

BRANDING LANGKAWI ISLAND AS A GEOPARK DESTINATION

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ABSTRACT

The objective of this study is to examine the issues and challenges of making a geopark status as a destination brand to promote sustainable tourism. It briefly describes the process of obtaining geopark status based on the experience with Langkawi Island, Malaysia which was designated in 2007. 35 individuals were interviewed representing various important stakeholders such as different level of managers of a development authority, National Tourism Organization, tourism operators and local community concerning their expectations, government initiatives, and acceptance towards promoting Langkawi Geopark as a brand. The findings indicate that most of the stakeholders support and accept the Langkawi Geopark as a global brand that recognised by UNESCO. However, most of them are still confused about the Geopark concept in terms of its implementations and the actions needed to protect the brand. More concerted efforts are needed to create the Geopark brand awareness especially among local community and business operators. It is necessary to educate these stakeholders about the benefits of having the geopark status in order to use the brand to promote sustainable tourism development on the island.

Keywords: Geopark, destination brand, Langkawi, sustainable development, Malaysia

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1. Introduction

Geotourism is a new type of niche tourism that emphasizes on geology and landscape (Dowling, 2013) and it requires tourists participation in a specific activity at a specific location (Hose, 2007). The list of geoparks locations are growing and currently the total number of listed geoparks is 136 located at 36 different countries. Global Geoparks locations are mostly observed in Europe and China but of lately they have spread out world widely across the continents. Geotourism only attracts a particular market segment primarily those tourists who have interests on spectacular, landscapes and geological materials such as fossils and minerals in-

situ and in museums (Hose, 2007). As reported by Farsani, Coelho, & Costa (2012), practicing geopark concept encourage a selected destination to generate more income to the community through geotourism. Geopark also promotes sustainable tourism development among local and regional communities (Dowling, 2013).

In the literature, the concept of geopark is mostly discussed as a tool for tourism sustainable development and socio-economic development of local community and less is reported in terms of how it can be used as a destination branding strategy. For example, Costa & Amrikazemi (2014) explain how geoparks around the world contribute to economic

development of local population by creating job opportunities in tourism and generating additional source of incomes. The study focused on the involvement of local community with geoparks which has resulted in knowledge management and geopark preservations a new form of tourist attraction.

Following the article from Ryan & Silvanto (2009) on the World Heritage Site (WHS) as a designated destination brand, this paper argues that a destination which has been awarded as a geopark status also potentially become a successful brand. Therefore, the aim of this paper is to discuss the concept of geopark as a destination brand that create unique values to a destination. Using Langkawi Island, Malaysia, the 52nd Global Geopark in the world as a research context, this paper explains the issues and challenges faced by the brand authority and its relevant stakeholders in promoting the geopark status as a brand. Langkawi Island was declared as a global geopark destination by the Global Geopark Network (GGN) since 2007. This paper starts with a brief review of destination branding literature and continues with short introduction on Langkawi Island as a study context. The next section describing the findings from semi structured interviews with different level managers of a DMO, local NGOs, tourism operators and representatives from the island's local community. The views of among these stakeholder groups are then compared and contrasted to highlight the complexities of branding effort in regards to stakeholders' perceptions towards geopark status as a destination brand. The paper concludes with a discussion of the recommendations for effectively involving relevant stakeholders in the destination branding efforts.

2. Review of The Destination Branding Literature

Branding a destination is a complex process indeed and it is not simply developing brand slogans and logos as most of the destinations are currently doing (M. Kavaratzis & Hatch, 2013). Blain, Levy, & Ritchie (2005) define destination branding as 'the set of marketing activities that support the creation of a name, symbol, logo, wordmark or other graphic that readily identifies and differentiates a destination that consistently convey the expectation of a memorable

travel experience that is uniquely associated with the destination'. Based on this definition, this article claims that geopark status with the Global Geopark Network symbol does not only serve as a brand but also an endorsement and recognition from the UNESCO. Not all destinations are awarded as geopark and therefore the geopark status represents a point of differentiation which is to be promoted as one of the destination unique selling points.

In branding a destination, stakeholders' involvement is very complicated but yet important in creating and developing a sustainable brand (Kavaratzis, 2012). It is complicated because each stakeholder has diverse interests and different meanings towards the brand. In destination or place branding literature, the roles of stakeholders in the branding process is received very much attention from the scholars (i.e. García, Gómez, & Molina, 2012; Kemp, Williams, & Bordelon, 2012; Morgan, Pritchard, & Piggott, 2003; Otjen, 2013). As suggested by García et al. (2012), a wider perspective is needed when taking account of branding strategy considering not only visitors but also other important stakeholder groups such as business operators and local community. Therefore, it is argued that for a successful destination brand, brand authority has to coordinate the branding efforts with local entrepreneurs and community at large. Educating the community about the brand is very critical as they are responsible to deliver the brand values to the visitors.

In another study, Choo, Park, & Petrick (2011) investigated the involvement of local population of Hawaii in brand identification especially how local residents are associated themselves with a destination brand. The study point out that the more the local community positively identifies with the brand, the more their activities for visitor satisfaction, their participation in tourism and leisure activities, and their intentions for positive word of mouth about the destination. Similarly, Bregoli (2012) examined the extent to which stakeholders are committed to and adopt destination brand values in their jobs for Edinburgh, a capital city of Scotland and highlight the important aspect of communicating with the stakeholders to make them committed to the brand values.

3. The Concept of Geopark

Presently, most geoparks are found in rural areas and they are potentially recognised as mechanism to further enhanced rural developments, cultural and socio-economic sustainability developments of the local communities (Costa & Amrikazemi, 2014). With the birth of geoparks in some of the areas in the world, another tourism niche called geotourism is developed and at the early of stage of commercialization (Farsani, Coelho, & Costa, 2011). As reported earlier, there are 136 Global Geoparks established across 36 countries as of 2018. Most people tend to understand that a geopark is all about rock formation, fossils and other geological heritage but the scope of Geopark is viewed as broader than that. In theory, geopark is about preserving a unique geological heritage and promoting geopark-knowledge to be potentially developed as one of the tourist attraction (Costa & Amrikazemi, 2014).

The involvement of local community in global geopark destinations is very important to preserve the geopark-heritage of a destination. A bottom up process which includes the participation from various stakeholders such as community groups, tourism operators and local NGOs is required to establish a global geopark (Hose, 2007). According to Hose (2007) indicates that geopark establishment stimulates local economic activities and the same time

educates local community about preserving the environment.

4. Background to the Langkawi Island, Malaysia

Langkawi Island is a very popular tourism destination in Malaysia. The island is notably known as Mahsuri Legendary Island or Island of Legends among local people. The island’s history of Mahsuri, a young lady who had wrongly killed because of adultery accusation was part of the history lesson taught in the Malaysian history textbook. This story of myths and legends are among very strong unique selling points of the island among local visitors. Furthermore, as a tourism icon in the country, the island has many attractions to offer to the visitors in terms of its natural attractions, built facilities (e.g. Langkawi Cable Car, Underwater World, Duty Free Shopping Area etc.), international events (e.g. Langkawi International Maritime Airspace Exhibition (LIMA), Le Tour de Langkawi, Iron Man). Located off the coast of northwestern of Malaysia in the state of Kedah, Langkawi is conveniently accessible by ferry from Kuala Perlis or Kuala Kedah and by air from Kuala Lumpur to Langkawi International Airport. The following map (Figure 1) provides the location of the island

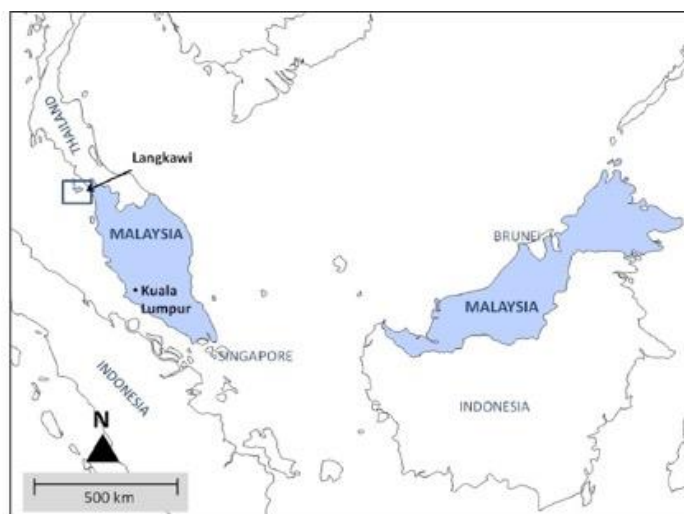


Figure 1. Map of Langkawi Geopark and surrounding areas of Malaysia, Thailand and Indonesia
 Source: Halim, Komoo, & Omar (2011)

5. The Process of Getting Geopark Status for Langkawi Island, Malaysia

The geopark concept was formally introduced by the Kedah state government in year 2006 with the assistance from Langkawi Development Authority and the National University of Malaysia (UKM)'s team of geo-heritage researchers (Halim et al., 2011). As stated by Halim et al. (2011), the main purpose of declaring the island as a geopark destination is to ensure the conservation of Langkawi's natural resources, as well enhancement of local community livelihoods, in the midst of a period of rapid tourism development. The idea of getting a Geopark status for Langkawi Island was initiated since the year 2000. The proposal came with the Geopark proposal prepared by a local research university, Universiti Kebangsaan Malaysia (UKM) and it was submitted to Langkawi Development Authority (LADA) for the government's consideration. The collaboration between LADA and UKM in terms of research and consultation on natural resources of Langkawi for tourism purposes was started since 1996. UKM is a public research university. The two organizations signed a memorandum of understanding (MOU) in 1996 and it was renewed in 2006 and again in 2012 covering research areas in geology and landscape, biology and marine and understanding local culture and community development. This research cooperation between these two institutions is important for promoting tourism activities and sustainable development of Langkawi and the partnership between them has resulted in the island of the idea of pushing for Geopark agenda. However, the idea of applying Langkawi as a Geopark destination was not actively pursued by LADA's management during year 2000 until 2006 (Abdul Ghani, 2014). The term Geopark as a concept and to use it as a brand to promote Langkawi tourism was difficult to understand among that previous LADA administration's team. The idea was put aside and later in year 2006 the proposal was reintroduced, presented and discussed by a team of researcher from the Institute for Environment and Development (LESTARI), UKM to LADA management following the appointment of LADA new general manager.

LADA is the main government agency in charge of the overall island's tourism planning and

development. LADA also has important roles in promoting the island as an international tourism destination. The agency was established in year 1990 under the Laws of Malaysia, (Act 423) as Lembaga Pembangunan Langkawi (LADA) Act 1990. The agency's main responsibilities are diverse such as to stimulate and develop the island's infrastructures, tourism, industries, trading and residential areas within its specific boundary. As a federal organization, LADA is largely funded by the federal government to run its operation. The federal government has allocated a large sum of money to the agency to develop the island. From year 2006 until 2013, the total budget allocated by government for the agency to continue developing the island as a tourism destination was RM561.61 million (LADA Annual Report from 2007-2013). With such amount of funding from the government, LADA has the capacity to proceed with the Geopark application and to fulfill requirements as stipulated in the document required by GGN and UNESCO.

6. Branding Langkawi as a Geopark Destination

Langkawi was declared as a Geopark by the state government of Kedah in May, 2006 and later on the island was declared as a Global Geopark by Global Geoparks Network (GGN) and supported by the UNESCO in Jun 2007. That important declaration by the world institutions to the island as a geopark destination may alleviate the destination image and influence visitors' destination choice. Langkawi's archipelago now is recognised as the first global geopark in Malaysia and the Southeast Asia and it is the 52nd global geopark in the world.

In year 2007, Langkawi launched a new promotional campaign abroad with a tagline "Langkawi Geopark" destination after it had received a full endorsement by UNESCO as a Geopark destination. Langkawi Geopark is the first Geopark in the country and South East Asia and the 52nd in the Global Geopark Network (GGN). Langkawi Geopark is not only a brand but a development tool that promotes conservation and sustainable economic development (Hashim, Aziz, & Aziz, 2011). The use of local legends such as Mahsuri and other tales such as Mount Mat Chincang and Mount Raya in representing

Langkawi as a unique destination may also complement the Island as a Geopark destination. As previously mentioned, the Geopark concept not only emphasizes on conservation of geological and biodiversity components of the island but also includes cultural heritage preservation. The concept of Geopark is relatively new to most of the local people in Langkawi. Even though, the island has earned the status since 2007, most of the local community there has little knowledge of what the Geopark is all about especially how they can relate the concept to their socio-economic activities (Azman, Halim, Liu, & Komoo, 2011).

LADA as the main government agency in charge of Langkawi's overall development is responsible to maintain the Geopark status granted by the UNESCO. Appointed as the Geopark champion, LADA put a lot of efforts to manage the development of Langkawi Geopark. Many strategies have been applied by LADA such as encouraging eco-tourism activities among local community and developing rules and regulations in line with the Global Geopark requirements (Azman et al., 2011). The authority has also set up a Geopark and Conservation Division to manage the Geopark in accordance with the UNESCO'S provisions.

7. Research Method

In order to get the views from the multiple stakeholders towards Langkawi Geopark brand received in 2007, it was decided to conduct field interviews with different stakeholders groups such as senior officers of a DMO, tourism operators, local NGOs and community leaders. All participants were selected based on their experience, knowledge and their roles in supporting the brand from the internal stakeholders' perspective. A total of thirty-five participants were contacted to participate in the study. Official letters were sent through emails to senior managers' in charge of tourism asking the person and other related officers to participate in the study. A separate letter was sent to the CEO of the development authority through his personal assistant also by email for the same purpose. A follow up phone call was made a week after the email was sent to reconfirm the interviews which would take place in Langkawi Island.

To explain how the geopark Langkawi may become a destination brand to promote sustainable tourism development in Langkawi, a series of questions were addressed to the participants including: 1) their awareness towards the brand, 2) efforts taken by the authority to disseminate information regarding the brand, 3) their roles and responsibilities towards preserving the brand and 5) whether the geopark brand can attract more tourists to the island. These questions were asked of most of the respondents to get the views on the geopark Langkawi brand.

The field work started over the month of November 2014- April 2015. Most of the interviews were tape recorded after obtaining permission from the participants. The venues of the interviews were decided by the participants and most of the interview session took place either in a hotel lobby or a restaurant. All participants were asked about their perceptions towards the efforts by the government to brand Langkawi as an international tourism destination using Langkawi geopark brand by UNESCO as a destination brand. The interviews lasted between 30 and 60 minutes. Participants were free to talk in Malay or English and the majority of them used mix between Malay and English. The researcher had to translate all interviews into full English. All the interview data were analyzed using steps suggested by Creswell (2014) for a general data analysis process in qualitative research. The steps are systematic process for qualitative data analysis involving six steps of organizing the data for the analysis, reading the transcripts repeatedly, coding the data, identifying related themes and interpreting the meaning of themes.

8. Results and Discussions

Based on thematic data analysis, there are three themes that emerge from the data. The following are the themes identified from Langkawi Geopark case study:

- High support both from government organizations and the island community toward the Geopark as a brand
- Lack of consistent effort by the brand authority to educate the Geopark brand among the community

- Increase engagement with the local community and operators to support the brand.

Most of the participants in this study expressed their support towards the Geopark brand but some of them still think that the authority should intensify their efforts in highlighting the brand. In general, the island community is looking forward to accept geopark status as a brand that can highlight the uniqueness of the place for visitors. One of the interviewees representing local community mentioned:

Langkawi is blessed with natural diversity and the island is rich with geological heritage. The island is even recognized by the UNESCO as a geopark area. We have to reflect on this and we have to organize activities or program that suit to the reality.

The other interviewee representing one of the tourism operators also expressed the same:

I am very happy when people mention about Langkawi Geopark because that geopark is acknowledged by UNESCO. When it is recognised by the UNESCO, you can sell more products to the world and people may find out about the Geopark location.... when you talk about Geopark, you know that it has something special, very specific, to offer.

However, one of the managers representing Destination Management Organization (DMO) which is LADA contradicted this view by explaining Langkawi island needs a brand that best represent what the island has to offer to the visitors. Based on his experience of the 2013 Naturally Langkawi branding exercise, he stated that:

Not everyone knows what Geopark is all about. Do tourists really care whether that place is Geopark or not? ... Geopark is just one product, among many tourism products that Langkawi has. It does not represent the whole branding of Langkawi.

However, a hotel operator representing tourism operators has different perspective:

I think Naturally Langkawi is the right brand that is actually the brand from the beginning, Naturally Langkawi as you can see it is part of geopark, and Geopark also is about Naturally Langkawi, but we have got to have actions to follow the brand.... This is where the advertising companies do not understand, action must follow the brand.

Despite that the majority of the participants agreed that Geopark is an international brand that showcases the island's beauty and its uniqueness, many of them still questioned the brand authority's commitment to educate the public about the Geopark. The stakeholders especially tourism operators were concern with the Geopark brand status especially when the authority introduced a new brand under the tagline of Naturally Langkawi in year 2013. A local boat operator expressed his concern towards the change of focus from Langkawi Geopark to Naturally Langkawi:

I don't know why the authority has made a change. I can't say much because the authority who decided. The Kilim community knows about the Geopark and they get used to it. But now we are quite upset because the Geopark is good for us but it changed to Naturally Langkawi. The geopark may go down... There are tourists who were asking us why change from Langkawi Geopark to Naturally Langkawi? I don't know how to answer that, it is difficult for me to answer.

Another respondent who work as a local tourist guide also has the same feeling:

The problem with the current branding is that the Geopark is sort of being left out. In the present days, we don't see much of the Geopark signages. When we first received the status, the Geopark signages were everywhere on the island. Everybody talked about Geopark. Now, no one bother to talk about it. Even among the tour guides, we seldom talk about it. The term geopark is not widely used. Not like the first when we received the status.

However, a CEO of LADA or the brand authority commented:

Geopark is a product and a concept. It give us a lot of weight when we use Naturally Langkawi that has geopark in it, so Geopark become synonym with Naturally

Langkawi, but Geopark is our product, yes, Langkawi is a geopark, but it is within the realm of Naturally Langkawi, because Langkawi is an eco-destination, and also the geo-tourism destination, so that is our branding.

These different views and perceptions among important key stakeholders who might have been affected by the branding decision are due to lack of information given by the authority in executing its branding strategy. A hotel operator shared his views:

I think the public did not quite aware or understand what the government is trying to do. We have heard people been talking about the geopark status would not be renewed by UNESCO for the next revalidation period. But then there was no official news from the authority also. When we heard that kind of news, we are not sure how to promote the Geopark since the status would be withdrawn. The authority should let us know what actually happened...I believe the authority should give more information about Geopark in the mass media. Otherwise, the public would resort to hearsay.

With no surprise, the local island community is the least group of stakeholders who has little concern towards any brand introduced by the authority. A head village of one the island districts observed:

In terms of destination branding, local village people, they don't really care about it. It doesn't matter whether it is Geopark or anything else, as long as more tourists are coming and they are making money from serving the tourists, they are fine.

Most of the participants perceived that the Naturally Langkawi brand introduced by the authority in 2012 has diluted the Geopark brand released in year 2007. However, Langkawi Development Authority which is in charge of geopark, insists that Langkawi need a commercial brand that convince a wide range of markets especially the high end market. The authority perceives that the geopark brand is technically difficult to understand and at the same time, the brand may attract only geotourism market segmentation which is limited in terms of broader market. To the geopark proponents, Langkawi is getting a strong recognition from the world body (UNESCO) and that recognition alone is the major selling point of Langkawi in terms of getting more

tourists to the island. Theoretically, Langkawi's pristine environment is will be well protected through various activities and program related to the geoparks requirements such as environmental protection, community engagement in socio economic development and education.

The head of the local community expressed that the authority's efforts in communicating the brand among the local residents are not good enough. Engaging local community requires some of the officials to go to the ground and explain the meaning of the brand. Having special events at the local villages may help to win the heart and mind of the local people. The authority has to come to them and not the other way around. However, according to the authority, many programs are planned to engage with the local people but they are less participation from the public. For example, various workshops are conducted to educate and train the local community to engage in business in order to improve their economic condition but the public seems to be unsupportive.

9. Conclusion

The conflicts among various stakeholders in terms of brand acceptance are very much highlighted in the branding literature. Different stakeholders have different perceptions and interests towards the brand. However, as expected, the local community perceptions towards the brand are indifferent. They would support any slogan proposed by the authority as long as it make different to the tourist numbers and the business they are involved with. Therefore, the authority needs to exert their roles in educating the general local community about the important of the Geopark brand in developing a sustainable tourism development. Local engagement with the Geopark programs and activities attitudes towards preserving the environment and appreciating natural beauty of the island is one of criteria measured during Geopark revalidation every four years. The attitudes of local people must change. However, to change the attitudes of the local community let alone their behavior may take time. Educating the public with the basic knowledge of environmental preservation is of utmost important. The authority also has to actively promoting the Geopark brand at the grass

root level by organizing activities that require participation from the island community.

Despite some disagreement between brand authority and the island community in terms of the decision to change previous brand Langkawi Global Geopark to Naturally Langkawi, Langkawi's tourism is expanding with more tourist arrivals recorded. The authority has to aggressively communicate the brand with the relevant stakeholders and make them understand to deliver the brand promises. The success of geopark brand depends on the support from the stakeholders and the stakeholders' willingness to accept it.

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