Social Media and the Tourism Industry: A Systematic Literature Review

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Abstract:- This literature review describes research findings about social media's function in the travel and tourism sector. Its goal is to examine and evaluate articles about social media and how it affects the travel and tourism sector.

➢ *Methodology*

Three reputable databases—Science Direct, Google Scholar, and Genesis Library were used to gather information for this review. The collected data was screened after articles about social media and travel were selected, and 45 articles were ultimately chosen for review.

➢ *Findings*

This evaluation discovered that consumer-centric studies typically concentrated on the use and influence of social media in the research phase of travelers' travel planning processes. The investigation was based on a content analysis of the studied articles from the perspectives of both consumers and providers. Studies about suppliers have primarily focused on the management, promotion, and research roles.

I. INTRODUCTION

One of the megatrends that have significantly impacted the tourism system is social media, and its significance and use in travelers' decision-making as well as in tourism operations and management have been thoroughly investigated in tourism and hospitality research. The development of the internet has yielded a wide range of virtual tools and, at the same time, has played a significant role in the emergence of social networks that are widely used today. With the development of the internet came new vocabulary and virtual discoveries. Social networking services emerged in the twenty-first century, using chat names to facilitate forum communication (Kayumovich & Kamalovna, 2019).

Social media is evident in modern social and economic life since it is one of the most significant Internet networking tools. According to Kaplan and Haenlein (2010), social media is a digital platform that encourages people to engage with one another on a personal level by creating, sharing, and exchanging knowledge and information. Javed et al. (2020) claim that Cohen provided a meaningful definition of social media by analyzing thirty distinct ways to interpret the term and summarizing its essential characteristics. These characteristics are listed in the

following order: Because social media requires internet-based platforms, software, and resources, it is solely dependent on information and communication technology for technological operationalization; (2) social media refers to the channels of communication that allow participants as well as (3) The public can create, share, and collaborate on material, resulting in pervasive alterations; social media connects its users inside a virtual world that influences people's behaviors in real life (Zeng & Gerritsen, 2014). One way to conceptualize social media is as a community of fully online services created inside the conceptual and technological framework of Web 2.0.

This study aims to review and analyze the literature on social media's effects on the travel and tourism industry. A critical assessment of past social media studies is also necessary to understand the role of social media in tourism. Important justifications, limitations, and conditional aspects of social media use were identified and categorized based on a content analysis of the combined articles from the viewpoints of individuals and enterprises to develop a thorough conceptual model.

II. LITERATURE REVIEW

Particularly for the travel and hospitality sector, in recent decades, the tourism sector has focused a lot of attention on information and communications technology, or ICT. Social media sites have expanded quickly due to rising internet usage and dependency, changing how businesses and travel agencies engage with customers and market their products to specific audiences. Social media's limitless supply of information is used by consumers to choose travel locations and recreational activities, which have a significant influence on marketing tourism. But, because of the tourism industry's transdisciplinary use of digital platforms, there are gaps in the actual application of the research due to its fragmented nature. Any nation may generate a lot of money from tourism, and the media is essential to that industry in several ways, such as focusing on customer interaction best practices, decision-making behaviors, and information search. Although it is one of the travel and tourism industries with the quickest growth rate, marketers and industry experts frequently ignore educational tourism.

The advent of social media has resulted in a notable transformation in marketing tactics. Social media platforms enable users to see, create, and exchange information, ideas, professional interests, and other forms of expression in

online communities and networks. These platforms are accessible to individuals, corporations, governments, Non-Governmental Organisations (NGOs), and other organizations. Research indicates that social media is essential for advancing educational tourism and strengthening and promoting a nation's political, social, cultural, and economic facets. This study suggests that the social networking approach be used to investigate the factors of consumer perceived value for destination visits.

This article discusses the role of social media and its impacts on the travel and tourism industry. It details the effects of social media on tourism-related initiatives and includes a case study centered on Madhya Pradesh State Tourism. This study looks at how social media affects eco-friendly travel. It examines the potential applications of social media to promote and generate demand among Indian tourists for environmentally friendly travel. Could social media advertising help generate sustainable demand by bringing eco-conscious travelers together and increasing awareness? The article discusses the role of social media in promoting tourism in Kerala, but it says nothing about how social media affects the travel industry as a whole. This article examines social media usage by small and medium-sized tourism firms and how it supports their attempts to reach out to potential customers and promote their brands. This study looks at how social media affects the expansion and effectiveness of the travel and tourist sector, focusing on the merits and advantages of earned media marketing techniques over social media advertising.

Conversely, travelers may post their experiences on social media to enhance the perception of a location and attract additional tourists. However, other customers could be impacted by the content produced by tourism departments. Tourism companies and organizations must acknowledge individuals' crucial role in shaping the destination's image. For example, appealing natural settings and mouthwatering food may increase the allure of travel through official SNS sites. In addition, a friendly atmosphere and the local culture enhance the favorable perception of the destination. Furthermore, I contend that users, influencers, and tourism authorities ought to work together to customize the needs and preferences of potential tourists while making up for the inadequacies and rigidity of the official sides. However, letting everyone freely express their thoughts on SNSs also risks the tourism destination, as some people may use eWOM to harm the destination's reputation.

Those who create visual content would produce and display data prompted by time. The emergence of social media platforms that allow users to share images and videos has changed how information is arranged and presented. The usage of social media influencer marketing in the travel and tourist industry is examined in this paper; nevertheless, little is known about the functions in this field. (2023). Social media platforms are now essential tools for customers, destination marketers, and management to gather and disseminate information. Traditional media channels' role in choosing a destination and making decisions has been

steadily declining in recent years. Peer-to-peer information-sharing websites and social media have become more and more critical in the decision-making and destination-selection processes. The impact of social media on travelers' choice of destinations is multifaceted, intricate, and has many moving parts. It is imperative that destinations closely monitor the manner and nature of information that is being dispensed via social media channels. Edward Elgar's Handbook of Tourism and Social Media examines destinations' main problems and difficulties on social media. We aim to publish this guidebook to establish a global forum for fair and impartial scholarly studies on social media in the travel industry, with valuable applications for marketers and destination managers. Forty-four chapters from eminent experts in the world of social media are included in this handbook. We firmly believe that scholars and practitioners will be interested in the issues covered in the handbook.

The following is a list of various social media platforms:

Journals, newsletters, or formal essays published on websites are called blogs. It is also regarded as the first iteration of web version 2, which helps users post-digital media such as images, videos, links, and other formats in an online manner. This kind of Web Version 2 may very well be referred to as social media since it enables users to keep in contact with each other by posting a statement or comment, which is the fundamental component of social networking. Users' content is allowed, as is two-way or reciprocal contact between users (Kennedy et al., 2007; Hidayat & Are, 2018).

According to Kennedy et al. (2007), social networking is the term used to describe a private website that functions on a more extensive network and encourages users to contact one another to form groups. Additionally, the usage of accounts, personal websites, photos, and messages to improve user-to-user connections is one of the critical elements of social networking (Goeldner & Ritchie, 2011; Hidayat & Are, They trade media content among themselves (Goeldner & Ritchie, 2011; Hidayat & Are 2018). Social networking users can exchange media material through content communities (Goeldner & Ritchie, 2011; Hidayat & Are, 2018).

Information and communication technology development has significantly changed how consumers plan and buy travel-related goods (Fotis, Buhalis, & Rossides, 2012). Consumer conduct is not stable over time and is constantly evolving. The development and popularity of social media significantly impact how customers consume, including how they assess, choose, and buy products and services, which causes marketers to be anxious. As customer behavior changes, it cannot be easy to establish new strategies, policies, and tactics (Leung, Sun, & Bai, 2017). According to Gretzel et al. (2008), social media usage for travel is enormous. Eighty-two percent of American internet shoppers in 2008 reported consulting blogs, online reviews, and other online sources before making a travel-related

purchase. Technology's progress, particularly the introduction of Web Version 2, which started in this day and age, contributed to social media's creation, making it crucial to market a tourist destination (Chan & Guillet, 2011; Goeldner & Ritchie, 2011). In addition, social media is becoming more and more prominent as a source of research data in a variety of areas, including e-word-of-mouth, travel recommendations, and customer decision-making mechanisms (Hudson & Thal, 2013; Ye, Law, Gu, & Chen, 2011; Kurashima, Iwata, Irie, & Fujimura, 2010; Cheng & Edwards, 2015). The World Tourism Organisation acknowledges the importance of social networking in the travel industry. Travelers and business travelers utilize smartphones and tablets to leave reviews for destinations or points of interest. According to the World Travel Monitor, 40% of international visitors travel with smartphones.

❖ *Social Media's Effect on Travel Industry Marketing*

The impact of social media platforms on the marketing and customer experience of tourism locations and services has been revolutionary. This impact can be investigated from several vital angles:

- *Increased Reach and Engagement with Customers:*

Social media networks allow travel industry marketers to interact directly with a worldwide audience. Unlike old marketing techniques, social media enables bidirectional communication, which is frequently one-way and region-specific. Having this conversation with potential tourists helps to create a more individualized connection. For example, companies and tourism boards can instantly collect feedback, offer information, and directly answer questions.

- *Influence on Decisions About Travel:*

Today, social media plays a significant role in helping travelers make decisions. Potential travelers frequently look for ideas and information on social media sites like Facebook, Instagram, and Pinterest. People's decisions about where to travel are greatly influenced by the images, reviews, and travelogues posted on these sites. For instance, a place that regularly features in Instagram photos may experience an increase in popularity—a phenomenon known as the "Instagram effect."

- *Change in Marketing Strategies:*

As social media has grown in popularity, traditional types of advertising, such as TV commercials and magazine ads, have given way to content marketing and social media storytelling. Produce engaging, shareable content highlighting a place's experiences, culture, and attractions to provide material that appeals to people and makes them want to share it in their networks, expanding its audience.

- *User-generated content's role:*

User-generated material such as TripAdvisor reviews and personal travel blogs greatly influence a place's perception. While bad encounters might have the opposite impact, positive reviews and real traveler stories can improve a destination's reputation. Marketing specialists for travel frequently promote user experience sharing to maximize word-of-mouth advertising.

- *Opportunities for Real-Time Marketing:*

Social media makes real-time marketing possible, which lets travel industry professionals take advantage of debates, events, and trends as they happen. Marketers can take advantage of the buzz created by viral videos or celebrity visits, for example, to promote a destination as soon as it becomes well-known.

- *Measurable Results and Data-Informed Approaches:*

With the wealth of data analytics tools available on social media platforms, marketers may assess the success of their campaigns, comprehend audience preferences, and adjust their approach accordingly. This data-driven approach makes educated judgments and maximizing marketing efforts for improved outcomes easier.

- *Influencer Partnerships:*

Working with travel bloggers and influencers with large social media followings has become a common tactic. By giving their followers real and relatable content, these influencers give locations access to a specific demographic.

Travelers' perceptions of places have changed due to the travel industry's social media usage. An explanation of how different platforms contribute to this ever-evolving field is provided below:

➤ *Facebook for Travel Industry Promotion*

One of the mainstays of social media tourism promotion is Facebook. Tourism marketers may connect with a wide range of consumers because of its extensive user base and advanced targeting capabilities. Facebook is widely used by tourism boards and businesses in India, where the network publishes exciting information, ranging from beautiful photos of destinations to educational articles about local festivals and culture. Facebook is an invaluable tool for social media marketing in the tourism sector because of its capacity to organize events, display tailored advertisements, and communicate with consumers directly through messages and comments.

➤ *Using Instagram to Tell Visual Stories*

Instagram has an indisputable influence on promoting tourism regarding social media. Instagram is ideal for displaying the diversity and beauty of Indian travel destinations because of its emphasis on images. Instagram is a powerful tool for travel marketers to share stunning photos and videos of stunning locations, like the tranquil backwaters of Kerala or the energetic streets of Jaipur. Location and hashtag tags improve discoverability, and Instagram Stories and Reels provide engaging opportunities to interact with viewers. Influencer partnerships increase exposure further because tourists frequently look to well-known travel influencers for inspiration.

➤ *Twitter for Instantaneous Interaction*

Because of its rapid tempo, Twitter is perfect for real-time interaction and information sharing in the context of social media marketing for the travel and tourism sector. Twitter is used by travel boards and companies to share updates, participate in trending discussions, and offer

customer support. Twitter becomes an essential tool for disseminating timely information during events or crises. Utilizing hashtags associated with Indian tourism allows for audience segmentation and discussion of pertinent topics.

➢ *YouTube: An Intense Exhibition*

One of the leading social media tourism marketing players is now YouTube advertising. Tourism marketers may provide immersive experiences of Indian places using skillfully made videos. These films cover various topics, from entertaining vacation vlogs to expert documentaries showcasing cultural heritage. Longer, more in-depth narratives are also possible on YouTube, which is crucial for capturing the complexity and variety of Indian tourist destinations.

• *Crafting an Enthralling Story*

When information on social media communicates a story, it dramatically improves its ability to promote travel. For example, through advertising, the Rajasthan Tourism Department creates narratives that appeal to history lovers and culture enthusiasts, highlighting the state's rich historical and cultural heritage. By building a relationship with the audience, this tactic increases the likelihood that they will interact with the material and think about traveling to the location.

• *Using Images and Films*

Since Instagram and YouTube are primarily visual platforms, using images and films of the highest caliber is crucial to advertising travel via social media. For instance, the Kerala Tourism Department skillfully employs scenic photos and videos of beaches, backwaters, and cultural events to promote the state as an aesthetically pleasing travel destination on social media.

• *Influencer Partnerships*

Influencers in the travel sector have a big say in their followers' travel choices. Reach can be increased by working together on destination promotions. For example, the Goa Tourism Department may work with well-known travel vloggers to highlight Goa's nightlife, beaches, and cultural variety; this is an example of how influencer marketing may assist in drawing the target audience to the location.

• *Interacting with User-Generated Content*

You may build credibility and confidence by inviting travelers to post about their experiences on social media and by including their material on official travel pages. This strategy is essential for social media marketing in the travel sector since authentic traveler narratives are frequently more compelling and relatable.

• *Capitalizing on Local Events and Festivals*

Showcasing regional celebrations and events on social media can draw travelers interested in unique local experiences. For example, promoting events like the Hornbill Festival in Nagaland or the Pushkar Camel Fair in Rajasthan might bring attention to these distinctive cultural experiences.

• *Interactive Hashtags and Campaigns*

Developing interactive hashtags and social media campaigns can boost visibility and interaction. One great example of a hashtag campaign that worked to generate interest and drive user participation is the Indian Tourism Department's #IncredibleIndia initiative.

• *Real-time updates and information sharing:*

Real-time updates are essential for travel preparation and can be obtained through websites like Twitter. When travelers are making travel plans, sharing information about the weather, festivals, or special events can be helpful.

➢ *Customer Feedback and Engagement:*

It's critical to actively respond to questions, comments, and feedback on social networking sites. Along with enhancing customer service, it creates a network of interested followers.

• *Getting Used to Shifting Trends:*

The world of social media is constantly changing. Keeping up with the most recent platform features and trends, such as TikTok videos or Instagram Reels, is crucial to maintaining exciting and engaging content.

The travel business has been dramatically impacted by the development of social media tourism marketing, which has created new opportunities for travel promotion. It is not without difficulties, though. This article explores these issues and the creative fixes that the sector is using.

• *Handling Disinformation and Online Reputation*

Maintaining an excellent online reputation is essential for social media marketing for the travel sector. Travel companies must closely monitor social media platforms to respond quickly to false information and unfavorable comments. To handle disinformation calls for having a committed staff to interact with clients, deliver precise information, and promptly address problems.

• *Authenticity and Promotional Content in Balance*

Social media tourism promotion necessitates a careful balancing act between marketing and genuineness. The modern tourist looking for authentic experiences may be turned off by overly branded content. Brands are using storytelling more and more to address this issue by sharing actual traveler experiences and stories. Promoting user-generated content from travelers who share their personal stories gives the brand a more genuine voice.

• *Adapting to Changing Trends and Platforms*

Both the digital landscape and social media's contribution to tourism promotion are constantly evolving. To stay current, brands must keep up with platform updates and emerging trends. To engage potential travelers in new ways, try experimenting with new social media tools like Instagram Reels or TikTok challenges.

• *Calculating ROI (Return on Investment)*

Measuring the effectiveness of social media marketing in the travel and tourism sector might be difficult. Travel

brands should invest in analytics software to monitor engagement, conversions, and other critical performance metrics. This data-driven method aids in strategy optimization and establishes the worth of social media marketing initiatives.

Social media's function in promoting tourism is dynamic and ever-evolving, reflecting the shifting tourist preferences and habits. It is not a static component of the digital world. Global travelers may interact, participate, and be inspired by social media, a potent tool in the tourism marketing armory as the sector keeps evolving and adapting. Ultimately, social media marketing for tourism effectively increases destination visibility while improving the traveler experience, benefiting both tourists and the tourism sector.

III. METHODOLOGY

All social media-related travel and hospitality publications were found and compiled from Science Direct, Google Scholar, and Genesis Library. Thus, utilizing a thorough literature search, this study found and synthesized 45 publications from 2010 to 2023 in the area of interest for social media research within the Information System (IS) for travel and hospitality. We found relevant articles published by different journals and available online by using the following keywords: social media, technology, internet, tourism, consumer behavior, tourist behavior, holiday planning, promotion, marketing tools, distribution channel, communication, hotel, restaurant, hospitality, and other terms suggested by Leung et al. (2013). Articles were retrieved from various journals of the tourism and hospitality domain due to the lack of related published articles. Additionally, references cited in published articles were tracked down. After carefully reading each identified item, 45 articles were chosen using content analysis. According to recent Google research, 84% of leisure travelers utilized the internet as a resource for planning (Torres, 2010). Xiang and Gretzel (2010) found that social media accounted for over 10% of search results when analyzing the probability of online users seeing social media content when conducting a web search.

IV. RESULTS AND DISCUSSION

Forty-five(45) articles were critically reviewed regarding the research approaches, sampling strategies, and study perspectives. The respondents of most studies were travelers who filled out questionnaires online. The nature of the studies was exploratory since they tried to come up with new findings. Social platforms help to develop many aspects of the tourism industry. From the customer's perspective, 20(70 %) about social media and the tourism industry. A tourist journey begins thinking about which countries to visit when to travel, how to travel, and what to do in destinations. Thus, the easiest way to collect all the necessary information from colleagues, destination management organizations or tourist service providers is social media. In addition, tourists are sharing their travel experiences and provide feedback using the social platform.

Now a days, the tourist service providers are also limiting their usage of printed medias and broadcast medias due to the presence of many social media platforms. Destination management organizations also use social media to create awareness about the impact of tourism, principles of sustainable tourism, facts and figures about countries and the like .Thus , social media and tourism industry has been studied from customers perspectives ,Organizations perspective and both .When we talk about the "use of social media from the consumer's perspective," we mean that we want to know how customers utilize social media as a complete communication tool for learning, sharing experiences, and assessing travel agencies and destinations before and after their trips. In this type of research, the consumer profiles, attitudes, behaviors, and experiences related to social media use were the dependent factors, also known as the outcome variables. Most (80%) the respondents were customers who could participate on online survey and their view was part of the study. Most of the research approaches were exploratory descriptive, whereas structural Equation modeling (3) Chi-square analyses (2) used for some article. The social media frequently studied included various platforms, including face book, trip advisor. Twitter and Gmail (See Table 1) .

Table 1 Review Summary

S. No	Authors	Research Methodology samples, models and approaches	Perspectives		
			Both (A)	Organization (B)	Customer C
1	Fereshte Rasty Chia-Jung Chou Davood Feiz(2013)	386 samples, using SEM			C
2	JULIANE SAß(2011)	248 ,Chi -square test			C
3	Anwesha Mukherjee1, Manasa Nagabhushanam(2015)	14 papers systematic literature review	A		
4	Julian et al (2012)	5 experts interview, exploratory research		B	
5	Fotis, Buhalis and Rossides (2012)	346 online survey			C
6	Roxana Sârbu1, Felician Alecu and	papers covering domain of tourism			C

	Răzvan Dina(2018)	advertising online survey			
7	Md. Tariqul Islam (2021)	46 articles were selected, systematic literature review.	A		
8	Allan et al(2014)	Developed model Using dedicative approach			C
9	Xinyuan et al (2015)	developed model and factor analysis was used			C
10	Stephanie, Stephen , & Dimitrios (2012)	7 tourism board officials, exploratory case study .		B	
11	Timothy Hyungsoo Jung, M. Claudia tom Dieck, Namho Chung(2018)	258 Parial Least Suare Analisis			C
12	Myunghwa Kang & Michael A. Schuett (2013)	543 online survey			C
13	Daniel et al (2013)	44 articles from 2007-011content analysis	A		
14	Ying (Tracy) et al (2017)	105 articles (2004-2014)	A		
15	Shu-Chuan et al(2020)	192 systematic literature review	A		
16	Nga Ling Chan & Basak Denizci Guillet (2011)	67 hotels descriptive, case study		B	
17	Breffni M. Et al (20110)	framework developed		B	
18	Yinghua et al (2010)	246 samples used			C
19	Burgess, Sellitto, Cox, & Buultjens (2011)	online survey			C
20	Huang (2011)	questionnares			C
21	Angelo A. Camillo (2015)	online survey			C
22	Lee & Wicks (2010)	descriptive, case study			
23	Cox, Burgess, Sellitto, & Buultjens (2009)	post tour evaluations of tourists via online survey			C
24	Scott & Orlikowski (2012)	Trip advisor online rating and ranking			C
25	Yoo & Gretzel (2011)	Online survey on hotel users			C
	Papathanassis & Knolle (2011)	navigation prototype respondents explorative qualitative			C
27	Eduardo et al (2011)	404 respondents			C
28	Schmallegger & Carson (2008)	Online u s e r hotels 310		B	
29	Zehrer, Crotts, & Magnini (2011)	713 travel blogs analysised			C
30	Gutiérrez-Taño, & Díaz-Armas (2011)	Vacation intention online survey			C
31	Isacsson & Gretzel (2011)	Case study on Facebook			C
32	Noel Scott, Christine Green & Sheranne Fairley (2015)	This study uses TobiiTM eye-tracking hardware and softwar for 25 respondents			C
33	Breffni et al (2011)	frawork to evelauate social media revenue mgt opportunities		B	
34	Lo, A.S. and Yao, S.S. (2019)	242universitystudent s 2*2 factorial experiments on trip advsor			C
35	Bosio, Birgit; Haselwanter, Stefanie; Ceipek, Michael(2018)	34DMO case study			C
36	Victoria et al (2013)	experimental design			C

37	Ansted Iype Joseph* , S. Victor Anandkumar (2016)	600 respondent survey			C
38	Kristian A Hvass and Ana M Munar (20120	Two social media platforms for a 6- month			C
39	Xu Xu (Rinka) & Stephen Pratt (2018)	4 advertisements on social media influencers		B	C
40	Marcello Mariani, Maria Ek Styven, Julian K. Ayeh, (2019)	426 using SEM and Group Analyses			C
41	Milica, Popovic. (2022).	impact of social media on business performances		B	
42	Khushboo, Rafiq., Muhammad, Kamil, Lakho., Kumail, Abbas, Jaffiry. (2023	Social media as a catalyst for the development of tourism business		B	
43	Ding, J. (2022)	Updated Review.	A		
44	A., Yu., Troegubov. (2022).	the Handbook on Tourism and social media	A		
45	Taesung, Brian, Kim., Chien-Ta, Bruce, Ho., Nathatenee, Gebsombut. (2021).	Role of social media in Smart Tourism.		B	
	Total		7	9	29

As mentioned in the above table, Among the 45 articles reviewed 29(764.4 %) of the articles were about social media and the tourism industry from the customer's perspective.

A total of 20% (out of 45) Articles were studied from the organizations perspective in Which the scholars proposed frameworks (50) and case study exploratory types, hotel owners, experts, airlines and destination management organizations were the respondents. Research focuses on how tourist enterprises use social media as a holistic communication tool for community management, destination branding, marketing promotion, and customer connection. This research area focused on the descriptive outcomes of different firms' use of cutting-edge online social media for branding and marketing.

A total of 15.6 % (7 out 45) Articles were studied from both perspectives which were content analyses and systematic literature reviews on applications of social media and impacts on tourism industry.

V. CONCLUSION

The development of the internet has significantly changed the tourism and hospitality industries, and social media has opened up new opportunities for the sector. The review's conclusions and debates are beneficial to academic scholars and business professionals who are interested in the application of social media, a new internet technology, in the travel and tourism sector. Future studies on social media advancement might be carried out, as Jang & Park (2011) proposed that in order to understand social media applications in future studies in the tourism and hospitality sectors should apply a quantitative way of content analysis to observe authorship, topical, and methodological trends.

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