



# Cultural Heritage Authenticity and Digital Marketing: Enhancing Destination Image and Tourist Intention in Banda Neira

Etvin Rizal Tamher<sup>1\*</sup>  and Ervan Togatorop<sup>2</sup> 

<sup>1</sup>Hasanuddin University, Makassar, Indonesia

<sup>2</sup>Pattimura University, Ambon, Indonesia

\*tamherer24a@student.unhas.ac.id

**Abstract.** Banda Neira, once a global hub of the nutmeg trade, holds exceptional cultural and historical assets. However, its potential as a heritage tourism destination is constrained by limited accessibility and poor digital promotion. This study examines how heritage authenticity and digital marketing shape destination image and how these factors affect tourist satisfaction and intention to revisit. A combination of methods was used in this study. Quantitative data were gathered from 150 tourists through a structured questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). In addition, 12 semi-structured interviews were conducted with local stakeholders and analyzed thematically. Heritage authenticity ( $\beta = 0.44$ ,  $p < 0.001$ ) and digital marketing exposure ( $\beta = 0.38$ ,  $p = 0.002$ ) positively influenced destination image, which in turn enhanced tourist satisfaction ( $\beta = 0.51$ ,  $p < 0.001$ ) and revisit intention ( $\beta = 0.47$ ,  $p < 0.001$ ). Qualitative findings highlight the role of community participation and heritage storytelling in sustaining authenticity. This study validates the Expectancy-Value Theory and Resource-Based View, showing that unique heritage resources become competitive advantages when strategically amplified through digital means. These insights provide both theoretical contributions and practical implications for strengthening remote heritage destinations.

**Keywords:** Banda Neira, Cultural Legacy, Online Marketing, Destination Perception, Visitor Contentment.

## 1 Introduction

### 1.1 Background

Tourism plays a vital role in the development of the global economy, cultural exchange, and international relations [1]. It contributes to revenue generation, job creation, and the promotion of cross-cultural understanding in the host country. As globalization heightens competition among travel destinations, standing out is essential. Increasingly, travelers are driven by the quest for genuine and transformative experiences that extend

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beyond mere sightseeing and involve engagement with history, culture, and local communities [1,2].

Heritage tourism has significantly expanded in this setting. This type of tourism includes both physical heritage, such as monuments, historic structures, and artifacts, and intangible heritage, such as oral traditions, rituals, and community customs [3]. Researchers contend that authenticity is the key characteristic of heritage tourism, as it forges emotional connections between visitors and locations, encourages return visits, and aids in sustainable preservation of culture [2].

Along with the growing demand for authenticity, digital marketing has transformed how destinations are advertised and perceived. Travelers heavily depend on online platforms, such as social media, influencer content, and user-generated reviews, to make travel decisions [4,5]. Through digital storytelling, destinations can craft engaging narratives, and interactive features, such as virtual tours, offer immersive previews. Studies have consistently indicated that destinations with a robust digital presence are more competitive and enjoy greater brand recognition [4].

Nonetheless, the capacity to merge authenticity with digital marketing differs among brands. Well-known urban areas or popular spots, such as Bali and Yogyakarta, enjoy strong infrastructure and cohesive marketing frameworks. In contrast, remote island locations often encounter obstacles such as poor connectivity, a lack of skilled marketing professionals, and high transportation costs [6,7]. These structural issues hinder their potential to convert cultural richness into global recognition and tourism.

## 1.2 Banda Neira as a Case Study

Banda Neira, a small island within Indonesia's Banda Archipelago, serves as an intriguing example. From the 16th to the 18th centuries, Banda Neira was the sole global supplier of nutmeg, placing it at the heart of European colonial rivalry [8].

The island was a battleground for control among the Dutch, Portuguese, and British, who left behind a wealth of historical sites, including forts such as Belgica and Nassau, colonial residences, churches, and functioning nutmeg plantations [8,9]. This rich cultural heritage, combined with the island's unspoiled marine biodiversity, makes Banda Neira a distinctive destination for heritage and ecotourism [10].

Despite its wealth of cultural heritage, Banda Neira remains largely unknown in the realm of international tourism [10,11]. Access is restricted to occasional small flights and sporadic ship services. Additionally, the lack of organized digital marketing efforts has resulted in Banda Neira being less visible globally than other Indonesian tourist destinations [8,12]. This contradiction—rich heritage with little recognition—prompts important questions: How can a combination of authenticity and digital marketing shape the image of a destination? To what degree can a destination's image affect visitor satisfaction and the likelihood of return visits? In what ways does community involvement influence these dynamics?

## **2 Theoretical Foundations**

This study is grounded in two main theoretical frameworks, namely Expectancy-Value Theory and the Resource-Based View. Expectancy-Value Theory explains that tourists' behaviors are shaped by what they expect to obtain from a destination and by how important those outcomes are for them [7,10]. Within the context of heritage tourism, perceived authenticity strengthens the value tourists attach to the experience, while digital marketing influences tourists' expectations through information, visual narratives, and online impressions. Together, these elements contribute to tourist satisfaction and ultimately increase the likelihood of revisiting the destination.

In addition, this study adopts the Resource-Based View to explain how destinations can build competitiveness through distinctive resources. According to this perspective, resources that are valuable, rare, difficult to imitate, and not easily substituted can generate sustained competitive advantage. Banda Neira's heritage resources, including its historical role in the global nutmeg trade and its colonial built environment, represent such strategic assets. However, these resources need to be strengthened and communicated effectively, and digital enhancement becomes essential for transforming heritage potential into wider visibility and competitiveness in the tourism market.

### **2.1 Research Gap**

Although prior studies have widely discussed heritage tourism and digital marketing, several gaps remain evident. First, quantitative studies that simultaneously link cultural heritage authenticity, digital marketing influence, and tourist behavior are still limited, particularly in the context of remote island destinations. Second, there is still a lack of research that applies mixed methods approaches by integrating statistical testing with stakeholder perspectives to provide a more comprehensive understanding of the phenomenon. Third, the role of community involvement has not been sufficiently explored as an intermediary element within heritage based tourism strategies, even though community participation is often central to maintaining authenticity and shaping visitor experiences.

### **2.2 Research Objectives**

Based on these gaps, this study pursues three objectives. The first objective is to examine how cultural heritage authenticity and exposure to digital marketing influence tourists' perceptions of the destination. The second objective is to assess how destination image affects tourist satisfaction and revisit intention. The third objective is to explore stakeholder perspectives on heritage based digital marketing through qualitative interviews, particularly in relation to challenges, opportunities, and the role of local participation.

### 2.3 Conceptual Framework

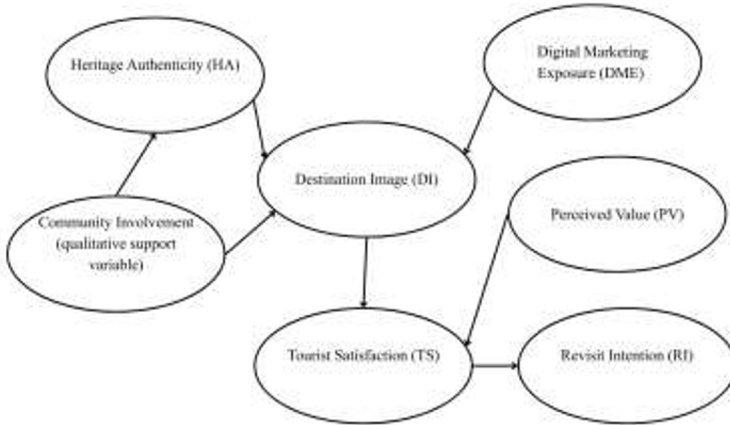


Fig. 1. Conceptual Framework

## 3 Methods

### 3.1 Research Design

This study utilized a mixed-methods approach that combined quantitative surveys with qualitative interviews [15]. Conducted in Banda Neira from March to June 2025, the study concentrated on heritage sites such as Fort Belgica, Fort Nassau, Bung Hatta’s House, and nutmeg plantations, in addition to marine tourism on Hatta Island.

### 3.2 Quantitative Phase

A total of 150 tourists participated in the quantitative phase of the study, selected through a combination of purposive and convenience sampling to ensure representation of visitors with varying experiences in Banda Neira. Data were collected using a structured questionnaire employing 7-point Likert scales to measure the following constructs [16]: Heritage Authenticity (HA), Digital Marketing Exposure (DME), Destination Image (DI), Perceived Value (PV), Tourist Satisfaction (TS), Revisit Intention (RI).

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. Internal reliability was assessed through Cronbach’s Alpha ( $\alpha$ ) and Composite Reliability (CR), while convergent validity was evaluated using the Average Variance Extracted (AVE) for each construct [17].

### 3.3 Qualitative Phase

- Participants: Twelve interviewees, including government officials, tour operators, community leaders, and heritage managers. Community Involvement.
- Focus: Challenges in digital promotion, the role of historical narratives, and community participation.
- Analysis: Thematic coding was used to identify recurring patterns.

## 4 Results

### 4.1 Quantitative Results

The results section presents the outcomes of the quantitative and qualitative phases of this mixed methods study. Quantitative data were analyzed using PLS-SEM in SmartPLS 4 with a bootstrapping procedure of 5,000 subsamples to assess the significance of the hypothesized relationships. The analysis first confirmed the adequacy of the measurement model through reliability and convergent validity, and then evaluated the structural model to determine the effects among heritage authenticity, digital marketing exposure, destination image, perceived value, tourist satisfaction, and revisit intention.

**Table 1.** Path Coefficients and Hypothesis Testing

Hypothesis	Structural Path	$\beta$ (Standardized)	p-value	Decision
H1	Heritage Authenticity (HA) → Destination Image (DI)	0.44	< 0.001	Supported
H2	Digital Marketing Exposure (DME) → Destination Image (DI)	0.38	0.002	Supported
H3	Destination Image (DI) → Tourist Satisfaction (TS)	0.51	< 0.001	Supported
H4	Perceived Value (PV) → Tourist Satisfaction (TS)	0.42	0.003	Supported
H5	Tourist Satisfaction (TS) → Revisit Intention (RI)	0.47	< 0.001	Supported

Note: Significance was assessed using bootstrapping with 5,000 subsamples in SmartPLS 4.

Source: Primary Data

Table 1 summarizes the estimated path coefficients and their statistical significance, indicating that all hypothesized relationships in the structural model are supported. Overall, the findings suggest that heritage authenticity and digital marketing exposure contribute positively to destination image, which subsequently strengthens tourist satisfaction, while perceived value also plays an important role in enhancing satisfaction. In turn, tourist satisfaction emerges as a key driver of revisit intention. A more detailed interpretation of each relationship and its implications is provided in the following subheadings.

**Heritage Authenticity (HA) → Destination Image (DI).**  $\beta = 0.44, p < 0.001$ . Heritage authenticity shows a strong and significant positive effect on destination image. This indicates that when tourists perceive the cultural heritage such as historical sites, artifacts, narratives, and local traditions as authentic, their overall perception of Banda Neira as a heritage destination becomes more favorable. The relatively high coefficient (0.44) suggests that authenticity functions as a key differentiator, strengthening the emotional and cognitive evaluations of the destination. This highlights the central role of cultural integrity in shaping visitors' mental imagery and expectations.

**Digital Marketing Exposure (DME) → Destination Image (DI).**  $\beta = 0.38, p = 0.002$ . Digital marketing exposure has a significant positive effect on destination image. Engagement with online content such as social media campaigns, travel influencer posts, destination videos, and user-generated reviews improves how tourists perceive Banda Neira. This result demonstrates that digital visibility amplifies the perceived attractiveness, uniqueness, and relevance of the destination, especially for remote islands with minimal physical accessibility. Overall, digital storytelling becomes a crucial tool in shaping expectations before the trip.

**Destination Image (DI) → Tourist Satisfaction (TS).**  $\beta = 0.51, p < 0.001$ . Destination image is the strongest predictor of tourist satisfaction in this study. A positive image enhances emotional responses, perceived enjoyment, and overall fulfillment during the visit. The coefficient (0.51) indicates that over half of the variance in tourist satisfaction can be explained by how positively tourists view the destination. This finding emphasizes the importance of consistent branding, heritage promotion, and narrative coherence in strengthening the visitor experience.

**Perceived Value (PV) → Tourist Satisfaction (TS).**  $\beta = 0.42, p = 0.003$ . Perceived value significantly contributes to tourist satisfaction. When visitors feel that the benefits such as experience quality, cultural richness, local hospitality, and price fairness are worth the effort and expense of traveling to a remote island, they report higher satisfaction. This suggests that value-for-experience is a key determinant of emotional

and cognitive fulfillment, especially in destinations that require greater logistical effort to reach.

**Tourist Satisfaction (TS) → Revisit Intention (RI).**  $\beta = 0.47, p < 0.001$ . Tourist satisfaction has a strong and significant effect on revisit intention. Satisfied visitors are more likely to return and also tend to spread positive word-of-mouth recommendations. This reinforces the idea that enhancing tourist experiences through service quality, conservation of heritage authenticity, and engaging storytelling plays a crucial role in sustaining visitor loyalty.

Table 2 presents the reliability and convergent validity assessment for all constructs using Cronbach's Alpha ( $\alpha$ ), Composite Reliability (CR), and Average Variance Extracted (AVE). Overall, the results confirm that all measurement scales used in the study demonstrate satisfactory reliability and validity.

**Table 2.** Table Reliability and Validity

<b>Construct</b>	<b>Cronbach's <math>\alpha</math></b>	<b>CR</b>	<b>AVE</b>
Heritage Authenticity	0.88	0.91	0.67
Digital Marketing Exposure	0.85	0.89	0.64
Destination Image	0.90	0.93	0.70
Perceived Value	0.87	0.90	0.65
Tourist Satisfaction	0.86	0.89	0.62
Revisit Intention	0.84	0.88	0.61

Cronbach's Alpha values for all six constructs range from 0.84 to 0.90, which exceeds the commonly accepted threshold of 0.70. This indicates that the items within each construct are highly consistent and measure the same underlying concept. Similarly, Composite Reliability (CR) scores fall between 0.88 and 0.93, further confirming strong internal consistency. CR values above 0.70 are considered acceptable, and values above 0.90 (as seen in Heritage Authenticity and Destination Image) reflect excellent reliability.

The Average Variance Extracted (AVE) for all constructs ranges from 0.61 to 0.70, exceeding the recommended minimum value of 0.50. This indicates that each construct explains more than half of the variance of its respective items. The highest AVE value is observed in Destination Image (0.70), suggesting that its indicators strongly represent the latent variable. Meanwhile, all other constructs, with AVE values between 0.61–0.67, also meet the convergent validity requirement, demonstrating that the measurement model adequately captures the intended dimensions.

## 4.2 Qualitative Results

The thematic analysis of twelve semi-structured interviews revealed three major themes that explain the socio-cultural dynamics and practical challenges of heritage tourism development in Banda Neira.

**Heritage as a Branding.** Participants emphasized that Banda Neira's historical depth particularly its connection to the global nutmeg trade, colonial conflicts, and the legacies of forts and plantations serves as a distinctive branding asset. Stakeholders repeatedly noted that narratives surrounding the "nutmeg wars," Dutch occupation, and the island's political exile history provide a powerful storytelling foundation that differentiates Banda Neira from other Indonesian destinations. This heritage-based narrative is viewed as essential for shaping destination identity and enhancing the emotional resonance of tourist experiences.

**Digital Gaps.** Interviewees consistently highlighted gaps in digital promotion as a major barrier to visibility. While local actors occasionally use social media, the island lacks coordinated digital marketing strategies, professional content production, and presence on global travel platforms such as TripAdvisor, Airbnb Experiences, and international travel blogs. Poor internet connectivity and limited digital literacy further restrict the ability of local stakeholders to consistently share high-quality promotional content. These digital limitations significantly reduce the island's capacity to reach international audiences despite its strong heritage potential.

**Community Role in Authentic Experiences.** The community emerged as a central pillar in sustaining authenticity. Local guides, homestay owners, boat operators, and heritage custodians play active roles in delivering culturally grounded experiences. Their personal stories, traditional hospitality, and knowledge of historical sites contribute to immersive and meaningful visitor engagement. Several participants emphasized that community participation not only enhances authenticity but also supports heritage preservation efforts by ensuring that tourism benefits are shared locally.

## 5 Discussion

### 5.1 Theoretical Implications

The findings of this study offer meaningful theoretical contributions by reinforcing and extending the application of Expectancy-Value Theory (EVT) and the Resource-Based View (RBV) within the domain of heritage tourism. First, consistent with EVT, the results demonstrate that tourists' behavioral intentions are shaped not only by their expectations of the destination experience but also by the subjective value they assign to heritage authenticity and digital representations. When tourists perceive Banda Neira's heritage as authentic through its forts, nutmeg plantations, and colonial architecture and when these are effectively communicated via digital platforms, both expectations and perceived value are increased. This dual reinforcement mechanism contributes to higher levels of satisfaction and a stronger intention to revisit, thereby validating the EVT in the context of remote island heritage destinations [5,8]

Second, this study broadens the application of RBV to tourism by conceptualizing cultural heritage assets as rare, valuable, and inimitable resources that provide a

sustainable competitive advantage. Banda Neira's distinctive history, linked to the global spice trade and colonial encounters, constitutes an irreplaceable form of capital. However, the RBV perspective also underscores that resources alone are insufficient; they must be strategically leveraged to be effective. In this study, digital marketing serves as a dynamic capability that transforms static heritage assets into globally visible and competitively positioned products [7]. This illustrates how traditional RBV constructs, often applied to firms and industries, can be effectively translated into the tourism sector, particularly in destinations where cultural capital is the primary resource.

Furthermore, the integration of EVT and RBV in this study advances the theoretical discourse by showing that expectations and perceived value (EVT) can mediate the effectiveness of rare resources (RBV). In other words, the uniqueness of Banda Neira's heritage only translates into a sustainable advantage when it is perceived as valuable and meets tourist expectations through modern digital channels. This integrative approach highlights the necessity of combining psychological theories of motivation with strategic resource-based perspectives to explain tourist behavior [7,10]

Finally, these findings contribute to a broader theoretical understanding of tourism in remote contexts. Unlike urban or highly accessible destinations, remote heritage sites require stronger theoretical framing to explain why their distinctive cultural resources may remain underutilized without adequate digital mediation. Thus, this study not only validates existing frameworks but also extends their boundaries, providing a conceptual bridge between tourist motivation models and strategic management theories in the field of heritage tourism.

## 5.2 Comparison with Previous Research

Previous studies conducted in established destinations such as Bali and Yogyakarta have consistently demonstrated that both heritage authenticity and digital marketing positively influence tourist satisfaction and behavioral intentions [6,9]. The findings from Banda Neira align with this evidence but also introduce an important contextual nuance. As a remote island with limited physical accessibility, Banda Neira relies more heavily on digital visibility to overcome geographic isolation [8]. Furthermore, unlike urban heritage destinations where institutional marketing systems are well-developed, Banda Neira's competitiveness is shaped primarily by community-driven storytelling, including local guides, homestay interactions, and narrative-based heritage interpretation. These results suggest that in peripheral destinations, authenticity is not only embedded in physical heritage but is actively sustained through community participation highlighting a dynamic not typically emphasized in studies of more urbanized tourism hubs.

## 5.3 Practical Implications

- Government: Invest in transportation and digital infrastructure.
- Entrepreneurs: Utilize Instagram, YouTube, and blogs for targeted promotion.
- Communities: Co-create heritage narratives to preserve authenticity.

## 5.4 Policy Implications

- Position Banda Neira as a World Heritage Site.
- Local operators are trained in digital marketing.
- Partnerships with international travel platforms should be established.

## 5.5 Limitations & Future Research

Some limitations include the dependence on self-reported surveys and the relatively small number of participants. Future research should incorporate longitudinal approaches and compare the findings with those from other remote islands.

## 6 Conclusion

The authenticity of cultural heritage and the use of digital marketing play crucial roles in shaping the image of a destination, which in turn affects tourist satisfaction and their intention to return. The Banda Neira example highlights the effectiveness of merging genuine storytelling, digital advertising, and community involvement to enhance the appeal of remote heritage sites. This study advances the theoretical understanding by integrating EVT and RBV within the tourism sector and offers practical strategies for policymakers, businesses, and local communities.

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