

Exploitation of Urban Heritage in Sustainable Tourism Development, the Case of Ksar of Bou-Saada in the Department of M'sila

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Abstract

Algeria has a rich and diverse urban heritage, and this heritage contains multiple forms that reflect the deep history of the region known for its multiplicity of heritage areas, especially those related to desert palaces (ksours), which contributed greatly to the settlement of many human groups in these areas. From this standpoint, protection and preservation of this cultural heritage is no longer sufficient. Rather, thinking is currently moving towards achieving its long-term sustainability, because it constitutes a national wealth for all current and future generations, and it is the property of all of them, and they bear the responsibility to protect it, preserve it and benefit from it from an economic point of view, by exploiting it. These heritage areas and their development to become tourism poles and positively employing them within the framework of an integrated tourism project.

These areas have known many developments since ancient times. Tourism is based mainly on the extent to which the ancient urban and architectural heritage is exploited and preserved. The Bou-saada area, located in the wilaya of M'sila, at the entrance to the desert, is among the most important areas that are rich in many distinctive heritage monuments that are not well exploited for the development of tourism in the city, including the old palace (ksar), which was established at the end of the seventeenth century, and the sand dunes area. The number of reception structures and the lack of investment in building basic facilities and training in the field of tourism negatively affected the development of this region.

Key words: urban heritage, sustainable tourism development, desert palaces (ksours), Bousaada Palace, tangible heritage.

INTRODUCTION

Sustainable tourism has become a very important concern for many governments and countries, as this sector is considered one of the most important sectors that contribute to advancing economic growth and raising the financial return. For this, it is necessary to find a comprehensive strategy based on mobilizing and mobilizing all available resources, which constitute a solid ground for comprehensive cultural, social and economic development. In this context, tourism and its various service activities and its relationship to sustainable development have become a social and economic requirement and a focus of interest from politicians and thinkers of this world. Therefore, it was necessary to expand the tourism base to include heritage areas that are considered distinct areas and symbols or important cultural landmarks that translate the depth of history that has demonstrated through the centuries the extent of human ability to acclimatize.

Despite the agreement of many researchers in the field of tourism that it is difficult to find a comprehensive definition of tourism, it is possible to reach some definitions that explain the nature of this activity and the classification of its various aspects. That is why we provide these definitions that have accompanied the development of tourism activity according to the World Tourism Organization (OMT).. It is the activity of travel for the purpose of entertainment and the provision of services related to this activity. As for the tourist, he is the person who travels for the purpose of tourism for a distance of 80 km from his home. As for the United Nations statistics organization, tourism has been defined as the various activities used by people during their travel and residence in areas outside their usual environment for a period of time. Consecutively not exceeding one year for entertainment or other business.

As for sustainable tourism, it is the optimal use of tourist sites in terms of tourists entering in balanced numbers to the tourist sites, provided that they are aware in advance and know the importance of the tourist areas and deal with them in a friendly manner, in order to prevent damage to both parties. This type of tourism is also known as responsible tourism.

It suggests, according to (Alain Laurent, 2003), respect for the environment and society in all stages of travel, especially through the proposed hosting and tourist orbits, as well as all forms of development and preparation, where tourism activity respects and preserves in the long term the natural, cultural and social resources and contributes in a positive and equitable way to development. In the happiness of the group of individuals who live, work and settle in these areas, tourism is an integrated industry based on planning, building, promotion and marketing in interaction with various other economic sectors. According to the International Organization for Tourism (OMT), the tourism sector represents 12% of global public income and employs 200 million people i.e. Equivalent to 8% of the world's workforce.

Sustainable tourism meets the needs of tourists who are characterized by the increasing tendency of tourists to visit new areas [1], as it works to preserve tourist areas and increase job opportunities for the local community, and it works to manage all available resources, whether economic, social, aesthetic or natural in dealing With heritage and cultural data, in addition to the need to maintain ecological balance. The World Tourism Organization focused on the concept of sustainable tourism in the Manila Declaration 1980, Acapulco 1982, Sofia 1985, and Cairo 1995.

Among the dimensions of sustainable development is the social, environmental and economic dimension: the social dimension emerges as a dimension for measuring the level of development, by focusing on increasing the quantity of production, by ensuring an increase in energies from one generation to another, and most importantly, achieving the primary human needs. As for the environmental dimension, it is based on the financial return for the owners of tourism projects, as these institutions deal as part of the environment, and therefore they must preserve the natural resources of water, energy, plants and natural organisms to ward off any danger that may pose a threat to the ocean.

The objectives of this study are summarized as follows:

Realization of the extent of the contribution of urban heritage to the revival of tourism and development.

Introducing this heritage as one of the components of sustainable tourism development in this region.

Clarify the importance of exploiting this type of heritage in enriching the tourism product in Algeria

These objectives can only be achieved by answering the urgent question about this topic, which is how to rehabilitate these heritage areas because of their urban and architectural heritage and achieve the dimensions of sustainable tourism development in this region?

DIMENSION OF SUSTAINABLE OF TOURISM DEVELOPMENT

Technical Dimension

The development of communication and information technology, as it plays a major role in promoting the concept of sustainable tourism development, as it contributes to a lot of important development to improve the performance of tourism institutions. Job opportunities, reducing Intensifying poverty and unemployment for local communities, and creating an information society by strengthening the role of the Internet, as it helps link tourists and guides to information sources, which contributes to improving tourism production..

Environmental Dimension

Sustainable tourism development aspires to achieve a number of environmental objectives [2], including rationalizing the use of depletable resources, with the aim of leaving a suitable and similar environment for future generations, given the absence of other alternatives to these resources, and taking into account the limited capacity of the environment to absorb waste, while determining the exact quantity to be used. .

Economic Dimension

Economic development in wealthy countries seeks to make many successive reductions in the levels of consumption of natural resources and energy, for example, the consumption of energy from gas, coal, and oil in the United States is 33 times higher than in India.

Social Dimension

Sustainable tourism development aims to improve the standard of living of the community and help it participate in making development decisions that affect its daily life, by creating equal opportunities with other communities in obtaining social services and natural resources. Tourism also improves training and learning opportunities in the sector. It provides assistance to other economic sectors.

Mechanisms for Achieving Sustainable Tourism

Considering that tourism institutions are part of the local community, they achieve a financial return that contributes to creating job opportunities for the local community and benefits from local experiences on the one hand, and preserves the environment as a part of it. Therefore, it requires the presence of attractive forces for tourist destinations represented in social (human) resources.. Cultural (civilizational and cultural heritage) and natural resources (environmental systems and landscapes), in addition to that the security system and the extent of the population's interest in tourism as a local culture, in addition to the availability of the service sector for tourists such as housing and the ability of the place to accommodate the maximum number of tourists, food, transportation, information and entertainment.

THE EGYPTIAN AND TUNISIAN EXPERIENCE IN DESERT TOURISM

Egyptian Experience

The tourism activity that Egypt enjoys throughout the four seasons of the year and the diversity of the tourism product, it is considered an integrated tourist destination, and based on the multiplicity of natural and environmental elements and the artistic and cultural richness, Egypt today has become a tourist destination. Egypt is no longer just the Qibla that those interested in antiquities tourism head to, but rather goes beyond that to desert tourism, such as trips to oases rich in antiquities, water springs and wells. Service exports, thus exceeding all service revenues, and 19.3% of foreign exchange earnings, as the number of tourists in recent years has reached more than ten million tourists and about 8% of GDP directly, which rises to 12% if indirect contributions are added to it. In the tourism sector, which is represented in the services associated with travel and tourism, where the share of the restaurants and hotels sector is approximately 4%, due to the overlap of the tourism industry with many other productive and service sectors. Direct or indirect to about 14% of the total size of the labor force.

Tunisian Experience

As for Tunisia, and specifically the historic state of Tataouine, which is famous for the presence of many unique desert palaces (ksours)? According to the heritage specialist, Habib Aljan, the construction of the first palace was in the 12th century AD, but the steadfast palaces date back to 300 years, and the first of them was the "Old Palace(ksar)" located in the Maztourieh region (15 km from Tataouine), and historian Mansour Boulifa says, "The function of These palaces have been transformed into food storage, and they are still a symbol of the cultural and civilization richness of southern Tunisia as historical evidence that is unique in a distinct architectural style. They are fortresses built by the Berbers to escape the encroachment of BaniHilal in the mid-eleventh century. They are a symbol of identity for the nomadic tribes. They are estimated at more than 150 palaces, including: ksarZenata, the blacksmith, AwladDabbab and Awlad Sultan. The palaces were established as defensive fortresses, built by the Berbers to repel the encroachment of BanuHilal in the mid-eleventh century. As for the palace, it consists of many rooms, some of which reach more than 300 rooms, and it consists of a main entrance that leads to a large courtyard, while the rooms are distributed on all sides perpendicular, and is often built on three or four floors and is linked by small runways up to 6 meters high and 1.5 to two meters wide, and the palace is usually in the form of a rectangle. It is currently considered one of the most important tourist attractions in Tunisia, where periodic festivals dealing with the desert architectural heritage are held.



Photo 1. Desert palace (ksar) ouled sultane,Tunisia.

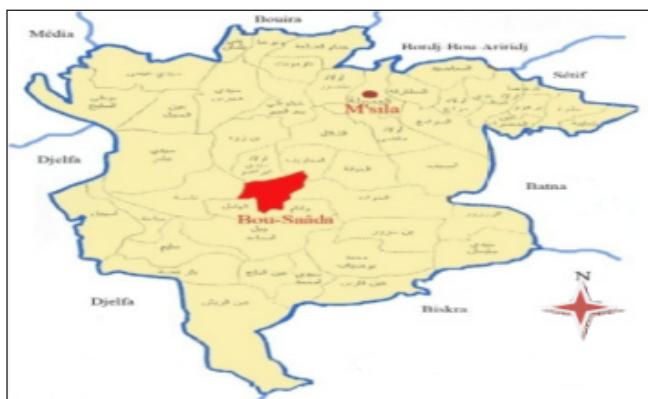
SITUATION OF THE CITY OF BOUSSAADA

The city of Bou-saâda is classified as a tourist city with a rich heritage, and according to the master plan of the city of Bou-saâda (PDAU- City of Bouss-aâda) [3], This study revolves around Bou-saada, an Algerian city. It is located at a distance of 250km from the capital, with an estimated population density of 614 inhabitants/km² in 2014. Furthermore, it is characterized by its strategic location and its

natural, cultural and historical characteristics [4-5], and to the southwest of the capital of the East, Constantine, 320 km away. M'sila which is 65 km away. It is bordered to the north by the municipality of Ouled Sidi Ibrahim, to the northwest by the municipality of El Hawamed, to the west by the municipality of Tamesa and to the south by Bordj Waltam, and where important national roads meet. The desert. The average height of the city above sea level is 560 m, and the city is located at the northern foot of the Saharan Atlas represented by the Awlad Neil Mountains, which are the mountainous borders of the high plains and overlooking Shatt El-Hodnain precipitation.



Map 1. location of the city of Bou-saada in Algérie



Map 2. location of the city of Bou-saada in M'sila

SOURCES AND METHODS

To answer the questions aforementioned, we decided to combine two approaches:

The investigative approach: According to (Arnold. M, 1984) "it would be inappropriate to attribute to a theory the failure in the treatment of a problem if the theory is not suitable for the type of problem considered" and in order to understand the reality of the study area by studying all the quantitative and qualitative data related to the region, especially those related to this type of tangible heritage, and this approach must be supported by conducting interviews with specialists in tourism and heritage.

Pascal Amphoux's repeated observation: This can be summarized as follows:

Indirect, interpretative and cumulative, such can be schematized our conception of the qualitative approach of (ksours) as urban heritage. An approach based on sensitive qualitative analysis that is based on realistic direct observations, where the problematic is presented supported by pictures or documents of experts in sustainable management in order to explain and understand a phenomenon by making them interact with it and with the comments or interpretations

of those who preceded them (repeated). In order to reach the maximum objectivity, it is necessary to go beyond the different interpretations, by analyzing the repeated interpretations and adopting the agreed upon, and this is to learn how to determine the most important indicators of tourism development in the region through qualitative prediction that is based on the search for consensus by these experts. This process is iterative, as the joint opinion is taken in the end, which shows that a consensus is obtained in the field of forecasting in the medium term, and the results obtained are satisfactory to determine in the first stage the real indicators of how to exploit the urban heritage areas for the development of tourism in this area, which is measured in a second stage later.

PALACE (KSAR) PRESENTATION

Like all the old cities, and according to the plan of the Senate (Sénatus Consult) [6-7] for the municipality of Bousaada, the first thing that was built in the Bousaada area are some adjacent houses formed from a mixture of mud and stones by the guardian "SidiThamer" and then the palm mosque and so named because its construction relied on palm trees. Significantly, this mosque was the beginning of the formation of the first fabric of the palace, as SidiThamer carved out part of the land for himself and his children next to the mosque and built his house and his family members next to the latter and around him and another part for his followers and disciples, forming the old neighborhood of Awlad, after which the palace(ksar) began to expand in response to the needs of The population, according to the principles of deduction of lands and neighborhoods, resulted in the gradual formation of the lanes, and it became known as the "Sailors of AwladAtiq." Then, lands were cut off near the neighborhood of AwladAtiq in favor of the students and followers of SidiThamer, and it became known as the "Sailors of Achacha." Gradually, the palace became composed of seven neighborhoods (neighborhoods) [8], each with its own mosque, a courtyard, and its own water fountain. These neighborhoods are: AwladUhamidah, Al-Ashasha, Al-Shorfa, Al-Zuqm, Al-Mamin, AwladAteeq, and Al-Diyar Al-Jadid. The two neighborhoods "AwladAteeq and Al-Ashasha" are considered the first structuring of the urban fabric of the palace, as after ten years of stability in the palace, the number of its inhabitants became 100, and when the population increased, the "Al-Zuqm, Al-Shorfa, and Al-Mamin" lanes appeared. They settled in the southern part, and the palace was surrounded by a compact wall, especially on the southern and southwestern sides, thus forming a block of homogeneous and organically compact housing units. The palace had three doors:

- Bab Bouabdallah, to which the first lanes (AwladAteeq, Al-Ashasha, and Al-Shorfa lane) share.
- Bab Marabet to the Al-Mamin neighborhood.
- Juma'a Gate to Al-Zaqm neighborhood.

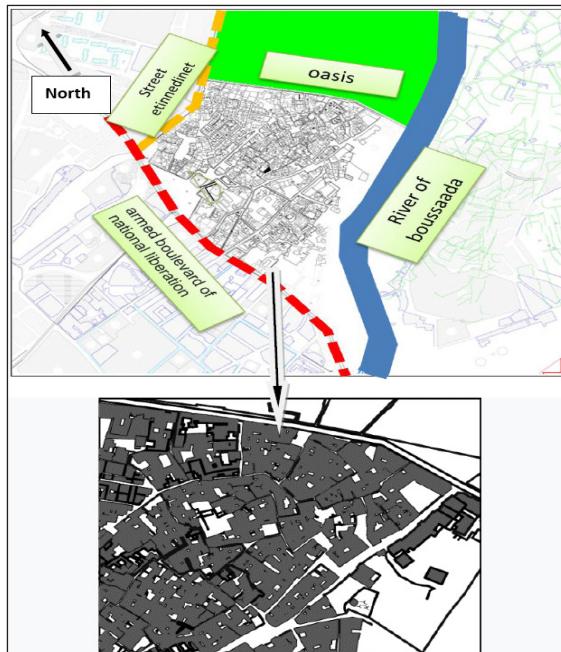
In 1849, the French "Le colonel Pein" says that the population of QasrBouSa'ada reached about 4,500 people living in 600 dwellings, and it contains 10,000 palm trees and 500 orchards and was surrounded by a wall with gates made of palm fronds. "Le Pein" adds that all residents occupy the upper floor From the dwelling, as for the ground floor, it was used for storage or workshops. As for the orchards, they were surrounded by a wall.

In the year 1902 AD, there were 600 dwellings and 6000 residents in the palace, as well as 430 plots of earth planted with palms around the houses, and the palace and orchards occupies about 272 AH. In the year 1920, the number of housing decreased to 323 housing 500 residents, while the number of European housing in the same year amounted to 1,094, meaning that the Bou-saada Palace lost about half the number of housing despite the population increase. On the eastern side of the palace, and the new Zaqm on the southern side of the palace, they are currently considered to be the largest lanes in the palace. Thus, the palace became formed from a social fabric with reciprocal relations between the residents, which was manifested through the integration of various residential, commercial and social uses, thus achieving economy in the land and achieving self-sufficiency, social cohesion and compatibility with environmental conditions through reducing street lengths, shading and achieving accessibility (Permeability) for various services in the palace, and thus the palace achieved the most important foundations of sustainable development (social interaction, convergence and integration of land uses, local autonomy, improvement of ideological conditions, economy in the land).

The palace (ksar) was, until recently, a mecca and a shrine for many European and local tourists who come to rest and relax and enjoy the views of the palm trees and the sun that overlooks behind Mount Kardada, which contributed greatly to the revival of tourism in the region and led to the advancement of the process of social and economic development and the removal of isolation from the population and their contribution to restructuring The local economy, however, the number of tourists has declined significantly, due to several factors, especially the deterioration of the security and services aspect.

Location of the Old Town (KSAR)

The old medina, also called the Ksar, is located at the northeastern limit of the city. It is bounded to the north by the palm grove, which makes Bou-Sâda the closest natural oasis to Algiers, to the east by the river of Bou-Sâda which also crosses the palm grove. In the south by Bd of armed boulevard of national liberation et to the west by the street of Ahmed Houhou. Today it occupies an area of 36 ha.



Map 3. location of the ksar of Bou-saada in M'sila



Photo 2. Showing the paths of the palace (ksar)



Photo 3. Celebration inside the palace(ksar)

THE ELEMENTS OF TOURISM IN THE CITY OF BOUSSAADA

Martyrs' Square has three entrances, an entrance that leads to Bab al-Makhfiyat, an entrance to Rahbat al-Beidha, and an entrance to Aqabat al-Homs, which are three old and distinguished neighborhoods in the city, making this square in the middle of these three neighborhoods. This increases its beauty [9]. According to the Directorate of Tourism and Handicrafts of the department of M'sila[10], the Bou-saada area and its environs are distinguished by a rich and diverse architectural heritage, such as the old palace and Zawiya Al Hamel, which has radiance at the regional, national and African levels, similar to the rest of the desert palaces (krours) that represent an extension of the Maghreb south, starting from Morocco to the south of Libya[11]. As for the number of foreign tourists, it exceeds one thousand tourists annually, and the Algerians reach the limits of forty thousand annually. However, the city has an insufficient reception structure Shows in table 1.

Table 1. Shows the gardens and structures in the city of Bou-saada

old town ferrero windmill	The honorable neighborhood of the martyrs square
The palace, the garden of Emir Abdelkader	Corniche facades willow gardens
Al-Mu'minin neighborhood, AinQarab park	SidiThamer School, Qaisah Park
The tomb of Nasr al-Din Dini, a garden in the Kerdada Hotel	Bashiri Garden Building, Al Qaed Hotel
Colonel Museum Garden Hotel Institute	ancient mosque
old town ferrero windmill	The honorable neighborhood of the martyrs square
The palace, the garden of Emir Abdelkader	Corniche facades willow gardens
Al-Mu'minin neighborhood, AinQarab park	SidiThamer School, Qaisah Park

Based on the aesthetic reality in the city of Bou-saada[12], which we took as a model through the inventory of the reception structures, amenities and entertainment for the tourist, it requires more attention and valorization of these gains and a re-consideration of the architectural and urban components of the palace[13] in a sustainable manner in accordance with the dimensions of sustainable development.

STUDY THE AGREED OPINIONS OF EXPERTS

In order to establish a minimum level of uniformity in assessing the sustainable development of tourism in the Bou-saada region. In order to monitor the process of sustainable development and improve its planning methods, it was necessary to search for real, measurable indicators in the future in accordance with the requirements (European Environment Agency, 2001), which help in evaluating sustainable development and coordinating its activities in order to monitor the sustainable development process and improve its planning methods. The indicators that form the framework for the tourism policy in the region, which the experts identified as being within their interests and based on predetermined questions in the form of forms to determine these indicators, which they saw as good and appropriate for the region on the one hand, and consistent with the characteristics of sustainable tourism on the other hand, which is environmental, economic and social development according to the Tourism Organization that It adopts the use of selected indicators for sustainable tourism in line with the following principles: Good governance based on participation and harmonious development. The indicators identified by the experts can be summarized as follows:

- Attractiveness rate of the place(ksar): which is measured on the basis of the quality of services provided to the customer.

Environmental education by presenting a number of environmental models in schools.

Determining the type of tourists, local or foreign, and the percentage of environmental impact for each category

Preserving the historical, urban and architectural sites that are at risk and likely to be located in the area, and protecting them from random demolition.

The degree of satisfaction of the residents of the region and their willingness to interact positively with the delegations coming, local or foreign.

Estimate the number of local or foreign tourists in the temperate months, which are known to have a large influx of tourists.

Percentage of service establishments open throughout the year and consumer satisfaction with the cleanliness of restaurants and the surroundings.

Solid waste management: the number of households that use official means to remove garbage, monthly pricing system for rooms.

Percentage of financing for protection purposes, endurance capacity: by calculating the area of the area that can be used in relation to the number of arrivals and reception structures.

Pressure on the site: tourist places and landmarks at risk based on the number of foreign and local tourists.

All of these indicators aim to preserve, enhance and publicize the buildings and heritage sites, preserve and enhance the tangible and intangible heritage of the area, promote the responsibility of protecting the environment and valuing local handicraft products. In general, and their willingness to interact positively with the upcoming delegations, whether they are local or foreign, as they are friends of the environment, especially in the spring and summer, to enjoy the beauty of the area and its sand (the sands of Hay Matar) and the oasis adjacent to the valley and to achieve the environmental dimension index by preserving these environmental components, as well as identifying reception facilities that are open throughout the year Which provides high quality services that require consumer satisfaction on the one hand and achieve financial returns on the other.

CONCLUSION

Desert tourism has a great importance in developing the material and immaterial heritage of the region, especially what is related to desert palaces. The tourism activity in it contributes greatly to creating new areas in addition to rebuilding desert areas that were neglected in the nineties and thus preserving heritage, which increases attention to aesthetic values and landmarks. The artistic abounding in these palaces, in addition to highlighting the arts and skills of its residents such as folk dance, some races, wedding parties and holidays, where the social heritage is transmitted from previous generations to subsequent generations, and tourism, through its growth and prosperity within the desert palace, creates a new generation A lover of peace and culture away from wars and tribal fanaticism and its problems, desert tourism aims to achieve a continuous and balanced increase in tourism resources, and to deepen and rationalize production in the tourism sector. It makes the protection of the built and natural environment one of its main objectives as one of the main features. This will be possible only through achieving the outcome of the objectives, which we summarize in the following:

Restoration and maintenance of old buildings and their use for tourism; Breaking the isolation from the desert areas and the exit of the population from the tribal shell and getting acquainted with other ideas, interests and cultures; optimizing the use of the environmental and architectural elements present in the desert palace in a scientific and applied way; Increasing the income of the occupants of the palace; Revitalization of the local market through the marketing of traditional and souvenir products; Achieving distributive justice between the residents of the northern and southern regions; The development of the Saharawi community in the media, politically and even socially; encouragement of desert handicrafts; Developing air and land transportation and establishing advanced transportation stations close to desert areas; Inclusion of the media in the tourist attraction process; Developing transportation, accommodation, food and drink, entertainment and communication services of all kinds inside the palace; Increasing the number of natural health centers such as sand filling and healing mineral baths; Organizing some desert trips to learn about the nature of the desert. As the following points should be considered.

Issuing laws and legislations that protect heritage and archaeological facilities inside the palaces, carrying out an annual census of the number of tourists to prepare and evaluate tourism plans on a well-studied scientific basis, establishing tourism schools and institutes to prepare tourism and hotel specialists, giving way to foreign money to invest in tourism activity, reducing fees imposed on tourism projects, such as water, electricity and telephone fees, raising the awareness of local community members to accept tourism projects.

Providing experts and specialists in the field of tourism promotion, developing tourism media, and providing centers for the rehabilitation of tourist guides.

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