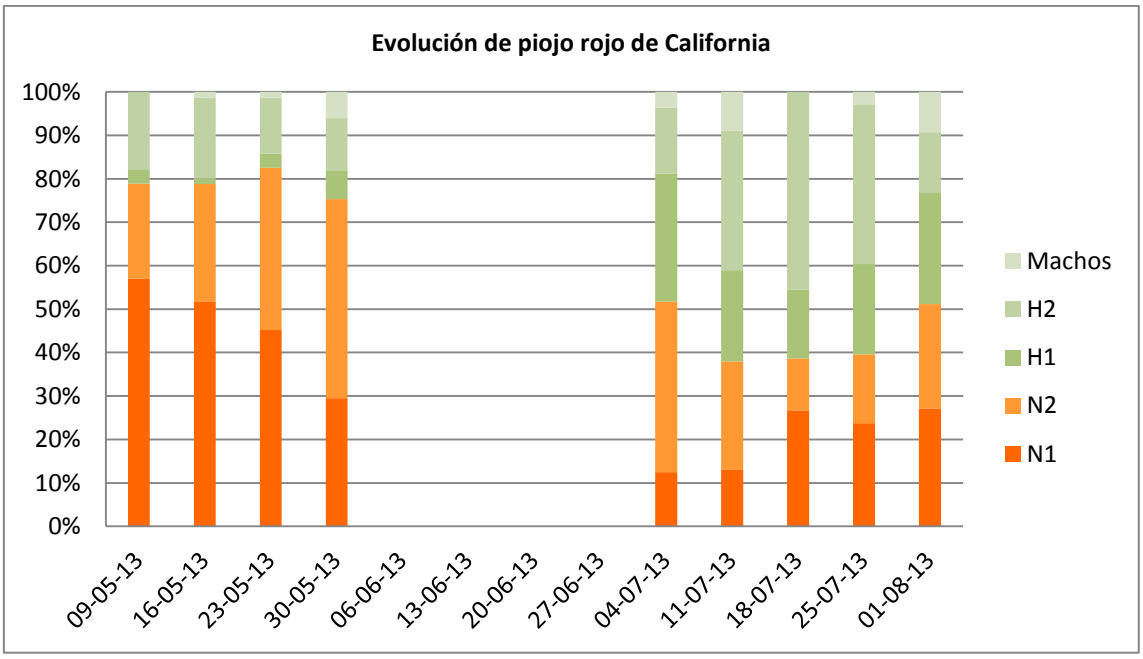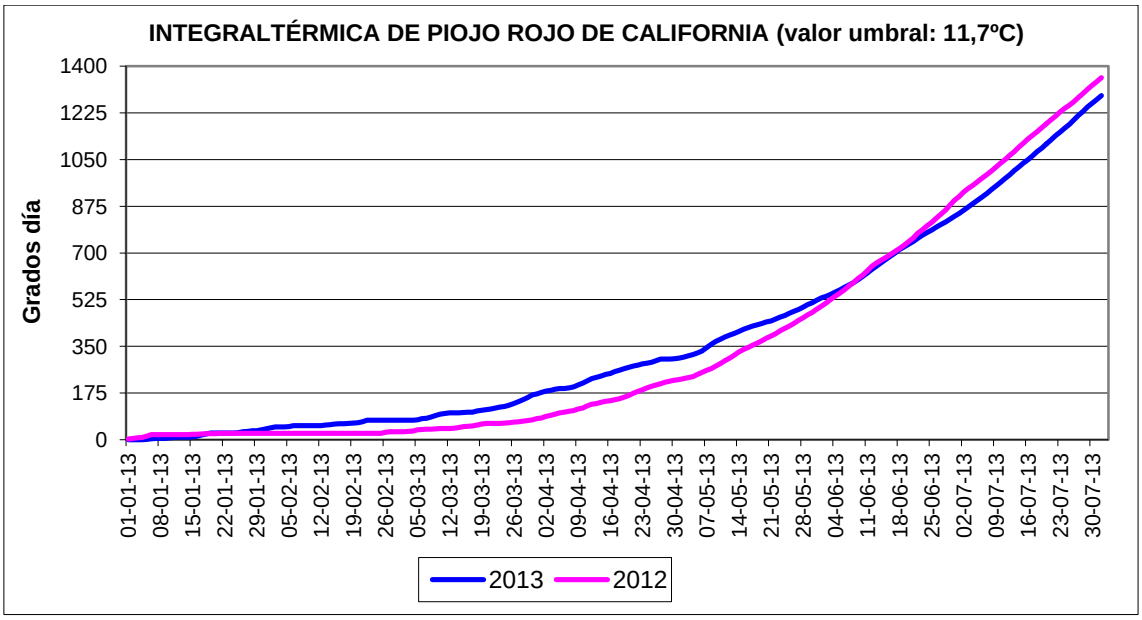Baix Segura (Alicante)