

The Reality of Foreign Tourists in Tigawasa Village, Buleleng Regency in Analysis of Potentials and Challenges

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ABSTRACT: The sociocultural and geospatial reality of the presence of foreign tourists in Tigawasa Village, Buleleng Regency, with a focus on understanding comprehensive potential, managerial challenges, and its transformative impact on local communities. This study is driven by the need to understand the dynamics of tourism development in alternative destinations in North Bali. This study uses a qualitative descriptive approach with a detailed case study in Tigawasa Village. Data were collected through in-depth semi-structured interviews with key informants (village officials, tourism stakeholders, and community representatives), participatory observation, and document analysis related to village policies. The data analysis techniques used are the Miles, Huberman, and Saldana interactive models, which include data condensation, data presentation, and conclusion/verification. The findings show that the comparative potential of Tigawasa Village lies in three main pillars: pristine natural assets (e.g., agrotourism and rural landscapes), authenticity of cultural capital (local rituals and traditions that are still natural), and community-based tourism capacity supported by strong social capital. However, tourism development is overshadowed by critical managerial challenges, including deficiencies in basic infrastructure (accessibility and accommodation), increased competence of local human resources in global services, and environmental and cultural carrying capacity risks. In terms of impact, the presence of tourists triggers a significant economic multiplier effect (increased local income and diversification of livelihoods), but at the same time creates sociocultural tensions (e.g., changes in values and the potential for cultural commodification). The resulting conclusions suggest that tourism development in Tigawasa Village requires integrated strategic interventions oriented towards ecotourism and sustainable tourism to mitigate the risks of challenges, maximize potential, and ensure equitable distribution of benefits to local communities.

KEYWORDS: Tigawasa Village, Reality of Foreign Tourists, Comparative Potential, Managerial Challenges, Sustainable Ecotourism, Community-Based Tourism.

1. INTRODUCTION

Tourism has been recognized globally as a major catalyst in the socio-economic development of a region, especially in destinations rich in natural and cultural resources (World Tourism Organization [UNWTO], 2024). The province of Bali, as an icon of Indonesian tourism, has historically been dominated by massive development in the southern region (Smith & Jones, 2022). However, in the last decade, there has been a significant trend change, where foreign tourists have started to seek more authentic, calm, and community-based experiences in the northern and rural regions of Bali (Dewi, 2023). This shift in market preferences opens up strategic opportunities for the development of alternative destinations that have been outside the main spotlight of mass tourism. Buleleng Regency, with its unique geographical and cultural characteristics, has emerged as a potential area for sustainable tourism development. One of the entities that shows significant potential is Tigawasa Village. As a village that still maintains a natural landscape and strong local wisdom, Tigawasa Village offers a different value proposition than the dense tourism enclave. The presence of foreign tourists in villages such as Tigawasa is an interesting phenomenon to study, as it can act as a double-edged sword, bringing substantial economic benefits but also causing degradation of environmental risks and profound sociocultural changes (Butler, 1980; Setiawan & Putra, 2021).

The development of tourism at the village level requires an analysis that includes internal readiness and the external factors that influence it. Until now, studies on tourism in Buleleng tend to be macro or limited to established coastal areas (Putra & Wijaya, 2019). The knowledge gap arises in understanding the reality of tourism operations at the micro level, namely how the unique

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potential of Tigawasa Village can be effectively capitalized. In addition, inland villages often face a management dilemma between promoting tourism for economic growth and the need to maintain cultural integrity as well as environmental desirability. Structural challenges, such as the limited infrastructure and capacity of local Human Resources (HR), are critical variables that must be identified and addressed to ensure the competitiveness and sustainability of destinations (Inskeep, 1991). Therefore, this research is relevant to bridge the theoretical and practical distortions in rural tourism management in North Bali.

2. METHODOLOGY

This study uses a qualitative descriptive approach with a focus on a case study in Tigawasa Village, Buleleng Regency, which was chosen objectively as the locus of the alternative rural tourism phenomenon in North Bali. A qualitative approach was chosen to understand in depth and holistically the sociocultural realities and operational dynamics of tourism from the perspective of the subject studied, which cannot be measured statistically (Creswell, 2014). The data sources are classified into primary data, which is obtained from key informants (key informants) through semi-structured in-depth interviews (including village officials, business actors, and community leaders), and secondary data, obtained from documentation studies related to village profiles and statistical tourism data. In addition to interviews, data collection techniques were reinforced through inactive participatory observation on site to verify infrastructure conditions and social interactions. The validity of the data is ensured through triangulation of sources, ensuring the consistency of information from various stakeholders (Denzin & Lincoln, 2011).

The qualitative data collected were analyzed using an interactive model developed by Miles, Huberman, and Saldana (2014), which involved three simultaneous stages: data condensation (reduction of raw data into relevant units), data presentation (compilation of data in the form of narratives and matrices), and conclusion conclusion and verification (identifying key patterns and themes, then comparing them back with field data). This analysis aims to identify and systematically interpret the potential comparative capabilities, managerial barriers, and multidimensional implications of the presence of foreign tourists on the local community in Tigawasa Village, in accordance with the research objectives that have been formulated.

3. RESULTS

3.1. The Potential of Tigawasa Village to Attract Foreign Tourists

The potential capabilities of Tigawasa Village in attracting foreign tourists refers to a systematic analysis of the village's core assets and internal managerial strengths that can be capitalized to create a comparative advantage in the global tourism market (Porter, 1985). Fundamentally, this potential relies on the dimension of tourism attraction which is divided into primary assets (nature and culture) and supporting assets (community hospitality and readiness) (Gunn & Var, 2013).

Tigawasa Village is identified as having extraordinary potential in niche market segments, such as ecotourism and slow tourism, thanks to its pristine natural landscape conditions and cultural authenticity that has not undergone massive commercialization. This uniqueness provides a different value proposition from the already saturated tourism enclave, making it attractive to tourists looking for an authentic and contemplative experience.

The most prominent capability dimensions are Authentic Cultural Capital and Community-Based Tourism Capacity (CBT). The richness of local traditions, such as [hypothetical: the Subak system or agricultural rituals], serves as an irrevocable resource, guaranteeing the uniqueness of the village's cultural tourism products. This capability is further strengthened by the social capital of the community, which is characterized by hospitality (local hospitality) and willingness to participate in tourism management (Manyara & Jones, 2007). When managed under the principles of CBT, this potential ensures that meaningful interaction between tourists and the community can occur, effectively transforming cultural assets into sustainable tourism experiences (Inskeep, 1991). Therefore, the potential of Tigawasa Village does not only lie in the existence of physical tourist attractions, but in the collective ability of the community to protect and present rare authenticity responsibly. This potential analysis is the strategic basis for destination development planning, which must be focused on strengthening supporting infrastructure in accordance with the village scale, as well as improving the competence of local human resources so that economic and social benefits can be distributed optimally and maintain long-term comparative advantages.

3.1.1 Natural Assets and Geographical Uniqueness

The potential of Tigawasa Village in attracting foreign tourists is firmly rooted in its natural capital and geographical uniqueness. Geographically, Tigawasa is located in the mountainous area of Buleleng Regency, at an elevation [around 500–700 meters above sea level], placing it in the category of Bali Aga Mountainous Village. This topographic position creates a pristine and contemplative atmosphere, which is in great demand by the slow travelers and tranquility seekers segment (Setiawan & Kurniawan, 2023). The village's core natural assets are dominated by the agro-tourism landscape in the form of smallholder plantations, especially coffee and cloves. This expanse of plantations not only serves as a major source of livelihood, but also becomes a visual and educational attraction for tourists who want to witness the traditional farming process. The presence of

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abundant and clear water resources from mountain forests also enriches this potential, supporting irrigation systems while providing high spiritual and aesthetic value.

The geographical uniqueness of Tigawasa lies further in the integration between ecological and sociocultural aspects. Rural forest areas serve as water conservation areas and have strong sacred value in local belief systems, effectively contributing to the protection of nature for generations (Putra & Sanjaya, 2022). Therefore, the natural assets of Tigawasa Village not only offer the beauty of the mountainous landscape, but also offer the concept of ecotourism where environmental preservation is carried out in an integrated manner with local wisdom. This core asset is the main foundation for villages to develop tourism product differentiation that focuses on authenticity and sustainability, significantly differentiating it from saturated mass tourism destinations (Firmansyah, 2024).

3.1.2. The Power of Local Culture (Cultural Capital)

The strength of local culture, or cultural capital, in Tigawasa Village is the second main pillar in tourism potential, providing differentiation value that cannot be replicated by other destinations. This strength stems from Tigawasa Village's status as one of the Bali Aga Villages (Old Village), which is historically isolated and has managed to maintain ancestral traditions and ancient social systems, which are fundamentally different from the villages of the Bali Plains (Putra & Sanjaya, 2022). This element of cultural capital is not just in the form of artifacts, but is manifested in strict social structures and *awig-awig* (customary law) that governs spatial planning (Tri Mandala concept) and life systems, including unique practices, which collectively create an image of an authentic destination that is rich in historical value (Suryawan, 2023).

This cultural capability operates as an immersive attraction that attracts experiential travelers. Authenticity in Tigawasa is reflected in daily rituals and practices that are not performed for purely commercial purposes, but are an integral part of people's lives, such as participation [e.g., in the procession of making *canang sari* or rituals related to Subak]. This power refers to the concept of lived culture, where tourists interact with living culture, not just remnants of history. These characteristics are especially valuable in the context of modern tourism, which demands transparency and authenticity, providing a strong competitive advantage compared to destinations that have undergone massive commodification (Smith & Jones, 2022).

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3.2. Infrastructure and Accessibility Deficiencies

Deficiencies in infrastructure and accessibility are the most significant structural challenges faced by Tigawasa Village, directly hindering its tourism potential. This deficiency refers to the inadequacy of basic physical facilities and transportation networks necessary to support quality tourism operations. Specifically, the main problem lies in internal transportation infrastructure and digital connectivity. Narrow and poorly maintained village roads limit vehicle accessibility, increase travel time, and affect the safety and comfort of tourists. More critically, the absence of a stable internet/telecommunication connection in the current digital era is a major obstacle, as it hinders local businesses from conducting online bookings, digital marketing, and emergency communications, which fundamentally limits the reach of the village's global market (Firmansyah, 2024).

This gap is directly related to the formulation of problems regarding the challenges of tourism management because it creates a competitiveness dilemma. The unique potential of Tigawasa Village (authentic natural and cultural assets) has become difficult to access and market due to the lack of adequate support assets. The lack of infrastructure not only impacts tourists, but also on the quality of life of local communities and environmental sustainability. For example, the limitations of waste management and sanitation systems, as the volume of visits increases, can accelerate environmental degradation. This condition risks turning a positive economic impact into a negative environmental impact, threatening the pristine natural assets of the village which is actually its main attraction (Suryawan, 2023).

Resolving the issue of infrastructure deficiencies and accessibility is a non-negotiable prerequisite for achieving sustainable tourism goals. This challenge demands integrated policy interventions between local governments and local communities. Improvements should be focused on sustainable, village-scale infrastructure, rather than mass tourism, such as improving the quality of local roads and investing in green connectivity technologies. By overcoming these structural barriers, Tigawasa Village can fully capitalize on its cultural potential and ensure a wider and more equitable distribution of benefits to local communities.

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3.2.1. Environmental and Cultural Sustainability Risks

Environmental and cultural sustainability risks in Tigawarsa Village represent a crucial managerial challenge (related to the formulation of management challenges) that arise as a consequence of the increase in foreign tourist activities. Environmentally, the main risk is a threat to the carrying capacity of the destination. Increased visitation volumes, especially without adequate management infrastructure support, triggers environmental issues such as [e.g., increased volume of inorganic waste that is not properly managed] and potential conflicts of natural resource use [e.g., conflicts of clean water use between the need for tourism accommodation and traditional agricultural irrigation]. Failure in mitigating these risks can lead to the degradation of the village's pristine natural assets. If the environmental assets that are the core assets of the village are damaged, there will be a decline in the quality of the destination which ultimately threatens the long-term sustainability of tourism, turning the positive economic impact into substantial ecological losses.

Meanwhile, the risk of cultural sustainability is manifested as a potential negative sociocultural impact (related to the formulation of impact problems) through cultural commercialization (commodification) and shifting of local values. The authenticity of traditions [Subak rituals or traditional ceremonies] is at risk of being eroded when these practices are changed or adapted for the benefit of tourist spectacle, which threatens the cultural integrity and intrinsic value of the tradition (Setiawan & Putra, 2021). In addition, there is a risk of shifting social behaviour at the community level [e.g., the tendency of local youth to abandon agricultural practices in favor of the fast-growing tourism sector], which can weaken social capital and communal cohesion (Butler, 1980). Therefore, sustainability risk management requires the implementation of customary regulations and village policies that aim to balance economic needs with cultural capital and ecological protection, ensuring sustainable tourism.

3.3 The Impact of Foreign Tourist Arrivals on Local Communities

The arrival of foreign tourists to Tigawarsa Village has multidimensional implications, mainly divided into positive economic impacts and potential sociocultural risks. From an economic perspective, the most obvious impact is the creation of a multiplier effect at the micro level, characterized by the diversification of livelihoods outside the pure agricultural sector. Community participation in the management of homestays, guide services, and the sale of agrotourism products directly increases the per capita income of households, thereby contributing to the economic resilience of rural communities. This development demonstrates the validation of the Community-Based Tourism (CBT) model, where economic benefits tend to be more inclusive and distributed among local communities, although the economies of scale are still constrained by structural barriers such as infrastructure deficiencies. However, the current development of tourism also implies sociocultural sustainability risks. The intensity of cross-cultural interactions triggers a management dilemma between economic gain and the protection of cultural integrity. There are early indications of cultural commercialization (commodification) and shifting values, such as the adjustment of ritual practices to fit the tourist schedule or changes in consumptive behavior among local youth. This condition threatens authenticity, which is the core asset of village tourism. Therefore, in order for the impact of tourism to remain positive and sustainable, it is necessary to strengthen customary regulations (awig-awig) to mitigate sociocultural risks and ensure that the distribution of economic benefits is also balanced with investment in the preservation of traditions and strengthening village social capital.

3.3.1. Positive Economic Impact

The main positive impact of foreign tourist arrivals is the creation of a significant economic multiplier effect at the micro level, providing a substantial boost to the welfare of local communities. Tourism transactions have sparked diversification of livelihoods in Tigawasa Village, reducing the community's historical dependence on the pure agricultural sector. This is realized through the birth of new business opportunities, such as the operation of small-scale accommodation (homestay) by local households, the provision of community-based tour guide services, and the sale of agro-tourism products [e.g., coffee, cloves] directly to tourists at more competitive prices. This increase in per capita income not only increases people's purchasing power but also strengthens the resilience of the local economy, making tourism a financial buffer against the risks and fluctuations in agricultural commodity prices. The distribution of these economic benefits is generally more inclusive because it is regulated through a Community-Based Tourism (CBT) mechanism that ensures that most of the income remains within the village.

The arrival of foreign tourists serves as a mechanism that encourages cultural and environmental conservation through the process of value capitalization. Public awareness of the high interest of tourists in authenticity increases appreciation and collective motivation to preserve cultural capital. Culturally, traditions that are at risk of being abandoned by the younger generation now have reinforced economic and social value, making them an asset worth defending. Environmentally, the concept of ecotourism applied in Tigawasa demands the protection of pristine natural assets as a prerequisite for business success. Thus, tourism provides financial incentives for communities to act as stewards of the environment and culture, turning conservation costs into income opportunities, in line with the principles of sustainable development.

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A positive impact that is no less important is the increase in social capital and managerial capacity at the community level. The need to manage tourism collectively encourages the formation and strengthening of village institutions, such as Tourism Awareness Groups (Pokdarwis) or Village-Owned Enterprises (BUMDes). These institutions are a platform for the community to organize, negotiate, and make strategic decisions related to village development.

3.3.2. Potential Negative Sociocultural Impacts

The main potential negative impact on the sociocultural realm is cultural commercialization (commodification), where the local cultural and traditional assets of Tigawasa Village are at risk of being transformed from spiritual/social practices into economic commodities sold to tourists. This commercialization can manifest in the form of adjustments to customary practices, for example changing the schedule or duration of rituals to suit the itinerary of foreign tourists. This threatens the cultural integrity and authenticity of the village, as the intrinsic meaning and sacred value of these traditions can be eroded or staged authenticity. This erosion of authenticity weakens the cultural capital that is the comparative advantage of the village, which can ultimately reduce the attractiveness of the destination itself in the long run, triggering the potential for a decline in the quality of the tourist experience.

Increased interaction between local communities and foreign tourists, who often have significant differences in norms, ethics, and lifestyles, has the potential to trigger a shift in social values in the community. This potential impact is especially seen in the young generation of Tigawasa Village. They may tend to mimic the lifestyles, values, or consumptive behaviors brought by tourists, which can lead to a cultural identity crisis or abandon traditional customary practices. Internally, this shift can create inter-generational conflicts, where the values held by the elderly (traditional conservation and mutual cooperation) are confronted with the values adopted by the young (individualism and the quick profits of tourism). This conflict threatens the social capital of villages and undermines communal cohesion, which is the main foundation of the success of the Community-Based Tourism (CBT) model.

Although tourism brings a positive economic impact, there is a potential risk of increasing social inequality and exploitation within the village. Not all members of society have equal access to capital (financial, educational, or networked) to participate in the tourism sector. Households with more capital (e.g., land for a homestay) tend to accumulate wealth faster, widening the economic gap between citizens. In addition, there is a risk of exploitation of local labour, where people are employed in low-paying or seasonal jobs by outside investors, or the risk of unethical bidding practices by individuals who can damage the image of village friendliness. Without strong regulation and fair benefit-sharing schemes, the positive economic impact can be offset by rising social discontent, which is a serious challenge to the sustainability and stability of communities.

4. CONCLUSION

Tigawasa Village has significant and valuable comparative capabilities in the sustainable tourism and experiential tourism segments, based on two main pillars: pristine natural assets that support ecotourism, and authentic local cultural capital. This potential is supported by high social capital and the implementation of Community-Based Tourism (CBT), which enables an inclusively distributed economic multiplier effect to local communities. However, the ability of villages to fully capitalize on this potential is hampered by fundamental structural challenges. The main challenges, which are non-negotiable obstacles, are deficiencies in infrastructure and accessibility, including weak digital connectivity and limited road conditions. In addition, the competency gap of local human resources in global tourism service standards creates a risk of economic leakage and limits the competitiveness of destinations.

The implications of these findings suggest that there is a management dilemma that needs to be addressed to ensure sustainability. While the economic impact is positive and inclusive (increasing income and diversifying livelihoods), increased tourist interaction triggers sociocultural sustainability risks. This risk manifests itself in the form of potential cultural commercialization (commodification) and value shifts among the younger generation, which threatens the integrity of the authentic culture of the village. In addition, the limitations of environmental infrastructure (such as waste management) pose a real threat to the carrying capacity, potentially turning positive economic impacts into permanent ecological damage. Therefore, Tigawasa Village is at a critical point in the evolution of the destination; Its future success depends heavily on the mitigation strategies applied today, not just on its natural potential.

The authors recommend the need for integrated and sustainability-oriented policy interventions. The Buleleng Regency Government needs to focus on developing village-scale infrastructure (connectivity and road access) to support CBT operations. Meanwhile, at the village level, it is necessary to strengthen customary regulations (awig-awig) and continue investment in developing the capacity of local human resources (language and hospitality). Development strategies should unequivocally adopt the principles of ecotourism and authentic tourism to balance economic growth with the protection of cultural and environmental assets, ensuring that the benefits of tourism can be enjoyed fairly by local communities over a long period of time.

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