

## Application of the Concept of Community Based Tourism in Walima Festival Tourism Objects, Bongo Village, Gorontalo Province

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### Abstrak

Desa wisata merupakan aset kepariwisataan yang diberdayakan dan dikembangkan dengan segala keunikan dan daya tariknya untuk menarik kunjungan wisatawan ke lokasi desa tersebut. Pemberdayaan Desa Binaan ini bertujuan untuk menerapkan konsep *community-based tourism* di desa wisata religious Bongo pada obyek wisata Festival Walima. Peran masyarakat dalam konsep ini sangat penting bagi keberlangsungan pariwisata. Penggunaan metode *community-based tourism* mampu meningkatkan kesejahteraan masyarakat pada bidang ekonomi. Salah satu obyek wisata yang menarik di Desa Wisata Bongo adalah festival walima. Dengan keunikan dan keunggulan yang dimiliki obyek wisata ini belum dikelola dengan baik. Kegiatan ini melalui beberapa tahap yaitu: perencanaan, pelaksanaan dan evaluasi terhadap tata kelola obyek wisata festival walima, penguatan peran masyarakat dan bimbingan teknis. Hasilnya menunjukkan 1) terdapat peningkatan tata kelola pada wisata festival walima, 2) meningkatnya pemahaman masyarakat lokal tentang partisipasi aktif pada wisata festival walima, 3) adanya peran aktif dari sektor UMKM selaku penyedia kerajinan dan Kelompok Pokdarwis sebagai penyelenggara wisata.

### Abstract

Tourism villages are tourism assets that are empowered and developed with all their uniqueness and attractiveness to attract tourist visits to the location of the village. The empowerment of Assisted Villages aims to apply the concept of *community-based tourism* in Bongo religious tourism village to Walima Festival tourism objects. The role of the community in this concept is very important for the sustainability of tourism. The use of *community-based tourism* methods can improve people's welfare in the economic sector. One of the interesting attractions in Bongo Tourism Village is the Walima Festival. Despite the uniqueness and advantages of this tourist attraction, it has not been managed properly. This activity goes through several stages, namely: planning, implementing, and evaluating the management of Walima Festival tourism objects, strengthening the role of the community, and technical guidance. The results show there is an increase in governance in Walima Festival tourism, local people's understanding of active participation in Walima Festival tourism, and an active role from the MSME sector as a craft provider and the Pokdarwis Group as a tour organizer.



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## INTRODUCTION

Tourism villages are tourism products developed based on the potential of the village, both in the form of community, nature, and culture as an identity that has tourist attraction. The emergence of tourism villages in the tourism sector is able

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to provide new alternatives to tourists to carry out tourist activities (Itah Masitah, 2019). Because of the uniqueness and diversity of each village, the development of tourism villages can be used as a strategy to increase tourism attractions or attractions. An important tourism village to be implemented is the aspect of cultural and environmental preservation. Important aspects in the development of tourism villages towards superior or independent tourism villages can be seen from 3 development structures, namely, infrastructure; hygienic, hygienic and health; and information technology readiness. Such development can provide impetus for sustainable rural development and have beneficial management principles and involve local communities. At the ideal level, tourism villages must be able to commit to the vision of tourism as a tool for positive transformation, inclusive and sustainable development. Tourism villages are basically one alternative to accommodate the needs of tourists who have special interests, and actually so far tourist villages have been in great demand by tourists who mostly live in urban areas. Many tourist attractions are found in rural areas that have the power to bring tourists, both domestic and foreign. The potential of rural areas in the form of rural natural scenery, historical and cultural relics as well as various folk arts and crafts has so far attracted tourists (Gao *et al.*, 2017; Rosalina *et al.*, 2021; Vitasurya, 2016). Similarly, various cultural riches of rural communities such as adapting customs and traditional life patterns can be packaged into tourist products that can be offered to tourists. Tourism villages are rural areas that offer an overall atmosphere that reflects the authenticity of the countryside, both from socio-economic, socio-cultural, customary, daily life, building architecture and distinctive spatial structures, or unique and interesting economic activities and has the potential to develop various tourism components such as attractions, accommodation, food and beverages, and other tourism needs (Pranoto *et al.*, 2023; Rasoolimanesh *et al.*, 2017). The realization of the countryside into a tourist village is expected to realize independence for the village itself. The community and some village leaders feel that the village youth do not yet have the will and initiative to increase the scale of existing tourism businesses. Their understanding and knowledge of the basic principles of tourism business is also inadequate and evenly distributed to all young tourism village business actors. The impact of tourism potential has not been explored more and contributes more to improving the welfare of the people of Pulosari Village. The lack of knowledge about the business process of this tourism village is feared to have an impact on the development of the Tourism Village to be developed. The development of a village into a tourist village needs to be supported by the existence of elements that make up a tourism village system. These elements are as follows :

- a. Tourist attractions, which include all that includes nature, culture, and human creation. The attractions chosen are the most interesting, have uniqueness/distinctiveness, and original/natural.
- b. Mileage, which is the distance from the main tourist area, especially where tourists live, and also the distance from the provincial capital and from the district capital. In addition, the location of a tourist village is also considered its distance from important places such as airports, ports, terminals, and so on.
- c. The size of the village concerns the problems of the number of houses, the number of inhabitants, the characteristics and area of the village. This criterion relates to the carrying capacity of tourism in a tourist village.
- d. Belief system and community are important aspects of a tourism village considering the rules that are specific to the community of a village. Factors to consider are the majority religion and the existing societal system.
- e. Availability of infrastructure which includes transportation facilities and services, electricity facilities, clean water, drainage, telephone and so on. Each of these criteria is used to see the main characteristics of a village to then determine whether a village will be a village with a pause type, a one day trip type, or an overnight stay type.

## METHOD

In the first year, the focus of activities in the field of Education and Culture, Walima Festival Tourism. The methods used are :

1. The action research method is action/participatory research. The community is able to solve their problems. With this approach, the community is involved in every process in community empowerment and development actions.

2. The method of action is a community-based program directing the wishes and commitments of all parties, both the community and the Government into concrete concrete actions in accordance with their respective duties and responsibilities.

In detail, the methods of approach and output are presented in the following table.

**Table I.** Approach and Output Methods.

No	Problem Focus	Method of Approach	External
1	Education/Education of Society and Culture	Community based tourism and Action Research Methods and Real Action Methods	Fulfillment of the human resource needs of tourism managers Implementation of the Tourism Working Group for Tourism Management Fulfillment of basic tourism facilities in 6 (six) excellent tours. The existence of ethical guidelines and education on tourism governance Readiness of human resources in superior tourism governance
2	Walima Festival Tour Program	Community based tourism and Action Research Methods and Real Action Methods	Fulfillment of the human resource needs of tourism managers Implementation of the Tourism Working Group for Tourism Management Fulfillment of basic tourism facilities in 6 (six) excellent tours. The existence of ethical guidelines and education on tourism governance Readiness of human resources in superior tourism governance

Source: Identification of the implementation team and village government in 2024.

## RESULTS AND DISCUSSION

The emergence of tourist villages is able to provide new alternatives to tourists to carry out tourist activities. Tourism villages not only invite tourists to enjoy the beauty of nature, but also learn and introduce the lives of rural people directly. Tourism village is a journey that is oriented towards enjoying the atmosphere of rural life, respecting and obtaining added value of life from the culture and traditions of the local community and the natural environment, as well as improving the welfare of the local community. The daily life of the local community and its environment is a tourist attraction and attraction. The scope of tourism villages can be in the form of nature such as mountains, rice fields, forests, cliffs, landscapes, flora and fauna, as well as marine parks; culture such as historical relics, customs, traditions, daily life, and architectural works; or in the form of *saujana*, which is a cultural work (thing) that 'blends' with the landscape. The potential and level of tourist attraction visits in Bongo village can be seen in the following table :

**Table II.** Tourist Attraction Visit Rate in the last three years.

No.	Attractions and Attractions In Bongo Village	Traveller Visitor Rate (Person)						Info
		Local/National			Mancanegara			
		2021	2022	2023	2021	2022	2023	
1	Festival Walima (Maulid Nabi)	2.270	2.447	2.800	67	56	61	

Source : Results of Identification of the Implementation Team and Bongo Village Government in 2024.

The table above shows the development of tourist visits in this village, but as a tourism village that has been formed for 14 years, this village should have entered a stage of independence in tourism management and community welfare as a result. Local managers and surrounding communities should have initiative and participatory in developing a variety of superior tourism products through a community-based tourism model. Community based tourism has become a very important concept in the development of tourism villages (Syarifuddin, 2022). The concept of community-based tourism empowers and involves the community in every tourism activity (Havadi Nagy *et al.*, 2020). Therefore, the empowerment team of assisted villages together with the community has analyzed the potential, problem situation, priority real

programs and sustainability strategies, which are explained in detail below. Walima Festival is a cultural tradition that is carried out every year with great fanfare by the people of the Province Gorontalo and centered in the Bongo Religious tourism village. This attraction is held every 12th of Rabiul Awal in the month / year of Islam as the birth year of the prophet Muhammad S.A.W. One of its uniqueness is the parade / competition of thousands of walima / mountains.



Figure 1. Walima Festival Promotion in Bongo Village, Gorontalo Province.

In detail, the excellent potential and problems faced by the two attractions can be seen in the following table :

Table III. Potential excellence and problems encountered.

No	Tourism Leading Potential	Problems encountered	Info
1	Festival Walima (Maulid Nabi S.A.W) Desa Bongo	1) Lack of festival promotion, 2) has not been integrated with other tourist attractions, 3) There is no home <i>stay</i> facility. 4) No guide, 5) No tourist map yet	

Source : Results of Identification of the Implementation Team and Village Government in 2024.

Based on the assessment of the potential and problems faced, the program needs and sustainability strategies are detailed in the following table.

Table IV. Details of the program and sustainability strategy of the Walima Festival (Mawlid Prophet Muhammad).

No	Real Problem-Solving Program	Program Sustainability Strategy	Info
1	1) Promoting through brochures, banners, pamphlets, radio and social media, 2) integrating the Mawlid festival with other tourism attractions in Bongo village, 3) preparing <i>home stay facilities</i> according to village tourism standards, 4) making village tourism maps	1) Forming a Community Working Group for Bongo village tourism management, 2) Partnership cooperation with the Gorontalo Regency Tourism Office and the Province, 3) Further assistance through the flagship program of PT Gorontalo State University	

Source : Results of Identification of the Implementation Team and Village Government in 2024.

In the first year, the Bongo religious tourism assisted village empowerment program focused on the walima festival. Activities relevant to this focus are the fields of Education and Culture in Bongo religious tourism village. The priority problem addressed is the unpreparedness of the basic tools of tourism and human resources of the Bongo religious tourism village manager with sub-problems in the following table :

**Table V.** Details of tourism management human resource preparation activities.

No	Sub Problems
1	Formation of working groups and recruitment of tour guides
2	Preparation and establishment of the secretariat of the tourism working group
3	Preparation of Bongo village tourism rules/regulations
4	Preparation of tour packages for Walima Festival (Mawlid Nabi) attractions in Bongo village
5	Technical guidance on the management of tourism products Walima Festival attractions

Source : Identification of the implementation team and village government in 2024.

The solution taken is the application of science and technology, namely determining the details of activities, volume, division of tasks and persons in charge and setting work targets. Handling problems in the field of Education and Culture in Bongo religious tourism village due to the unreadiness of basic tourism tools and human resources of Bongo religious tourism village management , in detail can be seen in the following table.

**Table VI.** Details of tourism management human resource preparation activities.

No	Activity Details	Volume	Responsible	Work Target
1	Working group refresher and tour guide recruitment	1 (one) Group & 6 guides	Community working group and Bongo Village implementation team	100%
2	Preparation and establishment of the secretariat of the tourism working group	1 (one) Unit/Location	Community working group and Bongo Village implementation team	100%
3	Preparation of Bongo village tourism rules/regulations	1 (one) Regulation Package	Community working group and Bongo Village implementation team	90%
4	Preparation of tour packages for Walima Festival (Maulid Nabi) attractions in Bongo village	1 (one) Tour Package	Community working group and Bongo Village implementation team	90%
5	Technical guidance on the management of tourism products Walima Festival attractions	1 (one) Time	Community working group and Bongo Village implementation team	100%

Source : Analysis of the implementation team and village government in 2024.

**Figure 2.** Walima Parade in Bongo Village, Gorontalo Province.

In the application of science and technology requires methods. Therefore, the methods used in problem solving are adapted to the needs in the field. The methods implemented in the First Year (2024) are as follows.

### Educational and Cultural Work Program

This program consists of two, namely human resources and the environment. The first Sub Program is human resources and the second Sub Program is the village environment. The concrete steps of the solution implemented are as follows:

**Table VII.** Concrete steps for Human resource solutions.

No	Stages/Steps	Target	Activity Results
1	Establishment of a working group of tourism village communities	Community	1 (one) Group
2	Needs analysis and recruitment of tour guides	Village youth and communities	15 (fifteen) Persons
3	Community socialization of village tourism program	The entire community of Bongo village	2 (two) activities every six months
4	English language skills tutoring	Tour Guide	2 (two) activities every six months
5	Technical Guidance on Walima Festival tourism management	Tourism working group and tour guide	1 (one) activity for two tour packages

Sumber : Identifikasi Tim pelaksana dan Pemerintah desa Tahun 2024.

Based on the background and solution of the problem, the concrete steps that will be implemented are :

1. Carrying out promotions and publications of the attractiveness and uniqueness of the walima festival;
2. Preparing basic facilities;
3. Preparing tour guides;
4. Compiling a series of event attractions;
5. Preparing SME handicraft products as souvenirs. Furthermore, in detail, walima festival tour packages have been compiled in the following table.

### *Prepare a tour package for the Walima Festival attraction (Maulid Prophet Muhammad) Bongo village*

**Table VIII.** Walima Festival Tour Package per person.

No	Package Cost Details	Price (Rp)	Revenue Description	Output
1	Festival Admission Ticket	10.000,-	Tourism working group	The availability of Walima Festival tour packages and which will increase income in Bongo Religious Tourism Village
2	Home stay	75.000,-	Community	
3	Eat 2 times a day	25.000,-	Community	
4	Village Income	20.000,-	Village Office	
5	Driver	10.000,-	Community	
6	Snack/Welcome Drink	10.000,-	Community	
Total		150.000,-		

Source : Identification of the implementation team and village government in 2024.

With the application of the package above, specifically for walima festival attractions, if the average visitor in one year for local tourists reaches 2,500 people, it is multiplied by Rp. 150,000,- = Rp. 375,000,000 per year. While for foreign tourists reaching 61 people multiplied by Rp. 150.000,- = Rp. 9.150.000,- per year. Thus, the estimated total turnover that will be obtained from walima festival tourist attractions in real terms is Rp. 384,150,000 per year. Based on the determination of the six packages above, the recapitulation of the distribution of income obtained by the community, tourism working groups and village governments after the implementation of science and technology in the first year of the Walima Festival tourism object can be seen in the table as follows.



**Table IX.** Estimated revenue of superior product services for Bongo village tourism in the first year 2024.

NO	FEATURED TRAVEL PRODUCTS	REVENUE GENERATION DISTRIBUTION			TOTAL Income/Year (Rp.)
		Community (Rp.)	Tourism working group (Rp.)	Village Income (Rp.)	
1	Festival Walima	307.320.000,-	25.610.000,-	51.220.000,-	384.150.000,-
	TOTAL	339.720.000,-	26.960.000,-	81.210.000,-	420.600.000,-

Source : Results of Identification of the Implementation Team and Village Government in 2024.

**Figure 3.** Implementation of the Prophet's Maulid Celebration at the Walima Festival.

In addition, a village will become a tourist village, certain criteria are needed, namely :

1. Tourist attractions, namely all that includes nature, culture and human creation. The chosen attractions are the most attractive and attractive in the village;
2. Mileage, which is the distance from tourist areas, especially tourist residences and also the distance from the provincial capital and distance from the district capital;
3. Village size, concerning the number of houses, population, characteristics and area of the village. This criterion relates to the carrying capacity of tourism in a village;
4. Belief system and community, is an important aspect considering the rules that are specific to the community of a village. Need to consider is the religion that is the majority and the existing societal system;
5. Availability of Infrastructure, including transportation facilities and services, electricity facilities, clean water, drainage, telephone networks and so on (Antara *et al.*, 2015).

The concept of Community Development is one of the efforts to realize sustainable development in Indonesia. Sustainable development must be able to provide solutions in terms of meeting basic human needs, integrating development with environmental protection, achieving equality, ensuring self-determination, social and cultural diversity, and maintaining ecological integrity. Sustainable development is one of the efforts to promote sustainable tourism through three pillars consisting of economic sustainability, social sustainability, and environmental sustainability. Community Based Tourism is basically an effort to develop a tourism through empowering local communities with community involvement in planning, management to decisions in tourism development. Through tourism villages, it is expected to foster equity in accordance with the concept of sustainable tourism development. One form of community participation in terms of village tourism management can be implemented through the concept of Community-Based Tourism. This concept emphasizes and prioritizes community participation in order to have creativity in developing tourism potential in their own region. Community Based Tourism is an idea that can encourage community independence for the management of tourism potential, so that getting benefits from the progress of tourism in the region becomes an important thing in tourism development. In this concept, local wisdom is one of the advantages, so it is expected that the culture in each region will make tourists interested in visiting and become one of the target lists of tourist areas that must be visited (Krisnandela *et al.*, 2023).

## CONCLUSION

The application of science and technology to walima festival tourism attractions is able to increase the active participation of village governments, communities and artisan MSME groups and tourism awareness groups in Bongo village. This leading tourist attraction can be continued in the second year with other attractions in this village. For this reason, there are several important factors that must be considered, namely :

- 1) Acknowledging, supporting and developing community ownership in the tourism industry;
- 2) Involve community members in initiating every aspect;
- 3) Develop community pride;
- 4) Develop the quality of life of the community;
- 5) Ensure environmental sustainability;
- 6) Maintain unique character and culture in the local area;
- 7) Foster learning about cultural exchange in the community,
- 8) Respect cultural differences and human dignity,
- 9) Distribute benefits fairly to community members;
- 10) Play a role in determining the percentage of revenue distribution in projects in the community.

One of the representations of community-based tourism development is the Tourism Village. As one of the synergies of government programs in this case the Ministry of Tourism, which is associated with the role of universities in 100 community empowerment programs, a sustainable program is needed between the Government and Higher Education, as an effort to efficiency and effectiveness of productive programs in sustainable Tourism-based Community Empowerment. The need to build the integration of walima festival tour packages with other tours in Bongo village. There is also a need for interconnection between Bongo Tourism Village and other tourist villages located in the Tomini Bay coastal area of Gorontalo Province. The need to build cohesiveness and commitment between fellow tourism actors in Bongo village. Assistance and allocation of tourism facilities and infrastructure resources from the Tourism Office of Gorontalo Regency and Gorontalo Province are needed.

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- 3) The Regency and Provincial Government of Gorontalo;
- 4) LPPM Gorontalo State University;
- 5) MSME Partners and tourism working groups
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