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The Effect of Cultural Tourism on Urban Development: The Case of Konya/Turkey*

Kültür Turizminin Kentsel Gelişmeye Etkisi: Konya/Türkiye Örneği

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ABSTRACT

The aim of this study is to investigate the effect of cultural tourism on urban development and within this scope to help the city of Konya define the areas of its development in which investments should be heavily made in the future.

In order to conduct research into the effects of tourism on the city, in June 2013 an *open-ended questionnaire* was sent to 50 tradesmen from the sampling area using random sampling method. The questionnaire consists of the following 7 questions "What is your profession?, What is the most important reason for the presence of your store here?, What comes to your mind first when you speak of tourism?, What are the benefits of tourism to the city?, What are the drawbacks of tourism?, Do you think that the investments made in tourism are adequate? Why?, What should be done to improve tourism in the city?"

In recent years, along with the economic progress in developing countries some changes in the cities of those countries have begun to draw attention. These changes include urban renewal, urban transformation, and efforts to renew some areas of cities that have lost their previous functions. Konya (Turkey) is one of these examples. Within this framework, a couple of changes have been made in the Mevlana Museum and in its immediate vicinity. Included in these changes has been the restructuring of the square, streets, and avenues of the tourist area, enabling tourists to get about more comfortably. Some buildings bearing historical significance have been renovated. In addition the construction of some new luxurious hotels has taken place in that area, while the building of houses and trade centres has been directed to different areas of the city.

It can be seen that the pressure of tourism on the area is fairly high. The most significant request made by tradesmen to the city management has been in regards to the making improvements in the Mevlana Museum and in its immediate vicinity.

Keywords: Konya, Cultural Tourism, Urban Development, the Effect of Tourism on Urban Development

Öz

Bu çalışmanın amacı kültür turizminin kentsel gelişmeye etkisini ortaya koymak ve bu kapsamda Konya kentinde gelecekte yapılacak yatırımların kentin hangi bölgesinde yoğunlaşması gerektiğine yardımcı olmaktır.

Kentin turistik bölgesindeki turist baskısını ve turizmin kentin bu kesimine olan etkisini ortaya koymak için 2013 yılının haziran ayında örneklem sahasını oluşturan bölgede elli esnafa tesadüf örneklem yöntemi ile "açık uçlu bir anket" uygulanmıştır. Bu ankette: "Yaptığınız iş nedir?", "Dükkanınızın burada bulunmasının en önemli sebebi nedir?", "Sizce turizm denilince ilk aklınıza gelen şey nedir?", "Sizce turizmin kente getirileri nelerdir?", "Sizce turizmin olumsuzlukları nelerdir?", "Turizmle alakalı olarak kentteki yatırımları yeterli buluyor musunuz? Neden?", "Sizce turizmin kentte geliştirilebilmesi için neler yapılmalıdır?" şeklinde yedi tane açık uçlu soru sorulmuştur.

Son zamanlarda dünyada gelişmekte olan ülkelerdeki ekonomik gelişme ile beraber bu ülkelerin kentlerinde bir takım değişimler dikkat çekmeye başlamıştır. Bu değişimler; kentsel yenileşme, kentsel dönüşüm gibi gelişmeler yanında kentlerin işlevini kaybetmiş olan bazı bölgeleri canlandırmaya yönelik çabalarda içermektedir. Konya (Türkiye) bu örneklerden birisidir. Kent yönetimi, şehrin işlevselliğinde problem çekmeye başlayan ama aynı zamanda şehrin kültür turizmi merkezi özelliği gösteren bölgesini canlandırmak için yerli ve yabancı turistlerin bölgede rahat bir şekilde ziyaretlerini yapabilecekleri bir bölge oluşturma çabası içerisine girmiştir. Bu kapsamda; Mevlana Müzesi ve yakın çevresinde bir takım değişiklikler ortaya konulmuştur. Bunların başında kentin turistik bölgesinde meydan, cadde ve sokaklar turistlerin rahat bir şekilde gezebilecekleri hale getirilmiştir. Tarihi önemi olan bazı binalar restore edilmiştir. Bazı lüks otellerin inşası bu bölgeye yönlendirilirken, buna karşılık konut ve iş merkezleri kentin başka bölgelerine yönlendirilmiştir.

Bölgede turizm baskısının oldukça fazla olduğu görülmüştür. Esnafın kent yönetiminden en önemli talebi; kentin Mevlana Müzesi ve yakın çevresine kentsel iyileştirmelerin yapılması yönünde olmuştur.

Anahtar kelimeler: Konya, Kültür Turizmi, Kentsel Gelişim, Turizmin Kentsel Gelişmeye Etkisi

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1. INTRODUCTION

Tourism activities, which began to grow in popularity with the “*Industrial Revolution*”, have become more effective particularly since the 1950s. As certain societies in the world achieved a greater degree of industrialization, the members of these societies increased the frequency of their journeys in order to travel around the world. In recent years tourism in Turkey has begun to be regarded in the same way as in other parts of the world (Akış, 2008, p. 377).

The income from tourism is of great importance for the economies of many countries, particularly developing ones, to the extent that it can make a great difference to their economies in several ways. Since the income level of developing countries is low and their industries are not developed, the income they gain from tourism consists of a larger share in their general budgets. When the income gained from tourism activities is considered, “mass tourism” is the most important one. It can be defined as the type of tourism in which people can reach holiday destinations together with a number of other people, travelling and sharing accommodation together, thus integrating as a holiday group (Akış, 2011, p. 289).

Despite being the most attractive type of tourism in terms of its high revenue potential, mass tourism damages the world irreparably. Thus, for some decades the societies who want to make a profit from tourism have tended towards less damaging types like ‘ecotourism’ and ‘cultural tourism’ because of their social, economic and environmental significance (Kaya & Akış, 2012, p. 335).

Due to the rapid growth of the tourism industry worldwide, many destinations now compete in the marketplace globally and the competition among them is fiercer than ever. This puts much pressure on destinations to find better and unique ways to compete and differentiate products from other destinations. Creating a sustainable competitive advantage has therefore become an important topic for many destinations, including Turkey (Okumuş, Avcı, Umut, Kılıç, & Walls, 2012, p. 639).

As Richards & Wilson (2006) noted, culture is an important element of the tourism system and cultural tourism is one of the fastest growing segments of global tourism. Various definitions exist for cultural tourism and cultural tourists (as cited in Okumuş et al., 2012, p. 639).

Over 2.5 million people are employed in the tourism industry in Turkey and as of 2009 there were 2,625 hotels with an operational license and 754 with an investment license, corresponding to 608,765 and 231,456 beds, respectively (Kültür ve Turizm Bakanlığı, 2011 & TURSAB, 2011).

As Burton, Smith & Robinson state, “Cultural tourism, as a motivational factor for international tourism, existed during the preindustrial era, not necessarily for the masses but rather for the elite” (as cited in Debeş, 2011, p. 234).

However, the question that this model poses and that this study tries to investigate is whether the stakeholders/developers -specifically the community, government and private sector- have a greed upon a strategy to up hold the uniqueness of cultural as sets by giving greater value to demand by sustaining the irmarketability. To achieve this, a consensus on policy, planning, conservation and preservation of cultural commodities for tourists’ consumption is required. Such a consensus demands a strategic commitment on the part of the suppliers, via managing and sustaining a constant interaction with the global customer/tourists through culture as commodity, culture as identity, and culture as social capital that is essential with in the social fabric (Debeş, 2011, p. 239).

Tourist behaviour is shaped by a positioning in the tourist-traveller continuum. Here risk taking propensity lends itself to the traveller end of the spectrum, that is, non-conformist, ground breaking and distinctive travel, but the homogenous influences of main stream tourism (the tourist end of the spectrum) emerge to appropriate traveller territory (Beedie, 2005, p. 47).

Primarily, political energy needs to be directed at the structures and the socioeconomic dynamics of the new urban governance as well as at creating more democratic urban spaces of participation. Tourism is not anti the tical to this and can add its own rhythms to the multiple harmonies and discords in urban life. Thus rather than calling for better ‘tourism management’ strategies in urban settings and a democratic gaze should be trained upon how tourism development policy and practice sit with urban governance more generally. For this, a more participatory form of urban democracy is needed that embraces the differences and the difficulties that intersect the mobilities and the spatial fixities of urban life, rather than pursuing initiatives that regulate, sanitize and domesticate the urban experience for some while alienating others (Mordue, 2007, p. 460).

1.1. Urban Tourism and Commercialization

The sustainable development of tourism requires the active participation and support of the local community (Nunkoo & Ramkissoo, 2010, p. 56).

An urban government's interest in raising the city's administrative status, expanding the area under its jurisdiction and increasing its administrative power is the basis for the allocation of redistributed resources (Gu & Jiang, 2004, pp. 38–39).

Such actions have enabled municipal governments to control the flow of capital, land, labour force, technology, information and other factors of production, which are important for urban and regional economic development (Gu & Jiang, 2004, p. 53).

Major urban renewal and tourism projects have taken place in both zones as a result of the dynamic relationship between a shifting economic priority and authenticity of architectural heritage (Gu, 2011, p. 240).

Tourism has long been a feature of many major cities, but the nature of the urban tourist experience is still relatively poorly understood. It is observable that in any significant urban tourist destination, the pattern of visitation tends to be concentrated rather than dispersed, and that specific locales within cities, what could be termed tourism precincts, become the major foci for tourists' activities, and possibly even the places where they spend the bulk of their inactive time (Griffin & Hayllar, 2009, pp. 127–128).

In recent years local authorities either in Turkey or worldwide have put much effort into the cities in order to benefit from the revenue generated by tourism. Konya City Administration is one of the best examples.

In the city of Konya, the Mevlana Museum where Mevlana's Shrine is located has turned this part of the city into a centre of attraction for cultural tourism. In addition to the Mevlana Museum, the district also boasts 'the historical Sultan Selim Mosque' and 'the Manuscript Library'.

In addition to the historical places of interest above, not being far from each other, there are numerous tourist attractions with high historical and cultural value like 'the Shrine of Şems-i Tebrizi, Alaeddin Mosque, the Ruins of Alaeddin Keykubat Kiosk, Karatay Madrasah, Slender Minaret Madrasah, Sahip Ata Mosque and Madrasah, Koyunoglu Ethnography Museum, the Archeological Museum, Sırçalı Madrasah.' The above-mentioned

attractions located in downtown Konya have crucial importance both for the development of the city and cultural tourism.

Konya City Administration puts great efforts into attracting more tourists to the city by advertising the cultural aspects located mostly in the centre. As a result of these efforts, both the city and the residents have obtained certain benefits.

These benefits are:

- The city benefits more from revenue coming from tourism thanks to its touristic attractions.
- The people will benefit more from the tourism revenues of the city.
- The related areas of the city, especially the Mevlana Museum and its surroundings, will be put through urban transformation and renewal.
- New recreational areas will be established around the city both for the residents and the tourists.

As a result of the Konya City Administration's efforts; the historical sites located around the Mevlana Museum will be more attractive. Besides, the modernization, renewal or building of pedestrian roads in some districts in the area will be realized. As a result of the Konya City Administration's efforts, this particular area of the city will appreciably reflect the characteristics of an Anatolian Seljuk City.

In his study Gu makes reference to similar practices in the city of Pingyao in China. Pingyao's tourist success resides as much in the physical form of the architecture as in the methods of dissemination and promotion of that form. The induced effects of the successful commercial film and revived regionalism have refashioned planning adjacent to the city wall. The local government has invested heavily in restoring these buildings as the number of tourists has risen significantly. The heritage architecture, once occupied by local residents, has been transformed into hotels and breakfasts that are marketed as "living museums" for tourists. For example, the well-known Yide guest house was converted from a courtyard house built in 1736. It provides airconditioning, heating, and private bathrooms to accommodate tourist needs. Other courtyards have been turned into museums, such as Baichuan Tong and Rishengchang, where old banks had been located (Gu, 2011, p. 237).

2. METHOD

In order to investigate the quantity of tourists and the effect of tourism on this area of the city, in June 2013 an open-ended

questionnaire was given to 50 tradesmen from the sampling area through random sampling method. The questionnaire consists of the following 7 questions “*What is your profession?, What is the most important reason for the presence of your store here?, What comes first to your mind when you speak of tourism?, What are the benefits of tourism to the city?, What are the drawbacks of tourism?, Do you think that the investments made in tourism are adequate? Why?, What should be done to improve tourism in the city?*”

A questionnaire for trades’ people dealing with tourism in the touristic area of Konya was sent to 50 tradesmen of all kinds who deal with tourism. In order to have a more comprehensive sample and facilitate a better reflection of the attitudes of the trades’ people, the interviewees were especially selected from different occupational groups. As the occupational groups within the area were not homogeneously apportioned, some groups were given a number of questionnaires while others were given only one (Figure 1).

One of the reasons for sending the questionnaires to a number of business branches was to find out the effects of cultural tourism on different occupational groups. Observations were carried out in the area related to the study. In addition, the literature relating to cultural tourism was studied.

3. RESEARCH FIELD

Konya city which represents the research field is located in the Konya Section of the Middle Anatolia Region in Turkey. It is governed by four municipalities: Konya Metropolis, Selcuklu, Karatay and Meram. The surface area of this research field

comprising the centres mentioned above is 230 km². Konya city, including its urban and rural areas, is surrounded by the districts belonging to Konya Province. The city is surrounded by Kadınhanı, Sarayonu, and Altinekin in the north; Eskil (Aksaray) and Karapınar in the east; Cumra and Akoren in the south; Seydisehir in the south west; and Beysehir and Derbent in the west (Figure 2). The city is positioned between 37°45' and 38°15' north latitudes and 32°20' and 32°40' east longitudes (Akış, 2007, p. 110).



Figure 2: Location map of the research area.

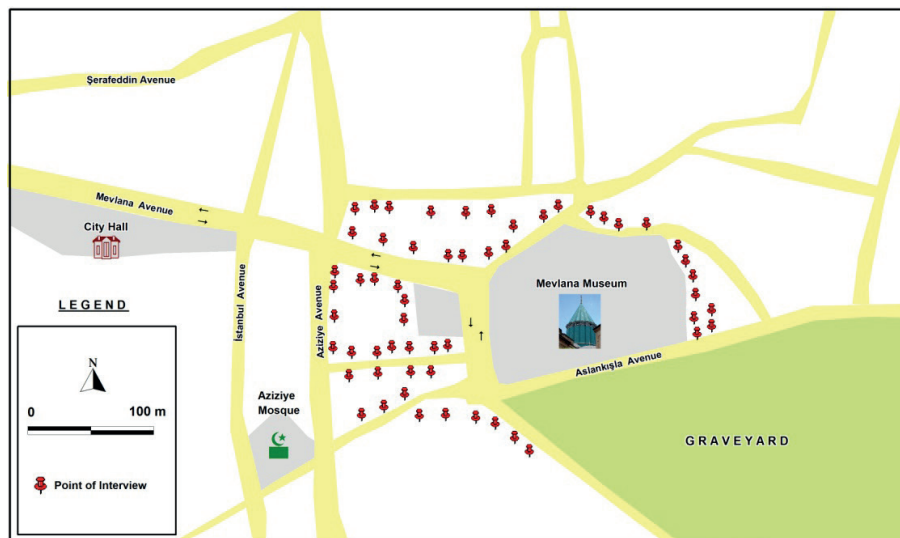


Figure 1: The application area of the questionnaire.

4. FINDINGS OF STUDY

The findings of study are given in **Table 1**, **Table 2**, **Table 3**, **Table 4**, **Table 5**, **Table 6** and **Table 7**.

4.1. The Occupational Groups of the Sample

Being the most attractive touristic area of the city, the Mevlana Museum and its nearby surroundings was chosen as a sample for this study. Around the Mevlana Museum there are sixteen (16) small businesses that belong to various occupational groups. Within this area one mainly comes across souvenir stores (34%), clothing stores (20%) and carpet stores (14%), (**Table 1**).

Table 1: The Occupational Groups Referred in the Sample

What is your occupation?	F	%	What is your occupation?	F	%
Souvenir Store Owner	17	34	Glassware Store Owner	1	2
Clothing Store Owner	10	20	Hairdresser	1	2
Carpet Store Owner	7	14	Kiosk Owner	1	2
Restaurant Owner	2	4	Florist	1	2
Hotel Keeper	2	4	Jeweler	1	2
Antique Dealer	2	4	Baker	1	2
Stationer	1	2	Sweet Shop Owner	1	2
Grocer	1	2	Pilgrimage Equipment Store Owner	1	2

Table 2: The Reasons for the Workplaces Being Located in the Touristic Area of the City

What is the most important reason for your workplace being located in the touristic area of the city?	F	%
The area is a touristic place	26	45,6
The street around the workplace is a busy one	19	33,3
The area is the centre of the city	12	21,1

The majority of the tradesmen (78%) who took the questionnaire in the research area responded to the question regarding ‘the type of business’ by referring to their business as ‘tourism-related’ (e.g. Souvenir store owner, carpet seller, antique dealer, hotel keeper, and restaurateur). Accordingly, this indicates that the tradesmen within the area are mostly those who deal with retail sales and the daily needs of people. The lack of direct tourism investments within the research area is noteworthy. The fact that only a minority responded to the question regarding ‘the area of occupation’ with the answer ‘hotel keeper’ also stands out (**Table 1**).

4.2. The Reasons for Shops Being in the Touristic Area of the City

Nearly half of the interviewees (45,6%) responded to the question regarding ‘the reason for your workplace being in the

touristic area of the city’ by saying ‘the area is a touristic place’. Responses such as ‘the street around the workplace is a busy one’ (33,3%) and ‘the area is the centre of the city’ (21,1%) were remarkably numerous (**Table 2**).

4.3. The Importance of Tourism for the City

In the sample area, a considerable number of the interviewees (31,5%) responded to the question ‘what does tourism first remind you of’ by saying ‘tourists’. Those who responded with the word ‘economy’ (25,9%) take the second place. The ‘bus tours’ response takes third place (13,0%), and ‘shoppers’ takes fourth place (**Table 3**).

Table 3: The Importance of Tourism for the Tradesmen in the Area

What does tourism first remind you of?	F	%
Tourists	17	31,5
Economy	14	25,9
Bus Tours	7	13,0
Shoppers	7	13,0
Cultural Interaction	4	7,4
Other (the Mevlana Museum, Umrah, Sea etc.)	5	9,2

4.4. The Benefits of Tourism for the City

More than half of the interviewees responded to the question regarding ‘the benefits of tourism to the city’ by saying ‘economic returns’. ‘Cultural Interaction (15,8%), ‘worldwide promotion of Konya’ (14%) and ‘contribution to urban development’ (12,3%) make up the other answers (**Table 4**).

Table 4: The Benefits of Tourism for the City

What are the benefits of tourism for the city in your opinion?	F	%
Economic return	33	57,9
Interaction with other cultures	9	15,8
Worldwide advertisement of Konya	8	14,0
Contribution to urban development	7	12,3

4.5. The Negative Impacts of Tourism on the City

The majority of the interviewees (78%) responded to the question regarding ‘the negative impacts of tourism’ by saying ‘tourism doesn’t have negative impacts’ while 22% of them claim that ‘tourism has negative impacts’ (Table 5).

The interviewees who referred to the ‘negative impacts of tourism’ drew attention to two basic problems. While the majority of the interviewees (72%) drew attention to the ‘traffic congestion and parking problems due to overcrowding’, those who drew attention to the problem of ‘concentration of investments in some particular areas of the city’ make up the minority (27,3%), (Table 5).

Table 5: The Impacts of Tourism on the City

Do you think tourism has any negative impacts? If so, what are they?	F	%
Tourism doesn't have negative impacts	39	78
Tourism has negative impacts	11	22
<i>Sub Total</i>	50	100
<i>Tourism has negative impacts</i>		
Traffic congestion and parking problems due to overcrowding	8	72,7
Concentration of investments in some particular areas of the city	3	27,3

Table 6: The Inadequacy of Tourism Investments for the City

Do you think the tourism investments for the city are adequate? If not, why?	F	%
The tourism investments for the city are adequate	13	26
The tourism investments for the city are inadequate	37	74
<i>Sub Total</i>	50	100
<i>The tourism investments for the city are inadequate</i>		
Parking problems	16	43,3
Advertisement is not enough	6	16,2
The number of hotels are inadequate	5	13,5
The security should be supported by security cameras	2	5,4
The city should be reconstructed	2	5,4
Domestic tourists should be addressed	2	5,4
The investments for the tradesmen of side streets are inadequate	2	5,4
Credit support should be provided for the tradesmen dealing with tourism	2	5,4

Table 7: The Actions to be taken for the Development of Tourism in the City

What actions do you think should be taken to develop tourism in the city?	F	%
More hotels and bars should be built	26	44,8
The advertisement of the touristic wealth of the city should be increased	16	27,6
Infrastructural facilities like transportation and parking should be developed	16	27,6

4.6. Tourism Investments

The majority of the interviewees (74%) responded to the question regarding ‘the adequacy of tourism investments for the city’ by saying ‘inadequate’ while the minority (26%) responded by saying ‘adequate’ (Table 6).

Nearly half (43,3%) of those who stated that the tourism investments for the city were inadequate drew attention to the parking problem. Those who drew attention to ‘the inadequacy of advertisement in tourism’ took second place while the interviewees who drew attention to ‘the deficiency in the number of hotels’ took third place (Table 6).

4.7. The Development of Tourism in the City

As to the question regarding ‘the actions to be taken for the development of tourism in the city’, nearly half of the interviewees (44,8%) responded by saying ‘more hotels and bars should be built for the city’. Those who responded by saying ‘the

advertisement of touristic richness of the city should be increased' (27,6%) took second place while the interviewees (27,6%) responding with the phrase 'infrastructural facilities like transportation and parking should be developed' took third place (Table 7).

5. CONCLUSIONS

Tourism is the primary means of living for the tradesmen around the Mevlana Museum in the city of Konya. This can be understood from the location preferences of the workplaces in the area.

The most significant contribution of tourism for the city is economic recovery. The city administration makes considerable efforts in order to benefit from tourism and attract tourists to the city. As a result, urban development is the second leading factor that Konya benefits from. Thus, it reveals a situation for the advantage of the city and its people. One of the most important achievements of the city is the advertisement of Konya's culture to the world.

The concentration of tourism investments on only particular

areas of the city is an essential problem for the people living in the city. The concentration of certain investments like infrastructure may lead to inequality among the people in the city. Indeed, the investments for the touristic areas of the city cannot be made in the same way as in the other areas.

Touristic establishments like hotels, bars and restaurants are greatly needed. In other words, there are serious shortcomings in 'accommodation' which makes up one of the "3A's" of tourism. The most urgent investments to be made for the city are those related to "accommodation". If the accommodation facilities for the tourists are increased, the number of days of accommodation will be increased as well. This will directly reflect on the tourism revenues of the city.

In the process of restructuring the touristic areas of the city, urban renewal and transformation can also be performed by the city administration. The Mevlana Museum's surroundings that make up the touristic area of the city is also the ancient city centre, where there are dozens of old dilapidated buildings. Those old buildings not only spoil the visual impact of the area, but also pose a threat for the health and safety of people.

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