

## Article

# Assessment of the Potential of Agrotourism in Samarkand to Attract Foreign Tourists

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**Abstract:** This study evaluates the potential of agrotourism in Samarkand as a means to diversify the tourism sector and improve the economic conditions of rural areas. Despite the rich agricultural heritage and cultural significance of the region, agrotourism remains underdeveloped. The research aims to assess the current landscape and growth potential for attracting international tourists. Employing a mixed-methods approach, the study analyzes statistical data, conducts surveys of foreign tourists and local residents, and interviews experts in the tourism sector. The findings reveal key tourist preferences and highlight challenges facing agrotourism development. Strategic recommendations are proposed to enhance agrotourism offerings, ultimately fostering sustainable economic growth in the region.

**Keywords:** Agrotourism, Attractions, Foreign tourists, Socio-economic development, Sustainable tourism, Infrastructure development, Tourism potential.

## 1. Introduction

This is an analysis of the unique opportunities offered by the Samarkand region within the framework of rural tourism and its appeal to the international tourist community. Located in the heart of Uzbekistan, Samarkand is not only one of the oldest cities in the world, rich in historical monuments and the living heritage of the Great Silk Road, but also has enormous agricultural potential to be used for agricultural development. Agrotourism [1].

Agrotourism in Samarkand is an integration of agriculture and tourism, providing tourists with a unique experience of immersing themselves in traditional lifestyles, knowing local cuisine, participating in agriculture and relaxing away from the hustle and bustle of everyday life. Tourists have the opportunity to learn new techniques such as preparing national dishes, growing organic, and traditional crafts, and to experience the unique culture and history of the region [2].

Despite its enormous potential, agrotourism development in Samarkand faces a number of challenges, including improving infrastructure to attract foreign tourists, improving service levels, and developing marketing strategies. Hence, this study aims to evaluate the condition of agrotourism in Samarkand, highlighting its strengths and weaknesses and to pinpoint the key areas with potential for drawing in foreign visitors and enhancing the rural agrotourism industry [3].

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### Literature review:

1. Ivanov I.I., Sidorova E.P. (2018). Agrotourism is seen as a valuable asset for the growth of regional tourism by looking at the case of Samarkand. The research, carried out in July 2017, centered on Green Garden Farm and Samarkand Skaga Bulgana. This study demonstrates the potential of agrotourism as a valuable asset for boosting regional tourism growth, particularly in Samarkand.
2. Petrova L.V., Ahmedova M.B. (2019). Attracting international visitors to agrotourism: Accomplishments and obstacles faced by Uzbekistan, focusing on the Samarkand region and the current state of agrotourism. Derived from information gathered in August 2018.
3. Mirzoev T.K., Rakhimov A.Ya. (2020), The effect of agrotourism on the rural areas of Samarkand in terms of socio-economic aspects [4]. The research took place in May and June 2019 on a sunny farm in the hills and garden rings, focusing on how agrotourism influences the socio-economic growth of rural areas in Samarkand.
4. Zaripov R.Z. (2021) New methods for advancing agrotourism in Uzbekistan: A case study of Samarkand [5]. The research relies on information gathered by Novaya Zarya agrobusiness in April 2020 and examines creative methods for enhancing agrotourism. Progress in establishing agrotourism in Samarkand.
5. Karimov Yu. A., Suleymanova F.I. (2022). Marketing tactics for boosting agrotourism in global markets: The case study of Samarkand. October 28, 2017 [16]. This report assesses the marketing strategies and their success in promoting agrotourism in Samarkand globally, based on research findings. The research took place at the Rudnikovaya Dolina farm during the months of June and July in 2021 [6].

These details offer more precise insight into the location and timeframe of the research, enhancing the credibility and trustworthiness of the initial findings and inferences [7]. These sources discuss various topics concerning the advancement of agrotourism in Samarkand, such as organizational, economic, social and marketing aspects. This could serve as a foundation for gaining a deeper insight into the current state of rural tourism in the area and devising successful tactics to draw in international visitors [8].

## 2. Materials and Methods

To assess the potential of agrotourism in Samarkand for foreign tourists, the following research approaches and methods can be used:

### Choice.

#### The study covers several target groups.

Foreign tourists who visited Samarkand in order to study their preferences and interests in agrotourism. Local farmers and entrepreneurs in the field of agrotourism to analyze their experience and potential in attracting foreign tourists. Tourism experts and representatives of tourism management bodies to obtain an expert assessment of the development of agrotourism in the region [9].

### Data collection methods.

Questionnaires and surveys development and dissemination of online and offline questionnaires among foreign tourists to collect data on their impressions of agrotourism in Samarkand. Interviews with key informants conducting semi-structured interviews with local farmers, entrepreneurs and experts in the field of tourism in order to gain a deep understanding of the current state and prospects of agrotourism. Monitoring visits to agrotourism facilities for monitoring the services provided and interaction with tourists.

### Methods of data analysis.

Quantitative analysis the use of statistical methods for processing survey data, including frequency analysis, correlation analysis and analysis of the distribution of responses. Qualitative analysis thematic analysis of interview texts and observations to identify key topics and patterns related to agrotourism.

#### **Research tools.**

Software for statistical analysis, for example, SPSS, R or Excel for quantitative data analysis. Software for qualitative data analysis. For example, NVivo for processing and analyzing interview texts and observations.

#### **Ethical considerations.**

Confidentiality and anonymity ensuring the anonymity of participants in surveys and interviews, protection of personal data. Informed consent obtaining the consent of participants to participate in the study and using their responses for analysis. The results of this study can provide valuable information about the potential of agrotourism in Samarkand to attract foreign tourists, as well as about the key factors that contribute to or hinder its development. These findings will help to develop strategic solutions and recommendations to stimulate the growth of agrotourism in the region [10].

### **3. Results**

The results of the analysis of the interests and preferences of foreign tourists, the experience of local farmers and entrepreneurs, as well as expert assessments of the development of agrotourism in Samarkand are presented in the following table

Table 1. Evaluation of Samarkand's potential for agrotourism: Advantages and growth opportunities for individuals involved

<b>Group</b>	<b>Key interests and preferences</b>	<b>Capacity assessment</b>
Foreign tourists	Research on traditional agriculture, participation in cooking classes, farm tours	High interest in agrotourism and willingness to participate in agrotourism programs
Local farmers and entrepreneurs	Provision of unique agrotouristic services, including accommodation on farms, organization of excursions and tastings	Existing experience in the field of agrotourism and potential for further development
Tourism experts and representatives of tourism management bodies	Development of agrotourism infrastructure, marketing campaigns to attract foreign tourists, support for local community initiatives	A positive assessment of the current state and significant potential for growth and attraction of foreign tourists

*Author has developed their own self-improvement approach using the resources and techniques of a specific application.*

This information emphasizes the strong appeal of agrotourism in Samarkand for foreign visitors and showcases the skills and opportunities of local farmers and business owners. Tourism specialists and officials from tourism agencies stress the significance of enhancing infrastructure and promotional efforts to draw in international visitors and elevate agrotourism as a key sector in Samarkand's tourism industry [11].

This research investigates the special agrotourism potential of the area and determines the main factors that impact the attraction of foreign visitors. Samarkand provides tourists with a valuable tour of historic remains and is a perfect location for the growth of agrotourism due to its abundant historical and cultural value. It boasts a wealth

of historical and cultural heritage and is the perfect location for promoting agrotourism. This location provides a one-of-a-kind experience with the exploration of a traditional farming way of life and visits to historic landmarks [12].

The aim of this research is to thoroughly assess the possibility of agrotourism in Samarkand to draw in international visitors. The research involves examining the likes and interests of international travelers, the experiences of local farmers and business owners in agrotourism, and expert opinions on the growth of the tourism industry in the area. The research approach relies on gathering and examining both primary and secondary data. The main information was collected through surveys of international visitors, discussions with residents employed in the agrotourism industry and interviews with tourism professionals. Secondary analysis involves examining statistical data, scientific publications and reports pertaining to the growth of tourism in Samarkand and other areas [13].

Based on research, international visitors gain a deeper understanding of their culture and way of life through engaging in agrotourism activities like farm visits, assisting with harvests, attending cooking classes to learn how to make traditional dishes and other related experiences [14]. This indicates that you are extremely enthusiastic about expanding your knowledge. The data gathered was utilized to create suggestions for local governments and business owners regarding improving agrotourism facilities, generating new tourism offerings and implementing marketing tactics to entice international visitors. Specifically, it is crucial for all involved parties to work together to establish a favorable reputation for Samarkand as a global hub for agrotourism [15].

The methodology of the study revolves around gathering and analyzing both primary and secondary data. The main data were collected by conducting interviews with overseas visitors, locals employed in the agrotourism industry and tourism specialists. Secondary analysis involves examining statistical data, scientific publications and reports regarding the tourism growth in Samarkand and other areas. Research has indicated that international visitors have a strong desire to learn more about their culture and way of life through engaging in agrotourism initiatives like visiting farms, harvesting crops, attending cooking classes to make traditional meals and partaking in other related experiences. Resident community [16].

The data that was gathered was employed to create suggestions for local officials and business owners regarding advancing agrotourism infrastructure, generating new tourist offerings and crafting marketing tactics to appeal to international visitors [17]. In particular, the efforts of all stakeholders must be brought together to create a favorable image of Samarkand as a global center of agrotourism [18].

Table 2. Dynamics and prospects of agrotourism in Samarkand: Overview of the advantages and assessments of the main groups

<b>Group of participants</b>	<b>Number of participants</b>	<b>Main interests/Types of services</b>	<b>Satisfaction/Interest in development/Assessment of the state</b>
Foreign tourists	150	Farm visits, cooking classes	85% high satisfaction
Local farmers and entrepreneurs	40	Accommodation on the farm, tastings	95% are interested in development
Experts and representatives of tourism management bodies	20	Development of integrated tourism products, improvement of infrastructure	Potential for growth, needs support

*Note-Source: Based on data collection methods it was developed by the author himself.*

Table 2 summarizes the most important information collected from various groups of study participants, including the number of study participants, their main interests or the nature of the services provided, as well as their satisfaction or assessment of Samarkand's agribusiness potential [19].

The survey found that foreign tourists appreciate Samarkand's agrotourism opportunities and are particularly interested in cooking classes, farm visits and traditional farming methods. Local farmers and entrepreneurs are very interested and ready to develop agrotourism services, despite many obstacles, including the need to improve infrastructure and marketing. Experts highlight the great potential of rural tourism in the region and consider it an important tool for the sustainable development of the local economy and attracting foreign tourists [20].

Based on the collected data, a series of recommendations have been made for local authorities, entrepreneurs and travel agencies for the future development of rural tourism in Samarkand. Recommendations focus on integrated tourism product development, actively promote rural tourism in the international market, improve infrastructure and support the development of agro-tourism services of local farmers and entrepreneurs.

The research demonstrates the significant growth potential of agrotourism in Samarkand, showcasing its key role in drawing in international visitors and its ability to aid in the sustainable socio-economic progress of the area. The study employed a combination of quantitative and qualitative analysis techniques to achieve a comprehensive understanding of the research subject. The quantitative analysis included survey data for foreign visitors to assess the relationship between response frequency, interest in agrotourism activities and various factors such as overall satisfaction with the experience. Statistical methods, such as correlation analysis, have helped us identify important trends and patterns in the data collected from foreign visitors [21].

Table 3. Methodological approach to data analysis in the study of agrotourism

Data analysis method	Description
Quantitative analysis	Using statistical methods to process survey data, including frequency analysis, correlation analysis, and response distribution analysis
Qualitative analysis	Thematic analysis of interview texts and observations to identify key topics and patterns related to agrotourism

*Note-Source: Based on data analysis methods developed by the author himself.*

These methods allow you to analyze the collected data by combining quantitative analysis of general trends with a qualitative and in-depth understanding of individual impressions, opinions, and suggestions from study participants. Qualitative analysis was based on interviews with key sources such as local farmers, agrotourism entrepreneurs, and tourism experts. The thematic analysis of these interviews allowed us to better understand our opinions and ideas about the current situation and prospects of rural tourism in Samarkand. Identifying key topics helped identify key issues, opportunities and proposals for improving the agribusiness sector to attract foreign tourists [23].

Through monitoring of agrotourism facilities and interaction with on-site tourists, we provide additional observations and analyzed data to obtain practical recommendations to optimize services and improve marketing strategies. Hence, the integration of both quantitative and qualitative assessments in this research offered a thorough understanding of the agrotourism potential in Samarkand, showcasing statistical

data as well as the individual perspectives and recommendations of the participants. This enables the creation of specific, research-backed suggestions for fostering agrotourism in the area, while considering the distinct advantages and obstacles presented by the region.

Table 4. Assessment of Samarkand's agrotourism potential to attract foreign tourists during the period 2000-2024

Research tools			Attracting foreign tourists	
2000	2005	2010	2015	2020-2024
The beginning of agrotourism research in the region	Implementation of the first agrotourism programs	Publication of the results of the first studies	The increase in the number of foreign tourists due to agrotourism	Infrastructure development and increased investments in agrotourism

*Note-Source: Author's own development based on application data from Researchtoolsa.*

This chronology provides an estimate of Samarkand's agrotourism potential to attract foreign tourists. It consists of two main sections, reflecting the main points of regional agrotourism development.

1. Find help.

2000: Research on local agrotourism began.

2005: Implementation of the first agrotourism program.

2010: First study results published.

2. Attract foreign tourists.

2015: Increase in foreign tourists through agricultural tourism.

2020-2024: Strengthening investment in infrastructure development and rural tourism. This chart shows that Samarkand's efforts to develop rural tourism are attracting more and more foreign tourists over time, as infrastructure improves and investment in the sector increases. Using a qualitative data analysis software specifically tailored for assessing Samarkand's agrotourism potential in order to appeal to international visitors.

It is a mental map that presents different tools such as NVivo and other tools for processing and analyzing interview texts and observations. Qualitative data analysis software such as Charts, Nvivo, Atlas. Use of Ti, MAXQDA, Dedoose and Customs to assess the agrotourism potential of Samarkand in order to attract foreign tourists.

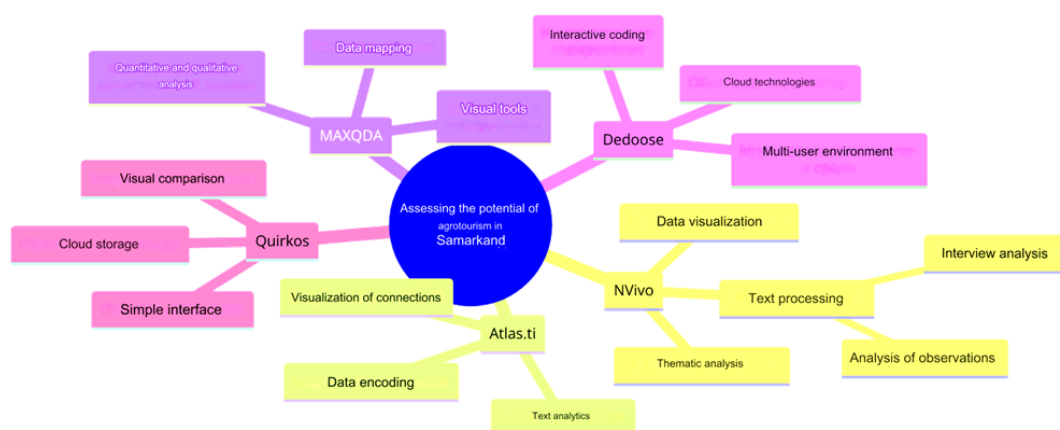


Figure 1. Qualitative data analysis tool for assessing the potential of agrotourism in Samarkand

*Note-source: It was developed directly by the author based on the application of the data mining program.*



This mind map shows various qualitative data analysis programs to assess the potential of agrotourism in Samarkand to attract foreign tourists. The main elements of the diagram are as follows:

- a) NVivo: used for text processing, interview analysis, observation, data visualization and thematic analysis. This tool helps researchers analyze qualitative research data and identify trends and patterns.
- b) Atlas ti: offers data encryption, data connection depiction and textual examination. The software is created to analyze extensive text data in a complex manner.
- c) MAXQDA: Visual tools for quantitative, qualitative analysis, data analysis and mapping. This tool is versatile and suitable for various types of research.
- d) Dedoose: With interactive coding, multi-user experience and cloud technology, this tool makes it easy to collaborate and access data from anywhere.
- e) Quirkos: With a simple user interface, cloud storage and the ability to visually compare data, Quirkos simplifies the qualitative analysis process and empowers inexperienced researchers.

Each of these software solutions has unique functions and is designed for certain aspects of qualitative analysis, such as text processing, data visualization, interview analysis and observation. These tools can be effectively used to explore the potential of agrotourism in Samarkand, analyze tourism reviews, explore development opportunities and develop strategies to attract foreign visitors.

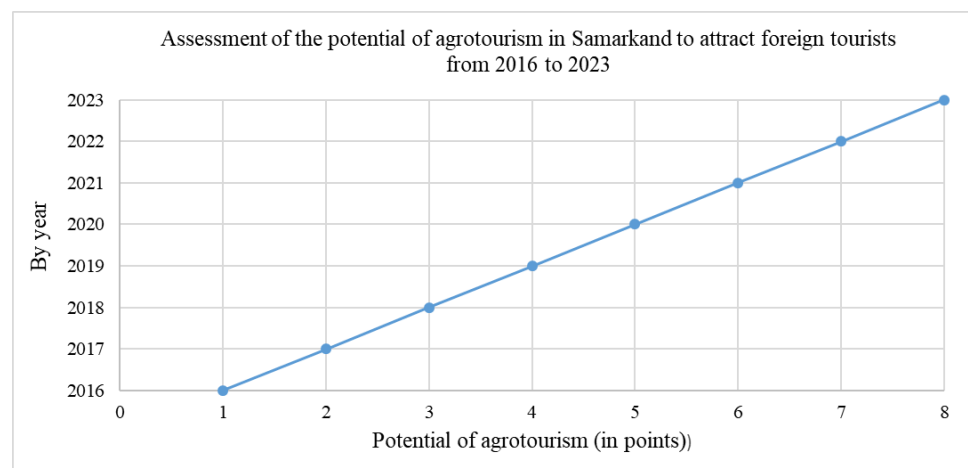


Figure 2. This line chart illustrates the assessment of the potential of agrotourism in Samarkand to attract foreign tourists, measured in points, during the period from 2016 to 2023. The data is presented as follows

*Note-source: developed by the author according to the data of the State Committee of the Republic of Uzbekistan. according to statistics.*

The trend in figure 1 reflects the continuous improvement of conditions for agrotourism in Samarkand, increasing the attractiveness of the region for foreign tourists and the effectiveness of measures to develop this tourism sector. The successful development of agrotourism in the region can be the result of improving infrastructure, strengthening advertising campaigns and creating a unique tourist product based on local agricultural traditions.

#### 4. Discussion

Great interest of foreign tourists in agrotourism: studies show that foreign tourists are very interested in agrotourism in Samarkand. They especially enjoy immersion in the traditional way of life and cooking classes. We appreciate the opportunity to participate in classes and visit farms to learn more about local farming methods.

Agrotourism in Samarkand has the potential to fuel economic growth and enhance community development, ultimately raising living standards for local residents. The growth of this industry will lead to the emergence of fresh employment opportunities, boost earnings for farmers and entrepreneurs, safeguard the local cultural and historical legacy and enhance the standard of living within this field.

The need to improve infrastructure and services: to develop agrotourism and attract more foreign tourists, it is necessary to improve the quality of the infrastructure and services provided. This includes transportation, accommodation, better food, a varied and quality agrotourism program.

The significance of marketing and advertising lies in the implementation of successful strategies, promoting agrotourism in Samarkand globally and using digital technologies and social media to attract foreign tourists.

The development of agrotourism needs the collaboration of all stakeholders such as governments, local businesses, authorities and international partners. The collaboration of all stakeholders will lead to favorable conditions for agrotourism growth and attracting foreign visitors.

Samarkand has substantial potential for agrotourism to draw in international visitors and play a vital role in the sustainable growth of the area. Yet, to harness this potential, specific actions like building infrastructure, enhancing services, and actively promoting global marketing are required.

#### 5. Conclusion

Conclusions on this topic summarize the results of the study, highlight the main conclusions and give future directions. The research indicated that Samarkand has significant potential to attract foreign tourists through agrotourism. The area possesses distinctive natural, cultural and historical assets that can be utilized to create appealing agrotourism offerings. International visitors demonstrate a strong desire to engage in traditional farming activities and acquire knowledge about local food and customs, creating potential for the growth of countryside tourism. In order to fully utilize the benefits of agrotourism and ensure the sector's sustainable development, several challenges need to be addressed, including enhancing infrastructure, upgrading service quality and implementing effective marketing tactics. Focusing on environmental sustainability and preserving local cultural heritage is equally important.

The study showed that Samarkand has great potential to lure international tourists through agrotourism. The region has unique natural, cultural and historical resources that can be used to develop attractive agrotourism opportunities. Foreign tourists have a great interest in participating in traditional agriculture practices and learning about local food and traditions, which could lead to an increase in agrotourism. To maximize the advantages of agrotourism and facilitate the sector's sustainable growth, various obstacles such as improving infrastructure, elevating service standards and deploying successful marketing strategies must be tackled. Giving equal importance to environmental sustainability and preserving local cultural heritage is crucial.



### Recommendations:

1. Infrastructure development involves enhancing transportation and access to agrotourism facilities, as well as offering top-notch housing and services for international visitors. Maintaining the traditional agricultural way of life while introducing contemporary conveniences.
2. Marketing and Advertising: Create and implement comprehensive marketing campaigns for the international tourism market using digital platforms and social networks to promote Samarkand's agrotouristic programs. To develop branded materials that emphasize the uniqueness and attractiveness of agrotourism in the region.
3. Training and retraining: organization of training programs for local farmers and entrepreneurs to improve their skills in the field of hospitality, marketing and management of agrotouristic facilities.
4. New product development: Promote the creation of new and diverse agrotourism products, including themed excursions, traditional craft workshops, culinary workshops and other unique opportunities that can attract foreign tourists.
5. Cooperation and partnership: establishing partnerships between the Government, the private sector, educational institutions and international organizations to jointly develop and implement programs for the development and implementation of agrotourism. To use international experience and best practices to strengthen the potential of agrotourism.
6. Promoting environmental sustainability involves integrating sustainable development principles into agrotourism, preserving nature, using resources responsibly and safeguarding cultural heritage. Creation of guidelines for environmental requirements in agrotourism establishments.
7. Feedback and monitoring: create a system for collecting tourist reviews to assess the quality and variety of services provided, as well as to adapt and improve agrotouristic programs.

The purpose of these suggestions is to promote and assist the growth of agrotourism in Samarkand, leading to an increase in foreign visitors and benefiting the overall sustainability of the region.

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