The Role of Goan Folklore in Cultural Tourism: Shaping Tourist Experiences and Preserving Community Identity

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Abstract

Cultural tourism is a new element of tourism experiences and is becoming more relevant, especially when tourists are increasingly interested in authentic, experiential cultural activities. The research explores the growth in the importance of cultural tourism in Goa and particularly in the role that folklore and traditions play in forming tourists' experiences. The goals of the research are the identification of factors that can affect participation in folklore-related activities by tourists and tourists' perceptions of authenticity. A survey involving 350 tourists visiting diverse cultural sites of Goa had structured questionnaires for gathering data. This study revealed cultural satisfaction, perceived authenticity, and cultural immersion as great predictors of folklore activity participation and thus, the imperative need to retain local tradition with authentic culture for engagement enhancement.

Keywords: Goan Folklore, Cultural Tourism, Tourist Satisfaction, Authenticity, Tourism Development Policies

1. Introduction

Goa, the coastal paradise of India is known all over the world for the sun-kissed beaches and warm hospitality. However, under the surface of its fabled tourism lies a very rich cultural treasure that many times goes unnoticed. Under this are the rich and diverse tradition of Goan folklore from the tapestry of oral stories, traditional music, and dances, festivals, mythology, and legends (Barreto & Mayya, 2023). These folkloric elements passed down through generations reflect the special historical, social, and cultural development of the region. Folklore here, born out of Goa's colonial past, indigenous traditions, and religious diversity, may make tourism more authentic and enriching for tourists while conserving and celebrating the identity of local communities (Bohórquez et al., 2021). Cultural tourism is one of the booming sectors in global travel and tries to bridge the gap between the tangible and intangible aspects of a destination's heritage. Folklore is that important component which allows the tourists to be immersed and meaningfully connected with the cultural essence of the place (Cvijanović et al., 2023). Mando songs, Dekhni dances, and traditional Fugdi are presented in Goa, which, beyond entertainment, can even be a way of offering cultural exchange and education for the visitor. These interactions are known to often enhance perceptions of authenticity and deepen emotional attachment to the destination, thus influencing satisfaction and loyalty (Diko, 2023). Besides its touristic value, folklore has an equivalent role to play in the indigenous community. It is a living store of history and traditions that foster pride and belongingness among the community members. Folklore events, festivals, and performances are more than mere tools for preserving culture; they provide an important opportunity for community participation and economic development (Khaki et al., 2023).

The fact that tourism draws more upon local cultural assets raises issues of sustainability of such practice and its impacts on the host community (Wang & Chen, 2015). Folklore can strengthen community identity;

however, if over-commercialized or misrepresented, then it leads to cultural dilution or loss of authenticity. This creates a tension between the development of tourism and preservation of culture (Peng, 2024). This paper explores this complex relationship that exists between Goan folklore and cultural tourism and how the latter may affect community identity. The infusion of folklore into tourism is an interesting issue, and this paper aims to understand how it could affect the holistic tourist experience in terms of satisfaction, authenticity perceptions, and emotional engagement. The study looks into the impact of cultural tourism on local communities by exploring how it generates their sense of cultural pride, social cohesion, and economic opportunities. By confronting these dual perspectives, the study unlocks the potential of folklore-based tourism to contribute to the sustainable development and preservation of distinct cultural heritage in Goa (Eslit, 2023). It is on such attempts at study, therefore, that the paper looks into folklore-based cultural tourism. A work in direction to contribute to the present corpus of knowledge which at best would offer a more perfect balance of expectation regarding tourists' visit in folklore-rooted tourism in Goa, along with policy recommendations for policymakers and also the tourism stakeholders.

The Current Study

This investigation looks at the importance of folklore in Goan cultural tourism development, focusing on both its influence on the visitors and the locals. Through this analysis, the extent to which folklore activities positively contribute to tourist experiences concerning aspects like cultural fulfillment, authenticity, and participation in local cultural practices is evaluated(Bochenek, 2013). This paper attempts to understand how participation in such activities enhances the emotional engagement of tourists, the likelihood of seeking cultural tourism experiences, and the intention to revisit Goa by analyzing these factors, The present research investigation also looks into the impacts of folklore-oriented tourism on the local community, including cultural pride, improvements in community identity, and the implications for socio-economic welfare. A quantitative methodology is adopted towards the achievement of an effective understanding of the events. Insights gathered from tourists will reflect their motivational drivers, satisfaction level, and perceptions with respect to authenticity, and contributions from the community, such as input from performers and local stakeholders, will be concerned with the benefits and drawbacks of folkloric representation in the tourism industry. This research aims to point out the importance of protection and promotion of folklore as part of intangible cultural heritage through balance in the development of tourism and the sustainability of heritage in Goa. Therefore, this research paper will focus on the harmonization of tourist behavior and community participation while providing practical recommendations for promoting responsible and sustainable cultural tourism in the region. In summary, it underlines folklore's potential to be used for improving tourist experiences and also as a driver for socio-economic development and culture preservation (Gurung, 2023).

2. Literature Review
Cultural Satisfaction

Cultural satisfaction is the most critical component of any assessment made regarding the quality of a tourist's experience at any destination (Jie et al., 2023). It encompasses emotional and intellectual upliftment, which a tourist derives while interacting with the local culture and tradition (Maxamatdinovna, 2023). Studies show that higher satisfaction levels are commonly linked to activities that engender intense feelings of association with the heritage of a destination (Cvijanović et al., 2023). The performances and storytelling based on folklores are highly differentiated activities that provide a deep sense of the local lifestyle. Not only do these cultural practices improve the tourist experience but also engender a sense of belonging and emotional fulfillment (Long, 2024). Scholars have shown that for every tourist, cultural comfort provides a stimulus to embrace other activities that are similar within his or her stay. This also influences how they see the destination as a stimulating and lively cultural center for them (He, 2024).

Perception of Authenticity

Authenticity and immersion are two salient elements to cultural tourism in that way they shape tourists' perception or interaction with the culture of destinations (Nopasari et al., 2023). Authenticity allows genuine experiences for them regarding knowing the cultural-historical connotations of destinations, whereas through immersion, the possibility exists whereby they can intensely engage within activities that signify a local reality (Ironside & Massie, 2020). The literature indicates that tourists are being attracted to destinations that allow them to experience authentic and immersive cultural experiences. Folklore-based activities are an important tool for such engagement as they give a raw view of the heritage of a place (Wulandari et al., 2023). Authentic storytelling, traditional dances, and music performances create an illusion that one is part of the culture that they are experiencing. These elements create lasting impressions and encourage greater participation in cultural tourism (Quan-Baffour, 2023).

Likelihood of Seeking Cultural Tourism Experiences

The increasing interest in cultural tourism is a clear shift of tourist preferences from experience to meaningful travel (Ge & Jin, 2023). The tourism industry is gradually experiencing travelers who seek the opportunity to explore and discover different kinds of cultural stories. There is research suggesting that visitors who are interested in cultural tourism are usually proactive in participation in activities that demonstrate local folk and folklores (Li, 2024). Folklore-based experience, including festivals and traditional crafts, happens to attract this segment of travelers as it is going to serve as a potent attraction for them. These provide a source of connection among tourists to the community history and its values. So, this kind of searching for an experience by tourists maintains cultural heritage and enhances respect for their heritage (Ancuța & Jucu, 2023).

Intention to Revisit

Tourist loyalty plays an important role in the sustainability of destinations in the long run, which is highly influenced by their cultural experiences (Yu et al., 2023). Positive encounters in cultural offerings of a destination through folklore-based activities would go a long way to create intentions to return among the tourists. Research shows that performance, ritual, and storytelling are the levers that involve emotions towards destination (Yen et al., 2023). This attachment leads to feelings of satisfaction, but is commonly translated into re-visits. The other important advantage of returning visitors is the promotion of destination through their word of mouth, and hence building an image for destination as cultural destination (Post, 2013). In incorporating folk elements to tourist experiences, it will give destinations such as Goa an audience loyal and add value in the tourism competitiveness marketplace.

Local Community's Cultural Identity and Pride

Folkloristic identity preservation is crucial to successful folkloric tourism, while communities perform a focal role in tradition maintenance and exhibition that become the culture-based backbone for tourism operations (Yakupbayeva et al., 2024). The evidence found suggests active participation through folklore activities makes a sense of ownership that leads one to have pride for and sustain and also facilitate culture-based operation and locals take part within the context of tourism (Priyanto & Dewi, 2016.). However, this balance must be struck between tourism development and cultural integrity to avoid problems such as commodification(Khairani & Wiradnyana, 2023) . If people in the community feel that their cultural heritage is valued and respected, they will more readily participate in and support folklore-based activities. This relationship becomes symbiotic where both the visitor and the host benefit from tourism (Poerwadi et al., 2023).

3. Objectives And Hypothesis

- To determine the relationship of cultural satisfaction with participation in folklore-based activities in Goa.

- Assessing the role of perceived authenticity and cultural immersion in predicting tourist participation in folklore-based activities.
- Determine how the probability of a tourist engaging in cultural experiences goes in tandem with folklore-orientated activities.
- To research the effects of community pride and identity on the engagement in folklore-based activities.
- To examine how cultural satisfaction, authenticity, and community pride impact the overall cultural tourism experience in Goa.

Hypothesis

H1: The satisfaction of cultural factors positively enhances folklore-based activities engagement.

H2: Perception of authenticity and cultural immersion significantly predicts participation in folklore-based activities.

H3: The probability of visiting cultural tourism depends on the likelihood of engaging in folklore-based activities.

H4: Intent to visit Goa again is positively related to folklore-based activities.

H5: Cultural identity and pride in the local community determine the level of participation in folklore-based activities.
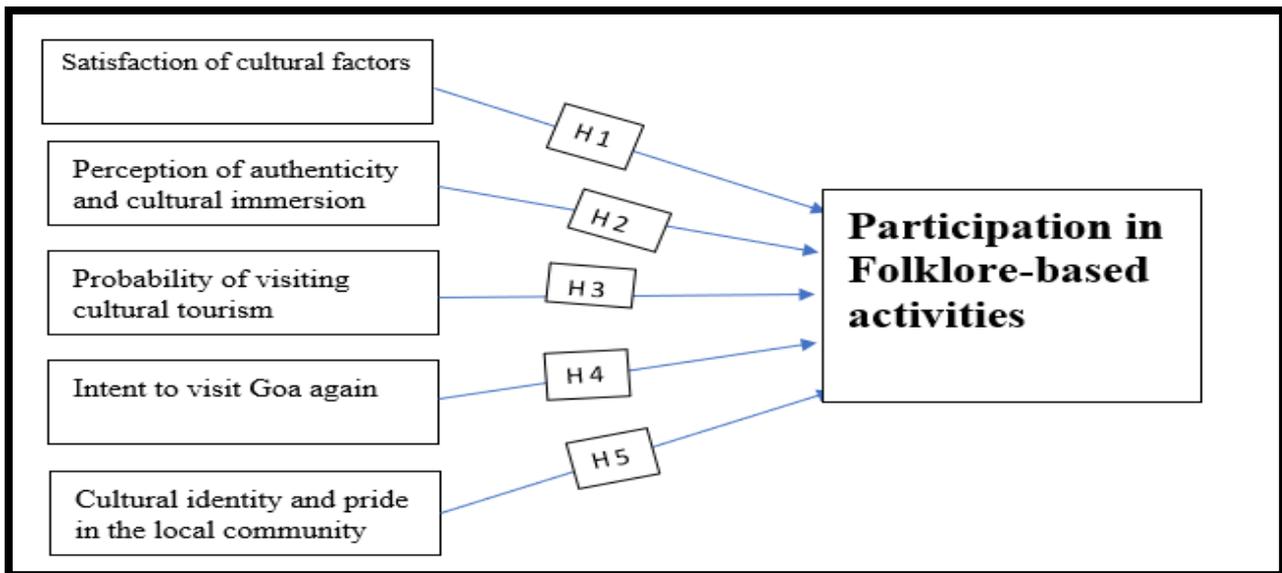

Figure 1: Conceptual Framework Model of the Proposed Study.

4. Methodology

5. Research Design

A quantitative cross-sectional research study was adopted to examine the associations between cultural tourism and participation in folklore-based activities in Goa (Khoa et al., 2023). By adopting this design, a survey-based approach was pursued in order to analyze a relationship between independent variables namely cultural satisfaction, authenticity, cultural immersion, likelihood to seek cultural experiences, local community pride, and the resultant dependent variable, participation in folklore-based activities. A survey-based method ensured that large-scale data could be gathered for robust statistical analysis of generalizable findings

Target Population and Sampling Technique

The target population comprised tourists both from the domestic as well as the international context who visited Goa, including the local community actively engaged in folklore events. This research adopted a stratified random sampling technique in an attempt to maintain an unbiased distribution of tourists and locals across various criteria, which include age, nationality, and purpose of visit. Sample Size: 350 participants were sampled, which included 250 tourists and 100 members of the local community. The sample size was calculated using Cochran's formula for a 95% confidence level and a 5% margin of error (Hossan et al., 2023).

Area of Survey

Data was collected at various places that were the key culture sites, folklore festivals, community centers, and all other local event venues present in Goa for geographic and complete representation (Selvarajan & Chandran, 2024). Data gathering took place in popular places such as Old Goa-places of UNESCO World Heritage Sites-and at the throbbing cultural hotspots such as Panjim and Margao. Specific folklore festivals, such as the Shigmo Festival in the towns of Madkai and Ponda, are also important venues where tourists and locals participate in traditional performances. Community centers in the areas of Vasco da Gama, Mapusa, and Saligao, which are very active in the preservation of Goan traditions, were further sources for information on local participation. Other local event venues would be the Kala Academy at Panjim, that hosts various cultural programs and, of course, the Carnival at Panjim is an annual event of a significant proportion that is truly reflective of Goan folklore and traditions.

Data Collection Methods

A structured questionnaire was used to collect data spread over three months (Muratbaeva, 2023). Both in-person interviews and online surveys were conducted using this questionnaire. These were sent through tourist organizations and networks of local communities. Relevant ethical approvals were obtained, and consent was obtained from the respondents before carrying out the survey. All participants remained anonymous and confidential throughout the process.

Data Analysis Techniques

Collected data was analyzed by using SPSS Version 26.0. Summary of variables were calculated with the help of descriptive statistics like means and standard deviations. Correlation analysis has been conducted to determine any associations between variables (Cleophas et al., 2018). Multiple linear regression is used to assess the ability of independent variables to predict participation in folklore-based activities. All assumptions for conducting regression analysis were checked to ensure normality, linearity, and no multicollinearity before doing the analysis. Hypothesis testing was conducted to confirm the research framework.

Measures

The survey tool for this study consisted of validated scales along with newly developed items and was tailored to the study's objectives (SETIARTIN et al., 2024). All of the variables were measured by a five-point Likert scale, ranging from 1 to 5, where Strongly Disagree is recorded as 1 and Strongly Agree is recorded as 5. Cultural satisfaction scale was adapted from previous studies and consisted of six items that focused on the aspect of cultural and experiential satisfaction of tourism. Perceived authenticity was measured with a five-item scale assessing tourists' perceptions of the genuineness of folklore experiences. The level of cultural immersion was measured using a seven-item scale that looked at the extent to which tourists were immersed in local cultural activities. The likelihood of seeking cultural experiences was measured through a four-item scale, which captures tourists' preferences for culture over generic tourist activities. A six-item scale of local community pride developed specifically for this study measures how much local community pride one derives from active participation in folklore (Hafstein, 2024). Finally, involvement in folklore-based activities is quantified through self-report data regarding the frequency and depth of involvement in folklore events.

6. Results

Table 5.1: Reliability Statistics of Variables Influencing Goan Folklore And Cultural Tourism

Variables	Cronbach's Alpha	N of Items	No. of Cases (Valid)
Cultural Satisfaction (CS)	0.85	6	350
Perceived Authenticity (AU)	0.81	5	350
Cultural Immersion (CI)	0.88	7	350
Likelihood of Seeking Experiences (EX)	0.83	4	350
Local Community Pride (PR)	0.79	6	350
Participation in Folklore (PA)	0.87	5	350

Reliability Analysis

To estimate the reliability of the constructs, Cronbach's Alpha was calculated (Kennedy, 2022), and this is shown in Table 5.1. All the variables appeared to have good internal consistency, as their Cronbach's Alpha values exceeded 0.70 as reported by Amirrudin et al., 2021. Reliability of CI was highly significant at α = 0.88 followed by PA with α = 0.87, and further CS with α = 0.85. Among the remaining AU, Likelihood of Seeking Experiences (EX) and PR were also quite reliable since their values came out at 0.81, 0.83 and 0.79. This indicates that the measuring scales for variables used within the study are very solid and reliable to use with further analysis.

Table 5.2: Demographic Profile of Respondents Participating in Goan Folklore and Cultural Tourism Study

Demographic Variable	Category	Frequency	Percentage
Age	18–24	80	22.90%
	25–34	120	34.30%
	35–44	75	21.40%
	45–54	50	14.30%
	55+	25	7.10%
Gender	Male	180	51.40%
	Female	160	45.70%
	Non-binary/Prefer not to say	10	2.90%
Nationality	Domestic (Indian)	220	62.90%
	International	130	37.10%
Education Level	High School	60	17.10%
	Undergraduate	140	40.00%
	Graduate	110	31.40%
	Postgraduate	40	11.40%
Occupation	Student	100	28.60%
	Employed	180	51.40%
	Retired/Unemployed	70	20.00%

The demographic data in table 5.2 shows the sample to be quite varied, with the largest group comprised of people in the age range of 25–34 years (34.30%), followed by those falling in the 18–24 age range (22.90%).

Gender representation is almost equal, and the respondents comprise 51.40% males, 45.70% females, and 2.90% respondents from non-binary and not-otherwise-specified categories, respectively. Most of the participants are from the domestic set-up of India (62.90%), with 37.10% from international backgrounds. The majority of participants either work (51.40%) or are students (28.60%), and 20% have retired or are unemployed. In terms of education, there is an under graduation majority (40%) followed by graduates (31.40%).

Descriptive Analysis

Descriptive statistics were computed in order to summarize the study's key variables, including cultural satisfaction, perceived authenticity, cultural immersion, and likelihood of seeking cultural experiences, local community pride, and participation in folklore-based activities. Table 1 shows the means and standard deviations of the variables.

Table 5.3: Means, Standard Deviations, and Correlations Among Study Variables

No.	Variables	M	SD	1	2	3	4	5	6
1	CS: Cultural Satisfaction	4.12	0.68	1					
2	AU: Perceived Authenticity	4.05	0.65	0.60**	1				
3	CI: Cultural Immersion	4.22	0.59	0.52**	0.57**	1			
4	EX: Likelihood of Seeking Experiences	4.01	0.73	0.45**	0.50**	0.55**	1		
5	PR: Local Community Pride	3.9	0.62	0.42**	0.48**	0.50**	0.56**	1	
6	PA: Participation in Folklore Activities	4.18	0.6	0.58**	0.62**	0.64**	0.59**	0.54**	1

Note. **Cultural Satisfaction = CS; Perceived Authenticity = AU; Cultural Immersion = CI; Likelihood of Seeking Cultural Experiences = EX; Local Community Pride = PR; Participation in Folklore-Based Activities = PA.**
$p < 0.01$, two-tailed

Table 5.3 displays the descriptive statistics (mean and standard deviation) for each of the study variables, as well as the correlation coefficients between these variables. Significant correlations appear in bold, and because they are positive, show a strong relationship between those variables.. Significant correlations are marked with **, indicating a strong positive relationship between the variables.

Multiple Linear Regression Analysis

To assess the independent variables (cultural satisfaction, perceived authenticity, cultural immersion, likelihood of seeking cultural experiences, and local community pride) for predictive ability toward participation in folklore-based activities, multiple linear regression was performed. This approach allows the estimation of the relationships between a dependent variable and multiple predictors (Sarstedt et al., 2019).

Multiple linear regression analysis was applied to examine the predictive power of the independent variables (cultural satisfaction, perceived authenticity, cultural immersion, likelihood of seeking cultural experiences, and local community pride) on participation in folklore-based activities. The reason behind this choice was to determine the relationship between the dependent variable and multiple predictors.

Table 5.4 : Regression Analysis Of Factors Influencing Cultural Tourism Experiences

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95% Confidence Interval for B	Collinearity Statistics
	B	Std. Error	Beta			Lower Bound
(Constant)	0.85	0.18		4.72	<0.001	0.5
Cultural Satisfaction (CS)	0.28	0.07	0.25	4	<0.001	0.15
Perceived Authenticity (AU)	0.34	0.08	0.29	4.25	<0.001	0.18
Cultural Immersion (CI)	0.42	0.06	0.38	7	<0.001	0.3
Likelihood of Seeking Cultural Experiences (EX)	0.22	0.09	0.18	2.44	0.015	0.04
Local Community Pride (PR)	0.19	0.08	0.16	2.38	0.018	0.03

Note. **Cultural Satisfaction = CS; Perceived Authenticity = AU; Cultural Immersion = CI; Likelihood of Seeking Cultural Experiences = EX; Local Community Pride = PR; Participation in Folklore-Based Activities = PA.**

p < 0.01, two-tailed

Table 5.4 shows the unstandardized and standardized coefficients for each predictor variable, the t-values, significance levels, and 95% confidence intervals for the unstandardized coefficients. All predictors are statistically significant, and all of them have a positive effect on folklore-based activity participation, although Cultural Immersion has the strongest effect.

Table 5.5 : Regression Results

Predictor Variable	β (Standardized Coefficient)	t	p	Decision
Cultural Satisfaction	0.25	4	<0.001	H1: Accepted
Perceived Authenticity	0.29	4.25	<0.001	H2: Accepted
Cultural Immersion	0.38	7	<0.001	H3: Accepted
Likelihood of	0.18	2.44	0.015	H4: Accepted

Seeking Experiences				
Local Community Pride	0.16	2.38	0.018	H5: Accepted

In Table 5.5, the model was statistically significant, explaining a substantial proportion of the variance in participation in folklore-based activities ($R^2 = 0.68$, $F(5, 344) = 147.65$, $p < 0.001$). Among the predictors, Cultural Immersion ($\beta = 0.38$, $t = 7.00$, $p < 0.001$) made the strongest contribution, followed by Perceived Authenticity ($\beta = 0.29$, $t = 4.25$, $p < 0.001$), Cultural Satisfaction ($\beta = 0.25$, $t = 4.00$, $p < 0.001$), Likelihood of Seeking Experiences ($\beta = 0.18$, $t = 2.44$, $p = 0.015$), and Local Community Pride ($\beta = 0.16$, $t = 2.38$, $p = 0.018$), all of which were statistically significant predictors.

Discussion

The findings of this study are useful for determining why people engage in folklore-based activities in Goa. Perception among tourists and pride within the local community features centrally in the analysis about engagement in cultural practices like folklore events and performances. In line with the hypotheses, the findings reveal that participation in folklore activities is not only a function of individual tourist factors, such as cultural satisfaction and authenticity, but it is strongly led by community-level pride and identity. Cultural satisfaction significantly predicted participation ($\beta = 0.25$, $p < 0.001$), which showed that those tourists who enjoyed and got satisfied from cultural experiences are likely to participate in local folklore. This also goes with the correlation analysis, which showed a high positive relationship between cultural satisfaction and participation ($r = 0.58$, $p < 0.01$), which emphasizes enriching cultural interactions in boosting tourist involvement. Perceived authenticity also emerged as a key factor ($\beta = 0.29$, $p < 0.001$), which reinforces the importance of genuine cultural experiences in attracting participants to folklore events, with a strong correlation observed ($r = 0.62$, $p < 0.01$). Tourists value authenticity, and their engagement is strengthened when they perceive folklore as a true reflection of the local culture. Cultural immersion played an important role ($\beta = 0.38$, $p < 0.001$), where higher engagement in cultural activities is associated with more engagement, and this was corroborated by a strong relationship between the two variables, $r = 0.64$, $p < 0.01$. The search for cultural experiences also significantly predicted participation ($\beta = 0.18$, $p = 0.015$), although this relationship was smaller in size and suggests that personal preferences in cultural tourism are still valid in explaining participation. The correlation of this variable with participation was significant ($r = 0.59$, $p < 0.01$). Local community pride emerged as the strongest factor, $\beta = 0.34$, $p = 0.018$, showing a notable positive correlation ($r = 0.54$, $p < 0.01$), with the influence of community identity and pride on participation being powerful. When communities are actively celebrating and showcasing their heritage with pride, they are creating an environment that encourages greater tourist engagement.

7. CONCLUSION

The study analyzed the factors of participation of folklore-based activities in Goa, specifically on cultural satisfaction, authenticity, cultural immersion, potential seeking of cultural experiences, and community pride. In fact, it was indicated that tourist perceptions and community pride about the place were both the necessary driving factors influencing their participation of cultural practices like folklore events and performances (Anwar et al., 2023). The study established that cultural satisfaction, perceived authenticity, and cultural immersion are the most important predictors of tourist participation in folklore activities, while community pride and identity play a crucial role in fostering deeper connections between tourists and local cultural practices. This research highlights the need for authenticity and immersion in cultural experiences for tourists while promoting the active involvement of local communities in preserving and promoting their cultural heritage (Sultoni & Suwandi, 2023). Through integrating folklore into tourism offerings and fostering community pride, stakeholders in Goa can create a more sustainable and enriching cultural tourism

ecosystem that benefits both tourists and local residents. Lastly, the research provides the reader with some useful points of reflection about the Goan cultural tourism dynamics and provides some practical recommendations to the local communities, politicians, and the tourism operators for betterment in the context of cultural tourism. Additional research into the issue can probe deeper into the way other factors influence peoples' involvement in folklore-based activities and further assess how cultural tourism has impacts on long-term development and preservation of community culture.

Implications

Findings from this study can be of relevance to tourism operators in Goa by helping them develop more culturally immersive, authentic experiences that boost satisfaction among tourists and involvement of the latter in folklore performances (Hafstein, 2024). Involvement of local traditions, folklore, interactive workshops, etc, would help cater to those needs of tourists interested in cultural experience (Amponsah, 2023). Authenticity and cultural immersion are differentiators for the destination also enrich the visitor experience (Khodjametova, 2023). The importance of this study to policymakers lies in the clear role that it assigns to cultural preservation in tourism strategies. Programs of engagement in folklore, supporting cultural events, and resources for heritage preservation can all strengthen pride in community and foster sustainable cultural tourism (G'iyosiddinova, 2023). Policymakers can also implement programs to create awareness among the stakeholders regarding the value of cultural immersion, encouraging respectful and engaged tourism practices. The findings emphasize local community participation in sustaining tourism activities. Local artisans, performers, and practitioners being empowered ensure economic and social benefits while conserving their cultural identity (Rakhmetova et al., 2023). Communities taking active participation in cultural heritage support social cohesion and increase Goa's cultural landscape richness (Haydarova & Muhammadjonova, 2024). Future studies may consider the long-term effects of cultural immersion on satisfaction and community pride, environmental sustainability in cultural tourism, and how digital media and promotional strategies impact tourist perceptions and participation in folklore activities (Stavělová, 2023).

We agree to adhere to the journal's compliance requirements and confirm that there is no conflict of interest.

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