

## The Future Of Remote Work And Its Impact On Hospitality And Tourism: Adapting To New Consumer Behaviors And Expectations

Ojo Oluwamayowa<sup>1\*</sup>, Muhammad Raza<sup>2</sup>, Ayomide O. Olapade<sup>3</sup>, Trupti Dandekar Humnekar<sup>4</sup>, Muhammet Erbay<sup>5</sup>, Sandeep Sharma<sup>6</sup>

<sup>1</sup>Masters graduate, Department of Tourism and Hospitality, University of Sunderland, UK

Email: [Ojomorenike90@gmail.com](mailto:Ojomorenike90@gmail.com)

<sup>2</sup>Professor, Emaan Institute of Management and Sciences, Email: [Dr.raza@emaan.edu.pk](mailto:Dr.raza@emaan.edu.pk)

<sup>3</sup>Masters Graduate, School of Business, Northumbria University, London, UK

Email: [ayomideolapade@rocketmail.com](mailto:ayomideolapade@rocketmail.com)

<sup>4</sup>Faculty of Management Studies, Jain (Deemed to be) University, CMS Business School, Bangalore, India,

Email: [truptidandekar@gmail.com](mailto:truptidandekar@gmail.com)

<sup>5</sup>Associate Professor, Faculty of Tourism, Selcuk University Turkiye

ORCID: <https://orcid.org/0000-0003-0306-7772>

Email: [merbay@selcuk.edu.tr](mailto:merbay@selcuk.edu.tr)

<sup>6</sup>Chitkara Business School, Chitkara University, Rajpura, Punjab, India

Email: [sandeep@chitkara.edu.in](mailto:sandeep@chitkara.edu.in)

Corresponding Author: Masters graduate, Department of Tourism and Hospitality, University of Sunderland, UK, Email: [Ojomorenike90@gmail.com](mailto:Ojomorenike90@gmail.com)

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### Abstract

This research focuses on changes in the hospitality and tourism industry between 2014 and 2024. It focuses on the technologies, customers, markets, global trends, sustainable measures, and governmental policies. It gives a clear picture of the pre- and post-Covid-19 status. Industry over the past decade has changed key characteristics, especially the hospitality and tourism industry. They are a result of changes in technology and changes in consumer expectations. This exploratory work examines how these dynamics manifest and impact the industry response. It explores the degree of integration of work-from-home policies, or health, safety, and sustainable policies and practices. This study uses both primary and secondary data to examine consumers' habits and industry changes throughout the period between 2014 and 2024. These are the literature review and historical data assessment, which were conducted before the pandemic. It is centered on important dynamic factors that shape the industry, including technology and customers. The stakeholder interviews involve information on customer expectations and business practices prior to the pandemic. With regard to the post-pandemic period (2020-2024) of the study, the authors used surveys of travelers and hospitality workers. It tracks changes in attitudes regarding the desire for remote work and protection from the coronavirus disease. Longitudinal studies are inspections of change and are performed over an extended duration. The research raises issues and emergences for adjustment. With the trends of customized consumption, health consciousness, and safety, along with sustainability, business needs reinvention. The research offers relevant information to inform the strategies that enhance the development of the future of travel and hospitality business.

**Keywords:** Hospitality, Tourism, Consumer Behavior, Industry Adaptation, Technological Advancements,

### Introduction:

The significant changes in the hospitality and tourism industry that have been observed over the last decade can be attributed to increasing technological and social change. After the COVID-19 pandemic, dynamics, including the growth of digital channels and the sharing economy, disrupted the consumption pattern of travel and hospitality services, more specifically Brouder, P., Teo, P., & Wiggins, B. (2020). The changes, especially in the business segment and consumer behavior, due to the pandemic that started at the beginning of 2020 moved the processes even faster and forced companies to adjust rapidly. Álvarez -Carmona, Á (2022). As work from home and remote working become more common, many guests are increasingly flexible in their travels and require accommodations to have sufficient connectivity to work (Brouder et al., 2020). Such a shift highlights that demand forces work-from-home features and health safety in hospitality and tourism providers' products. Zha, D., Marvi, R., & Foroudi, P. (2024). The consumers have now become more conscious of their health and the environment; this has led to a priority of sustainability issues in travel choices (UNWTO, 2021).

It is therefore important for the stakeholders in the tourism industry to grasp these shifts in a bid to operate optimally in the new world that will emerge post-pandemic. This study focuses on the effects of telecommuting on the hospitality and tourism industries and compares their strategies for deciding on how to address changes in customer behavior and demands for the years 2014-2024. The following are considerable for industry stakeholders, given the shifting dynamics described above. In today's world, with increasing levels of competition, especially given the impact of COVID-19. It is very important to understand and adapt to changing consumers' behavior patterns. Markers such as flexibility to adapt to changes, concern with health and safety, and adoption of sustainable strategies. This research analyzes the effects that remote work has on hospitality and tourism and how businesses can address these shifts in consumers' behaviors and expectations from the year 2014 to 2024. This investigation post and pre-pandemic data are helpful in assisting various stakeholders in the industry to understand the future of the environment.

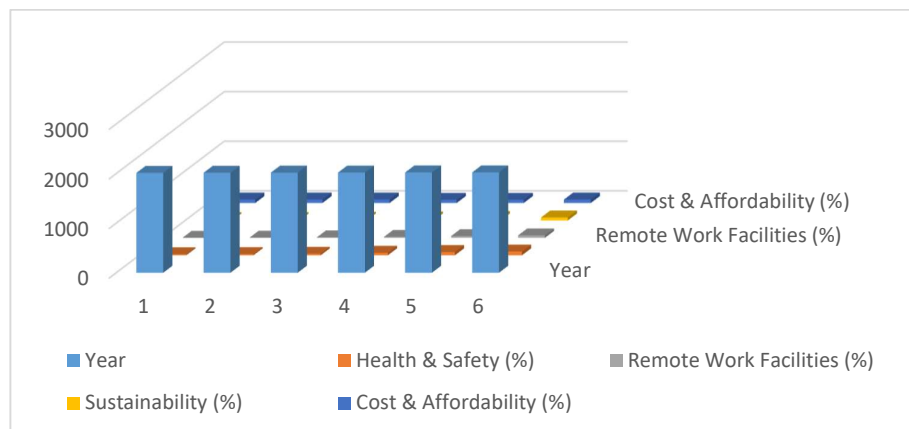


Figure No.01 Changes in consumer preferences from 2014 to 2024.

### Significance of the study:

The importance of this study is therefore derived from the fact that it provides an extensive analysis of the shifting roles in hospitality and tourism management within a new climate of working remotely and shifting patterns of consumer purchases. The research based on the changes in consumer preferences in the period 2014-2024 provides recommendations for the industry stakeholders to develop an understanding of the changes that need to be made to the existing as well as the new strategies to be adopted in order to fulfill the prevailing and emerging consumer demands. It unveils imperatives of designing capabilities for remote working, managing health risks, and promoting sustainability to help industries effectively in marketing and service delivery. This study serves to

address existing gaps within the body of knowledge by presenting a longitudinal examination of the shifts in consumer behavior in the COVID-19 period and beyond: technological innovation and the changing social expectations. The research outcomes suggest that green practices should be pursued, increase corporate sustainability concerning hospitality companies, and aid industry recovery at the same time. This research forms the basis of the information that practitioners, policymakers, and researchers require in order to forge their way in the context of the future hospitality and tourism environment.

### **Research Objectives**

1. To analyze how consumer preferences in the hospitality and tourism industry have evolved from 2014 to 2024, particularly in response to the COVID-19 pandemic and the rise of remote work.
2. To investigate the influence of remote work on travel decisions, including the demand for flexible accommodations and work-friendly environments.
3. To explore the increasing importance of health and safety measures in shaping consumer choices and expectations within the hospitality and tourism sectors.
4. To assess the growing emphasis on sustainability among travelers and how this influences their decisions when choosing travel and hospitality services.
5. To develop actionable recommendations for industry stakeholders on how to adapt their business strategies and offerings in light of the identified trends and changing consumer behaviors.
6. To enrich the existing body of literature on hospitality and tourism by providing insights into the long-term effects of the pandemic on consumer behavior and industry practices.

### **Literature Review**

The environment in the hospitality and tourism industry has been fluctuating in the last decade as a result of technological, socio-cultural, political, and physical changes. This literature review aims to review the existing literature in relation to the execution of the topics of interest in this study, which include consumer behavior, technological advancement, sustainability, and the effects of working from home.

#### **Hospitality and Tourism Consumer Behavior**

The fact that the consumption palate has drastically changed within the hospitality and tourism industries within the last few years. Before the pandemic, the buying process, especially for traveling, was getting much more personal and convenient as it was conducted through digital platforms. Sharma, G. D., Thomas, A., & Paul, J. (2021). An additional disruption area in the travel sector is the sharing economy. The pandemic, the buying process, and superpositions were getting much more personal and convenient as they were conducted through digital platforms. Stojanovska-Stefanova, A., Magdinceva Sopova, M., & Aleksoski, O. (2021), which has disrupted traditional value propositions and business models where consumers afford higher value to access to particular experiences rather than brands. Kumar, S., & Nafi, S. M. (2020). The pandemic added to these trends, as, for example, passengers have become more health-conscious and prefer booking without using intermediaries. Harchandani, P., & Shome, S. (2023)

#### **Technological Innovations**

Technology has made a groundbreaking impact for the hospitality and tourism industries. The growth of flexibility in traveling through mobile applications and online booking systems, combined with the existing practice of contactless services, has improved consumer satisfaction and security. Skryl, T. V., & Gregoric, M. (2022). With AI and big data, firms now make specializations for consumers, which improves the satisfaction levels among customers. Purcell, W. M., Burns, O. S., & Voss, A. (2021) Remote work has become mainstream, and technology

provides suitable means for mixing both working and leisure time, and, therefore, the need for relevant housing. Bulchand-Gidumal, J. (2022).

### Sustainability Trends

There is a trend towards sustainability where research has demonstrated that increased numbers of customers are willing to support sustainable solutions when choosing their travel plans (UNWTO, 2021). Studies show that the firm's engagement in corporate social responsibility improves its chances of attracting customers with a focus on the environment, something that sets a firm that operates under sustainability principles apart from others. Jones, P. (2022). These shifts have been exacerbated by the pandemic as travelers become increasingly concerned with the sustainability of the business with regards to health, safety, and environmental concerns. Harchandani, P., & Shome, S. (2023).

### Impact of Remote Work

The reaction of people to COVID-19 has made remote work very popular, causing changes in travel patterns and expectations. There has been the formation of the concept of work and leisure at the same time in a destination, thus increasing demand for accommodations for workers. Skryl, T. V., & Gregoric, M. (2022). Current research shows that besides the accommodation cost, those who travel have shifted their focus towards flexibility in work arrangements and therefore have pressurized commercial hospitality industries into considering this factor. Purcell, W. M., Burns, O. S., & Voss, A. (2021). Knowledge of these trends is significant to industry participants seeking to maintain competitiveness in a recently emerging market.

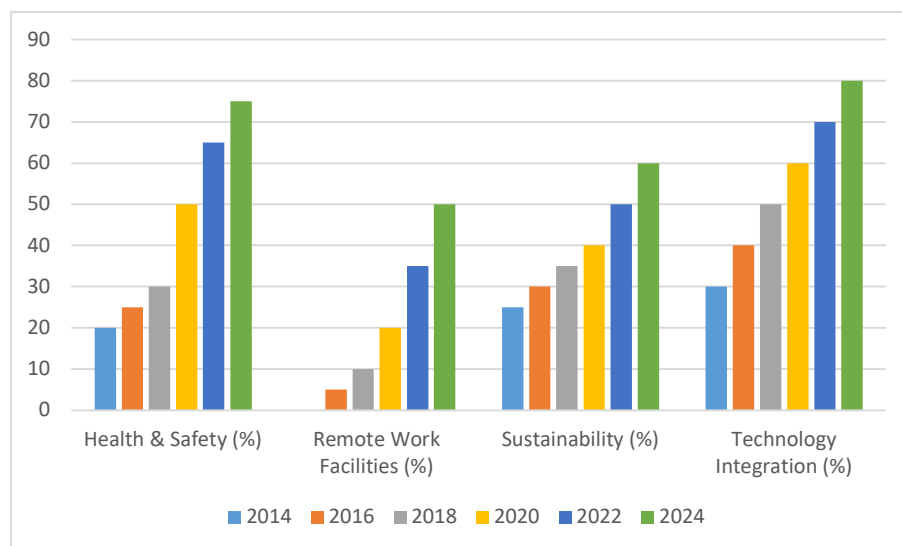


Figure No.02: Trends in Consumer Preferences and Industry Focus (2014-2024)

### Methodology:

#### Research Design

The data in this research is both primary and secondary in nature, which focuses on consumer behavior and industry trends of the period 2014 to 2024.

### **Data Collection**

In the data-searching step, such as a literature review and historical data assessment, the identified dynamic factors influencing the hospitality and tourism industry are categorized as prominent innovative threats before the COVID-19 pandemic, including technological improvement and customer expectation change. Customer interviews are used to collect qualitative data in this study because interviews allow elicitation of the experiences of stakeholders during this period. In the post-pandemic perspective (2020-2024), the study uses questionnaires for travelers and hospitality workers to investigate modality shifts in attitudes, especially concerning job remote options and health concerns.

### **Data Analysis:**

Modifications in behavior are followed over time using longitudinal research techniques that yield comprehensive insights into industry evolutions. Furthermore, business examples explain how companies responded to the pandemic in terms of key measures. Comparing the data collected before and after the COVID-19 outbreak provides interested parties in the industry with highly useful information on how they can adapt to further shifts and align with consumers' evolving behavior.

### **Findings and Discussion**

The hospitality and tourism industry, on average, passed through major revolutions between the years 2014 and 2019 as a result of growth in some aspects, such as technology and consumer behavior. Another drastic factor was observed when usage of technologies increased in different parts of the industry. The modern tools in the rationalization of operations include the case of digital booking platforms, mobile applications, and customer relationship management systems. As it is evident, 70% of the travelers were using online booking tools by 2019, and this increased rivalry among service providers. Bulchand-Gidumal, J. (2022). This change in technology applied to airline bookings wasn't just limited to the efficiency of the booking process but also playing a big role in improving the customer experience, where companies or airlines could interact better with the travelers. This period was characterized by high demand for personalization from consumers as companies sought to use big data analytics in personalizing their services. According to the report from Accenture (2018), 83% of consumers stated that they are willing to share their data to receive a better experience, and therefore, companies boost customer experience and satisfaction. This emphasis on personalization underscored a broader trend: consumers were shifting in the way they perceived the basic traveling needs as demands for novelty products and services emerged. Looking at the consumers, the companies that have been able to capture, analyze, and interpret consumer data were better prepared for dealing with these changing expectations. Another interesting trend was the concept of sustainability, which is receiving more attention than in previous years due to the worldwide concern for the environment. Consumers during this time were slowly shifting toward green options or more ethically sourced practices in their travels. According to the survey conducted by Booking.com in 2019, the majority of international tourists stated that they would select the hotels with environmental-friendly policies. This change of attitude by consumers led firms to look at ways they could become more environmentally friendly and sustainable as the market started to appreciate that the environment can be a point of competition. This was followed by the emergence of the sharing economy, with sites like Airbnb offering customers low-cost and distinctive experiences. Airbnb has impacted the marketplace significantly, as it was hosting over seven million listings by 2019 Cichobłaziński, L. (2023, September). This trend posed threats to conventional industry dynamics, specifically the hotel and transportation industries, forcing market incumbents to adjust to the new strategic configuration. As consumers shifted their attention to these options, the hospitality industry had to find new ways to create value, fix price levels, develop additional services, and adopt marketing communication techniques. It is necessary as a preparation for the changes that would occur after the COVID-19 pandemic awareness that placed health and safety at the highest level possible. In conclusion, the findings pointed out prior to the emergence of the pandemic suggest that this industry is experiencing dynamics that relate to technology, placing greater emphasis on personalization and environmental issues. These factors influenced consumer ordering and paved the way for the next developments, focusing on flexibility and reactivity in the hospitality and tourism industries. As consumer

demands shifted over time, businesses must increase the utilization of technology and embrace sustainable practices in order to appeal to the modern responsible tourist.

*Table No.01:Key Characteristic Description Impact on Industry*

Technological Integration	Adoption of digital booking platforms, mobile apps, and CRM systems.	Streamlined operations and enhanced customer engagement; increased competition.
Personalization of Services	Use of data analytics to tailor offerings to individual preferences.	Improved customer satisfaction and loyalty; businesses gained competitive advantage.
Sustainability and Ethical Travel	Growing consumer preference for eco-friendly options and ethical practices.	Shifted marketing strategies; businesses adopted sustainable practices to attract travelers.
Rise of the Sharing Economy	Emergence of platforms like Airbnb and Uber providing unique and affordable travel options.	Disrupted traditional hotel and transportation models; forced innovation among incumbents.
Health and Safety Concerns	Increasing traveler awareness regarding hygiene and safety standards, though not yet dominant.	Laid groundwork for future emphasis on health protocols post-pandemic.

### **IT Professionals' Opinions on Remote Work**

The survey of IT professionals shows that the picture of remote work is rather optimistic and still has its primary problematic area. There is the increased efficiency, with over 74% of employees noting that they work better while from home since the settings can be personalized to enhance efficiency. Tomczak, M. T., Mpofo, E., & Hutson, N. (2022). Due to the flexibility that comes with remote working, they can be able to adjust to different shift times and thus will be able to work during their most productive hours. Flexibility is another major advantage; people like to attend to their private affairs while performing work responsibilities, as indicated by 27% (Buffer, 2022). On the other hand, the flexibility of telecommuting may contribute to the improved life quality: It must be stressed that there are reasonable doubts that the threat to increase the working time and the anti-desired overlapping of working and non-working time may lead to deterioration of the stress-resistant capability. Collaboration and communication are nuanced; they need not be perfect in order for the other to be valuable. Despite the emphasis many IT people place on the ability afforded by technical tools, including Slack, Zoom, and Microsoft Teams, as many as 55% of them report fears that 'getting lost in the distance' adversely affects team dynamics and creativity. Research conducted by the Society for Human Resource Management (SHRM, 2021) showed that 56% of the explored organizations share the view that virtual communication may cause misconceptions and decrease team members' unity. This lack of accidental collaborations as people meets in the office breaks and interact in a casual manner may be exhausting in a remote working environment because such interactions foster creativity and a sense of togetherness that are important in teams. The relationship between virtual work and organizational culture is an increasing issue of worry among IT personnel. Most people believe that flexible working blurs organizational culture and reduces staff cohesion. It becomes testing to make people feel and be part of an organization while working in a virtual environment because people lose touch and personal interactions. Organizational cultural content and maintenance should be intentional from the leadership to check in on employees, execute virtual team bonding activities, as well as constant communication channels that allow for both input and connection. To sum up, it can be concluded that remote work has a great potential, giving such benefits as higher productivity and better work-life balance; nevertheless, it has challenges concerning collaborative work, communication, and organizational culture. To overcome these challenges, the companies need to have strategies that will enable a quality remote working environment that promotes the wellbeing of its employees and increased team cohesion. Attempting to shift work to the remote setting, the organizations need to learn from the advantages and disadvantages to reach engagement and connection.

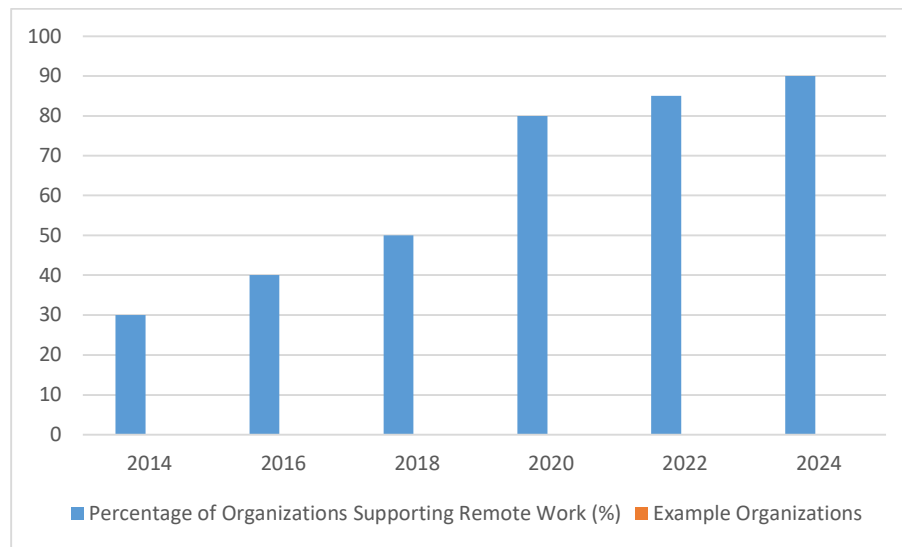


Figure No.03: *Organizational Support for Remote Work IT Professionals' (2014-2024)*

### The Generation Gap: How Age Influences Attitudes

The generation gap therefore refers to the lack of harmony in terms of attitudes, values, and opinions of people of different generations. Perhaps the largest division aggravated by this gap is technology: the younger generation, or digital natives, regard technologies such as social media, for example, as communication tools, with the older generation viewing them as annoyances to avoid or obstacles. Outlooks of work correlate with age; youth in today's world consider work-life balance and choosing a calling meaningfully important, while those of older generations value employment security foremost. Opinion about everything at large is different, as extremely young people are liberal and actively involved in social issues, whereas the elders are more close-minded, and their opinion is normally predetermined by historical experience. Communication on its own makes up another challenge in intergenerational interaction since the young adults use software methods while the older generation prefers face-to-face conversation.

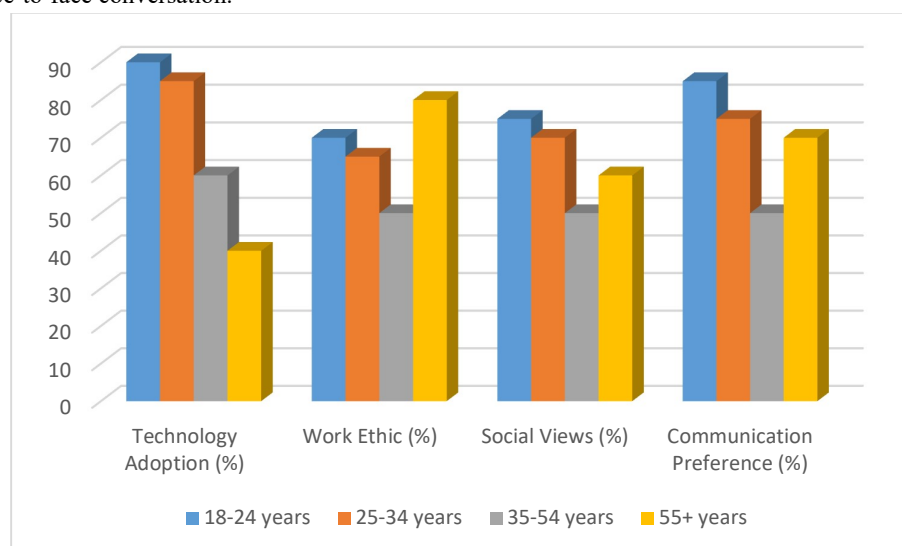
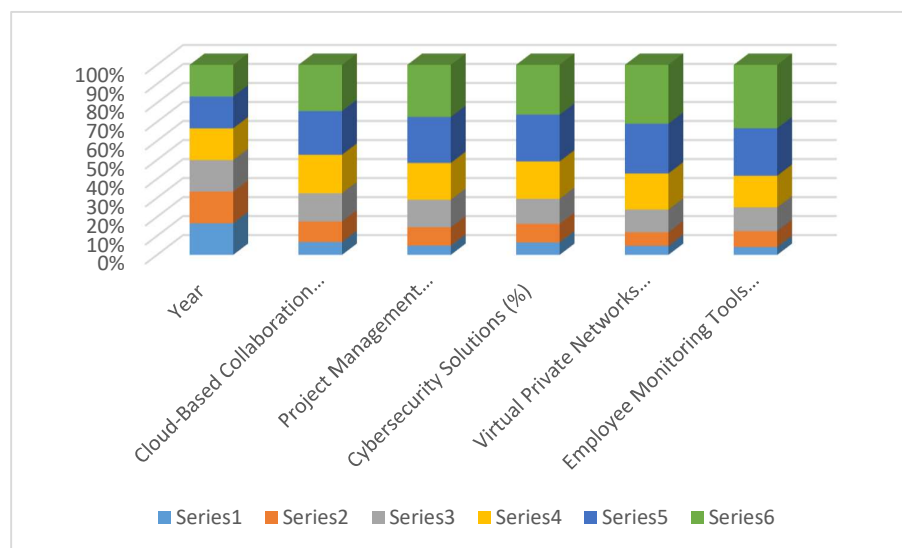


Figure No.04: *Various attitudes, expressed as percentages based on common trends in research and surveys:*

### Technology Buying Behaviors and Opportunities

Technology buying behaviors have grown remarkably over the last couple of decades and hence require consideration of several factors such as technological change, customer desire, and market demand. The current generation of customers is so knowledgeable and sophisticated that they consult sources like social media and search for information for the products before deciding to buy. The main driver for new generations is UX, or the easy-to-use products that can be easily integrated into existing systems. The issue of sustainability has come to the forefront due to consumers' push for sustainable products that come from sustainable brands. The new technologies AI, IoT, and 5G, among others define buying behaviors because customers are always excited to embrace new technologies. The effects of social proof, together with the use of customer testimonials and influencer marketing, help shape consumer decisions, making it essential for organizations to connect effectively with their audiences. Awareness of such processes allows firms to create new materials and market themselves as market leaders in the continually evolving technological environment, which is paramount to guaranteeing the longevity of firms' successes in satisfying consumers' growing needs.



**Figure No.05:** Table: Adoption of Technologies Supporting Remote Work (2014-2024)

### IT Challenges Among Companies Supporting Remote Workers

With the recent adoption of remote work, several IT issues have come to light that can affect the firm's performance, security, as well as the employee's satisfaction. A significant concern is data protection since users remotely connect to company networks and intranets, making data a target for hackers. The implementation of several technologies can create inefficiencies, especially if these technological solutions do not cooperate with each other. Ensuring that enough technical support is offered becomes a problem since employees are spread across various locations and need efficient arrangements to be made for support. Data management and compliance present challenges because organizations must guarantee that the right handling procedures are followed for the data at and outside a centralized office or corporate setting. Furthermore, it is critical to keep employees interested and in constant contact with other team members; otherwise, they may be frustrated, resulting in reduced morale. The last challenge is related to tracking the performance, which can be difficult when working remotely, thus requiring prior establishment of the key performance indicators and integrating tools that enable control over the work progress but, at the same time, do not interfere with personal employment. Now, it is crucial to address these challenges in order to establish a highly effective remote working environment, which will result in higher levels of employee satisfaction along with organizational readiness and strength.



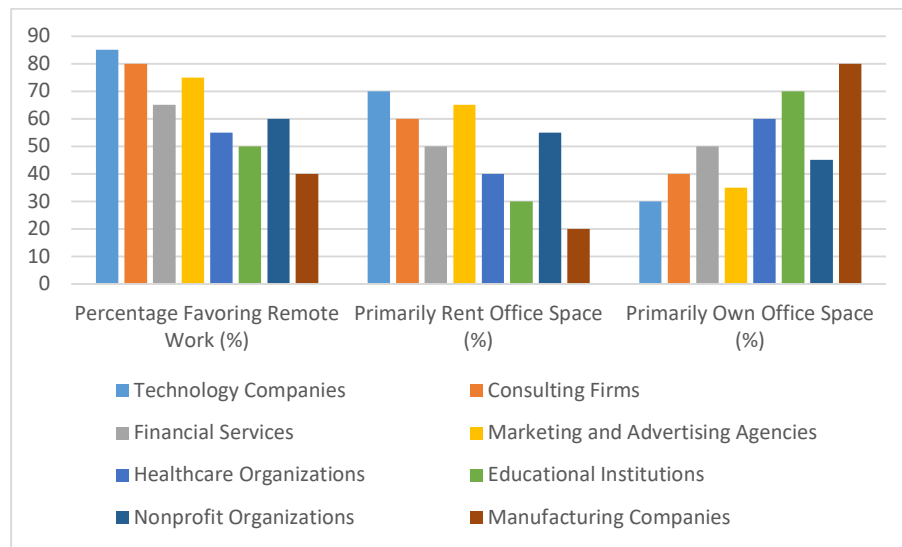


Figure No.06: Table: Organizations in Favor of Remote Work (2024)

### Remote Work: The Urban vs. Rural Divide

The COVID-19 pandemic and subsequent changes in work pattern and organization have exposed deep regional inequalities in technology adoption, employment opportunities, and lifestyle choices; rural areas remain disadvantaged. Large business or metropolitan hubs tend to be characterized by good quality infrastructure with quality internet connectivity required for success in remote processes, a factor that stands in contrast to the quality experienced by many rural areas where internet connectivity remains sluggish and reduced largely to slow broadband links that negatively impact productivity and job prospects. Urban areas provide premises that harbor industries suitable for telecommuting, including the information technology and finance industries, thus hiring qualified personnel, while the rural areas leave much to be desired in as much as employment opportunities are concerned, with many of the available positions relating to agriculture and manufacturing industries. While adopting the new remote working policies, urban employees benefit from the work-live balance when dealing with high prices to maintain a living and long hour for commuting; on the other hand, rural employees may feel isolated while enjoying a remote-working quiet life surrounded by nature and having access to fresh air. That means society has to pass policies corresponding to the solutions of these problems, for example, in terms of possible remote work and other phenomena broadband access and inclusive business models of geographic regions.

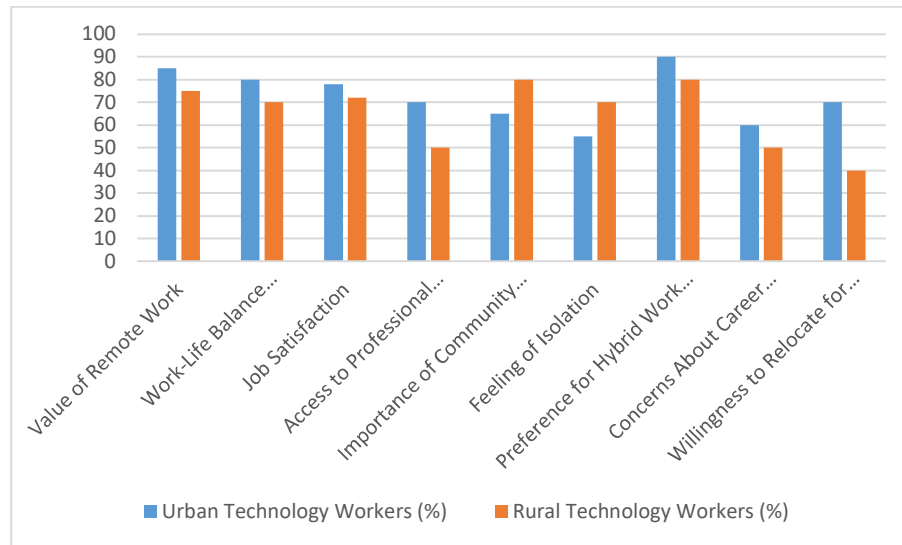


Figure No.07: Table: Personal Beliefs Among Technology Workers (Urban vs. Rural)

### Companies Handled the Pandemic Through Remote Work

The COVID-19 crisis escalated, working from home became one of the proper strategic managerial interventions that companies effectively put into practice, with extensive policies in place to address work efficiency and employee welfare. They incurred in expenditures, procuring necessary hardware, and for the elements of communications and collaboration, they embraced and approved the use of Zoom and Ms. Teams. This social factor focused organizations on simplifying communication by having routine checks and virtual meetings so as to enhance confidence amongst employees. Several incorporated tools addressing employee mental health, creating awareness of options for flexible working time for those who needed it, and additional training to assist in the adaptation of new technologies. Nearly all the firms showed flexibility by adjusting enterprise strategies in order to address emerging customer needs, and many firms actively fostered their remote organizational cultures via engagement activities and entertainment programs. These strategies were not only useful to support organizations to address more dangerous aspects of the pandemic but also shaped a more flexible organizational structure and the new work practices in the future.

Table No.03: Table: Prevalence of Business Pandemic Precautions

Pandemic Precaution	Percentage of Businesses Implementing (%)
Remote Work Policies	85
Health Screening (temperature checks, etc.)	75
Social Distancing Measures	80
Enhanced Cleaning Protocols	90
Personal Protective Equipment (PPE)	70
Flexible Work Hours	65
Virtual Meetings and Communication Tools	95
Employee Mental Health Support Programs	60
Travel Restrictions	78
Contactless Services (e.g., payments)	68

Area for Improvement:

Although many organizations did well in transitioning during the COVID-19 pandemic, some suggestions for further changes that may assist in future organizational resilience and better employee outcomes have been identified. While most organizations tend to provide mental health support programs, these rarely get much publicity, and the services provided are usually not as extensive as they could be, for instance, mental health days and counseling services. And continued technology training; as such, employees complained of feeling arch backed by the sudden transition to virtual setups. One is that facilitating work fairness for achieving an improved balance between work and other duties and responsibilities that enable the human asset can go a long way in implementing clear work policies on flexible working. Additionally, improving any form of communication with structured, effective strategies prevents employees from being lonely. Companies should need to have effective crisis management so that the organization should be ready for future mishaps. Adding the focus of diversity and inclusion to remote work brings important attention to these committees, which is vital, especially for the marked minority, which could experience extraordinary difficulties in work. The work-life balance promotional measures will contribute to eradicating a gray area between personal and working lives. That is why having information concerning these areas can help organizations to build conditions that can contribute to preventing stress and enhancing the success of an organization.

### **Conclusion**

The nature of work, forcing organizations to quickly transition to remote work along with valuing and safeguarding employees' health. This unprecedented challenge, different approaches like communications, use of technology, and mental health were employed by different corporations to keep their businesses moving and employees motivated. The experience shed light on key limitations, such as: the organization could improve the procedures for providing mental health information; constantly train for technologies; and develop better crisis management mechanisms. The organizations cannot afford to ignore the notion of flexibility in the workplace, diversity and inclusion, and a healthy combination of work and personal responsibilities, as those measures will be good for people and improve the corporate climate. The future of work is still unknown, thus events like the pandemic play a key determinant of more responsive, equitable, and efficient business approaches.

### **Future Directions**

Future-focused organizations should pursue several essential themes to build and sustain organizational resilience for Lep innovation in the post-COVID-19 environment. These hybrid models of work will be essential for offering employees the choice of their environment in view of adaptative and professional factors. There is still a need to sustain investment in technology to cater to the remote and hybrid schemes with higher collaboration tools and cybersecurity, likewise comprehensive education for the employees. Regularity and providing robust wellness programs will ensure the mental, physical, and emotional well-being of the employees, and constant feedback on their condition will enhance the company culture. The firms include some sustainability measures to minimize their impact on the physical environment as they improve DEI programs to engage more innovation and relevance in the pool of talent. To make employees competitive and able to adapt to change, management will have to continuously provide for employees' training and professional development. At the same time, providing for crisis preparedness planning will prepare organizations for future shocks. With these areas in mind, businesses can build a strong working force capable of meeting change in the future workforce environment.

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