



# Development and Implementation Strategy of Quality Tourism in The Management of The Tourism Industry in Bali

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**Abstract.** The sector of tourism is one of the most developed industries in Bali. Most Balinese people depend on the tourism industry. Head of Indonesia's Tourism and Creative Economy Agency and Minister of Tourism and Creative Economy stressed the importance of maintaining tourist confidence through quality tourism. In the Strategic Plan of the Indonesian Minister of Tourism and Creative Economy/Director of the Indonesian Tourism and Creative Economy Agency for 2020-2024, it is prescribed that the development of national tourism is directing towards Quality Tourism Experience. This study examines the regulation of quality tourism in Indonesian laws and regulations as well as the strategy for developing and implementing quality tourism while management of the tourism industry in Bali. This study is an empirical legal research. All data are analyzed and evaluated to formulate a strategy for developing and implementing quality tourism in the management of Bali's travel and tourism sector. From a juridical perspective, there is no explicit provision in statutory regulations, especially in laws and regional rules and regulations, regarding what quality tourism is. From an empirical perspective, there are still a number of tourism supporting facilities that do not represent the concept of quality tourism management. The strategy for developing and implementing quality tourism in the tourism industry management in Bali can be in the form of drafting laws, regulations and policies which clearly regulate quality tourism, especially regarding quality tourism standards. Thus, this concept can be applied optimally and is based on *Sapta Pesona*, CHSE, and excellent service in tourism development.

**Keywords:** quality tourism, sustainable tourism, tourism industry

## 1 INTRODUCTION

In fact, the majority of Balinese depend on the tourist sector, making it one of Bali's most developed businesses. The community, businesspeople, federal, state, and local governments all provide facilities and services to support a variety of tourism-related activities. This is governed by Article 1 Number 3 of Tourism Law Number 10 of 2009. The introduction of the Covid-19 epidemic had hampered the growth of the tourism sector, particularly in Bali. Based on statistical data, it can be seen that the number of tourist visits has decreased dramatically in 2020. However, with the end of

the pandemic, the development of the tourism industry has increased, especially tourist visits. Based on the table above, it can be seen that in 2021 the number of tourists visiting Bali will increase compared to 2020. In October 2022, there were 305,244 visits from foreign visitors who arrived in Bali Province directly, up 4.84 percent from the month before when there were 291,162 visits. Tourists from Australia dominated foreign tourist arrivals to Bali in October 2022 with a share of 28.18 percent. The average duration of stay for domestic and international guests at Bali's five-star hotels was 2.43 days in October 2022, an increase of 0.07 percentage points from the previous month's figure of 2.36 days.

Maintaining visitor confidence through quality tourism was emphasized by Sandiaga Salahuddin Uno, Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency [3]. Even in the Ministry of Tourism and Creative Economy Strategic Plan for 2020–2024, it is clear that Quality Tourism Experience is the present focus of national tourism development [4]. Regarding quality tourism, the UNWTO states that: "the result of a process which implies the satisfaction of all tourism product and service needs, requirements and expectations of the consumer at an acceptable price, in compliance with mutually accepted contractual conditions [5]" is quality of a tourism destination. On the basis of this, it is clear that a tourist destination's quality results from a process that entails satisfaction from all tourist-related goods and services, necessities, and customer expectations at fair pricing, under mutually agreeable terms.

In addition to this, the implicit underlying variables, according to UNWTO, are security and safety, hygiene, accessibility, communication, infrastructure, and facilities and services for the general people. Aspects of ethics, openness, and respect for the natural, cultural, and human environments are also included [6]. Based on this, it can be seen that there are several factors that affect the standard of tourism itself, namely not only the basic factors but also involving other aspects or factors such as the natural and cultural environment.

Quality tourism emphasizes not only the development of tourism supporting facilities and infrastructure, but also improving the quality of human resources as a determinant of tourist satisfaction [7]. The sheer volume of visitors is not the main objective of quality tourism. The influence on the nation's foreign exchange depends on how well the service is received by visitors, how long they stay at these tourist spots, and how much money they spend there [8]. A tourism destination must develop a tourism product that is truly responsible, namely a tourism system whose activities run sustainably by providing good quality impacts for its products and also the standard of your vacation [9].

The laws and rules governing tourism in Indonesia do not define what constitutes high-quality travel. The definition of quality tourism is not regulated by Law Number 10 of 2009 Concerning Tourism or Bali Province Regional Regulation Number 5 of 2020 Concerning Standards for Implementing Balinese Cultural Tourism. The absence of legal norms is of course an important issue to be studied. If we maximize the good impact and limit the negative impact, the expansion of tourism and new investments in the tourism sector shouldn't have a negative influence and be integrated with the environment.

As previously explained, The definition of quality tourism is not regulated by Law Number 10 of 2009 Concerning Tourism or Bali Provincial Regulation Number 5 of 2020 Concerning Standards for Implementing Cultural Tourism in Bali. However, improving the quality of implementing Bali tourism, including the quality of tourism destinations, is governed by the Regional Regulation of the Province of Bali Number 5 of 2020 concerning Standards for Implementation of Cultural Tourism in Bali, the level of excellence in the tourism sector, in tourism marketing, and in tourism institutions. It is crucial to examine and further assess how Bali tourism implementation, which consists of 4 (four) things, might be improved.

Empirically, there are still a lot of facilities that support tourism that do not adhere to the idea of high-quality, environmentally responsible tourism development. This can be seen from the many tourism support facilities built in local protected areas, for example in the area of a cliff or beach, which of course is contrary to the concept of sustainability (sustainable) because it might be detrimental to the environment. Not only is it an issue regarding efforts to realize sustainable and environment-based tourism, efforts to increase tourist satisfaction must also be carried out to support the creation of quality tourism. Management of Bali as a quality tourism destination is very important to implement because Bali's very dependent on the tourism sector [11]. The administration of the tourism business in Bali requires a sound development philosophy, specifically sustainable and environmentally responsible tourism. This research seeks to examine the regulation of quality tourism in Indonesian laws and regulations as well as the strategy for developing and implementing quality tourism in the management of the tourism industry in Bali. The development and implementation of a quality tourism strategy in the management of Bali's tourism industry is the motivation behind the current study, which is being conducted under this subject.

## 2 METHODS

Secondary and primary data are both used in this empirical legal study. The complete set of data is then systematically examined. The statutory approach, the conceptual approach, and the case approach are some of the methodologies used in this study.

### 2.1 Quality Tourism in Indonesian Laws and Regulations

National tourism development is currently directed towards Quality Tourism Experience. This is stated in the strategic plan for tourism and the creative economy for the years 2020–2024. Therefore, increasing the contribution of the tourism industry and the creative economy to the resilience of the national economy—which can be achieved through quality travel (a quality travel experience)—is the ultimate goal of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency of Indonesia. For tourism destinations and organizations to increase long-term innovation, competitiveness, and sustainability [12], quality issues are crucial. The UNWTO defines the "quality of a tourism destination as the outcome of a process which implies the satisfaction of all tourism product and service needs, re-

quirements, and expectations of the consumer at an acceptable price, in compliance with mutually accepted contractual conditions, and the implicative underlying factors such as safety and security, hygiene, accessibility, communication, infrastructure, and public amenities and services. It also incorporates morality, honesty, and respect for the natural, cultural, and human environments. Ethics, openness, and regard for the environment—both natural and cultural—are important components of quality [13]. Quality is a factor in boosting the competitiveness of businesses providing tourism services and in achieving their performance goals [14]. Therefore, quality stands for three things at once: a professional tool (quality is attained by understanding and managing general as well as specific processes for profitably delivering services), a management model (quality rests on a new framework of working relationships and competencies), and a potent marketing tool (quality places the customer at the center of activities, which implies understanding and paying attention to the customer's needs, which is also an objective of marketing).

The growth of national tourism is to be directed toward Quality Tourism Experience, according to the Strategic Plan of the Minister of Tourism and Creative Economy/Head of the Tourism and Creative Economy Agency of Indonesia for 2020–2024. Therefore, it is crucial to codify the path of tourism development. Law Number 10 of 2009 Concerning Tourism, Government Regulation Number 52 of 2012 Concerning Competency Certification and Business Certification in the Tourism Sector, and Government Regulation Number 50 of 2011 Concerning the 2010-2010 National Tourism Development Master Plan are just a few of the laws and regulations that govern the tourism industry. 2025, additional laws and regulations include the Bali Provincial Regulation Number 5 of 2020 concerning Bali Cultural Tourism Implementation Standards, the Government Regulation Number 24 of 2023 concerning Work Competency Certification in the Tourism Sector, the Decree of the Minister of Tourism, Post and Telecommunications Number: KM 5/ UM.209/MPPT- 89 concerning Guidelines for the Implementation of Sapta Pesona, and others.

The community, businesspeople, federal, state, and local governments all provide facilities and services to support a variety of tourism-related activities. This is governed by the rules of Article 1 Point 3 of Tourism Law Number 10 of 2009. The definition of quality tourism is not regulated under Law Number 10 of 2009 Concerning Tourism. Even the provisions of Article 2 simply declare that tourism is organized according to the values of benefit, kinship, fairness, equality, balance, independence, sustainability, participative, sustainable, democratic, and unity. They do not address quality-related issues. It is crucial that quality travel is addressed by legislation, particularly Law Number 10 of 2009 Concerning Tourism. Laws and regulations, particularly those pertaining to tourism, should include the idea of developing quality tourism (quality tourism).

Law No. 10 of 2009 relating to Tourism does not specifically regulate quality tourism. But explicitly, Law No. 10 of 2009 relating to Tourism has been directed towards realizing quality tourism with the existence of special arrangements in Chapter XII regarding Human Resources, Standardization, Certification and Manpower training in the provisions of Articles 52 to 56. Then, in Government Regulation Number 52 of 2012 concerning Competency Certification and Business Certification in the Tourism

Sector, it was also officially regulated. It is undeniable that quality tourism is closely related to the concept of sustainability. Because tourism requires a long-term strategy and employs finite resources that are extremely susceptible to degradation, such as natural and cultural heritage, sustainability shares many of the same characteristics as quality. Without it, drive and desire in travel will vanish.

Sustainability is one of the objectives of tourism development, as stated in Government Regulation Number 50 of 2011 covering the 2010–2025 National Tourism Development Master Plan, in particular in the requirements of Article 2 Paragraph (8). The direction of national tourism development based on the provisions of Article 2 paragraph (8) includes national tourism development carried out based on the tenets of sustainable tourism development, with a focus on initiatives to boost growth, increase employment opportunities, combat poverty, and protect the environment, with good governance, in an integrated manner across sectors, across regions, and across actors, and by promoting public and private sector partnerships. Tourism quality includes sustainability in terms of social, cultural, economic, and environmental factors. It is not surprising to see that these two concepts are very closely related, especially in managing tourism destinations. The application of Quality Tourism will become a reference in the future development of national tourism. Quality tourism encourages the application of sustainable tourism principles in a tourism destination that is not only concerned with economic impacts, but also considers environmental and social impacts.

A regional regulation was created with the goals of enhancing quality, sustainability, and competitiveness. It is the Regional Regulation of the Province of Bali Number 5 of 2020 about Standards for Implementing Balinese Cultural Tourism. So when viewed from the motivation behind creating this regional law there is one element, namely the quality element that is raised. This can be seen in the considerations in this regional regulation. However, if one looks at the provisions of Article 2 Standards of the Bali Provincial Regulation Number 5 of 2020 for Implementing cultural tourism in Bali, there is no mention of quality as one of the standards for implementing Balinese cultural tourism. In contrast, Article 2 of the Bali Provincial Regulation Number 5 of 2020 concerning Standards for Implementing Balinese Cultural Tourism mandates that the Standards be developed in accordance with the Tri Hita Karana philosophy, which derives from the local wisdom of Sad Kerthi, and includes the following principles: environmentally friendly; continuity; balance; alignment with local resources; independence; citizenship; togetherness; participatory; So according to the authors it is important to include quality as part of the principles in the standards for implementing Balinese cultural tourism. This is based on the argument that national tourism development is currently directed towards Quality Tourism Experience. This is indicated in the Strategic Plan for 2020–2024 from the Ministry of Tourism and Creative Economy.

## **2.2 The Strategy for Developing and Implementing Quality Tourism in The Management of The Tourism Industry in Bali.**

There are still many assumptions that quality tourism is only limited to facilities and infrastructure. Even though quality tourism has a broader meaning which includes harmony of development, regulations, human resources, and tourism products [19]. Indicators of a location's quality include its tourist attractions, services, management, transportation, dining options, lodging, hospitality, destination image, and cost-effectiveness. Visitors who travel to Bali praise the excellent hospitality of the locals, service providers, and staff [20]. The level of a destination is crucial in building consumer loyalty and sustained competitive excellence [21]. Without the active and harmonious participation of all elements that affect the tourist experience, quality cannot be achieved [22]. So to realize quality tourism does not only include tourism product factors, but includes many factors in it. The decline in visitors to some tourist attractions, urbanization, traffic, waste, and security challenges are just a few of the issues that plague travel locations frequently [23]. There are even many other problems which of course hinder the realization of quality tourism. So it is very important to construct a strategy for developing and implementing quality tourism in the management of the tourism industry in Bali.

To retain tourist confidence, the Ministry of Tourism and Creative Economy emphasized the significance of high-quality travel. Certification in cleanliness, health, safety, and environmental sustainability (CHSE) is one of the strategies that can be implemented to realize quality tourism. In order to provide assurances to visitors regarding the implementation of Cleanliness, Health, Safety, and Environmental Sustainability, CHSE certification is the process of awarding certificates to Tourism Businesses, Tourism Destinations, and other Tourism Products [24]. With this certification is expected to increase tourist satisfaction. Certification is carried out by the Tourism Business Certification Institute (LSUP) which has been accredited by the National Accreditation Committee (KAN). This LSUP will appoint and assign an Auditor to conduct an assessment of tourism businesses that apply for SNI CHSE Certification. There are several studies related to CHSE. The role of CHSE is also included in the research of I Made Suidarma and Ni Nyoman Afrita. In his research, it can be seen that after the realization of this CHSE development in the Jimbaran beach area which is a tourist destination, it is able to maintain the tourism sector in the Jimbaran Traditional Village. In addition, the enthusiasm of the people who still want to be mindful of hygiene, health, safety and the environment is also increasing.

Fulfillment of environmental health, hygiene and safety aspects significantly influences tourist satisfaction during tourism activities, but the implementation of the CHSE program is not the ultimate strategy to restore trust and increase tourist satisfaction [27]. So apart from implementing CHSE certification, another strategy that can be implemented is Sapta Pesona which aims to create quality tourism. Sapta Pesona is regulated in the Guidelines for the Implementation of Sapta Pesona Decree of the Minister of Tourism, Post and Telecommunications, Number: KM 5/UM.209/MPPT-89. In the provisions of Article 1 of the Minister of Tourism, Posts, and Telecommunications' Decree Number: KM 5/UM.209/MPPT-89 concerning

Guidelines for the Implementation of Sapta Pesona, it can be seen that Sapta Pesona are the seven components that make up every tourism product and serve as a standard for increasing tourism product quality. Further in the provisions of Article 2 of the Guidelines for the Implementation of Sapta Pesona Decree of the Minister of Tourism, Post and Telecommunications Number: KM 5/UM.209/MPPT-89, it is clear that Sapta Pesona contains components of Beauty, Coolness, Security, Order, Cleanliness, Hospitality, and Memories.

In the provisions of Article 4 of the Guidelines for the Implementation of Sapta Pesona Decree of the Minister of Tourism, Post and Telecommunications, Number: KM 5/UM.209/MPPT-89, it can be seen that

- (1) The security component aims to give visitors a sense of safety no matter where they are while they are there, including the sense of security brought on by the lack of criminal activity, the attitude of the locals, and the infrastructure and facilities that are well-maintained and working.
- (2) It is hoped that visitors will experience a sense of order and confidence of service thanks to the components of order while they are there.
- (3) It is hoped that visitors would be able to experience a clean environment throughout their trip, including in terms of sanitation and hygiene.
- (4) Wherever visitors are while on their trip, it is hoped that they will experience the element of coolness, which creates a pleasant and tranquil ambiance thanks to good landscaping and environmental management.
- (5) Tourists are supposed to be able to take in a beautiful ambiance through the element of beauty, which includes both human creations, the layout of facilities and infrastructure, community service facilities, and natural circumstances.
- (6) It is hoped that visitors will experience the community's hospitality through this element, creating the sense that foreigners can be accepted in it, especially from those who directly serve their interests.
- (7) It is hoped that visitors will be able to take beautiful and lasting memories of the places they have visited, as well as enjoy delicious regional specialties, engaging cultural arts performances, and the availability of lovely souvenirs, through the element of memories. and portable to bring home.

In the provisions of Article 3 of the Guidelines for the Implementation of Sapta Pesona Decree of the Minister of Tourism, Post and Telecommunications, Number: KM 5/UM.209/MPPT-89, it can be seen that the purpose of holding the goal of the Sapta Pesona program is to raise responsibility and knowledge among all spheres of society, including the public and business sectors and the general public, so that they can act and bring about change in day-to-day affairs. The impact of this special service is to grow tourist loyalty and revisit (revisit), strengthen the favorable perception of Bali's tourism and support the sustainability of the Bali tourist company that provides lodging services. For this reason, the principle of sapta charm needs to be revived in all Bali tourism activities. According to the growth and needs of the tourism industry, innovation is required to raise the standard of service for visitors to hotels and villas [28]. The enhancement of the quality of tourism destinations, the quality of the tourism industry, the quality of tourism marketing, and the improvement of the quality of tourism institutions is another essential approach that must be put into prac-

tice to produce quality tourism. Based on this, it is hoped that by raising the quality of tourism destinations, the tourism industry, tourism marketing, and tourism institutions, it can create quality tourism, which of course gives tourists satisfaction and can preserve tourist confidence.

### 3 Conclusion

From a juridical perspective, there is no explicit provision in statutory regulations, especially in laws and regional rules and regulations, regarding what quality tourism is. From an empirical perspective, there are still a number of tourism supporting facilities that do not represent the concept of quality tourism management. The strategy for developing and implementing great tourism in the administration of the tourism industry in Bali can be in the form of drafting laws, regulations and policies which clearly regulate quality tourism, especially regarding quality tourism standards. Thus, this concept can be applied optimally and is based on *Sapta Pesona*, CHSE, and excellent service in tourism development.

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