

Study of Service Quality Evaluation System of Red Tourism Study Bases under the Theory of Value Co-creation

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Abstract: Red tourism study, a distinctive form of tourism in China, holds significant importance in cultivating national identity among young individuals. This study employs the value co-creation theory to scrutinize the influencing factors contributing to the high-quality development of red tourism study bases in Xiaogang Village, Fengyang, Anhui, focusing on four dimensions. To provide quantitative insights, principal component analysis is utilized to unveil the comprehensive impact of each factor. Findings reveal that auxiliary facility service quality holds the highest degree of influence, followed by infrastructure service quality, study atmosphere service quality indicators, and employee service quality indicators in descending order of importance. Based on the research outcomes, optimizing the development trajectory of the red tourism study in the context of cultural and tourism integration and Chinese-style modernization necessitates prioritizing aspects such as "uncovering cultural heritage," "enhancing management systems," and "expanding diverse publicity efforts."

Keywords: Red tourism study base, Value co-creation, Service quality, Quality evaluation system.

1. Introduction

Learning the history of the Party and the State is a compulsory course to adhere to and develop socialism with Chinese characteristics. It is also a new requirement for patriotism to rise to the important status of the overall situation. For a long time, education about Party and national history has faced many problems, such as rigorous methods, single ways, and boring content. The way of red interpretation can effectively improve the shortcomings of traditional education, strengthen the patriotic beliefs of the public in a vivid and living way, increase the sense of identification with patriotism, better promote the spirit of patriotism, and facilitate the spread of patriotism education in the new era (Lan and Zheng, 2022). In March 2021, the Central Committee of the Communist Party announced the further integration of red tourism with Party history learning and education in conjunction with the Ministry of Culture and Tourism. Ctrip and Tongcheng Travel have also followed the trend of launching various customized red tourism itineraries in conjunction with major red destinations and industry associations, and the development of red tourism has ushered in a new opportunity.

As an important part of red tourism and the 14th Five-Year Plan to "improve the modern tourism system," red study tours promote socialist core values. Empirical evidence shows that more and more young people are participating in red study tours, the proportion of young people in the red study market is gradually increasing, and scenic red spots have become a popular destination for many schools to conduct red study tours (Zhou et al., 2022). The types of places visited in red study tours can generally be divided into two categories: sites and venues (memorials, museums, etc.) Red sites are old relics left by the Communist Party of China during the revolutionary liberation struggle, represented by revolutionary bases, old battlefield sites, and the former residences of famous people, such as the Jinggangshan

Revolutionary Base, the Xibaipo Scenic Area, and the former residence of Mao Zedong (Lan et al., 2022). With the rise of red tourism, memorials or museums have been commonly built based on the original old sites or around. Improving the quality of service is the key to promoting the healthy and sustainable development of red study tourism. Therefore, based on the value co-creation theory, this paper develops a service quality evaluation system for red-study tourism. This can provide a new theoretical perspective for developing red-study tourism products and scientific and objective evaluation standards for domestic red-study tourism to promote better development of red-study tourism.

2. Literature Review and theoretical mechanisms

2.1. Value Co-creation Theory

It has been less than thirty years since the formation of the value co-creation theory, but it has gained much attention and favor from scholars. Value co-creation is a dynamic process in which value-creating subjects co-create value through service exchange and resource integration (Wu et al., 2017). In the past decade, value co-creation theory has been widely used in several fields, such as theoretical discussions and empirical studies on value co-creation in the publishing industry (Liu, 2023), entrepreneurial value (Hao et al., 2021), online education (Wu et al., 2022), and tourism (Song et al., 2022). However, systematic research has yet to be conducted in domestic academia on value co-creation in red-study tourism. The only relevant literature discusses red tourism resource development from the perspective of tourists (Li et al., 2021). As a new economic growth point, red study tourism can better integrate study resources and create a better experience through value co-creation. Based on the value co-creation theory, designing a more comprehensive service quality evaluation system for red tourism study bases, promoting the joint realization of tourists' access to good

tourism experience and study base service level improvement, and promoting the sustainable development of red study tourism is the problem that this study tries to solve.

2.2. Related research progress

The current foreign studies on red tourism mainly focus on the study of tourism motivation and communist tradition experience of foreign tourists from Western Europe and the United States to former Soviet destinations in Central and Eastern Europe and other regions with more attention on identity construction and identification effects. Besides, foreign scholars have conducted useful explorations on government governance and marketization issues related to red tourism in China (Hung, 2018), tourists' perceptions (Zhao and Timothy, 2017), residents' perceptions (Zhao and Timothy, 2015), and online textual analysis of great men and destination images (Hunter, 2013).

As one of the most important steps in the development process of youth growth, study tours occupy an important position in students' social practice activities. They are also called "educational tourism" abroad (Bueddefeld and Duerden, 2022). As an important branch of study tours, the main purpose of red study tours is to learn and pass on the red spirit and culture. However, existing red trips often face the dilemma of insufficient attractiveness to youth (Chen, 2019). Study bases are the main carrier of patriotic education for adolescents, the place where adolescent education takes place, and also the basic link in the lifelong education of adolescents, in which the study courses are reasonably and effectively designed, the study instructors explain and attract people, and the displays and exhibitions are scientific and reasonable. In contrast, the theme culture, ideological construction, and environmental atmosphere of study bases are important components of educational services (Zhou and Gao, 2022).

From the perspective of tourism service quality tourist satisfaction, He and Li (2014) discussed the factors affecting tourist satisfaction and loyalty, seeing inbound tourists as the target audience. Huang et al. (2018) found that sports tourism motivation and expectations indirectly affect tourist satisfaction through tourism quality. Li and Agyeiwaah (2023) discussed the asymmetric effect of tourism and hospitality education online learning attributes on overall learning satisfaction based on the three-factor satisfaction theory. From the perspective of tourism service quality influencing factors, Qolipour et al. (2018) assessed the quality of medical tourism services from the patient's perspective through the SERVQUAL model. From the perspective of factors influencing tourism service quality, Lin et al. (2017) discussed tourism service quality with a factor analysis approach.

2.3. Research Review

The above research literature has researched red-study tourism from different levels, dimensions, and methods, providing different solutions and development models for solving the contradictions and problems in the development of red-study tourism. However, there are still areas for improvement in the following aspects: (1) the evaluation index system and evaluation methods of red study tourism still need to be optimized. (2) Red research tourism has yet to receive widespread attention.

In summary, according to the existing literature on red study tourism, this paper makes some new attempts: constructing a service quality evaluation system for red

tourism study bases, using a combination of qualitative and quantitative methods to analyze the current factors affecting the development of red study tourism; using factor analysis to conduct empirical research, and proposing strategies to improve the service quality of red tourism study bases to promote their sustainable development.

3. Red Tourism Research Base Service Quality Evaluation System Construction

3.1. Conceptual Framework of service quality evaluation system of red tourism research base

After reading a large amount of literature and studying relevant policies, this paper divides the evaluation of service quality into four dimensions, which reflect the staff service, auxiliary facilities, infrastructure, and study atmosphere of the study base. In developing evaluation indicators, this paper draws on the research of existing scholars and selects the SERVQUAL model for evaluation. To overcome the problem of duplication of information among indicators, this paper determines the importance of information among indicators according to the confidence level. Finally, it determines independent indicators that are partially independent of each other and can truthfully reflect the information.

3.2. Empirical Analysis

In this paper, SPSS26.0 was used to analyze the index data belonging to each dimension separately, and principal component analysis was used to examine each of the four dimensions and 30 sub-indicators of red research tourism service quality evaluation, extract common factors and retain factors with eigenvalues greater than 1. The maximum variance method was used to rotate the common factors, and the indicators were screened according to the absolute values of the rotated factor loadings. The criteria for screening indicators in this study were as follows: indicators with high absolute values of factor loadings were retained individually, and those with low absolute values of factor loadings were excluded one by one. Finally, the results were interpreted or corrected, and the tests and reliability analyses were re-run.

This paper finally constructs a red study base service quality evaluation system. It comprises four dimensions of staff service, auxiliary facilities, infrastructure, and study atmosphere, with 30 sub-indicators.

4. An Empirical Study on The Service Quality Evaluation System of Study Tours

4.1. Case Selection

Drawing on existing studies (Ding et al., 2021; Wei and Zhang, 2018) and considering the unique historical value of Xiaogang Village, this paper selects Xiaogang Village in Anhui Province as an empirical case for the study of service quality of red study tourism bases. The main reasons are as follows: On the one hand, Xiaogang Village has a unique historical position in the history of China's reform and opening up. 1978 Xiaogang Village, "the first village of rural reform in China," implemented the family joint production contract responsibility system. In 1982, the "No.1 Document" of the Party Central Committee clarified that the system of

contract production to households (groups) and contract production to households (groups) is the basic management system of China's rural agricultural production. In 2016, General Secretary Xi Jinping inspected Fengyang Xiaogang Village, proposed to revive the "spirit of Xiaogang," and

stressed the new situation to deepen rural reform. In 2021, the "spirit of Xiaogang" tourism line was selected as one of the "100 best lines of red tourism for the centenary of the founding of the Party".

Table 1. Service quality evaluation system of red study bases

Target Layer	Guideline Layer	Indicator Layer
Red Tourism Research Base Service Quality Evaluation System	Employee Services	Service Attitude
		Service Image
		Service Efficiency
		Passionate Service
		Food Features
	Auxiliary Facilities	Service Attitude
		Environmental Health
		Provide Meals promptly
		Convenient Transportation
		Car Hygiene
Red Tourism Research Base Service Quality Evaluation System	Infrastructure	Traffic Safety
		Crowding Level
		Line Arrangement
		The Location of the Accommodation Is Scientific, and the Layout Is Reasonable
		Safety and Hygiene of Accommodation
	Research Atmosphere	Facilities and Equipment
		Toilet Hygiene
		Rest Environment
		Facility Layout
		Guiding Services
Red Tourism Research Base Service Quality Evaluation System	Research Atmosphere	Fully Equipped with Safety Facilities
		Marked Safety Signs
		The Narration Fits the Red Theme
		High Degree of Preservation of Red Cultural Heritage
		The Study Instructors Are Highly Qualified, with Clear and Accurate Explanations and Good Interactivity
	Research Atmosphere	Course Design with Clear Learning Objectives
		Course Design Specifications
		The Course Content Is Scientifically Arranged and Complete
		Types of Experience Programs
		Experience Program Services
		Facility and Equipment Maintenance

On the other hand, with the development of "internet plus" and "ecology plus" modes, Xiaogang Village has launched "new agriculture" such as smart agriculture, organic agriculture, tourism agriculture, and leisure agriculture. Xiaogang Village has a beautiful natural environment and rich red culture, which are prerequisites for developing agricultural tourism and special study tours. The local government vigorously carries out school-local cooperation as the summer internship and learning activity base of Anhui University of Finance and Economics, Anhui Institute of Science and Technology, and other neighboring universities, which provides a talent base for Xiaogang Village to revitalize the countryside and develop study tours.

4.2. Design and collection of survey questionnaires

This study developed a questionnaire on the service quality of red tourism research bases starting from February 2023. In developing the questionnaire, a large amount of relevant literature and materials were consulted, and the opinions of several experts in research tourism on the specific content of service quality evaluation of research tourism were sought to develop this questionnaire. A total of 230 questionnaires were distributed in this study, of which 200 were valid; the recovery rate of valid questionnaires was 86.96%. Among the tourists involved in the valid questionnaires, this study used descriptive statistics to analyze the tourists' basic demographic and sociological characteristics, as shown in the following table.

Table 2. Basic Features of demographic sociology

Basic Features	Projects	Frequency (people)	Percentage
Gender	Male	80	40%
	Women	120	50%
Age	7-10 years	30	15%
	11-13 years old	40	20%
	14-16 years old	55	27.5%
Grade	More than 16 years	75	37.5%
	Elementary School Grade 1-3	25	12.5%
	Primary 4-6th grade	30	15%
	Junior High School	45	22.5%
The average number of studies per year	Higher Education and above	100	50%
	1 time	50	25%
	2 times	80	40%
	4 times	40	20%
	4 times and above	30	15%

Regarding the gender of the surveyed tourists, the valid sample shows that the proportion of males is 40% and that of females is 50%. The proportion of females is 10% higher than that of males, which aligns with the principle of gender parity in the survey and reflects that there is no obvious gender difference in the source market of study tours.

Regarding the age of the surveyed tourists, the valid sample shows that most of them are above 16 years old, accounting

for about 37.5%. The main reason is that most tourists in this age group are more capable of learning, and schools attach importance to their comprehensive quality, thus becoming the main target of study tours.

Regarding the annual number of study tours surveyed, the average number per year is 2 times more, accounting for 40%, indicating that study tours are more widely carried out and people attach a higher degree of importance to them.

Table 3. Xiaogang Village red tourism study base Tourism quality statistics score table

Guideline layer	Score	Indicator layer	Final Score	
Employee Services	17.0127	Service attitude	4.7989	
		Service Image	3.6566	
		Service Efficiency	4.3600	
		Passionate service	4.1912	
		Food Features	1.7789	
		Service attitude	1.8192	
		Environmental Health	1.7249	
		Provide meals promptly	1.7425	
		Convenient transportation	1.6937	
		Car Hygiene	1.9385	
		Traffic Safety	1.9510	
Auxiliary facilities	21.5879	Crowding level	1.5555	
		Line Arrangement	1.8235	
		The location of the accommodation is scientific, and the layout is reasonable.	1.7523	
		Reasonable and reasonable		
		Safety and hygiene of accommodation facilities and equipment	1.8180	
		Toilet hygiene	3.6861	
		Rest environment	2.6289	
		Facility layout	2.2150	
		Guiding Services	3.4011	
		Fully equipped with safety facilities	3.0751	
		Marked safety signs	3.3617	
Infrastructure	21.3679	The narration fits the red theme and inherits the red spirit	2.1315	
		The high degree of preservation of red cultural heritage	2.0447	
		The study instructors are highly qualified, with clear, accurate explanations and good interactivity.	1.7743	
		The course is designed with clear learning objectives and distinctive themes	2.0827	
		Course Design Specifications	1.9522	
		Scientific, complete, and rich course content arrangement	1.8349	
		Types of experience programs	1.7105	
		Experience Program Services	1.6596	
		Facility and equipment maintenance	1.4424	
		Total score	71.59	

4.3. Service quality evaluation analysis of red tourism study base

Using research methods such as searching reference literature, analyzing national policies, and interviewing experts, this study establishes an evaluation system for the service quality of study tourism from four aspects: service quality, auxiliary facilities, infrastructure, and study atmosphere, with a total of 30 evaluation indicators.

4.3.1. Service quality evaluation analysis of Xiaogang Village red tourism study base

The evaluation of the service quality of Xiaogang Village Red Tourism Study Base was finalized through the analysis of the questionnaire and more detailed processing of the obtained data.

4.3.2. Analysis of evaluation results

The above table shows that the quality score of the study tour in Xiaogang Village is 71.59.

From the guideline level, Xiaogang Village has the highest score in the service quality indicators of auxiliary facilities, followed by the service quality indicators of infrastructure, service quality indicators of research and learning atmosphere, and service quality indicators of staff services.

First of all, in the service quality of study atmosphere, the three indexes of "the interpretation are suitable for the red theme and inherit the red spirit," "the red cultural heritage is preserved intact," and "the course learning objective is clear, and the theme is distinct" are high. These three indicators have high scores, indicating that tourists are satisfied with interpreting Xiaogang Village's tour guides, revolutionary cultural relics, preservation of intangible cultural heritage, and study course objectives. The two indicators of "experience program service" and "facility and equipment maintenance" have low scores, which means that the study bases cannot meet the needs of tourists in these two aspects. The course content of the study tour is richer than the traditional course content, and the teaching method is different from the traditional lecture method, which puts higher requirements on the professional quality of teachers.

Secondly, among the service quality indicators of auxiliary facilities, visitors have the highest recognition of "hygiene in the car," "traffic safety," and "safety and hygiene of accommodation facilities and equipment," indicating that visitors are satisfied with the transportation service of Xiaogang Village. The score of "crowdedness" is low and cannot meet the demand of tourists.

In addition, regarding the quality of infrastructure services scores, the difference in the score of each indicator is not large, including the "toilet hygiene" indicator score is the highest, can meet the needs of tourists. In recent years, Xiaogang Village has actively constructed and managed tourism toilets, and the toilet revolution has been effective. However, the scores of "safety facilities and equipment are complete" and "safety signs are eye-catching" are low, indicating that the provision of safety services in Xiaogang Village needs to be improved.

Finally, regarding staff service quality, tourists have high recognition of service efficiency, enthusiasm, and attitude but low recognition of service image. Xiaogang Village is a key red tourism scenic spot, and the service image of the service staff should also keep up with the level of the scenic spot.

5. Conclusion

With the increasing national advocacy for the development of study tourism, the promotion of study tourism to economic development is becoming increasingly important, and the study tourism service quality evaluation research is an important aspect of the sustainable development of study tourism. Based on the value co-creation theory, this paper initially constructs a service quality evaluation system of red tourism study base covering the whole process of studying tourism and meeting the needs of multiple parties. At the same time, Xiaogang Village, a representative, and well-known red tourism study base, is selected for empirical research. Questionnaire survey method and principal component analysis were used to study and analyze the service quality evaluation of the study base in Xiaogang Village, and the following conclusions were drawn from the analysis of the research results:

This paper applies the value co-creation theory and refers to the current scholars' research on the service quality evaluation system of study tourism, and constructs a red tourism study base service quality evaluation system covering 4 criterion layers and 30 index layers, which include staff service, auxiliary facilities, infrastructure, and study atmosphere. Finally, SPSS26.0 was used to conduct the reliability validity test to determine the reasonableness and operability of the evaluation indexes.

Based on the constructed evaluation index system, the service quality of Xiaogang Village research tourism was comprehensively evaluated. Based on the analysis of Xiaogang Village research tourism resources and the current situation of Xiaogang Village research tourism, the final score of service quality of Xiaogang Village research tourism is 71.59 through the principal component analysis:

(1) Digging deep into the cultural heritage to create a special study tour base. Xiaogang Village study base should make full use of its red cultural advantages, gradually develop a travel route rich in red cultural characteristics, enhance the spiritual connotation of the study base, form interconnected and reasonably laid out study products, enhance the educational quality of the base, and improve the relevance and effectiveness of study tours. At the same time, explore the inner connection between classroom and red resources, design study courses with Xiaogang Village characteristics, and increase experience programs.

(2) Sound management system. Standardize service behavior in many aspects, such as food, accommodation, and transportation, form a unified service standard, strengthen staff training, and improve the service quality of personnel. In addition, the application of technology in the capacity monitoring, environmental protection, and facility management of the study base to avoid congestion, which affects the experience of tourists, is conducive to reducing the adverse impact on the environment during the tourism process and improving the quality of tangible services.

(3) Increase marketing efforts and build a diversified publicity system. The research base should increase marketing efforts, enrich the form of tourism publicity, and enhance the effect of network publicity. Based on using the traditional publicity platform, through the forum, microblogging, WeChat and website, and other network platforms, information publicity work to achieve effective attraction.

Finally, in this study design, the red tourism study bases' service quality evaluation system has certain operability. However, due to data availability and some uncontrollable factors, there are still shortcomings, and future research needs to be improved in the selection of evaluation indicators and evaluation methods.

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