experience the travel industry in the state since the investigation region has a decent potential for creating experience exercises, an endeavor was made to inspect overviewed vacationer eagerness to partake in experience exercises. It was likewise discovered that there is a plentiful chance for creating ecotourism in the state, and the state has been getting an expanding number of vacationer appearances as of late. Despite the fact that traveler appearances in the territory of Arunachal are expanding still it is restricted when contrasted with different states like Sikkim and Himachal Pradesh, which have pretty much comparative geography and characteristic attractions. Pandey (1997) clarified the native example of land the executives and use, transport framework and so forth of India and its effect on the conventional way of life of individuals in his work. Parida (2011) pushed on the essential methodology for the travel industry advancement in India relating the travel industry and monetary improvement of the state. He additionally featured the essential parts of the travel industry and assesses the current status of the travel industry in India in his work.

Mallya (2006) examinations the idea of ecotourism and researches the job of local area cooperation in the improvement of ecotourism. Ecotourism is a little fragment of the general the travel industry area. It alludes to mindful travel to regular regions that saves the climate and improves the government assistance of nearby individuals in the dynamic the cycle that decides the sort and measure of the travel industry that ought to happen. The level of force employed by the neighborhood local area corresponding to the travel industry exercises is vital to its drawn out possibilities and maintainability. Generally, the book has made a critical commitment to the definite examination of job and issues identified with ecotourism in the worldwide setting. Having said that, the book has substance and might be helpful for the amateurs, yet it is falling behind alludes to explicit case studies or models on the side of the issues and job referenced. Daha (2000) follows the difference in traveler requests with evolving socioeconomics, socio-primary, and socio-social turn of events. The difficulties have extended and heightened extensively in the initial

not many long stretches of the new thousand years. Contamination and illegal intimidation have been found as the most dynamic difficulties to the business in the country. In the paper, it has additionally referenced that to create and to come out from the difficulties important advances ought to be taken by the state government just as focal government to forestall this hazard. Rawat (2009) clarified the job of nature the travel industry in building up the HR, setting out business open doors and sharing the riches to provincial zones referenced that nature preservation as a significant part of ecotourism to secure the backwoods and use them to travel and investigating endeavors. While stressing on the travel industry arranging, Sathyadev and Manjunath (2012), gave a knowledge into the travel industry arranging at local area level fusing partners like government offices, youth associations, independent venture administrators and Medias and so on They thought that a coordinated outline of all parts of the travel industry and arranging capacities is vital for better the travel industry arranging at neighborhood level. They focused on the significance of a market direction for drawing in and serving sightseers. Sharma (1998) zeroed in on mountain the travel industry that gives openings and difficulties as far as work, pay, and preservation of regular legacy and so on, in uneven regions. He additionally expressed about the imperatives, for example, transport and correspondence bottleneck just as convenience offices in the travel industry advancement of uneven territories.

METHODOLOGY

The work has embraced an exploratory just as illustrative way to deal with arrive at its targets. An experimental and graphic technique has been utilized to arrive at the ideal objective. Optional information has been counseled and essential information has been created from the field to build up a relevant relationship. The work can extensively isolate into three stages, viz. (I) pre-field stage, (ii) hands on work stage and (iii) research facility stage. The primary stage was begun with the counsel of auxiliary information. Important auxiliary information and data have been gathered from Directorate of Tourism, Government of India , District Tourism Office, Ziro and other pertinent sources. Significant reference materials were gathered from libraries of Rajiv Gandhi University, India and District library of Lower Assam region. Computerized sources like National Digital Library and Infilbnet were counseled to assemble applicable data. A portion of the fundamental auxiliary information and data have been gathered from Directorate of Tourism, Government of India , District Tourism Office, Ziro and other significant Government distributions. Arrangement of the base guide has been done from the Survey of India's geographical guides of 1:50,000 scale (No. 83 E/9, E/10, E/11, E/13, E/14, E/15, I/1, I/2, I/3, I/5, and 83 I/6). Based on accumulated data and hypothetical foundation assemble up until this point, purposively planned polls

cum plans were set up to get to partners of the travel industry area, viz. Traveler and the travel industry facilitators. Gathering conversations were completed with local people at Ziro, Yazali, Yachuli, and Raga to rate their eagerness towards support in the travel industry adventure. By and large 462 homegrown and 46 unfamiliar vacationers partook in the review did in 2015 and 2016. Likewise facilitators like inns, resorts, and homestay offices, government facilities were visited and out and out 37 such units were covered. The review was done with the assistance of purposively planned polls. By and large four sorts of survey were intended for the adequacy of the investigation. The main kind was set up to gather the data about the current and potential places of interest as seen by the neighborhood local area (Appendix-I). The second arrangement of survey was set up to construct the profile of the sightseers alongside their insight and conduct in and around the spots they visited (Appendix-II). The third arrangement of surveys was ready for the facilitators of convenience (Appendix-III) and the fourth sort was set up to know the goals and exercises of the NGOs identified with the travel industry advancement (Appendix-IV). Both irregular and purposive arbitrary examining technique was applied for the choice of the respondents. The examples were bound to significant spots like Ziro, Yazali, Yachuli, and a few towns like Bulla, Dutta, and so on Since Ziro is the principle center for the vacationer visiting Lower Assam area, in this manner it was considered as the primary concern for the information assortment for travelers The information were gathered through an individual visit to existing and potential places of interest. Photos of the spots and accessible unmistakable assets were taken as narrative proof and to complete an overall evaluation of the objections. Planning has been done in the advanced climate. GPS study was completed to find the current and possible objections alongside four journeying trails going from 7 km to 32 km. In the lab stage information has been investigated, maps were arranged and detailing of the work has been finished. The assistance of GIS, GPS, and Remote Sensing strategies were taken to verify the spatial data.

Tourist Arrivals in India

Tourism in India has not yet been developed to the level expected. Though India has a rich resources base for tourism development, no substantial progress has so far been achieved due to the lack of organized effort and geographical remoteness from the mainstream tourist destinations of the country. Apart from it till 1962 RAP (Restricted Area Permit) was imposed to restrict the movement of a foreign person in the area. Apart from it, still the inception of NEFA under British rule inner line system was introduced to maintain the integrity of native tribal people. Inner line permit is still necessary for domestic tourist to visit the state. However, the RAP was relaxed from 1995 onward to some extent in the form of PAP (Protected Area Permit) to allow foreign tourists group to visit for a period of maximum 30

days. Such travel restrictions are also responsible for slow growth trend of tourism arrival in the state as well as the study area. Out of the total tourists, only about 2% is represented by the foreign segment (Table 3.1). 54

Table 3.1: Tourists Arrivals in India , 2009-2016

Year	Domestic		Foreign		Total	% of growth
	Number	% of growth	Number	% of growth		
2009	1,95,147	-	3,945	-	1,99,092	
2010	2,27,857	16.76	3,395	-13.94	2,31,252	16.15
2011	2,33,227	2.35	4,753	40	2,37,980	2.90
2012	3,17,243	36.02	5,135	8.03	3,22,378	35.46
2013	3,18,461	0.38	10,846	111.21	3,29,307	2.14
2014	3,36,028	5.51	6,307	-41.84	3,41,178	3.60
2015	3,52,176	4.8	6,453	2.31	3,57,933	4.91
2016	3,85,875	9.56	6,598	2.24	3,92,473	9.64

Source: Directorate of Tourism Development, Govt. of India , Itanagar

Analysis the SWOT

Analysis of tourism in Lower Assam district has been carried out to examine the state of tourism critically.

Strengths

- The locale has territories with rich regular excellence, extraordinary greenery, and fauna which are the important assets for the improvement of ecotourism. Aside from it, the locale is known for its the uncommon types of birds and butterflies.
- The untamed life asylum of Talley Valley natural life has an extraordinary variety of creatures and plants which may pull in an enormous number of vacationers. The examination shows the inclination example of 40 % of homegrown and 89% of unfamiliar vacationer towards this end.
- The reverie assets of the area can be tackle to give an exceptional encounter of experience.
- The locale can produce an assortment of the travel industry exercises like-ecotourism, untamed life the travel industry, country the travel industry, pioneer the travel industry, social the travel industry, celebration the travel industry to offer shifted needs of sightseers with a changed foundation.

CONCLUSION

In the contemporary world the travel industry has seen as an arising and exceptionally coordinated industry. It arises as a noticeable area of worldwide economy, positions a lot higher and procures significantly more unfamiliar trade than a considerable lot of the

generally ruling businesses. It has become a device for advancement plan for nations as such improvement requires lesser import substance and upgrades the extent of employability for it work escalated character, from untalented, semi-talented and higher experts. Aside from it quickly changing advanced correspondence medium improves the capacity of quicker data sharing, which is one of the basic issue for the business, upgrades its extent of improvement numerous folds. India isn't an exemption in this regard and the province of Arunachal with its extraordinary scene and culture bears guarantee in such manner. Improvement of the travel industry in northeastern piece of India when all is said in done, the province of India specifically, requires a prudent equilibrium of the travel industry advancement and protection of delicate local life and culture by receiving an economical the travel industry advancement methodologies. The Lower Assam area of India is plentiful in the possibilities of the travel industry as the land is enriched with rich common and social scene, however not appropriately investigated up until now.

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