

Tourist's Bizarre Behaviors in Bali: Deconstruction of Irritation Index Theory from Gen Z Perspective

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Received: January 27, 2025	Revised: March 28, 2025	Accepted: April 08, 2025	Published: April 09, 2025
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ABSTRACT

The diminishing reputation of Bali tourism has emerged as a pressing issue, primarily due to the viral spread of unusual tourist behaviors through social media and other platforms. This ongoing trend poses a potential threat to the stability of Bali's tourism sector. To address this issue, the study aimed to: (1) identify and analyze changes in individual attitudes stemming from exposure to negative tourism information, and (2) develop a model linking exposure to negative tourism information with shifts in the attitudes of the Balinese community, considering fatigue as a mediating factor. The research employed a quantitative methodology, incorporating data analysis techniques such as quantitative descriptive analysis and Structural Equation Modeling (SEM) with Partial Least Squares (PLS). The findings reveal that (1) the community remains in the "euphoria" phase, indicating a sustained acceptance of tourists, and (2) fatigue acts as an effective mediating variable, demonstrating partial mediation in the relationship between negative tourism information and public attitudes. These results suggest that while the Balinese community continues to embrace tourism, the role of fatigue in shaping attitudes warrants further attention.

Keywords: Tourist bizarre behavior: people attitude: tourism fatigue

INTRODUCTION

Subsequent to the COVID-19 outbreak, the influx of foreign tourists to Bali has gradually risen (Hanita et al., 2024; Susilo & Chen, 2023). The number of visitor arrivals in 2022 increased by 2,155,747, indicating that many tourists have engaged in tourism activities (BPS Bali Province in Figures, 2024). As Bali's tourism sector recuperates, an increasing number of novel tourism activities are arising (Astuti et al., 2024). On the other side,

numerous reports concerning tourist activities, particularly those of international visitors in Bali, have garnered significant attention, especially criticizing their "unrestrained" conduct on the island (Suyadnya, 2021). According to the irritation index theory, the more the number of tourist arrivals increases, the more the public's attitude changes from initially positive or euphoric to antagonism or negative feelings (Linderová et al., 2021). Linked with the viral phenomena of foreign tourist conduct that happening in Bali, several mass and electronic media frequently disseminate viral information concerning the adverse effects of tourism development. Numerous media outlet highlighted international tourists who contravene restrictions in Indonesia, reporting on the negative behavior of tourists. Electronic platforms, including social media such as Instagram, TikTok, and Facebook, routinely feature viral videos of inappropriate behavior exhibited by tourists in Indonesia, particularly in Bali.

Picture 1 below illustrates a "common scene" on the streets of Bali, where foreign tourists frequently exhibit rule-breaking behavior. They are often seen riding motorcycles without wearing helmets and even create content showcasing their 'freedom' on the island.



Picture 1: Tourists riding two-wheeled vehicles without wearing head protection

Source: <https://pewartasatu.com/aturan-baru-turis-tidak-boleh-meminjam-atau-menyewa-motor-di-bali/>

The pervasive dissemination of negative information may alter the disposition of the Balinese people, who were once enthusiastic about the influx of tourists, leading them to change their attitudes to become apathetic, irritated, and antagonistic. The community's response can be observed in the growing presence of individuals and groups in Balinese society who are publicly criticizing the irresponsible conduct of tourists in Bali. Ni Luh Djelantik, a member of the Bali Provincial DPD, and I Wayan Koster, the Governor of Bali demanded that all tourists obey the rules in force in the Republic of Indonesia. Through the Circular of the Governor of Bali Number 4 of 2023 concerning the New Order for Foreign Tourists While in Bali, tourists who commit violations will be dealt with firmly through sanctions or legal processes by the applicable laws and regulations in Indonesia.

The aforementioned elucidates that the dissemination of information, influenced by fatigue factors in auditory or visual perception, may significantly alter public attitudes. This suggests that the more frequently and intensely the same news is disseminated, the greater its impact on public trust (Pradhanika, Nugroho, and Widagdo, 2022). Consequently, this may result in negative attitudinal shifts, leading the public to experience disappointment, apathy, anger, boredom, or even opposition to the influx of tourists. Media news is designed to facilitate the community's transition from ignorance to knowledge. This information will significantly aid in the enhancement of tourism development. Nonetheless, exposure to information media influences alterations in community views (Fadhilla and

Ngare, 2020). Post-Covid-19 epidemic, tourism development ought to have engendered a more euphoric mood within the society. Cahyadi & Newsome (2021) instead resulted in a negative disposition. The community and tourists have begun to encounter difficulties.

The objective of this study is to examine alterations in community behavior toward antagonism, including discontent with the influx of tourists. This is demonstrated by the community's tendency to publicize the unusual conduct of tourists via social media and other platforms. If this persists, it will adversely affect tourism in Bali. Semara & Lestari (2021) assert that information exposure can influence tourists' interest and loyalty towards a destination. Consequently, if exposure to knowledge results in adverse outcomes, it will undoubtedly deter tourists from future trips. This study seeks to discover and assess alterations in community attitudes resulting from exposure to unfavorable tourism information, while also developing a model that illustrates the impact of such exposure on changes in Balinese attitudes, with fatigue serving as a mediating variable.

According to research by Annisa (2023), it was stated that exposure to advertisements on Instagram has a positive and significant effect on visitor interest with the data analysis technique used being linear regression analysis with a sample size of 100 people. Research by Semara & Lestari (2021) stated that tourist interest can perfectly mediate between exposure to information and tourist loyalty, with the data analysis technique used being smartPLS analysis with a total of 85 respondents. The study conducted by Widaningsih, Nugraheni, Prananingrum, and Rahayunianto (2020) found that media exposure and tourist attractions significantly affect interest in visiting tourist destinations. The research employed a survey method, utilizing a questionnaire for data collection, with a sample size of 100 participants. Arofah's research (2020) indicated that the populace's attitude towards travelers and tourism growth is characterized by euphoria. Research conducted by Hakim (2020) has also explored tourism euphoria in evaluating the emphasis on quality over quantity in the post-COVID-19 era.

There is a substantial difference between past studies and this study on tourism information exposure. Overall, exposure to tourism information can inspire visitors to travel to areas and foster a desire for return visits. This significantly contributes to the beneficial advancement of

tourism at destinations, ultimately influencing individuals' opinions directly. Improved information correlates with a more favorable public attitude, whereas unfavorable information results in a shift toward a negative public sentiment.

The theory used in this study is the Irridex (Irritation Index) Doxey theory which describes changes in local community attitudes towards tourists (Doxey, 1975). Doxey's Irritation Model is widely utilized in the present day to examine how varying stages of tourism development correspond to different capacity limits within the host community (Mantik et al., 2023; Schönherr et al., 2023). Changes in community attitudes occur due to an increase in the number of tourist visits to the destination area. The Irridex Doxey model focuses on the level of irritation between tourists and the community in the tourism development process. This model shows the relationship between the community and tourists starting from euphoria, then to apathy, to annoyance, and finally to antagonism. In the following year, several other researchers also made the same relationship regarding the community's response to tourism in a linear manner.

Butler (1980) described a description of a destination through the tourism area life cycle model with stages of exploration, involvement, development, consolidation, stagnation, decline or rejuvenation. Although Butler's article was first published in 1980, the Tourism Area Life Cycle (TALC) theory remains a fundamental framework that continues to be developed by many researchers in the field of tourism destination development such as researchers Rodrigo et al., (2023), W. P. Sari et al., (2024) and Yang (2023). On the other hand, in the context of community attitudes toward tourism development, researchers such as Doğan (1989) have introduced specific characteristics of these attitudes toward tourism development including resistance, recreatism, boundary maintenance, revitalization, and adoption. Similar to Doxey's Irridex model and the Tourism Area Life Cycle (TALC), Dogan's theory remains relevant and is widely utilized by researchers to this day, such as in studies conducted by Serhane et al., (2021) and Bhatta (2023). Equally important, Ap & Crompton (1993) proposed a model of changes in community attitudes towards tourism Which is still used by researchers to this day known with the four stages, namely, embracement, tolerance, adjustment, and withdrawal.

The research always reveals that the increasing number of tourists will have an impact on changing the attitudes of society or tourism in a negative direction (Lei et al., 2023)

Irridex's theory has so far been the basic foundation in the field of tourism science in revealing changes in people's attitudes. This theory certainly needs to be developed and restructured through Derrida's Deconstruction theory. Deconstruction aims to dismantle ideas and thoughts that are considered normal and correct by most people. The presence of this theory is a defense of differences. Deconstruction starts from unthinkable things. An understanding that rejects definite views. This theory focuses not on the search for meaning, but on the creation of new meanings through freedom of interpretation.

METHODOLOGY

Elevated exposure to information undoubtedly impacts shifts in community attitudes. This research was conducted over a period of one year. The research employed a quantitative methodology utilizing an associative research design. This method is employed to assess the interaction among two or more factors. The data-gathering approach employed was a questionnaire utilizing a Likert scale for measurement. The Likert scale is highly suitable for measuring respondents' perceptions of their surrounding environment. The sampling method employs a purposeful sampling methodology. The sample consisted of a young group currently pursuing studies in the field of tourism. The sample determination employs the Roscoe reference (1982), stipulating that each category must have at least 30 respondents. This research category includes both males and women, resulting in a total sample of 60 respondents. This study involved a sample of 60 respondents consisting of Balinese postgraduate students enrolled in the tourism study program. The rationale for selecting this group as the sample is based on the perception that they represent a segment of the community that possesses an understanding of the context related to the issue of Balinese community responses to the increasingly frequent display of unusual behavior by international tourists. The sample was selected due to its profound understanding of tourism development. The sample can be utilized to precisely assess and forecast the occurring conditions. For data analysis methodologies employing SEM analysis with SmartPLS. The smartPLS analysis is employed due to its minimal sample size requirements.

RESULT AND DISCUSSION

Exposure to Negative Tourism Information

Exposure is the intensity of the audience being exposed to messages spread by the media (Pratama & Rosilawati, 2022). Exposure can be seen from the amount of information obtained by the audience through the media, which includes frequency, attention, and duration of use (Anggraeni and Deborah, 2022; Ghazali, 2023; Jannah et al., 2023). The more negative tourism information is exposed, the more detrimental it will be to the destination and stakeholders.

Based on the research conducted, the data shows that the variable of exposure to negative tourism information (X) with questions X1 - X7 has an average value with bad criteria as seen in Table 1.

Table 1. Frequency Distribution of Exposure to Negative Tourism Information Variables (X)

Item	5	4	3	2	1	Mean	Indicator
Frequency							2,425
X1	3.0	10.4	47.8	25.4	13.4	2.64	
X2	3.0	3.0	26.9	46.3	20.9	2.21	
Duration							3,135
X3	6.0	38.8	35.8	16.4	3.0	3.28	
X4	6.0	23.9	37.3	28.4	4.5	2.99	
Attention							2,303
X5	4.5	9.0	37.3	37.3	11.9	2.57	
X6	0	3.0	31.3	50.7	14.9	2.22	
X7	1.5	4.5	23.9	44.8	25.4	2.12	

Source: Data Analysis 2023

Exposure to positive tourism information has a significant impact on interest in visiting tourist destinations (Widaningsih et al., 2020). The use of media, especially the internet and social media, has a positive impact on the development of Balinese tourism, which ultimately improves the economy. Media exposure has a huge impact on its users. Many stakeholders use information media to attract tourists. Starting from tourist attraction managers, hotels, villas, tour and travel, clubs, restaurants, and cafes as well as other tourist accommodation providers. However, on the other hand, exposure to negative tourism information hurts tourism development. Many media publish the term 4S (sun, sand, sea, sex). This term causes Bali to become a tourist center for Lesbian, Gay, Bisexual, and Transgender or LGBT people. In addition, the media often exposes information on negative tourist behavior. Such as having sex on the beach, kissing in a holy place, urinating carelessly, fighting, hitting and running, walking on the highway and blocking cars, damaging police cars, stealing, drinking alcohol while riding a motorbike, being

naked in public, committing fraud, and other actions that should not be done by tourists. This has an impact on the image of tourism in Bali which is getting worse.

Exposure to information has a very large influence on the formation of attitudes, the greater the exposure to information, the more attitudes will change (Dwiani and Prihantoro, 2020; Abdurahman, Hidayat and Yuniati, 2022; Widyasari, Oktivera and Wirawan, 2023). Very intense exposure to information can affect the physical condition of the audience to become tired. However, this is contrary to the facts in the field which show that the physical condition of the audience towards negative tourism information does not cause fatigue. The data shows that the question indicator in the Tired variable (Z) with questions Z1 to Z5 has a poor criterion with the lowest value of 1.96 which can be seen in Table 2. This data can be concluded that the physical condition of the respondents does not experience fatigue from negative information. Respondents are enthusiastic about reading, watching, and listening to the news. This may be attributed to the respondents being part of the younger generation, which has been exposed to information technology (Alfaresi et al., 2020). The lifestyle of the younger generation is inseparable from technological developments. Based on studies, the younger generation is more interested in viewing information via social media and using it to express their identity (F. Sari et al., 2023).

Table 2. Frequency Distribution of Fatigue Variable (Z)

Item	5	4	3	2	1	Mean	Indicator
Weak Body							2.10
Z1	0	0	25.4	44.8	29.9	1.96	
Z2	0	6.0	37.3	31.3	25.4	2.24	
Sleepy							2.27
Z3	0	7.5	37.3	29.9	25.4	2.27	
Tired of							2.27
Thinking							2.27
Z4	0	3.0	25.4	47.8	23.9	2.07	
Bored							2.03
Z5	0	3.0	23.9	46.3	26.9	2.03	

Source: Data Analysis 2023

Public Attitudes Towards Negative Tourism Information

Directly or indirectly, the tourism sector has many positive and negative implications for the entire community in all aspects. It seems that tourism which has developed rapidly tends to be out of control, causing symptoms of inequality in society that are starting to appear and are increasingly worrying. Communities that are known to have strong cultural roots are starting to falter with the stuttering of tourism. In the context of this study, several benefits and

impacts are believed to be able to influence local people's perceptions of tourism development in a destination. Various references regarding the influence of tourism are used as material to find information about local people's perceptions.

According to the research conducted, it was found that the public's attitude tends to have a good perception of tourism. This can be proven from the data in Table 3 which shows that the question indicators in the public attitude variable (Y) with questions Y1 - Y5 have good criteria with the lowest value of 4.06.

Table 3. Frequency Distribution of Public Attitude Variables (Y)

Item	5	4	3	2	1	Mean	Indikator
Happy Expression	Y1	35,8	50,7	13,4	0	0	4,22
Respect	Y2	28,4	49,3	22,4	0	0	4,06
Acceptance	Y3	29,9	53,7	16,4	0	0	4,13
Ramah	Y4	32,8	52,2	14,9	0	0	4,18
Polite	Y5	32,8	52,2	14,9	0	0	4,18

Source: Data Analysis 2023

Local people's perceptions of tourism development tend to be positive, especially when viewed from the perspective of its influence on social and economic elements. Specifically, local people are of the view that tourism contributes to environmental preservation. In addition, local people also feel economic benefits from the opening of job opportunities, although not many investors are interested in investing. When viewed through the concept of Doxey's Irridex, the local people are still in the "euphoria" phase or are enjoying the benefits of tourism activities which are marked by the openness of the local community to tourists and investors. This is also because the Balinese people have a philosophy of life, namely Tat Twam Asi which can be interpreted as you are me, I am you (Darma, 2021; Giri and Girinata, 2021; Suarjaya, 2021). The meaning of this philosophy is that the Balinese people respect each other. The relationship between the community and tourists will remain well maintained because of the Balinese philosophy of life.

The impact of tourism is not always felt positively by the community. Sometimes there is imitation of behavior by local residents that is considered inappropriate to local culture such as changes in behavior that like to go to pubs,

drink alcohol, and wearing tattoos. The lifestyle of a small part of the local community has also changed to become more consumptive. Tourists who travel without a tour guide are also prone to committing violations such as entering sacred areas without wearing traditional clothes or while menstruating. Indirectly, tourists also hurt the environment.

Based on previous studies, it was stated that exposure to information has a significant and positive effect on changes in public attitudes (Suciska, Pratama and Trenggono, 2022). However, this is not inversely proportional to the findings produced, the data shows that the variable of exposure to negative tourism information has a significant and negative effect on the variable of public attitudes, with a p-value of 0.000 (<0.05) and the original sample estimate value is negative, namely -0.428 ($c = -0.428$) which can be seen in Figure 1 below.

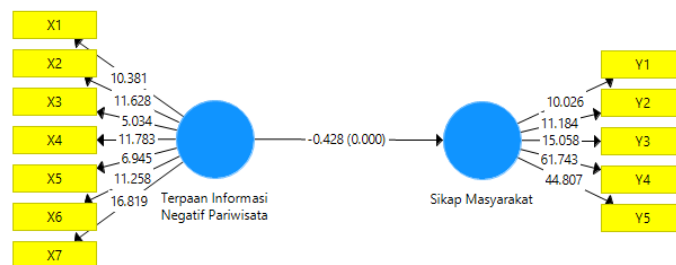


Figure 1. Direct Influence of Exposure to Negative Tourism Information Variables on Public Attitudes before Mediating Variables are Included

Source: Data Analysis 2023

However, the findings of this study show the opposite, positive public attitudes occur if exposure to negative tourism information does not increase or decrease. The decrease in negative tourism information will be accompanied by the growth and development of public euphoria towards tourism. A euphoric attitude is an attitude that accepts the presence of tourism and sees tourism as an opportunity (Yadnya and Adikampana, 2019). To maintain the public's euphoria towards tourism, it is very necessary to anticipate exposure to negative tourism information. This is the basis for the policy of the Bali Provincial Government, through the Bali Police Chief, Inspector General Putu Jayan Danu Putra, conveying to the public not to carelessly make negative tourist behavior viral. People who make information viral to the media through social media will be punished under the Electronic Information and Transactions Law (UU ITE). The Bali Provincial

Government realizes that making negative tourist behavior viral hurts tourism development. The image of Bali tourism has declined which affects tourists' interest in traveling. This is proven by data from the Central Statistics Agency (BPS), which shows that foreign tourist visits in February 2023 decreased by 2.5% compared to January 2023 as seen in Figure 2 since videos and photos related to foreign tourists engaging in negative behavior in Bali went viral.

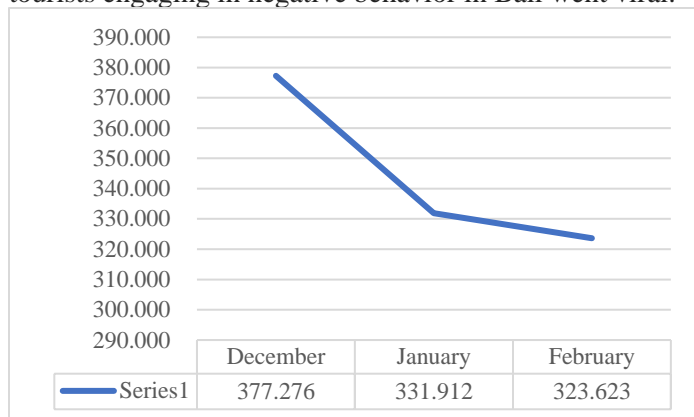


Figure 2. Foreign Tourist Visits to Bali December 2022 – February 2023

Source: BPS Bali Province in Figures, 2024

Along with the development of technology and ease of information, based on several studies, the attitudes and behavior of Balinese people have changed (Buana et al., n.d.) People's attitudes and behavior tend to change due to the high intensity of exposure to information received. This is exacerbated by repeated news reports on the same topic in every media, both print and online, as well as other media such as TV and radio, which makes people very tired of listening to and seeing the information. Balinese people have a very noble foundation of life, which is used as a guideline in building a harmonious and peaceful life based on the teachings of *Tat Twam Asi*. *Tat Twam Asi* is able to foster an attitude of tolerance among others by realizing a harmonious and peaceful life through an attitude of tolerance (Budiadnya, 2018).

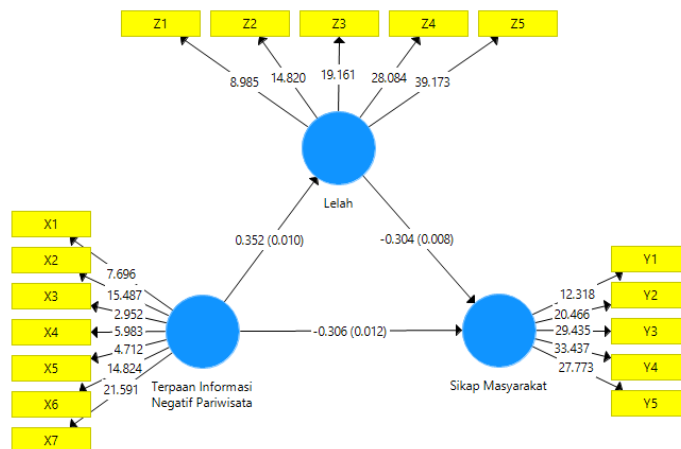


Figure 3. Direct Influence of Negative Tourism Information Exposure Variable on Community Attitude Variable after Entering the Fatigue Variable as a Mediating Variable
Source: Data Analysis 2023

The intervention of fatigue factors due to tourism exposure causes changes in community attitudes. This is also proven by the results of the study which can be seen in Figure 3. In the smartPLS structural model, the relationship between the variable exposure to negative tourism information (X) and the fatigue variable (Z) is significant with a p-value of 0.018 (<0.05) and the original sample estimate value is 0.352 ($a = 0.352$) then the direction of the relationship between X and Z is positive. So it can be concluded that variable X can be determined as a variable that has a significant and positive effect on variable Z. Furthermore, the relationship between the fatigue variable (Z) and the community attitude variable (Y) is significant with a p-value of 0.010 (<0.05) and the original sample estimate value is -0.304 ($b = -0.304$) then the direction of the relationship between Z and Y is negative. So it can be concluded that variable Z can be determined as a variable that has a significant and negative effect on variable Y.

To see the fatigue variable (Z) provides a perfect mediation effect (full mediation) or partial mediation, it can be done by looking at the VAF value. The criteria that must be met for perfect mediation is a VAF value $> 80\%$, while partial mediation with the provision of a value $20\% \leq \text{VAF} \leq 80\%$, if the VAF value $< 20\%$ then there is no mediation effect. To calculate the VAF value, see the following formula.

$$\begin{aligned} \text{VAF} &= (\text{indirect effect})/(\text{direct effect}+\text{indirect effect}) \times 100\% \\ &= (a*b)/(a*b+c) \times 100\% = (0.352 * (-0.304))/((0.352 * (-0.304))+(-0.428)) \times 100\% \\ &= (-0.107)/(-0.535) \times 100\% = 20\% \end{aligned}$$

Based on the VAF value obtained, which is 20%, this VAF value is in the partial mediation category, so it can be concluded that the fatigue variable is proven to be able to mediate the influence of exposure to negative tourism information on community attitudes with a mediation nature in the form of partial mediation.

The influence of negative tourism information exposure on public attitudes significantly occurs if the public experiences fatigue from reading, seeing, and listening to the news. Very high intensity of negative tourism information can significantly and positively influence the fatigue variable. When the physical condition of the public experiences fatigue from reading, seeing, and hearing negative tourism news, it directly hurts changes in public attitudes.

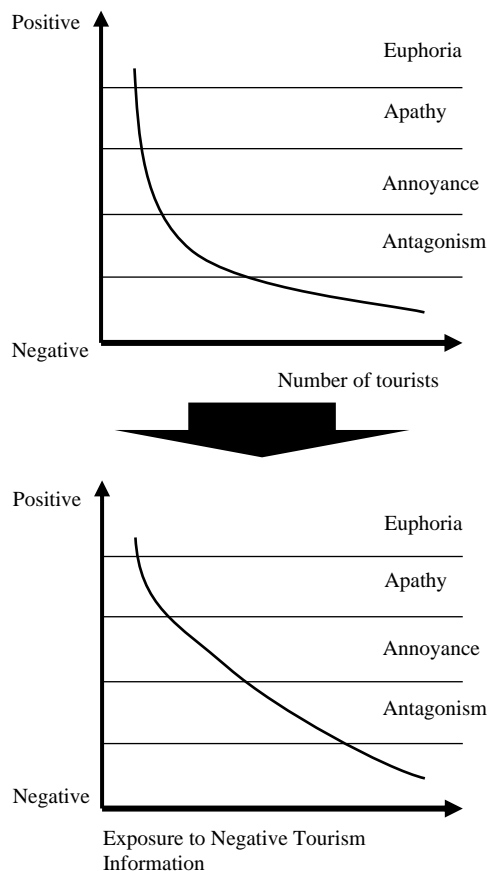


Figure 4. Deconstruction of the Irridex Doxey Model
Source: Authors

Doxey's Irridex theory describes changes in public attitudes into 4 stages, namely Euphoria, Apathy, Annoyance, and Antagonism. This change in attitude occurs due to the increasing number of tourist visits. The increasing number of tourist visits also causes changes in public attitudes to the negative as seen in Figure 4. This theory is no longer valid because this study found that changes in public attitudes were caused by exposure to tourism information. The number of tourists is not a measure of changes in public attitudes but rather information is a key factor. This finding deconstructs Doxey's Irridex (Irritation Index) theory which states that with the increasing number of tourist visits, the more public attitudes change to the negative, from euphoria to apathy, annoyance, and even antagonism (Saputra, 2020). The same thing was also conveyed by a Professor in the Field of Methodology, Evaluation, and Tourism Education, namely Prof. Dr. I Wayan Eka Mahendra, S.Pd., M.Pd., who stated that:

“For the Balinese people, increasing the number of tourist visits is very important in improving the economy of their people, the more the number of tourist visits to Bali increases, the happier the people's attitude becomes. The Balinese people are very dependent on tourism growth.”

Even the Minister of Finance, Sri Mulyani during COVID-19 also said the same thing that the decline in foreign or domestic tourist visits due to the coronavirus has hurt Bali tourism and many Balinese people have experienced a decrease in income (Republika, 2021). This proves that the number of tourist arrivals is an important factor in improving people's welfare. People's welfare will be accompanied by increased happiness (Atasoge, 2021). Of course, it is very contrary to the Irritation Index Doxey theory.

The primary limitation identified in this study is the unexpected nature of the findings regarding the effect of negative tourism information exposure on community attitudes. While the theoretical framework, particularly Doxey's Irridex theory, suggests that increased exposure to negative tourism information should lead to antagonistic attitudes among the community, the study found the opposite. Increased exposure led to heightened euphoria rather than irritation. This discrepancy suggests that the specific context of the Balinese community and their inherent cultural attitudes toward tourism may not align with the theoretical model used, limiting the generalizability of the results. Additionally, the mediation

effect of the fatigue variable indicates that the influence of negative information on attitudes is nuanced and may vary depending on the intensity of exposure, which requires further investigation.

Given the unique findings, it is recommended that future studies consider cultural factors and community-specific attitudes when applying theoretical models like Doxey's Irridex. Additionally, further research could focus on longitudinal data to capture potential shifts in attitude over time as exposure intensity varies. Investigating different demographic groups within the community may also provide deeper insights into how specific segments respond to negative tourism information. Moreover, policymakers should be cautious when interpreting the effects of negative tourism exposure, as the local context may significantly alter expected outcomes.

CONCLUSION

Information exposure pertains to the frequency with which information is presented to the intended audience. Due to the dissemination of adverse tourist information, the community's behavior or attitude should shift negatively. The more the community is exposed to negative tourism information, the community's attitude should show behavior that is increasingly directed towards antagonism in Doxey's Irridex (Irritation Index) theory. The community openly shows its displeasure and considers tourists as a source of problems. But in fact, the findings of this study found that exposure to negative tourism information has a significant and negative effect on people's attitudes. The more exposure to negative tourism information increases, the more people's attitudes change towards euphoria. Another finding produced is that the fatigue variable can mediate the effect of exposure to negative tourism information on community attitudes with a mediation nature in the form of partial mediation. The fatigue variable can significantly influence community attitudes negatively if the intensity of exposure to negative tourism information is very high.

ACKNOWLEDGMENTS

The authors express their gratitude to their respective institutions, respondents, and informants for their support and valuable contributions to this research. Additionally, we acknowledge the assistance of all participants and reviewers involved.

DECLARATIONS

The authors declare no conflict of interest related to this research.

ETHICAL APPROVAL

This research was conducted by ethical guidelines and received approval from the appropriate ethics committee.

INFORMED CONSENT

All participants in this study gave their informed consent before taking part. They received comprehensive information about the study's purpose, procedures, potential risks, and benefits, and their participation was entirely voluntary.

DATA AVAILABILITY

The data used in this study are available upon request from the corresponding author. Access to the data may be subject to ethical or legal restrictions.

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