



# Development of Sendang Gile Waterfall Tourism Object in Senaru Village, Bayan District, Lombok Utara Regency

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**Abstract.** The Republic of Indonesia is a country that has the potential for abundant natural resources, biodiversity and historical/cultural heritage. This study aims to analyze the development of Sendang Gile Waterfall Tourism Object in Senaru Village, Bayan District, North Lombok Regency. This research uses a qualitative descriptive approach. Respondents were selected based on non-random sampling. Data analysis uses the Miles and Huberman model (Interactive Model) of the variables contained in the aspects of Attraction, Amenities, Access, and Anchilaris (4A Model) for the development of a tourist attraction. Data collection techniques used are observation, interview and documentation. Determination of informants in this study using snowball. The data validity method used is the triangulation method. The results of this study indicate that with the development of this waterfall tourist attraction, all existing obstacles can be resolved, which is indicated by the efforts that have been made by the managers starting from the rebuilding of tourist support facilities that were damaged by the earthquake. Then it can become a job opportunity for people who live in the waterfall tourism area.

**Keywords:** Tourism development, Tourism object, Type of tourism object, Strategy.

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## 1. Introduction

The Republic of Indonesia is a country that has the potential for abundant natural resources, biodiversity and historical/cultural heritage [1]. The abundance of natural resources can increase economic growth when these resources can be managed properly according to what the community is most interested in so that the utilization of these natural resources will not waste time or material due to failure to manage a resource [2]. Tourism is one of the utilization of natural resources that can have high economic value for an area that manages natural resources into a tourist spot that can attract visitors both from within and from abroad. Tourism is one of the potential fields in terms of the development of a country, it is because tourism is considered capable of providing a positive impact as a driver of people's economic activities [3]. The most pronounced positive impact is that tourism plays an important role as a driver of economic growth and prosperity in terms of development in a region. Areas that have tourism potential can revive the economic activities of the surrounding community with the emergence of small to medium-sized businesses such as hotels, inns, guesthouses, homestays, and guesthouses, restaurants, food stalls or food stalls, souvenirs of tourist attractions, rental of tourism support equipment, and many more businesses that if developed can make a significant contribution to community income.

Nusa Tenggara Barat is one of the provinces in Indonesia which is located in the eastern part of Indonesia, precisely the province of Bali to the east and the province of East Nusa Tenggara to the west [4]. Nusa Tenggara Barat consists of two islands, Sumbawa and Lombok, which have many beautiful and charming beaches and the majestic Mount Rinjani. In addition to beaches and mountains, we also find other natural attractions on this island that are no less amazing, namely waterfall tours. Nusa Tenggara Barat does have a lot of very beautiful waterfall tours, one of which is Sendang Gila waterfall located in Senaru Village, Bayan District, North Lombok Regency. Senaru Village is one of the tourist destination areas in North Lombok Regency located on the slopes of Mount Rinjani [5]. This village is one of the villages that has stunning tourist attractions with natural attractions in the form of Sendang Sile Waterfall, complemented by cultural and artificial potential to special interest tourism. Besides that, Senaru village is a village that is the initial starting area for tourists who want to climb Mount Rinjani. That's why many local or foreign tourists visit Senaru Village, especially to the Sendang Gile Waterfall attraction.

Sendang Waterfall tourist attraction generally has a variety of advantages and advantages so that it has a "magnet" (attraction) that invites the presence of tourists [6]. Looking at the potential development of

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Sendang Gile Waterfall tourist attraction from May 2022 - March 2023 experienced fluctuations. This can be seen in Table 1.

**Table 1. Number of domestic and foreign tourists visiting Sendang Gile Waterfall May 2022 - March 2023**

No	Month	Travelers	
		Domestic	Overseas
1	May	3,500	1,000
2	June	1,600	500
3	July	2,000	800
4	August	2,200	900
5	September	1,200	1,100
6	October	1,000	800
7	November	900	800
8	December	1,000	400
9	January	1,199	508
10	February	562	345
11	March	1,174	602
	Total	16,335	7,755

**Source:** Notes from the hand of the village head of Sendang Gile

Based on the table above, it can be seen that the number of domestic and foreign tourist visits in Nusa Tenggara Barat Province, especially to the sendang gile waterfall tourist attraction in Senaru village, shows that the number of domestic tourist visits is 16,335 million people while the number of foreign tourist visits is 7,755 people. In a period of approximately one year, it can be seen that the highest number of domestic tourist visits was in May 2022, totaling 3,500 people, while the highest level of visits to foreign tourists was 1,100 people in September 2022. The number of tourist visits, both domestic and foreign, fluctuates every month, we can see that the number of foreign tourist visits from December-March 2023 has decreased dramatically due to covid-19. The increasing number of domestic and foreign tourist visits is because Senaru Village has a tourist attraction. Although previously experienced a drastic decline due to the occurrence of covid-19. Based on the description above, the author is interested in conducting research with the title Development of Sendang Gile Waterfall Tourism Object in Senaru Village, Bayan District, North Lombok Regency.

## 2. Method

The approach that the author will use in this research is a qualitative approach with descriptive methods. Qualitative approach according to Miles et al. [7] is a research procedure that produces descriptive data in the form of written words. While the descriptive method is the search for facts with the right interpretation [8]. So in this study, a qualitative approach with descriptive methods is appropriate for research because researchers want to know naturally or as it is. The location of this research was Senaru Village, Bayan District, North Lombok Regency. The data collection techniques used were observation, interviews and documentation. Determination of informants in this study using purposive and snowball. The data validity method used is the triangulation method, in this study the triangulation technique used is triangulation of sources, methods and theories.

## 3. Result and Discussion

### 3.1 Development Efforts of Sendang Gile Waterfall Attraction According to Informants' Opinions

Development that has been carried out by the village together with the community in the form of home stays, procurement of supporting equipment, structuring the Sendang Gile Waterfall area, and construction of the 3rd counter. The development of tourism objects is funded by the village budget. The Pokdarwis activities that get funding are in terms of financing the renovation of the secretariat and procurement of secretarial facilities for POKDARWIS Batara Lenjang POKJA Sendang Gile, in which case the managers allocate funds amounting to RP. 5,454,000 with the source of financing from the BUMDesa Village Tourism Fund and with the Output of structuring the management and operational implementation of the tourism field, increasing the revenue of Sendang Gile Waterfall entrance ticket sales.

The activity of structuring the Sendang Gile Waterfall area in this case the type of development is in the form of planting flowers in the sendang gile waterfall tourist attraction area carried out by the tourist

attraction manager, namely POKDARWIS Batara Lenjang in collaboration with UNRAM KKN students with the allocation of funds spent amounting to RP 2,394,000 the source of this financing comes from the Operational Costs of BUMDesa Desa Wisata with the output of conservation and arrangement of beauty, beauty and beauty in the Sendang Gile Waterfall tourist attraction area.

**Table 2 Senaru Village APBDes Realization Report Sub. Tourism Sector**

No.	Description	Fund realization	Year
1.	Activities for Pokdarwis Senaru Village	100.000.000	2020
2.	Village Homestay Development	600.000.000	2021
3.	Procurement of village homestay facility equipment	69.984.000	2022
4	Landscaping of sendang gile waterfall area	2.349.000	2022
5	Construction of the 3rd counter	2.123.000	2022

**Source:** Notes from the hand of the Pokdarwis head of Sendang Gile

The entrance counter construction activities here the managers of the Sendang Gile Waterfall tourist attraction synergize to build the 3rd entrance counter with a different route to make it easier for visitors to get to the tourist attraction quickly. The type of development is the construction of a non-permanent counter (Bamboo Material) with a funding allocation of Rp 2,308,000, where the source of this financing comes from the Operational Costs of BUMDesa Desa Wisata with the output received from the increase in revenue from selling entrance tickets to the Sendang Gile Waterfall tourist attraction area.

### 3.2 Development Efforts of Sendang Gile Waterfall Attraction According to Tourists' Opinions

Efforts to develop a tourist attraction cannot be separated from 4 things, namely attraction, amenities, accessibility, and anchilaris.

#### 3.2.1 Attractions

It is a significant component in attracting tourists to come to visit a tourist attraction area, an area can become a tourist area if it has tourist attraction capital that can be developed to increase attractiveness. Variables related to efforts to increase the attractiveness of the Sendang Gile Waterfall tourist attraction include 5 variables, namely (1) the availability of play facilities, (2) the existence of photo spots, (3) arrangement in the tourist attraction area, (4) regional arrangement, and (5) care / maintenance of the tourist attraction area.

**Table 3. Development of tourist attraction of Sendang Gile Waterfall**

No	Description	Total	Percentage (%)
1	Facilities available		
	- Available	20	40
	- Not available	10	20
	- Lack	20	40
2	Photo Spot		
	- Available	33	66
	- Not available	2	4
	- Lack	15	30
3	Structuring in OW		
	- Available	23	46
	- Not available	2	4
	- Lack	25	50
4	Landscaping of the area		
	- Available	25	50
	- Not available	2	4
	- Lack	23	46
5	Maintenance		
	- Available	44	88
	- Not available	6	12
	- Lack	0	0

Based on in-depth interviews with respondents, it was revealed that there is a need to develop tourist attractions/attractions to make them more attractive:

- a. Photo spot added
- b. Maintain cleanliness and preserve the beauty of tourist attractions
- c. Added seating and rest area
- d. Improve the road and stairs in the area leading to the waterfall.
- e. Adding traders and culinary development
- f. Add game facilities in the tourist attraction area.

### 3.2.2 Amenities (Facilities)

Amenity or amenity is all kinds of facilities and infrastructure needed by tourists while in the tourist destination. The facilities and infrastructure in question are such as lodging, restaurants, and transportation to be able to support the comfort of tourists. visitors in reaching attractions. By using suitable infrastructure, tourism facilities such as hotels, home stays and restaurants are built. Therefore, the development of the Sendang Gile Waterfall tourist attraction is supported by the construction of lodging / homestay in Senaru Village, there are 25 units with different numbers of workers located in Senaru Village. Each can be seen from the size of the building, the number of rooms and the number of visitors.

With 23 lodging units and restaurant facilities to facilitate visitors in matters of consumption and can also be a tourist attraction, and 2 hotel units with restaurant facilities as well. The difference between restaurants and hotels is that hotel facilities are more complete than ordinary lodging where hotels have a very attractive view and have additional facilities such as swimming pools and get full service (full serviced). While the inn only provides sleeping space, each view and without service(self-catering) from the inn staff. However, since the existence of covid-19 in early 2020, there have been many homestays that are inactive or still not open due to local and foreign tourists who are still quiet since the implementation of PPKM and others. The availability of existing facilities in the tourist attraction area is confronted with 10 variables related to the aspect of amenities, as shown in the following table 4.

**Table 4 Development of amenities of Sendang Gile Waterfall attraction**

No	Description	Total	Percentage (%)
1	Berugak Availability		
	- Available	3	6
	- Not available	28	56
2	Changing Room Availability		
	- Available	19	38
	- Not available	49	98
3	Availability of Mushola		
	- Available	1	2
	- Not available	0	0
4	Availability of Food and Beverage Vendors		
	- Available	48	96
	- Not available	2	4
5	Trash Can Availability		
	- Available	0	0
	- Not available	31	62
6	Availability of transportation facilities		
	- Available	1	2
	- Not available	18	36
7	Availability of Cleaning Tools		
	- Available	34	68
	- Not available	0	0
8	Availability of transportation facilities		
	- Available	16	32
	- Not available	20	40
9	Availability of Cleaning Tools		
	- Available	1	2
	- Not available	19	38
10	Availability of Cleaning Tools		
	- Available	28	56
	- Not available	0	0
11	Availability of Cleaning Tools		
	- Available	22	44
	- Not available		

8	Lodging Availability		
	- Available	50	100
	- Not available	0	0
	- Less	0	0
9	Availability of home-cooked meals		
	- Available	50	100
	- Not available	0	0
	- Less	0	0
10	Availability of cleaning ptgs		
	-Available	36	72
	-None	0	0
	-Lack of	14	28

The most prominent thing about the need for tourism development from the aspect of the availability of facilities needed is the availability of beruga which is very lacking. As many as 56% of respondents stated that these facilities did not exist and the availability was still lacking as much as 38%. Another problem is the availability of transportation facilities and garbage and cleaning tools. The opposite occurs in the variable availability of restaurants, and lodging that is already mermaidai.

To complement the facilities available, respondents wanted among other things:

- a. need to provide various facilities in the form of berugaq, small chairs in the waterfall area, rubbish bins, bathrooms/toilets, prayer room and prayer equipment, accommodation,
- b. rubbish dump
- c. Economical restaurant
- d. increase the number of food and beverage sellers
- e. children's play facilities
- f. ample parking space
- g. arrangement of traders' stalls
- h. wifi (free) in tourist attraction areas

### 3.2.3 Accessibility

Accessibility is the most important thing in tourism activities, which includes all kinds of transportation or services that are important access in tourism [9]. On the other hand, this access is identified with transferability, namely the ease of moving from one area to another. If an area does not have good accessibility such as airports, ports and highways, there will be no tourists to tourist attractions in that area. If an area has tourism potential, then adequate accessibility must be provided, such as transportation, so that the area can be visited. There are 4 factors used as variables in assessing access, namely road conditions, availability of public transportation services, ease of reaching tourist attractions, and availability of guides. An overview of these factors is shown in the following table.

**Table 5 Access to the Sendang Gile Waterfall tourist attraction**

No	Description	Total	Percentage (%)
1	Road Conditions		
	- Good	46	92
	- Not good	4	8
2	Availability of public transportation		
	- There is	37	74
	- There isn't any	13	26
3	Ease of reach		
	- Good	47	94
	- Not enough	3	6
4	Guide Availability		
	- There is	49	98
	- There isn't any	1	2

There were 4 (four) aspects of access observed, namely road conditions, availability of public transportation, ease of access, and availability of tour guides. This aspect is very good, where all the variables provide a good picture.

Aspirations needed to improve the Access aspect:

- a. Mastery of English for tour guides
- b. Delivery services/motorbike taxi drivers
- c. Tour guides are equipped with knowledge about various information that can be introduced to tourists
- d. Events introduce tourist attractions and various information about tourist attractions in exhibition activities
- e. Directions for a location
- f. Repair roads in tourist areas that have been damaged
- g. Walk towards a safe area (track).

#### **3.2.4 Anchilaris (supplementary/additional)**

Additional services are supporting components of tourist attractions that must be provided by the manager of a tourist destination, both for tourists and for tourism actors. According to respondents, additional services needed for tourist satisfaction are:

- a. The presence of security officers
- b. Availability of medical personnel
- c. Tour guide services by the manager for the tourist area
- d. Free parking service which is included with the entrance ticket
- e. Availability of information at the location
- f. There is a box for complaints, criticism and suggestions from tourists to improve services
- g. Service by officers in a friendly, polite and neatly dressed manner.

### **3.3 Obstacles in the Development of the Sendang Gile Waterfall Tourist Attraction**

In developing tourism, it cannot be separated from very important factors in carrying out development so that it is better than before. The factors in tourism development are management resources, tourism facilities and infrastructure, promotion and community participation which are expected to support every development activity carried out.

The obstacles faced in developing waterfall tourist attractions are,

- a. Arrangement of tourist destinations,
- b. Land ownership status,
- c. Financing/funding,
- d. Providing facilities,
- e. Environmental preservation in tourist attraction areas,
- f. socio-cultural obstacles,

Constraints in the institutional field faced in managing Sendang Gile Waterfall tourist attraction. The discussion of the obstacles faced in developing Sendang Gile Waterfall tourist attraction can be explained in the following discussion. Based on the results of this study, it can be concluded that the development of the Sendang Gile waterfall tourist attraction is very constrained by its funding, because it is often asked about the availability of tourist support facilities constrained by funds This statement is supported by the construction of abandoned facilities due to the earthquake that occurred several years ago, then the lack of coordination with related parties who manage this tourist attraction, in terms of management resources it is fairly adequate but only a lack of awareness to preserve everything that exists. and the development of this tourist attraction is also constrained by human resources as the manager of this tourist attraction is not qualified enough to work together in developing the village as a tourist destination [10], [11], [12]. The development of this tourist attraction is also constrained by human resources as the manager of this tourist attraction is not qualified enough to work together in developing the village as a tourist destination [13], [14]. Not only constrained by the community, it turns out that the management of this tourist attraction is also a trigger for the constraints of supporting tourism facilities to be realized, this is because the relevant agencies

that manage this tourist attraction have not prioritized funds for the development of the sendang gile waterfall tourist attraction.

### 3.4 Strategies in overcoming obstacles to the development of the sendang gile waterfall attraction

According to Aboramadan et al. [15] in the field of management, strategy is often interpreted as an effort made to achieve a goal in this case to get maximum profit. This tourism development strategy aims to develop all forms of products, existing facilities and quality services, balanced and gradual of course. From the results of interviews with 9 key informants related to what strategies are needed to overcome the problems of developing this tourist attraction we need cooperation between Dispar KLU, cooperation between POKDARWIS Batara Lajang and other related agencies that play an important role in every process of developing this tourist attraction to synergize with each other in order to provide training on the development of the sendang gile waterfall tourist attraction because as we know many of them are still unfamiliar with the knowledge related to the development of this tourist attraction. Meanwhile, in managing the tourist attraction of Sendang Gile waterfall, the managers are sufficient, in terms of number but not active in tourism management. Therefore, the relevant agencies are asked to facilitate any activities to be carried out by the community, especially here the POKDARWIS because it seems that this organization has not seen its contribution.

## 4. Conclusion

Based on the results and discussion that has been described in the previous chapter, there are several conclusions that can be drawn. That the development of the Sendang Gile waterfall tourist attraction there are several obstacles that need to be overcome such as the limited budget available in the village for the development of tourist attractions, the obstacles of interest between the local community-managers and the district government regarding the status of the tourist attraction area, the lack of investor interest in building facilities in the form of; lodging in the tourist destination area, still lack of development needed in the aspects of attractions, amenities, access and ansileris, except access. Based on the conclusions obtained, the authors propose that the government should build facilities and infrastructure that do not yet exist, as well as rejuvenate existing facilities and pay attention to the availability of tourist product components in Senaru tourist village. The intensity of socialization and tourism training needs to be increased so that people are aware of the importance of tourism and have the ability to see and manage the tourism potential that exists in their area. The government should reopen facilities and infrastructure that are still closed in order to absorb labor. The Senaru village government should be able to improve and develop its tourism potential by paying attention not only to the preservation of locations and facilities and infrastructure of the tourism sector but always paying attention to improving the welfare of employees in the tourism sector.

For resource managers and related agencies need to improve skills and knowledge through training and education by providing assistance to managers. The managers of the sendang gile waterfall tourist attraction need to evaluate and reconstruct so that the management group becomes more effective. Improve and build supporting facilities such as berugak, bathrooms, clean water facilities, trash bins, food stalls and also souvenir selling places. Promotion must cooperate with third parties to improve cooperation. And continue to promote continuously by utilizing social and electronic media and also print media, through posters at every entrance both at the port and at the airport. Appeal to tourists and make information boards about rules in maintaining facilities and infrastructure as well as tourism cleanliness and even safety and comfort together.

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