



# Creativity on Business Success at CV. Kafa Dwikarya Travel Agency

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**Abstract.** This study aims to analyze the influence of social media usage and entrepreneurial creativity on business success at CV. Kafa Dwikarya, a travel agency. This study uses a quantitative method with a descriptive and associative approach, where data is collected through a questionnaire distributed to 97 respondents who are customers of CV. Kafa Dwikarya. The variables studied are the use of social media (X1), entrepreneurial creativity (X2), and business success (Y). The data collected were analyzed using multiple linear regression to determine how much influence the two independent variables have on the dependent variable. The results showed that the use of social media has a very low influence on business success with a correlation coefficient of  $r = 0.124$ . On the other hand, entrepreneurial creativity has a more significant influence with a correlation coefficient of  $r = 0.416$ , which indicates a moderate positive relationship. Simultaneously, the use of social media and entrepreneurial creativity have a significant effect on business success with an Fcount value of 11.816 and a significance of 0.000. The coefficient of determination ( $R^2$ ) of 20.1% shows that 20.1% of business success is influenced by the use of social media and entrepreneurial creativity, while 79.9% is influenced by other variables not studied.

**Keywords:** Entrepreneurial Creativity, Use of Social Media and Business Success

## 1 Introduction

With over 16,000 islands ranging from Sabang to Merauke, Indonesia offers a plethora of travel opportunities. This abundance encompasses nature, historical sites, marine attractiveness, cultural diversity, and a host of other attractions that draw visitors from around the globe. Through visa policies that make it easier for foreign visitors to enter the country, such as free visit visas for Indian citizens, which allow them to stay for up to 30 days, and 60-day social and cultural visas (B-211), which can be obtained through Indonesian embassies abroad, the Indonesian government also supports the tourism industry. With the goal that the tourism industry will seize opportunities to offer improved facilities, accommodations, and accessibility for tourists, these policies seek to increase Indonesia's attraction to tourists [1]

According to data from the Central Statistics Agency (BPS), Indonesian tourism increased significantly in 2023 compared to 2022, continuing a favorable trend. 5.67 million foreign visitors arrived in Indonesia in the last year, a 98.30% rise from the previous year. The main entry points with the largest rise in visitors are Batam Port, Soekarno-Hatta Airport in Jabodetabek, and Ngurah Rai Airport in Bali. The primary sources of tourists to Indonesia are nations like Malaysia, Australia, Singapore, Timor Leste, and India (BPS, 2023). In 2023, there was a notable surge in the number of domestic visitors, totaling 7.52 million journeys, up 112.26% from the year before.

The tourism business has undergone considerable changes as a result of the rise of online travel agencies, or OTAs. Online travel agencies, or OTAs, plan people's domestic and international trips and accommodations. Typically, these travel companies offer tour packages together with quick activities. Entrepreneurs must have a solid plan in place for managing this firm, one that includes acquiring special skills, expertise, and intangible assets [2] Moreover, originality, bravery, and inventiveness are critical components of a successful business [3]. Founded in 2018, CV Kafa Dwikarya is a travel agency that provides information on nature tourism, event consultancy, and event planning for businesses, agencies, and organizations. CV Kafa Dwikarya has demonstrated a strong commitment to providing its clients with services by offering engaging and demanding events that prioritize value, advantages, and adventure. Apart from offering travel agency services, CV Kafa Dwikarya also provides events, paintball, off-road, target shooting, and gatherings. The organization provides a distinctive experience, particularly in the off-road tour

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package that circles Pondok Halimun's tea plantation; this program is not commonly provided by other travel companies in the Sukabumi region [1][4]

However, CV Kafa Dwikarya encountered significant difficulties during the COVID-19 pandemic, just like many other tourism-related businesses. The number of tourists and the company's revenue fell precipitously as a result of travel restrictions and health issues. CV Kafa Dwikarya attempted to adjust to this situation by creating domestic tourist services, marketing products online, providing virtual tour packages and stringent health procedures. Due to these adaptive attempts, CV Kafa Dwikarya was able to function even under trying circumstances [5]

One of the most important things that businesses can do to market their goods and build their networks is to use social media. Social media platforms like Facebook, Instagram, and TikTok have shown to be useful for boosting networking and business marketing. Prior research has demonstrated that social media is crucial for business performance, particularly when it comes to fostering quick connections with customers and fostering corporate expansion [6] Furthermore, company performance is also largely driven by creativity and innovation, particularly in the tourism sector given the intense rivalry [6][7]

Research on the impact of innovation and social media use on company success at CV Kafa Dwikarya is highly pertinent in light of this circumstance. Despite the detrimental effects of the pandemic, CV Kafa Dwikarya has rebounded by embracing digital technologies, providing new services, and enhancing its branding. The triumph of CV Kafa Dwikarya demonstrates the significance of inventiveness and social media utilization in managing a company in this fiercely competitive sector [8]

This study investigates the impact of social media use and entrepreneurial inventiveness on the success of the travel agency CV. Kafa Dwikarya, based on the issues that have been identified. Among the challenges include travelers' opinions that the cost of the available tour packages is excessively high, a lack of flexibility in modifying travel schedules, and service issues like aircraft delays or subpar lodging. These unfavorable traveler experiences are frequently posted on social media, which could harm the travel agency's reputation. Other difficulties include the industry's intense rivalry, shifting traveler preferences, and low use of technology. The COVID-19 pandemic has also had a major effect on CV. KafaDwikarya's declining sales activity and revenue.

In addition to these changes in the industry as a whole, it is impossible to overestimate the importance of originality and adaptation in the tourist sector, especially for companies such as CV Kafa Dwikarya. The business has been able to carve out a position in an otherwise crowded sector by introducing original experiences including off-road trips and distinctive outdoor activities. But now more than ever, there is a need for ongoing innovation and strategic use of digital platforms due to growing competition and shifting consumer tastes.

The COVID-19 pandemic's severe effects on numerous tourism-related businesses also demonstrated the adaptability of those who were able to quickly adjust. The shift to virtual services and domestic travel packages by CV Kafa Dwikarya serves as an example of how crucial it is to be adaptable during unpredictable times. Additionally, social media was used as a feedback loop in addition to a marketing tool, which helped the business fix service issues and match its products to client needs.

This background informs the study's major questions, which include how social media use, entrepreneurial inventiveness, and other factors affect CV. Kafa Dwikarya's company success. The purpose of this study is to investigate the travel agency's usage of social media and entrepreneurial inventiveness, as well as the degree to which these two factors impact the company's success. The responses of social media users to the services provided, difficulties in cultivating entrepreneurial innovation, and the effect of the COVID-19 pandemic on the decrease in activity and income volume of CV. Kafa Dwikarya are some of the study's shortcomings. It is intended that by being aware of these constraints, research can concentrate more on looking into pertinent solutions.

Therefore, the goal of this study is to examine how CV Kafa Dwikarya's total business performance has been impacted by the incorporation of social media methods and entrepreneurial ingenuity. In doing so, the study will investigate how these elements might operate as important catalysts for company expansion, especially in the vibrant and fiercely competitive travel sector. The results are anticipated to contribute to larger conversations on innovation and digital marketing in small tourism businesses in addition to providing CV Kafa Dwikarya with useful solutions. This study should have both theoretical and practical applications. In practical terms, it is anticipated that the study's findings will help CV. Kafa Dwikarya increase her usage of social media and foster her entrepreneurial innovation in order to improve her company's performance. In theory, this research should deepen our understanding of the creative and social media roles in entrepreneurship particularly within the travel and tourist sector and serve as a resource for future studies in this area.

## 2. Literature Review

Numerous studies have been carried out in a variety of settings, such as small and medium-sized businesses (SMEs), the tourism industry, and students, to examine the relationship between social media, entrepreneurial creativity, and business success. Important lessons from several earlier investigations are pertinent to this one.

Budi et al (2022) [9] looked at how social media affects the prosperity of food vendors in the Sunggal District. This study demonstrated that social media strongly affects business success both partially and simultaneously using quantitative approaches and questionnaire data collection. Statistics demonstrating the effectiveness of social media use in boosting sales and competitiveness of culinary enterprises bolster these findings. This research is significant because it highlights the role that social media platforms have in boosting small enterprises' success and broadening their market reach.

Additionally, an anonymous researcher's study on Hasanuddin University's Faculty of Economics and Business students revealed the influence of social media and entrepreneurial expertise on entrepreneurial enthusiasm. This study demonstrates that social media has a significant role in determining overall entrepreneurial interest in addition to influencing entrepreneurial motivation. A key finding in understanding how new entrepreneurs might use social media for business success is that strong entrepreneurial expertise coupled with effective use of social media can stimulate increased interest in establishing a firm.

Anisa Maharani, Corry Yohana, and Aditya Pratama (2022) [10] highlighted the impact of creativity, emotional intelligence, and social media use on students' interest in entrepreneurship in the context of creativity and entrepreneurship. This study found that the three variables strongly influenced entrepreneurial interest through multiple linear regression analysis. The findings of this study support the notion that, for students or young entrepreneurs who depend on innovation to compete in a market that is becoming more and more digital, creativity and the effective use of digital technology, including social media, are essential elements in business success.

All in all, these studies demonstrate the significant impact that social media and creative entrepreneurship have on business performance across a range of industries. Social media usage enables companies to access a wider audience, and innovation in products and services fosters creativity, both of which boost a company's ability to compete. Combining these two elements with other motivators and auxiliary elements like entrepreneurial knowledge can be a successful business plan. This research will make an additional contribution by investigating the relationship between creativity and social media in the context of travel agencies, one of the industries most impacted by the COVID-19 pandemic.

## 3. Methods

The methodology taken in this study is quantitative since the choice of research methodologies is based on the goals and research questions. Quantitative research methods, according to Sugiyono (2020) [11], are techniques based on the positivist philosophy that are used to study certain populations or samples utilizing research instruments and statistical or quantitative data analysis to test hypotheses. According to Sugiyono (2020) [11], a survey is a quantitative technique used to gather information on sociological and psychological factors from samples drawn from a particular community. This study employs the survey method. Descriptive, comparative, associative, or structural relationships can all be used with this approach.

The table that the author can describe regarding Operational Variables can be seen in table 1 as follows.

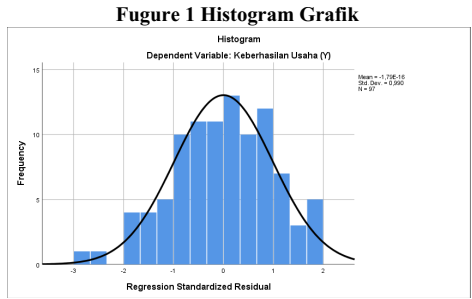
**Table 1. Operational Variables**

Variable	Definition	Dimension	Indicator	Scale	
Social Media (X1)	According to Shabbir et al. (2016), social media is used by entrepreneurs as a marketing tool to quickly build a support network crucial for business growth.	1. Context:	How we 1.		
		2. Communication:	Sharing stories through listening, responding, growing.	Participation 2. Openness 3. Conversation and 4. Community	Ordinal
		3. Collaboration:	Working together for	5. Connectivity	

Variable	Definition	Dimension	Indicator	Scale
		more efficiency and effectiveness.		
		4. Connection: Forging and maintaining relationships.		
Entrepreneurial Creativity (X2)	According to Novita Ekasari and Nurhasanah (2018), entrepreneurial creativity is the ability to develop new ideas and find new ways to solve problems and discover opportunities.	1. Person Dimension: Characteristics of creativity. 2. Process Dimension: The process of fostering creativity. 3. Product Dimension: Tangible outcomes from creativity efforts.	1. Curiosity 2. Optimism 3. Flexibility 4. Problem-solving 5. Originality	Ordinal
Business Success (Y)	According to Merdekawati & Rosyanti (2020), business success is indicated by increased sales, production, profits, and continuous business development.	1. Clear vision and objectives. 2. Willingness to take risks. 3. Organized planning. 4. Hard work. 5. Building strong output relationships with customers, suppliers, and others.	1. Capital 2. Income 3. Sales volume 4. Production 5. Workforce	Ordinal

**4. Result**

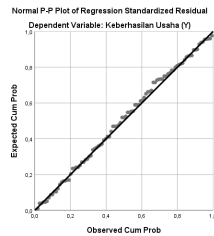
The classical assumption tests used in this study include normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests. The normality test aims to test whether in the regression model, the dependent variable and independent variable have a normal distribution or not. In determining whether the regression model meets the normality assumption, two methods are used, including the following:



**Source: SPSS 27**

The Histogram image shows that the residuals are normally distributed around the mean value of 0. The normal distribution of residuals indicates that the regression model has met the assumption of homoscedasticity, namely the residual variance is constant for all predicted values. Most of the residuals are in the range of -2 and 2, indicating that the regression model is quite accurate in predicting the value of the dependent variable.

The normality test using this method aims to test whether in the regression model, the dependent variables and independent variables are normally distributed or not.

**Figure 2 Normal P-P Plot of Regression Test Results Standardized Residual**

From the image above is the normal P-P plot used to check whether the standard residuals of the regression model are normally distributed. If the points follow the diagonal line, then the standard residuals are normally distributed. If there is a deviation from the diagonal line, then there is a deviation from the normal distribution. In general, the standard residuals of the regression model are normally distributed. However, there are some deviations from the normal distribution that need to be considered.

**Table 2 Kolmogorov-Smornov Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		97
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,53490896
Most Extreme Differences	Absolute	,057
	Positive	,029
	Negative	-,057
Test Statistic		,057
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

From the results of the table above, it shows that the Asymp Sig. (2-tailed) value and the significance value obtained is 0.200 ( $0.200 > 0.05$ ). So based on the Npar Test 1-Sample K-S, it can be said that the data used is normally distributed.

The following are the results of the multicollinearity test output:

**Table 3 Multicollinearity Test Output Coefficients<sup>a</sup>**

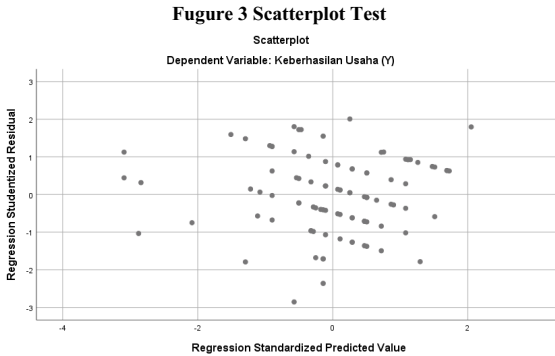
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1							
	(Constant)	23,274	5,131	4,536	,000		
	Penggunaan Media Sosial (X1)	,166	,091	,16813	,073	,990	1,010

Kreativitas Berwirausaha (X2)	,304	,065	,433	4,670	,000	,990	1,010
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a. Dependent Variable: Keberhasilan Usaha (Y)

Based on the table above, it shows that the variable X1 Social Media Usage, variable X2 Entrepreneurial Creativity has a tolerance value of 0.990, which means it is greater than 0.1 and the VIF value of 1.010 is less than 10. So that the variable X1 Social Media Usage and variable X2 Entrepreneurial Creativity do not experience multicollinearity

The results of the heteroscedasticity test using SPSS 27 are as shown in the following figure:



Based on the scatterplot test result image, it can be seen that the distribution of points is random and does not form a certain pattern, it can be concluded that there is no heteroscedasticity.

The following are the test results using the autocorrelation test results on data that has been processed using SPSS, as follows:

Table 4 Auto Correlation Test

<b>Model Summary<sup>b</sup></b>						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.448 <sup>a</sup>	.201	.184	.02351	1.293	

a. Predictors: (Constant), Kreativitas Berwirausaha (X2), Penggunaan Media Sosial (X1)

b. Dependent Variable: Keberhasilan Usaha (Y)

Based on the data table of autocorrelation test results with cochrane-ortcutt, it can be seen that the Durbin Watson value in the summary model shows a result of 1.293. The comparison uses a significance value of 5% (0.05), the number of samples 97 (n) and the number of independent variables 2 (k = 2) So in the Durbin Watson table, the value of dU = 1.597 will be obtained because the value of D - W = 1.293 this value is greater than the value of dU = 1.5012 and less than 4 - dU = 2.498 or dU < d < 4 - dU 1.3913 < 1.293 < 2.498 So it can be concluded that there is no autocorrelation.

The coefficient of determination (KD) value with Rsquare (R2) can be calculated with the help of the IBM SPSS Statistics Version 27.0 program, which is presented in the following determination coefficient output table:

**Table 5 Coefficient of Determination Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,448 <sup>a</sup>	,201	,184	1,551

a. Predictors: (Constant), Kreativitas Berwirausaha (X2), Penggunaan Media Sosial (X1)

Based on the results of the determination coefficient test in table 4.42 above, to find out the extent to which the influence of the variables of social media use and entrepreneurial creativity on business success can be known through the determination coefficient test as follows:

$$KD = 0.4482 \times 100\%$$

$$KD = 0.201 \times 100\%$$

$$KD = 20.1\%$$

Based on the calculation above, it can be seen that the magnitude of the determination coefficient, namely R Square, is 0.201 or 20.1%, the conclusion is that the use of social media (X1) and entrepreneurial creativity (X2) are 20.1% while the remaining 79.9% (100% - 20.1%) is influenced by other variables outside the study.

Multiple regression analysis was conducted using the SPSS 27 statistical application software. The following are the output results of the multiple linear regression analysis test, namely:

**Table 6 Multiple Linear Regression Test Coefficients<sup>a</sup>**

	Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	23,274	5,131			4,536	,000
	Penggunaan Media Sosial (X1)	,166	,091	,168		1,813	,073
	Kreativitas Berwirausaha (X2)	,304	,065	,433		4,670	,000

a. Dependent Variable: Keberhasilan Usaha (Y)

Based on table 4.69 of the multiple linear regression test spss output, namely the coefficient table. the Constant value (a) is 23.274, while the coefficient value of the Social Media Usage variable (X1) is 0.166 and Entrepreneurial Creativity (X2) is 0.304, so that the regression equation can be written:

$$Y = 23.274 + 0,166 X1 + 0,304 X2$$

Based on the regression equation, it can be translated as follows:

1. Constant (a) has a value of 23.274, stating that if the Social Media Usage variable (X1) and the Entrepreneurial Creativity variable (X2) do not increase or are equal to 0, then the Business Success value is 23.274.
2. The regression coefficient value of the Social Media Usage variable (X1) is 0.166 and is positive. This means that if the variable of Social Media Usage increases by 1 time, it will cause the value of Business Success to increase by 0.166 times. This shows that the variable of Social Media Usage has a direct relationship with Business Success.
3. The regression coefficient value of the Entrepreneurial Creativity variable (X2) is 0.304 and is positive. This means that if the variable of Entrepreneurial Creativity increases by 1 time, it will cause the value of Business Success to increase by 0.304 times. This shows that the variable of Entrepreneurial Creativity has a direct relationship with Business

To find out the results of the F test in this study, it was assisted by using the IBM SPSS Statistics Program Version 27 with the following results:

**Table 7 f test**  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56,860	2	28,430	11,816	,000 <sup>b</sup>
	Residual	226,171	94	2,406		
	Total	283,031	96			

a. Dependent Variable: Keberhasilan Usaha (Y)

b. Predictors: (Constant), Kreativitas Berwirausaha (X2), Penggunaan Media Sosial (X1)

The F-test result (F<sub>calculated</sub> = 11.816) is much greater than the F<sub>table</sub> value (3.09) at a significance level of 0.05 with degrees of freedom (df) (2, 36). The significance value (Sig. = 0.000) is less than 0.05. Based on this F-test, it can be concluded that the simultaneous effect of Social Media Usage and Entrepreneurial Creativity on Business Success is significant. This aligns with previous research by Saripah Husna (2021), which also found that both social media usage and creativity had a positive and significant effect on business success, as demonstrated in her study and Fauzi (2020) also support this conclusion, highlighting that social media usage and creativity play a crucial role in business success.

**5. Discussion**

The purpose of this study was to investigate how social media use and entrepreneurial inventiveness simultaneously affect CV. Kafa Dwikarya's business success. The analysis revealed that the hypothesis on the impact of entrepreneurial ingenuity on business success was accepted, whereas the hypothesis indicating that social media usage has no effect on business success was rejected. Furthermore, it was agreed upon that the use of social media and creative entrepreneurship both affect the success of businesses. A very weak positive connection (r = 0.124) was found by the Pearson correlation analysis between social media usage and business success, suggesting that while more social media use may contribute to success, its impact is still rather small. Nonetheless, a moderate positive connection (r = 0.416) was found between entrepreneurial creativity and business performance, suggesting that enhancing creativity has a substantial favorable impact on business outcomes. This is consistent with earlier studies showing that creativity and innovation are essential to the tourism sector's ability to compete. The study also demonstrated that using social media and creativity at the same time greatly increases corporate success, highlighting the necessity for companies to implement successful social media strategies and ongoing innovation to remain relevant in a cutthroat market. Additionally, by proving that social media and creativity work together to create company success, this study offers fresh perspectives.

**6. Conclusion**

Based on the description and discussion that has been done, it can be concluded that this study proves that there is a significant influence of the use of social media and entrepreneurial creativity on business success at CV. Kafa Dwikarya. The results of the recapitulation of respondents' responses show that the majority of customers agree that the use of social media plays a role in increasing business success, although there are some customers who are hesitant. Effective use of social media can help travel agencies build brand awareness, attract new customers, and increase sales, but it can also pose challenges such as negative reviews that spread quickly. In addition, entrepreneurial creativity has also been shown to have a significant influence on business success, with the highest assessment being the aspect of flexibility in finding capital, teams, or markets. Although there are a small number of respondents who are hesitant, the majority of respondents agree that creativity plays an important role in determining business success.

Simultaneously, the use of social media and entrepreneurial creativity have a significant influence on business success, with the results of the F test showing a significant value. The coefficient of determination shows that around 20.1% of business success is influenced by these two variables, while the rest is influenced by other factors outside the study. These results are also supported by previous research showing that the combination of social media use and



entrepreneurial creativity can make a positive contribution to business success, both in increasing sales and expanding business existence.

Based on these conclusions, some suggestions that can be given are that business actors need to expand the use of social media to other platforms such as Instagram, YouTube, and WhatsApp to maximize communication with consumers and increase sales. A wise response to criticism on social media is also important to maintain reputation. In addition, business actors need to continue to develop creativity by adjusting products according to changing market desires. Further researchers are expected to be able to add other independent variables that influence business success to broaden understanding. This study can also be used as a reference for universities in subsequent studies related to the use of social media and entrepreneurial creativity.

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