

TOURISM OBJECTIVE QUESTION PAPER Handbook

Tourism objective question paper is an essential resource for students, educators, and professionals involved in the field of tourism. It serves as a comprehensive tool to assess knowledge, prepare for examinations, and understand the core concepts that underpin the tourism industry. Whether you are preparing for competitive exams, academic assessments, or professional certification tests, a well-structured objective question paper on tourism can significantly enhance your understanding and readiness. In this article, we will explore the significance of tourism objective question papers, their typical structure, common topics covered, and tips for effective preparation.

Understanding the Importance of Tourism Objective Question Paper

Assessment and Evaluation

Tourism objective question papers are primarily used to evaluate a candidate's knowledge in a quick and efficient manner. Multiple-choice questions (MCQs), true/false questions, and matching types enable assessors to gauge understanding on a broad range of topics within a limited time.

Exam Preparation Tool

For students, practicing with objective question papers helps identify strengths and weaknesses, build confidence, and improve time management skills during exams. It's also a great way to familiarize oneself with the exam pattern and question style.

Standardization and Benchmarking

Objective question papers ensure a standardized assessment process across different institutions and regions, providing a fair measure of a candidate's grasp of tourism concepts.

Structure of a Tourism Objective Question Paper

Common Components

A typical tourism objective question paper includes the following sections:

- **Multiple Choice Questions (MCQs):** Questions with four or five options, where only one is

correct.

- **True/False Statements:** Statements where the candidate indicates whether the statement is correct or incorrect.

- **Matching Type Questions:** Matching items from two columns to test recognition and association skills.

- **Fill in the Blanks:** Completing sentences with appropriate words or terms.

- **Assertion and Reasoning:** Two statements where the candidate assesses the relationship between them.

Question Distribution

The distribution of questions varies based on the exam's scope but typically includes:

- Basic concepts of tourism
- Tourism types and classifications
- Tourist behavior and motivation
- Tourism resources and attractions
- Tourism marketing and promotion
- Tourism policies and regulations
- Eco-tourism and sustainable tourism
- Travel agencies and transportation

Common Topics Covered in Tourism Objective Question Paper

1. Introduction to Tourism

Understanding the fundamentals, definitions, and scope of tourism.

2. Types of Tourism

Including domestic, inbound, outbound, cultural, adventure, medical, and eco-tourism.

3. Tourism Resources and Attractions

Natural, historical, cultural, and modern attractions.

4. Tourism Marketing and Promotion

Strategies, branding, and promotional tools used in tourism.

5. Tourism Policies and Planning

Government policies, tourism development plans, and regulations.

6. Travel and Transportation

Modes of travel, transportation infrastructure, and travel documentation.

7. Tourism Organizations

Roles of organizations like WTO, national tourism boards, and travel associations.

8. Sustainable and Eco-tourism

Principles, benefits, and challenges associated with sustainable tourism.

9. Customer Service in Tourism

Importance of hospitality, communication skills, and service quality.

10. Recent Trends and Developments

Digital marketing, online booking, and technological innovations in tourism.

Tips for Preparing for a Tourism Objective Question Paper

1. Understand the Syllabus Thoroughly

Familiarize yourself with the exam syllabus and focus on core topics.

2. Practice Regularly with Previous Papers

Solve past objective question papers to get accustomed to the question format and difficulty level.

3. Use Reference Books and Study Materials

Refer to standard textbooks, guides, and online resources that cover the latest updates in tourism.

4. Focus on Key Definitions and Concepts

Memorize important definitions, abbreviations, and key concepts that frequently appear in exams.

5. Develop Time Management Skills

Practice answering questions within a set time to improve speed and accuracy.

6. Take Mock Tests

Simulate exam conditions by taking mock tests, which help reduce exam anxiety and improve performance.

7. Keep Updated with Current Trends

Stay informed about recent developments, government policies, and global tourism trends.

Resources for Tourism Objective Question Paper Preparation

- Standard textbooks on tourism management
- Previous years' question papers and sample papers
- Online quiz platforms and apps specializing in tourism topics
- Government tourism websites and official publications
- Educational forums and discussion groups

Conclusion

A well-prepared tourism objective question paper can be a vital tool in mastering the subject and excelling in exams. By understanding the structure, topics, and effective preparation strategies, students and professionals can enhance their knowledge base and increase their chances of success. Remember, consistent practice and staying updated with the latest industry trends are key to performing well in objective assessments. Whether you are a student aiming to clear exams or a professional seeking certification, leveraging quality question papers and resources will undoubtedly boost your confidence and competence in the dynamic field of tourism.

Tourism Objective Question Paper: An In-Depth Analysis of Its Structure, Purpose, and Implications

In the realm of tourism education and industry assessment, the tourism objective question paper serves as a critical instrument for evaluating knowledge, understanding, and competency among students and professionals. As tourism continues to evolve into a complex, multidisciplinary field, the design, content, and utility of objective question papers have garnered increasing attention. This article aims to provide a comprehensive review of the tourism objective question paper's purpose, construction, advantages, limitations, and implications within the broader context of tourism training and assessment.

Understanding the Tourism Objective Question Paper

Definition and Characteristics

A tourism objective question paper comprises a set of questions designed to assess a candidate's factual knowledge, conceptual understanding, and application skills through objective formats such as multiple-choice questions (MCQs), true/false statements, matching items, and fill-in-the-blanks. Unlike subjective or essay-type questions, objective questions are characterized by their concise, unambiguous nature and their capacity for rapid evaluation.

Key characteristics include:

- **Structured Format:** Questions with predetermined options or statements.
- **Objective Scoring:** Clear right or wrong answers facilitate straightforward grading.
- **Broad Coverage:** Ability to encompass a wide range of topics within limited time.
- **Standardization:** Ensures uniformity across different examinees.

Purpose and Significance

The primary purpose of the tourism objective question paper is to:

- Evaluate foundational knowledge of tourism principles, history, geography, and industry practices.
- Assess familiarity with tourism-related terminology, conventions, and standards.
- Measure understanding of regulatory frameworks, cultural sensitivities, and customer service norms.
- Serve as a screening tool for entry-level positions, vocational training, or certification programs.

In a broader sense, the objective question paper functions as a measure of a candidate's readiness to operate effectively within the tourism industry, ensuring that essential knowledge is acquired and retained.

Construction and Design of a Tourism Objective Question Paper

Key Components and Structure

Designing an effective tourism objective question paper involves meticulous planning to ensure comprehensive assessment. Typical components include:

- Syllabus Alignment: Questions are aligned with the prescribed curriculum or training modules.
- Question Types:
 - Multiple Choice Questions (MCQs)
 - True/False Statements
 - Match the Following
 - Fill in the Blanks
 - Assertion and Reason
- Difficulty Level Distribution: Questions are balanced across easy, moderate, and challenging levels to differentiate candidate competence.
- Number of Questions: Varies depending on the duration and purpose of the examination; common ranges are between 50-100 questions.

Question Development Process

The process involves:

- Topic Identification: Selecting core topics such as tourism geography, types of tourism, travel documentation, hospitality management, and eco-tourism.
- Question Drafting: Creating clear, concise, and unbiased questions with plausible distractors where applicable.
- Review and Validation: Ensuring accuracy, relevance, and appropriateness through peer review or expert validation.
- Pilot Testing: Administering the questions to a small group to evaluate clarity and difficulty.
- Finalization: Incorporating feedback and establishing the final question set.

Best Practices in Designing Objective Questions for Tourism

- Use unambiguous language.
- Avoid negative phrasing that can confuse candidates.
- Ensure distractors are plausible to prevent guessing.
- Cover a balanced range of topics.
- Randomize question order to minimize memorization.

Advantages of Using Objective Question Papers in Tourism Education

Efficiency and Objectivity

Objective question papers enable rapid assessment and scoring, making them suitable for large-scale testing environments. Their standardized nature reduces grading bias, ensuring fairness across diverse examinees.

Broad Content Coverage

By covering a wide array of topics, these question papers can evaluate the breadth of a candidate's knowledge within a limited timeframe, which is particularly valuable in foundational assessments.

Cost-Effectiveness

Automated or semi-automated grading reduces administrative costs and minimizes human errors associated with subjective evaluations.

Facilitating Self-Assessment and Learning

Objective tests serve as useful tools for self-evaluation, helping learners identify areas needing improvement.

Limitations and Challenges of the Objective Question Paper in Tourism

Despite their advantages, objective question papers have inherent limitations that can impact their effectiveness.

Superficial Assessment of Knowledge

Objective questions primarily gauge recall and recognition, often failing to assess higher-order thinking skills such as analysis, synthesis, and application.

Potential for Guessing and Cheating

Multiple-choice formats can sometimes encourage guessing, which may distort true competency levels. Additionally, standardized tests may be susceptible to dishonest practices if proper supervision is not enforced.

Limited Scope for Evaluating Practical Skills

Tourism involves practical skills such as interpersonal communication, problem-solving, and cultural sensitivity—areas difficult to assess through objective questions alone.

Question Validity and Quality

Poorly constructed items can lead to ambiguity, misinterpretation, or misalignment with learning objectives, thereby reducing assessment validity.

Implications for Tourism Education and Industry

Curriculum Development and Standardization

Objective question papers influence curriculum design by emphasizing core knowledge areas. They also promote standardization in certification processes across regions and institutions, ensuring consistency in industry standards.

Industry Readiness and Skill Verification

While objective assessments confirm theoretical understanding, they should be complemented with practical evaluations, internships, and experiential learning to ensure comprehensive industry readiness.

Technological Integration and Future Trends

Advancements in technology have expanded the scope of objective testing through computer-based testing (CBT), adaptive testing, and online platforms. These innovations facilitate immediate feedback and data-driven insights into learner performance.

Balancing Assessment Methods

Given the limitations, tourism education programs increasingly adopt a blended assessment approach?combining objective questions with case studies, role-plays, and practical demonstrations?to holistically evaluate competencies.

Conclusion: Navigating the Future of Tourism Objective Question Papers

The tourism objective question paper remains a vital component of educational assessment within the tourism industry, offering efficiency, standardization, and broad content coverage. However, to truly prepare individuals for the multifaceted demands of tourism roles, these objective assessments must be integrated within a comprehensive evaluation framework that includes practical skills testing and soft skills development.

As the tourism sector continues to grow in complexity?driven by technological innovation,

globalization, and changing traveler expectations?the design and application of objective question papers must evolve accordingly. This entails leveraging digital tools for dynamic testing, ensuring question quality, and fostering assessments that align with industry realities.

Ultimately, objective question papers are valuable tools for initial screening and knowledge verification but should be complemented with experiential and skill-based assessments to cultivate well-rounded tourism professionals capable of delivering exceptional service and adapting to industry shifts.

In summary, a well-crafted tourism objective question paper is essential for maintaining educational standards, ensuring industry readiness, and fostering continuous improvement in tourism training programs. Its strategic use, mindful of its strengths and limitations, can significantly impact the quality and effectiveness of tourism education and, consequently, the overall growth of the industry.

QuestionAnswer What is the primary purpose of a tourism objective question paper? The primary purpose is to assess students' knowledge and understanding of tourism concepts, principles, and practices through standardized questions. How can I effectively prepare for a tourism objective question paper? Prepare by reviewing syllabus topics, practicing previous question papers, understanding key terminology, and focusing on current trends in tourism industry. What types of questions are commonly found in a tourism objective question paper? Common question types include multiple-choice questions (MCQs), fill-in-the-blanks, true/false statements, and matching questions related to tourism concepts. Which topics are most frequently tested in tourism objective question papers? Frequently tested topics include tourism marketing, types of tourism, tourism policies, travel agencies, eco-tourism, and tourist behavior. How can I improve my accuracy when answering objective questions on tourism? Improve accuracy by carefully reading each question, eliminating obviously wrong options, and practicing time management during mock tests. Are current tourism trends and issues included in objective question papers? Yes, recent trends like sustainable tourism, digital marketing in tourism, and pandemic impact are often incorporated into questions to test updated knowledge. What is the best strategy to manage time during a tourism objective question exam? Allocate specific time to each section or question, skip difficult questions initially, and revisit them later to ensure all questions are attempted. Can practicing tourism objective questions help in understanding practical aspects of tourism? Yes, practicing such questions enhances conceptual clarity and provides insights into real-world applications and industry practices. Where can I find reliable sample questions or previous papers for tourism objective exams? Reliable sources include educational websites, university repositories, coaching centers, and official tourism department publications.

Related keywords: tourism multiple choice questions, tourism quiz, tourism exam questions, tourism sample paper, tourism mock test, tourism practice questions, tourism question bank, tourism assessment paper, tourism test preparation, tourism study material

TOURISM SCOPE FOR GRADE 10 JUNE EXAM

Tourism Scope for Grade 10 June Exam

Tourism scope for grade 10 June exam is a significant topic that covers various aspects of the tourism industry, its importance, types, advantages, and challenges. As part of the social science curriculum, understanding the scope of tourism not only helps students excel in their exams but also broadens their knowledge about one of the world's most vital economic sectors. In this article, we will explore the comprehensive scope of tourism, its relevance, and key points that students should focus on for their grade 10 June exam preparation.

Introduction to Tourism

Tourism is the act of traveling to different places for leisure, business, exploration, or other purposes, often involving staying away from one's usual environment for a limited period. It is one of the oldest human activities and has evolved significantly over time, becoming a major source of income and employment worldwide. The scope of tourism encompasses its various types, benefits, and the factors influencing its growth, making it a crucial subject in understanding global and national economies.

Understanding the Scope of Tourism

1. Economic Significance of Tourism

Tourism is a powerful economic driver that contributes significantly to a country's GDP. It generates foreign exchange earnings, creates employment opportunities, and stimulates the development of infrastructure. Countries with rich cultural heritage, natural beauty, and modern amenities attract more tourists, boosting their economies.

- **Revenue Generation:** Tourism is a major source of income through expenditures on hotels, transportation, food, and souvenirs.
- **Employment:** It provides jobs in hospitality, transportation, travel agencies, and entertainment sectors.
- **Infrastructure Development:** Tourism encourages the development of roads, airports, and other facilities.

2. Cultural and Social Impact

Tourism promotes cultural exchange and understanding among different communities. It helps

preserve cultural heritage and traditions by showcasing them to visitors. Moreover, it fosters social development by improving local lifestyles and encouraging community participation.

3. Environmental Considerations

While tourism can lead to environmental degradation if not managed sustainably, it also encourages conservation efforts. Eco-tourism, in particular, promotes the protection of natural resources and wildlife.

Types of Tourism and Their Scope

1. Domestic Tourism

Travel within one's own country for leisure, pilgrimage, or exploration. It is accessible and affordable for most citizens and helps promote local economies.

2. International Tourism

Traveling to foreign countries, which involves currency exchange, visa procedures, and international marketing. It broadens cultural horizons and enhances global relations.

3. Adventure Tourism

Activities like trekking, mountaineering, water sports, and wildlife safaris. It caters to thrill-seekers and promotes physical health and environmental awareness.

4. Cultural Tourism

Visiting historical monuments, museums, festivals, and heritage sites. It helps in preserving cultural identities and attracting heritage enthusiasts.

5. Eco-Tourism

Focused on sustainable travel to natural areas, promoting conservation and community participation. It encourages responsible tourism practices.

Scope of Tourism in Various Sectors

1. Hospitality Industry

The hospitality sector includes hotels, resorts, restaurants, and catering services. It is directly linked

to tourism and plays a vital role in providing quality services to travelers.

2. Transportation Sector

Includes airlines, railways, buses, taxis, and shipping services. Efficient transportation is essential for facilitating tourism growth and connectivity.

3. Travel and Tour Operators

Organizations that plan, organize, and manage travel packages, ensuring a smooth experience for tourists. They also promote domestic and international travel destinations.

4. Cultural and Heritage Conservation

Preserving historical sites, museums, and cultural festivals. This sector attracts tourists interested in history and tradition, contributing to cultural tourism.

5. Media and Marketing

Advertising campaigns, travel blogs, and social media play a crucial role in promoting tourism destinations and attracting tourists globally.

Factors Influencing the Scope of Tourism

1. Natural Resources

Beauty of landscapes, beaches, mountains, forests, and wildlife significantly boost tourism potential.

2. Cultural Heritage

Rich history, festivals, art, and architecture attract cultural tourists.

3. Infrastructure Development

Good transport, accommodation, and communication facilities are vital for expanding tourism.

4. Political Stability and Safety

Tourists prefer destinations with peace and security, influencing tourism growth.

5. Government Policies

Supportive policies, visa facilitation, and promotional campaigns enhance the tourism scope.

Benefits and Challenges of Tourism

Benefits

- Economic growth and employment generation.
- Cultural exchange and mutual understanding.
- Infrastructure development and modernization.
- Promotion of local crafts and traditions.
- Environmental conservation through eco-tourism.

Challenges

- Environmental degradation and pollution.
- Overcrowding and strain on resources.
- Cultural erosion and commercialization.
- Unemployment in unorganized sectors.
- Security concerns and political instability.

Future Scope of Tourism

The future of tourism looks promising with advancements in technology, increasing global connectivity, and a growing trend towards sustainable travel. Innovations such as virtual tours, digital marketing, and eco-friendly practices are shaping the tourism industry's future. Countries are investing in smart infrastructure, adventure tourism, and cultural exchanges to attract more tourists.

Conclusion

In summary, **tourism scope for grade 10 June exam** encompasses a wide array of sectors, types, and factors that influence its growth. Its significance in economic development, cultural preservation, and environmental conservation makes it a vital subject of study. As students prepare for their exams, understanding the diverse aspects of tourism will help them grasp its importance and contribute to sustainable tourism practices in the future. Recognizing the opportunities and challenges within the tourism industry is essential for fostering responsible and inclusive growth in this dynamic sector.

Tourism Scope for Grade 10 June Exam: An In-Depth Guide

Tourism plays a vital role in the economic development and cultural exchange of nations. For students preparing for their Grade 10 June exam, understanding the tourism scope is essential not only for academic success but also for gaining insights into how tourism influences various aspects of society. This comprehensive guide aims to explore the different dimensions of tourism, its scope, and its significance, providing students with a clear and detailed understanding.

Understanding the Concept of Tourism

Before delving into the scope of tourism, it is important to clarify what tourism entails. Tourism can be defined as the temporary movement of people to destinations outside their usual environment for leisure, business, or other purposes. It involves activities related to travel, accommodation, entertainment, and cultural exchange.

The Scope of Tourism: An Overview

The scope of tourism refers to the broad range of activities, sectors, and sectors of the economy that are influenced or involved in tourism. It encompasses the economic, social, cultural, environmental, and technological dimensions of tourism. Recognizing this scope helps students appreciate the vastness of the tourism industry and its interconnectedness with other sectors.

Key Areas Covered Under the Scope of Tourism

The scope of tourism can be broadly divided into several interconnected areas:

1. Economic Impact

- **Employment Generation:** Tourism creates numerous jobs in hotels, transport, tour operations, and local businesses.
- **Foreign Exchange Earnings:** International tourists bring foreign currency, boosting the national economy.
- **Infrastructure Development:** Tourism prompts development of roads, airports, and other facilities.

2. Cultural and Social Impact

- **Cultural Exchange:** Tourism facilitates interaction between different cultures, promoting understanding.
- **Preservation of Heritage:** Tourist interest encourages the conservation of monuments and traditions.

- Social Development: Tourism can improve local living standards through better amenities.

3. Environmental Considerations

- Eco-tourism: Focus on sustainable tourism that minimizes environmental impact.
- Conservation Efforts: Tourism promotes the protection of natural sites and biodiversity.
- Environmental Challenges: Over-tourism can lead to pollution, habitat destruction, and resource depletion.

4. Technological Advancement

- Tourism Marketing: Use of digital media and online platforms to promote destinations.
- Transportation: Development of faster, safer, and more comfortable travel options.
- Information Systems: Use of technology for booking, navigation, and customer service.

5. Types of Tourism Covered in the Scope

- Domestic Tourism: Travel within one's own country.
- International Tourism: Traveling to foreign countries.
- Adventure Tourism: Activities like trekking, mountain climbing.
- Cultural Tourism: Visiting historical sites, temples, museums.
- Eco-tourism: Visiting natural parks and wildlife sanctuaries.
- Medical Tourism: Traveling for health treatments.

Importance of Understanding the Scope of Tourism for Grade 10 Students

For students, grasping the scope of tourism is crucial because:

- It helps in understanding the industry's diverse aspects.
- It prepares them for exam questions related to tourism's role in the economy and society.
- It encourages awareness of sustainable practices and environmental concerns.
- It fosters interest in careers related to tourism and hospitality.

Detailed Breakdown of Tourism's Scope for the Exam

Below is a detailed analysis of each component involved in the scope of tourism, tailored for Grade

10 students preparing for their June exams.

Economic Aspects of Tourism

Tourism significantly contributes to the GDP of many countries. It creates various employment opportunities and stimulates local businesses. For example:

- Hotels, restaurants, and transportation services thrive due to tourist influx.
- Small-scale vendors and craft producers benefit from tourist spending.
- Government revenue increases through taxes and fees from tourism activities.

Students should understand that tourism acts as a catalyst for economic growth, especially in countries with rich cultural and natural resources.

Cultural and Heritage Preservation

Tourism encourages the preservation and promotion of cultural heritage. Popular historical sites, temples, palaces, and festivals attract tourists, leading to:

- Restoration and conservation projects funded by tourism revenue.
- Promotion of local art, music, and dance forms.
- Enhancement of cultural identity and pride among local communities.

Students should note the balance needed to preserve authenticity while catering to tourists' interests.

Environmental Impact and Eco-tourism

While tourism can promote environmental conservation, it also poses challenges. Sustainable tourism or eco-tourism aims to:

- Protect natural habitats and biodiversity.
- Reduce pollution and resource depletion.
- Educate tourists on responsible behavior.

Understanding the environmental scope helps students appreciate the need for eco-friendly practices in tourism development.

Technological Developments in Tourism

Technology is transforming the tourism industry by making travel easier and more accessible:

- Online booking platforms, mobile apps, and virtual tours.
- GPS and navigation tools for travelers.
- Use of social media for marketing destinations.

Students should recognize how technological advances expand the reach and efficiency of tourism services.

Types of Tourism and Their Scope

Different forms of tourism cater to various interests:

- Domestic Tourism: Promotes local exploration, reduces foreign exchange outflow.
- International Tourism: Enhances global cultural exchange.
- Adventure Tourism: Appeals to thrill-seekers and promotes physical fitness.
- Cultural Tourism: Preserves and promotes cultural heritage.
- Medical Tourism: Brings in revenue through health services.

Students should understand that each type has its unique scope and contributes differently to the economy and society.

Conclusion: The Broader Perspective on Tourism Scope

The tourism scope for Grade 10 June exam encompasses a wide array of sectors, activities, and impacts. It is not just about travel and leisure but also involves economic growth, cultural preservation, environmental sustainability, technological innovation, and diverse tourism types. Recognizing this interconnectedness enables students to appreciate the importance of tourism in the modern world and prepares them to answer exam questions confidently.

By understanding the multifaceted scope of tourism, students can also develop a responsible attitude towards travel, emphasizing sustainability and cultural sensitivity?traits essential for future tourism professionals and global citizens.

Final Tips for Students Preparing for the Exam:

- Review key concepts related to the economic, cultural, and environmental impacts of tourism.
- Familiarize yourself with the different types of tourism and their significance.
- Study real-world examples of tourism development in your country or globally.
- Practice writing short notes and long answers on the scope of tourism to enhance exam preparedness.

Good luck with your Grade 10 June exam! Embrace the comprehensive understanding of tourism's scope to excel and contribute positively to this vital industry.

QuestionAnswer What is the scope of tourism as a career option for students? Tourism offers a wide range of career opportunities including travel agent, tour guide, hotel management, event planner, and tourism marketing, making it a promising career for students interested in hospitality and travel industries. How does tourism contribute to the economy of a country? Tourism boosts the economy by generating foreign exchange, creating employment opportunities, promoting local businesses, and increasing revenue through taxes and tourism-related services. What are the major types of tourism covered in the syllabus? The major types include domestic tourism, international tourism, cultural tourism, adventure tourism, eco-tourism, and spiritual tourism, each playing a vital role in the tourism industry. Why is sustainable tourism important for the future? Sustainable tourism is important because it helps conserve the environment, respects local cultures, and ensures that tourism benefits are shared equitably, thus preserving destinations for future generations. What are some recent trends in the tourism industry? Recent trends include eco-tourism, digital and virtual tourism, adventure tourism, health and wellness tourism, and the use of technology like online booking and virtual tours. How can students contribute to promoting responsible tourism? Students can promote responsible tourism by respecting local customs, minimizing environmental impact, supporting local businesses, and spreading awareness about sustainable travel practices.

Related keywords: tourism industry, types of tourism, tourism sectors, eco-tourism, cultural tourism, adventure tourism, sustainable tourism, tourism benefits, tourism challenges, career in tourism

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