



**AMITY  
UNIVERSITY**



# ITSA- AMITY REGIONAL CONFERENCE FOR ASIA

ON

Bridging the Gaps in Tourism Knowledge and practice: Sustainable Development,  
Regenerative Tourism, Digital Eco-Systems and Green Investments

AT

**AMITYUNIVERSITYUTTARPRADESH,NOIDA,INDIA**

BY

**FACULTYOFHOSPITALITY&TOURISM**

7-9 February2025

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Supported By

Indian Tourism and Hospitality Congress (ITHC)

EuropeanUniversityof Tourism(Milan-Italy)

SainteMarieDECHAVAGNESInstitut Superieur duTourisme(CannesFrance)



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## HIGHLIGHTS

### CONFERENCEHOST

- AmityUniversityUttarPradesh,India
- FacultyofHospitalityandTourism

### INDIAWELCOMESYOU

- WhyIndia?
- AccessibilitytoIndia

### PROPOSEDPROGRAMME

- 2024ITSABiennialConferenceProgram
- YouthResearchMarathonProposedProgram

### PROPOSEDACCOMMODATION

- HotelRadissonMBDSector18 Noida
- HotelHolidayInn,DelhiNCR(MayurViharPhase1,Delhi)
- HotelCrownPlaza,DelhiNCR(MayurViharPhase1,Delhi)
- AlternativeAccommodation Options

## AMITYUNIVERSITYCAMPUSESININDIA



## PART OF INDIA'S LEADING EDUCATION GROUP

- 1,75,000 BRILLIANT STUDENTS
- 6,000 FACULTY & SCIENTISTS
- 11 UNIVERSITIES
- 28 SCHOOLS AND PRESCHOOLS
- 16 OVERSEAS CAMPUSES
- 10 GLOBAL BUSINESS SCHOOLS
- 400 DIVERSE DISCIPLINE PROGRAMMES
- 3,500 CASE STUDIES DEVELOPED BY FACULTY
- 54,000 CAMPUS PLACEMENTS IN THE LAST YEARS





## AMITY'S CAMPUSES IN INDIA



Asia's only not-for-profit university to get **US Regional Accreditation**



Ranked among the **top universities globally** by



Amity University has successfully Organised/hosted the following prestigious International/National Conferences like Amity International Tourism & Hospitality Conference (AITHC2022) ; International Conference on reliability, info com Technology & Optimization (ICRITO2022); International Conference on Emerging Trends & Transformation in Contemporary Society - A global futuristic perspective; 20th INBUSHERA World Summit, 2022; International Conference on Entrepreneurship, Innovations & Leader ICEIL2022; 9th International Conference on Signal Processing & Integrated Networks, International Conference on Efficient Solar Power Generation and Energy Harvesting, World History Conference 2019; International Conference on Emerging Trends in Research in Entrepreneurship, Accounting, Business & Management, 2022; IEEE International Conference Automation & Computational Engineering, 2022; International Conference on Emerging Trends in Research in Entrepreneurship, Accounting, Business & Management, 2021;

\*This list is just an indicative list and each of the Conference is attended by more than 150 delegates to the extent some of the Conferences like ICRITO, INBUSHERA, ICEIL has received more than 250 delegates.

## ABOUT ITSA

ITSA is uniquely devoted to scholarly exchange between researchers and practitioners focusing on the growth of tourism worldwide, especially in Asia. Founded in 2006 in Hangzhou, China, ITSA now has an office in London.

Our organization is committed to developing a global tourism leadership forum that facilitates improvements in global hospitality and tourism.

ITSA is unique among international associations of tourism scholars and practitioners. It has the mission to encourage interaction and cooperation between members in developing and developed countries



## INTERNATIONAL JOURNAL OF TOURISM CITIES

International Journal of Tourism Cities is the only academic journal exclusively dedicated to urban tourism research. A peer-reviewed journal, IJTC provides an international forum for the study of urban tourism and tourism cities. The journal aims to be inter-disciplinary in its appreciation of tourism cities and tourism in urban areas.

### Aims and scope

*International Journal of Tourism Cities (IJTC)* welcomes original, theoretically-informed articles from those involved in the planning, management or marketing of tourism in city destination or places adjoining urban areas.

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Urban tourism and travel cover many disciplines and impinge on numerous aspects of daily life within cities. Moreover, they play a key role in domestic and international tourism in most countries, and cities often function as key travel gateways and tourism destinations.

*IJTC* contents include primary research articles, expert discussions on current urban tourism issues, and tourism city case studies. Articles are selected that are relevant to both academics and practitioners. The journal particularly encourages contributions on contemporary topics and issues in urban tourism including smart cities and tourism, environmental impact and sustainable tourism development in cities, citizen and stakeholder involvement in tourism, city destination governance, and the development of policies and standards for city tourism development.

***IJTC* has four distinct purposes:**

1. To encourage greater research and scholarship related to tourism in urban settings.
2. To stimulate more interdisciplinary research on tourism in cities, particularly the integration of tourism and urban studies theories and principles.
3. To generate more research studies on tourism at the edge of cities, where urban and rural areas converge.
4. To create more literature on best practices in city tourism worldwide through in-depth analyses and the production of exemplary case studies.

*IJTC* is the official journal of the International Tourism Studies Association (ITSA). ITSA's main objective is to bridge the gaps in tourism studies and research, education, and training between developed and developing countries. The Association is registered in the United Kingdom, and has an office located at the University of Greenwich in London. The overall purpose of the *International Journal of Tourism Cities* is to fill these gaps in the tourism research literature from multidisciplinary perspectives.

***IJTC* is a multidisciplinary journal that focuses on all aspects of tourism within cities. The major disciplines and themes are as follows:**

- Anthropology and other social sciences
- Architecture and landscape architecture
- City tourism governance, coordination and organisation
- Consumer behaviour in urban contexts
- Culture and heritage
- Economic impacts of tourism on urban areas
- Environment, climate change and urban sustainable tourism development
- Events and cities
- Geographic studies, physical and human
- Impacts of urban tourism activity on city residents
- Marketing and branding of city tourism destinations
- Politics and tourism in cities
- Tourism planning and development in cities
- Tourist experiences in urban settings
- Transportation and tourism within cities
- Urban studies, urbanism and urban planning

## ABOUT AMITY

Amity is the leading education group from India with over 170,000 students studying across 1000 acres of hi-tech campus. At Amity we are passionate about grooming leaders who are not only thorough professionals but also good human beings with values and sanskars. This is just one of the many reasons, why Amity is consistently ranked No. 1. Amity has tie-ups with over 100 international Universities in areas of student exchange, faculty exchange, joint research, curriculum development and educational tours for students. Our faculty and senior team travels all over the globe to learn and imbibe the best practices to provide students with a solid foundation for learning.

Amity Institute of Travel & Tourism (AITT), the only Institute in the Country awarded with UNWTO Ted Qual (Tourism Education Quality) Certification in India since 2013, is a unique institution established with the motto to provide the best Travel, Tourism and Hospitality Management education to its students. AITT conducts Bachelor, Master and Doctoral Program in Tourism and Hospitality Management and since inception in 2004 more than 2000

students have successfully graduated from the portals of AITT and are bringing laurels to the alma mater as alumni from different walks of corporate world. Amity School of Hospitality (ASH), another important constituent Unit of Faculty of Hospitality & Tourism, Amity University Uttar Pradesh, is also among top 03 ranked Institutions of India, ASH also conducts Bachelor, Master & Doctoral Program in Hospitality Management since inception in 2003 more than 4000 have successfully graduated from the portals of ASH.

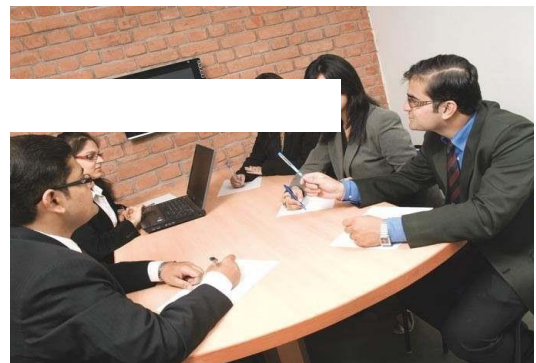
## STUDY/CLASSROOMS

### The Theatres of Knowledge

A multitude of budding engineers, lawyers, scientists,

journalists... study in 430 classrooms at any point of time.

All classrooms at Amity campuses are spacious and air-conditioned & most of them are amphitheater style. They provide the most conducive atmosphere for dynamic and focused discussions. Classrooms at Amity have been designed to bring together analysis with action and are augmented with integrated audio-visual teaching aids for lectures, presentation etc.



### Syndicate Rooms

- 300 students can brainstorm at the same time in 50 Syndicate Rooms.
- Ability to work as a team is a critical skill in the corporate work-place which Amity students learn to master in Syndicate Rooms.

### E-learning Studio

e-Learning Studios are the focal point for conducting Amity University's various online courses through

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distance learning. Live Virtual Classes are held wherein faculty members conduct tutorials using various teaching aids including PPTs, graphics, etc. Amity also offers tele-education in all 53 Pan-African nations through a Govt. of India Project.

### **Accommodations(Hostels)**

The life in hostels enables students to spend ample time in the institutes, utilize library and other facilities to ensure they develop academically and acquire the necessary skills that can be obtained only through experience.

In addition, the hostel life allows students to interact with their colleagues and peers, make friends, and develop into good human beings capable of independent judgment and competent in handling the day-to-day pressures of life. Some students may leave their homes for the first time but they can be reassured, these hostels would eventually turn out to be their home away from home.





## Accommodations(GuestHouse)



## AUDITORIUMS

### A Platform for Interface

State-of-the-art auditoriums with a combined seating capacity of over 3,500 act as a common ground for students, faculty and corporate personalities for regular interfaces, conferences and other events.



### Sports Facilities on Campus

- A Winner's Playground to Nurture Champions
- At Amity, sports form one of the important aspects of a student's development.
- From increasing concentration levels and working as a team to inculcating a winning spirit; sports help students build a strong character and a well-rounded personality.

### Playing Arenas

Through its excellent sports facilities, Amity offers opportunities to students for regular work-out, lifestyle management and interaction.

Some of the many sports facilities at Amity are:



A view of the 15-acre sports complex at Amity Campus



Horseriding academy



Volleyball court



Squash courts built to international standards



Football field



Basketball court

### Academy & Clubs

- Riding towards excellence
- Amity Riding & Polo Academy
- The Amity Riding & Polo Academy provides Amity students and patrons access to state-of-the-art horse riding and equestrian facilities. Bringing together the best breeds and riding arenas, the academy offers introduction, training and practice opportunities for riders at all levels and disciplines, including Dressage, Show Jumping, Grid Work and Cross Country.
- As India's only Polo Event for charity, Amity Polo Cup is organised by the Amity Riding & Polo Academy every year as part of Amity Group's nation building initiatives beyond education. Amity, through the Amity Humanity Foundation help to raise funds for the underprivileged girl children to ensure that they grow up among love and care, apart from instilling the spirit of corporate social responsibility in all its students.





## IT Network

- One of the Best in India
- Technology has transformed education at Amity
- All Amity locations are connected to Amity University Campus, Noida over MPLS VPN Network, enabling us to transmit Live Class Rooms to all locations through Learning Solution and IP Cameras. High throughput Wi-Fi Access Points with Omni and Sectoral Antenna helps students to browse Internet for education from any part of the Campus. 1Gbps internet bandwidth from multiple ISP's give high speed bandwidth to students.
- In all the Amity Institutions, we equip and empower the aspiring young leaders with relevant managerial skills, fostering values, creating social responsibility and global competence to meet the requirements of the changing and challenging Tourism and Hospitality Business.



## WHY INDIA

India is one of the oldest civilizations in the world with a kaleidoscopic variety and rich cultural heritage. It has achieved all-round socio-economic progress during the last 76 years of its Independence. India has become self-sufficient in agricultural production and is now one of the top industrialized countries in the world with an estimated GDP of more than 3.4 trillion dollars generated by a population of more than a billion, making India the highest population-based economies in the world. India today is also one of the few nations to have gone into outer space to conquer nature for the benefit of the people. It covers an area of 32,87,263 sq. km, extending from the snow-covered Himalayan heights to the tropical rainforests of the south. As the 7th largest country in the world, India stands apart from the rest of Asia, marked off as it is by mountains and the sea, which give the country a distinct geographical entity. Bounded by the Great Himalayas in the north, it stretches southwards and at the Tropic of Cancer, tapers off into the Indian Ocean between the Bay of Bengal on the east and the Arabian Sea on the west.





India also offers 40 world heritage sites listed by UNESCO to explore, that makes India among one of the top countries globally in terms of a number of world heritage sites. India is also considered as a 365-day destination attracting tourists with specific interests so that a tourist can visit repeatedly. The Ministry of Tourism has taken an initiative to develop and promote niche tourism products such as cruise tourism, medical tourism, yoga tourism, beach tourism and wedding tourism etc.

Lying entirely in the northern hemisphere, the mainland extends between latitudes 8° 4' and 37° 6' north, longitudes 68° 7' and 97° 25' east and measures about 3,214 km from north to south between the extreme latitudes and about 2,933 km from east to west between the extreme longitudes. It has a land frontier of about 15,200 km. The total length of the coastline of the mainland, Lakshadweep Islands and Andaman & Nicobar Islands is 7,516.6 km.

Delhi has been the Capital of India ever since. Now a thriving, cosmopolitan metro, the city has much to celebrate as it has already reached the milestone of completing 100 years as the Capital. With a history that goes back many centuries, Delhi showcases an ancient culture and a rapidly modernizing country. Dotted with monuments, there is much to discover here. These are the seats of many powerful empires in the past, its long history can be traced in its many carefully-preserved monuments, ancient forts and tombs.

But the modern Delhi has a lot more to offer. Delhi has a modern, well-planned and extensive Metro network that connects all corners of Delhi; this network is still growing. New roadways and flyovers have improved connectivity, the latest of which is the Signature Bridge, an ambitious project of Delhi Tourism, at Wazirabad - it promises to be a landmark.

New malls and entertainment centers jostle for space with a growing number of brand new hospitals, residential complexes, and sporting facilities. Delhi is now a dream destination for those seeking expert medical attention and superior OPD and IPD facilities. Thanks to the advent of the Commonwealth Games, there are world-class stadiums like the revamped Nehru Stadium that can be accessed by one and all, throughout the year. All of this has been developed and sustained while maintaining Delhi's green cover, a unique feature that distinguishes this truly global metropolis from other cities in the world where the tree line is subdued by skyscrapers.

Besides the Metro, which connects all of Delhi's landmarks to the city Centre as well as most suburbs, the new, fun way to explore Delhi is by booking a HOHO bus tour. Hop on - Hop off buses, better known as HO-HO, have been introduced by Delhi Tourism for visitors who wish to tour the city in a single day. With so many transport options, visitors now have the ability to go wherever they want - and there are a lot of places to see and a lot of things to do here. There are

the age-old-yet-perfectly-preserved, sprawling heritage complexes featuring architecture from the Mughal and Tughlaq periods.

The revamped Indira Gandhi International airport, now Terminal 3, provides visitors with their first experience of a modern, world-class city which is keeping pace with the best in the world. Terminal 3, from where international and many domestic carriers operate, has facilities which are on par with the world's most modern airports. The Airport Metro Express, which takes one to the rail station in the heart of the city, in just 17 minutes, provides easy connectivity for visitors. Whether you are travelling to Old Delhi, to Connaught Place or to Dilli Haat, the metro provides an easy way of getting around the city. The numerous flyovers, wider roads and bus and auto services also ensure that it is easy to explore the city.

The Indira Gandhi International Airport, now Terminal 3 is second busiest airport but has been crowned with the one of the best airports for 03 consecutive years for comfort & services



### Other Exciting Activities During Conference:

- **Pre-Conference Workshops on:**
  - UNWTO Academy
  - Destination Management
  - Research Journal Writing
- Tourism Expo through participation of various state Tourism Board, KhadigramUdhyog and Ministry of Environment and Forest etc.
- Youth Researcher Marathon.
- Book Fair

## Conference Programme Schedule

Inaugural Programme Schedule: **Friday, 07<sup>th</sup> February 2025**

Venue: I 2 Block Auditorium, **Amity University Sector 125, Noida Campus**

11:00 AM- 01:00 PM	Inaugural Session
11:00 AM- 11:03 AM	Invoking & Lightening of the Lamp
11:03 AM- 11:10 AM	Welcome & Felicitations
11:10 AM- 11:14 AM	Introducing the Conference by Co-Chair, Prof (Dr) M Sajnani, Dean, Faculty of Hospitality and Tourism, Amity University Uttar Pradesh, Noida, India
11:14 AM- 11:20 AM	Welcome Address by Conference Chair, Prof (Dr) Balvinder Shukla, Vice Chancellor, Amity University Uttar Pradesh (AUUP)
11:20AM- 11:40 AM	Address by Invited Keynote Speaker
11:40 AM- 11:55 AM	Address by Guest of Honor, Hon'ble Union Minister of Tourism, Government of India
11:55 PM- 12:05 PM	Visionary and Leadership Thoughts by Dr Atul Chauhan, Chancellor, Amity University Uttar Pradesh (AUUP)
12:05 PM- 12:15 PM	Address by Prof. Cina Van Zyl, President, International Tourism Studies Association (ITSA)
12:15 PM- 12:40 PM	Address by Chief Guest, Hon'ble Vice President of India, Sh. Jagdeep Dhankhar Ji
12:40 PM- 12:55 PM	“Way Ahead and Road Map for the future” Address by Dr Ashok Chauhan, Hon'ble Founder President, Amity Education and Research Group
12:55 PM – 01:00 PM	Vote of Thanks
01:00 PM – 01:15 PM	Inauguration of State Tourism Fair

\* Detailed programme to follow



Registration fee Category	Early Bird (USD)for International Delegates till 31st Aug 2024	Early Bird (INR) (Excluding Conference Dinner)	Regular Post 31 <sup>st</sup> August International Delegate (USD)	Regular Post 31 <sup>st</sup> August National Delegate (INR)
ITSA member	350	3000(Post Conference Tour)	400	4000
Non-ITSA member	400	3000(Post Conference Tour)	450	4000
Developing/ Third World Countries	250	-	325	-
Spouse	150	-	175	-
Research Scholar/ Post Graduate Students	150	2000	200	2500
Industry/ Staff	150	3000	200	4500
Online ITSA Members	175	1500	200	2000
Online Non-ITSA Members	200	1500	225	2000
<b>Workshop Participation</b>				
UNWTO Academy	25	1000	35	1500
Destination Management	30	1000	40	1500
Research Journal Writing	25	1000	35	1500
<b>Youth Research Marathon</b>				
Paper Presentation	25	1000	35	1500

\* Excluding Accommodation

\*Conference Gala Dinner & Post Conference Tour is applicable on only Fully Paid (USD) & registered International ITSA / Non ITSA member/ Developing /Third World Countries participants.

\* National Registered Participants for Networking during Gala Dinner can also register by masking additional payment & registration

#### **Cancellation/RefundPolicyforConferenceparticipants**

A refund will be made for cancellations after deducting the processing fee of US\$70 for all requests received in writing before 31<sup>st</sup> October 2024. All cancellations received after 31<sup>st</sup> October 2024 shall be considered as non-refundable but can be transferred to another person from the same category and from the same Institution/University provided if request is received before 30<sup>th</sup> November 2024. In such a case there will be a penalty of US\$100 as processing charge.

## The Accommodation Venues available & contracted for Conference within 6-10 km. of the proposed conference venue (Amity University Uttar Pradesh, Noida)

Rates are contracted for Amity University and a Conference code will be generated for booking of Conference participants to book the desired category of Room after making direct payment as per Contracted Rates (subject to further negotiation on basis of volume by PCO) given below herewith:

Hotel Radisson MBD, Sector 18, Noida (5 Star)	INR 15000-17500+taxes applicable (per day) with Breakfast
Hotel Holiday Inn, Delhi NCR (Mayur Vihar Phase 1, Delhi) (5 Star)	INR 11500-15500+taxes applicable (per day) with Breakfast
Hotel Crown Plaza, Delhi NCR (Mayur Vihar Phase 1, Delhi) (5 Star)	INR 12500-16500+taxes applicable (per day) with Breakfast
Alternative Accommodation Options	<p><b>Budget class accommodation</b></p> <ul style="list-style-type: none"> <li>• 4 &amp; 3 Star = INR 8500-12000+taxes applicable (per day) with Breakfast</li> <li>• Amity University Guest House accommodation on twin sharing basis for INR 5500+ taxes applicable for 30-40 guests (per day) with Breakfast (on first come first serve basis)</li> <li>• Amity Hostel Accommodation: Rs 2500+Taxes per person per day on twin sharing basis</li> <li>• with limited seats available on first come first serve</li> </ul>

## YOUTH RESEARCHER MARATHON

The Youth Researcher Marathon is planned during the Conference as per dates approved for ITSA 2025 Regional Conference on Amity University Uttar Pradesh Campus (Hybrid Mode). The Youth Researcher Marathon aims to invite high quality Research papers from Scholars/Fellows from across the world. After a double-blind paper review of each paper/author(s) of selected 30-40 research scholars will present their papers. The best paper(s) will be selected by the jury would be awarded during the valedictory session.

The award winning paper(s) will be sent for Publication in partner Scopus/web of science indexed Journals.

## **PARTNERS FOR PUBLICATION OF CONFERENCE PAPERS&PROCEEDINGS:**

- Edited Book of accepted, presented and peer reviewed papers by Springer (Scopus-Indexed)-02 Volumes (only high quality selected, submitted, reviewed & Presented Full papers by Authors.
- International Journal of Tourism Cities (IJTC)
- International Journal of Hospitality and Tourism Systems

### **Postgraduate students are invited to submit papers across a wide spectrum of tourism and hospitality related research topics, including:**

- Technological advancements in Tourism, Hospitality and Aviation
- Food Habits and Customer satisfaction
- Hospitality Management & Marketing
- Success Case studies on Tourism, Hospitality & Aviation
- Contemporary and emerging issues in Tourism & Hospitality Research
- Global issues in Tourism & Hospitality education
- E-commerce & Startups in Tourism & Hospitality
- Destination development & Marketing
- Cooperation on Tourism within Global Regional Blocks
- Crisis Management in Tourism Industry
- Tourism Consumer Behavior: Changing Dynamics
- Regional Tourism Planning: Sustainable Approach
- Tourism Economics: Metrics and Measurement
- Tourism Impact Assessment: Tools and Challenges
- Multi-Disciplinary Issues Related to Tourism & Tourism Education
- Rural Tourism & Pro-poor tourism
- Stakeholders' Involvement in Tourism Development
- Smart Tourism and Innovations: Key to success and sustainability
- Human Resource Management Practices in Tourism
- Any other topics relevant to contemporary research in Tourism & Hospitality

## **IMPORTANT DATES FOR YOUTH RESEARCH MARATHON PARTICIPANTS**

- Abstract or Full Paper Submission: **30th July 2024**
- Final Version Submission: **25th January 2025**

## SUBMISSION INFORMATION

- Two submission formats are possible for Conference presentations: abstract (500 words) or full paper (up to 3,500 words). All submissions will be reviewed based on their quality and suitability for the Youth Researcher Marathon & Conference. If the submissions pass the review process, they will be accepted for presentation in the form of either stand-up or poster presentation. The Best Paper Review Committee will conduct a refereed review of recommended full papers.
- Submissions must be original and should not be already published nor under review for publication elsewhere.
- Please indicate the author's name and affiliation only on the cover page of the submission and they should not appear elsewhere. Please refer to the submission template on the conference website.
- Once the submission is accepted for presentation, at least one of the authors must register for and present the research at the Conference or their abstract/paper will be removed from the Conference program.
- Template for Abstract Submission
- Template for Full Paper Submission

## REGISTRATION DETAILS FOR YOUTH RESEARCHER MARATHON PARTICIPANTS

Early Bird Registration (Before 31st October 2024)

USD 25 / INR 1000

Regular Registration

USD 35 / INR 1500

## INCLUSIONS FOR YOUTH RESEARCHER MARATHON PARTICIPANTS

- Conference participation for all session
- Conference tea/Lunch
- Conference student Kit
- Best paper Publication in ISBN Edited Book by Springer

Workshop Participation	Early Bird (USD) for International Delegates till 31st Aug 2024	Early Bird (INR) (Excluding Conference Dinner)	Regular Post 31st August International Delegate (USD)	Regular Post 31st August National Delegate (INR)
UNWTO Academy	25	1000	35	1500
Destination Management	30	1000	40	1500
Research Journal Writing	25	1000	35	1500

## CANCELLATION / REFUND POLICY FOR YOUTH

For details visit [www.amity.edu/itsaamity2025](http://www.amity.edu/itsaamity2025)



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## CONFERENCE PARTICIPANTS

- A 50% refund will be made for cancellations received in writing by 30th November 2024
- No refund after 30th November 2024
- To cancel a registration and request a refund, a written request must be sent to Youth Research Marathon Organizing Team
- Additional details can be provided on demand.





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