



Impact of uncontrolled Marketing on Tourists and Tourist destinations: A Theoretical Analysis

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ABSTRACT: Digital marketing, internet marketing, social media marketing is all we hear these days. Marketing has taken a centre stage in all kinds of business. The success of your product is expected to largely depend on how well you are able to market it. Tourism industry in India is also seen to heavily rely on marketing to achieve growth and increase their tourist's arrivals. There is no denying that these advertisements and marketing tools are important for image creation and branding. In order to do so the marketing people try and project an image of a particular destination by talking about its attractions, amenities and other tourism offerings but sometimes to achieve their marketing goals these marketers go an extra mile to boast about the products available therefore sometimes leading to uncontrolled marketing. The paper is using the Five Gap Model to study the negative impacts of an exaggerated marketing and advertisement campaign. The paper also attempts at designing a specific Advertisement Gap Model to make the government, tourism marketers, readers and fellow researchers understand the various gaps that arise on account of exaggerated marketing and advertisements. The paper follows a theoretical approach and uses fundamental marketing and tourism concepts to come to conclusions. The results have been drawn using secondary data available. Through this paper the importance of tourism advertisements to be close to reality has been highlighted. It is seen that the uncontrolled marketing and unrealistic advertisements does more harm to a tourist destination than doing good.

Keywords: Advertisement, Destination, Image, Expectation, Marketing, Perception, Social Media, Tourist, Perception, Advertisement Gap Model.

I. INTRODUCTION

Marketing is so basic that it cannot be considered a separate function. It is the whole business seen from the point of view of its final result, that is, from the customer's point of view. Business success is not determined by the producer but by the customer [9]. The growing competition in the tourism industry globally has lead to an increased use of marketing communication to make potential tourists aware about the existence of a tourism destination and its service providers. Social media is becoming a favourite platform of destination marketing organizations. Tourist destination marketers are advertisements, sales promotions, and exhibitions along with internet marketing, public relations, digital marketing and direct marketing for effective marketing communication. Social media marketing is seen to be the most effective among the potential tourists [20]. Digital marketing trends via mobile, content and social media marketing are being used extensively to increase tourists arrivals [21]. Branding of tourism destination is used to retain tourists as it influences customer satisfaction. Brand image for branding is designed based on tourist expectations through promotions, advertisements and public relations [22]. Tourism industry is greatly influenced by the digital marketing trend. The service providers were in a race to come up with strategies to give memorable travelling experience to their tourists. The digital marketing should not just be used for enticing tourists to make purchases. It is important that when a tourists returns he or she is fully satisfied and content [17]. Tourists are primary to tourism and its survival depends on how well the needs of the tourists are being fulfilled. Tourist's satisfaction is considered as the ultimate goal of a tourism service provider. Marketing has become an integral part of

tourism industry. It is seen as a one step destination to success. Good and aggressive marketing has become a synonym to success. From government agencies to service providers and travel agents all are relying heavily on marketing tools and techniques for the growth of overall tourism industry and their respective businesses. The idea behind any operating business is to keep its customers satisfied and content with the offerings. Customers remain happy till the time their needs and demands are fulfilled and without happy customers a business cannot survive. Marketing is a complex activity involving research, planning, pricing strategy; decisions related to distribution channels, product related decisions. Sales and promotions are also a part of the marketing mix. The burden falls on the marketing department to identify customer's needs and designing product specifications accordingly. We get a satisfied customer and a thriving product only if a marketer is able to do its job properly. A product should be such that its fits the needs of the potential customers and is able to sell itself. Marketing departments are expected to understand their customers thoroughly and come up with a product that is attractive, fulfil the needs of the customers, available to customers easily and at appropriate prices. Such a product if promoted effectively is not hard to sell. When it comes to tourism industry tourist overall experience and customer service comes first. Marketers should pay more focus towards creating customer value by knowing their customers well. Marketers should be very careful while setting the expectations of the customers as in hospitality industry the expectations are easily set high as the customers are not actually know the product until they actually use them. The customers base their expectations on their past experiences, information from the advertisements and promotions, experiences of their known ones. In

case the product is not what they have perceived it to be they are unhappy and dissatisfied. The marketing concept holds that it is the job of the marketers to determine the needs and wants of their potential customers and delivers services effectively and efficiently. Marketing strategies for any product or service can only be successful if all the four component of the marketing mix i.e. Product, Price, Place and Promotion are given equal importance. The customers will be happy and content if the service providers and the marketers give due weight-age to all these four components. The growing service industry worldwide has lead to the growing demand of marketing and related research. The marketing of a service good becomes tougher and requires innovativeness from the marketers end due to its characteristics such as intangibility, variability, perishability and inseparability. Physical evidence also play an important role in creating the image of a service product and cannot be overlooked or neglected. Product Differentiation is another aspect that makes the marketing of products in the service industry tricky and because of this the marketers sometimes go beyond the line to highlight their product and prove it to be better than the competitors. No matter how much a marketer claim that the product offering is of superior quality or different that the competitors, the actual measurement is whether the customers expectation are met or not. It is always suggested, to only promise what one can deliver. Promising something which is unachievable or unrealistic will gradually result in the negative feedback about the product and leading to its death. Every tourist destination has something unique to offer to its tourists, it is different in its own way and the potential to become a popular tourist destination is always there. It is the responsibility of the tourism service providers is to make that destination accessible to tourists. While doing this the real essence of the destination should not be left behind. Also tourists comes with certain expectations, there are some basic requirements which every destination needs to have for tourists to have a comfortable stay. Marketing has become a very important part of the planning process. Tourism industry is relying heavily on marketing for its growth and development. It is believed that the aggressive the marketing strategy, the better. Creating a brand identity has become the need of the hour. Countries are coming out with catchy headlines, attractive and flashy advertisements showcasing their tourism potential in the best possible manner. The use of advertising and other promotional tools has really grown. The growing usage of social media platforms and Internet is seen to help these marketers reaching out to potential customers. The services providers are spending heavy amounts on advertising and promotions and there is a separate budget for such activities and sometimes it is more than the money allocated for the development of the product itself. The tourists after seeing an advertisement of a particular destination tend to form an image of it; there is a perception about the destination in the mind of the tourists, way before the actual travel. The most important job of the marketers here is to fulfil that perception and maintain that image, which is a resultant of their advertisement campaign. Marketing is seen as the only option to attract large number of tourists. It is a popular notion that to grow tourism business, marketing is the most important part. Service Marketing is another concept that is being used largely these days. The

tourism marketers of today claim to understand their tourist very well and they promise to provide the desired services and products of the utmost quality. It is these claims of the marketers that are forcing the service providers to spend more on advertising and promotions then the product itself and the tourists are getting attracted and persuaded by the promises made in the advertisements. It is seen that the research done in the field of tourism marketing has mainly concentrated on the benefits of advertisements and promotional tools and how aggressive tourism marketing strategies can be beneficial for a tourism destination. The researchers have failed to acknowledge the impacts of unrealistic advertisements and exaggerated marketing strategies. The past researches have been only studying the positive impacts of aggressive marketing on tourism and did not study its negative impacts. This paper tries to cover this gap of research in tourism marketing. The Advertisement Gap Model proposed in this paper will help tourism marketers and other stake holders to understand various gaps that will be arising on account of advertisements not showcasing the actual image of a destination and exaggerated marketing. It is a common trend to advertise products using unrealistic images, but the marketers do not realise that this will impact the product evaluation latter on. The unrealistic images often lead to confusion in the minds of the consumers about buying that product and hamper their ability to judge its characteristics. The consumers fail to analyse and judge a product properly if they are shown unrealistic images [16]. The difference in the marketing image and the real image will let the gaps arise in the minds of the tourists. The tourists tend to form a perception of a destination and build expectations after looking at the advertisements. The use of superficial images will lead to difference in the expected and perceived images with the real image. The perception of the tourists about that destination and their expectations are influenced by the information given and the images used in the advertisements. An advertisement is effective if the credibility of information is hundred percent and its utility level is high. The products of the tourism industry are intangible in nature and the tourists cannot try them before making the purchase and hence they rely on the information available to them through various sources. The marketing managers should also focus on credibility and utility of advertisements and should not be just concentrating on gathering attention, creating interest and desire [18]. When the tourists decides to travel based on the advertisements and finds out that the destination is different from what they have been shown in the advertisements, hence losing its credibility and utility leading to dissatisfaction. The expectations of tourists are not matched as there is a difference in the marketing image and the real image. The tourists feel cheated, they had already formed a perception of the destination and it does not coincide with the reality. A customer has certain expectations about the quality of product and services he will be getting and when the customer perceives that the services he or she received are less than expected, the customer is unsatisfied [9]. It is important to deliver what is expected. The products and services should be designed and improved according to the expectation as it is the offered products and services which can bring tourist satisfaction. The tourist satisfaction is influenced by the overall image of a destination. The satisfaction will depend on their perception of the destination.

The perception is a build by the knowledge, feelings and beliefs about the destination. The marketers should work towards improving the perception and overall image of a destination in the minds of the tourists and design marketing strategies accordingly. It is seen that only a satisfied tourists makes repeat visits and spread a positive word of mouth about the destination [19].

II. PURPOSE OF THE STUDY

This research paper tries to study the implications of the gap between image projected via advertisements and the actual tourism offerings (the reality) at the destination and how it affects tourist perception of the destination. With the unfold growth of the tourism industry in the last two decades, no one is willing to let go the opportunity of earning higher profits via developing tourism services and in order to achieve this objectives they are ready to go to any lengths. Use of excessive and uncontrolled marketing is one of the many resultants of this. We all have read large number of research papers on how to use marketing for the benefit of the tourism. There is hardly any research done on negative implications of aggressive, excessive and uncontrolled marketing. The paper is of grave importance because such marketing strategies do more damage to a tourism destination and its image than to help it prosper. Tourists are primary to tourism business and they cannot be left unsatisfied.

III. LITERATURE REVIEW

The pictures of the destinations that we end up seeing on the internet are quite different from the reality at the destination is not a hidden fact. There are proves all over. The difference in advertisements and the reality leads to huge dissatisfaction and disappointment on the end of the tourists. There are very few destinations maintaining the same in reality as to what is shown in there advertisements. Tourism is a fast growing and a continuously profit generating industry and in order to their share of profits destination are paying heavily for marketing. It is a known reality that people are paid to create such picture perfect advertisements which can draw the attention of the tourists and persuade them to travel. There was a worldwide increase of 6 per cent in international tourist's arrival in 2018. The UNWTO expects the trend to continue and a further rise in tourist's arrivals by 3-4 percent in 2019. 2018 has proven to be a strong year for tourism business (UNWTO World Tourism Barometer and Statistical Annex, 2019)[8]. The phenomenon of not paying attention to your customers needs in commonly known as marketing mayopia. The marketers can really do if they are more focused towards fulfilling the needs of their clients. There focus should be more on the needs of the customers and not their product alone. The products are supposed to get replaced gradually in the future but if a company continues to cater to the needs of the customers it can survive even the toughest competition [7]. While fulfilling their responsibilities marketers have to keep in mind two major things one that the customer's needs are met and the other is that the organisational objectives are achieved. If tourism has to be developed in a particular area, the quality of the destination has to be the prime focus of concern. The marketers have to work towards improving the quality of the destination only then the tourism development can take place. Sustainability of the destination is one area which marketers tend to over look. The over and

excessive use of resources tends to affect the natural well being of a destination. The marketers are expected to formulate such policies and take actions for tourism development which are in line with maintaining its sustainability [1]. It is seen that the tourists personal experiences and exposure and the country they come from plays a very important role in their choice of destination. Tourists before going for actual travel research a lot about a particular destination, collects all the information possible and in this process they tend to form an image of the destination. Tourists put in a lot of effort before finalising a particular destination to travel. The general attributes that a tourist wants at a destination consists of its accessibility, attractiveness, climate, hospitality, accommodation, safety, culture, recreational activities and overall architecture of the place [2]. The five most important factors on which the service quality of a particular tourism destination is measured are tourism facilities, food and beverage, accommodation, hygiene and safety. The government agencies, the service providers and the marketers should pay attention towards developing and improving these. No matter how beautiful a destination, no matter how attractive a tourist site is, if the above mentioned elements are missing the tourist will not be satisfied and will not be willing to return. They will also not recommend the destination to anyone and hence a negative word of mouth will spread. Even the most attractive advertisement will lots of promises will not help in boosting the tourism trade of that destination [3]. The success of a tourist destination depends on how satisfied the tourists are and are they willing to come back and recommend it to their friends and family. The customer satisfaction will soon be the only measurement of the performance of a tourist destination. Customer satisfaction comes with quality services along with better information. The information outlets of a tourist destination should be up to date and should be able to provide real time information about that destination to the tourist, so that a tourist is fully prepared of what he may encounter. Better information about infrastructure, tourism facilities, attractions, transportation, other amenities, accommodation should be given to the tourist, so that latter on there are no surprises of any kind [4]. Misleading marketing techniques will lead to negative reviews and negative word of mouth. The tourists will never be willing to come again. When there is misleading information regarding a product, prices related to product and services are not disclosed fully, when there is limited information given, misleading marketing in the form false promises made, incomplete information, photo shopped pictures of destinations etc., over appalling content used etc. will lead to dissatisfied customer and negative impact on the destinations tourism prospects [5]. Virtual reality is another technology used by marketers today. The marketers claim to give a virtual experience of the destination that the tourist is planning to visit, claiming to help them in making better decisions. These are seen to affect consumer behaviour and their perceptions to a great deal. These are used to give a brand experience, to create a brand image and a positive brand perception [6]. There is no doubt that promotional activities and direct marketing along with advertising and public relations play an important role in giving product information, sales increase and achieving marketing goals of the company. Taking into consideration the importance of customer satisfaction and role of the

tourism product distributor, public relation can play a very vital role in tourism growth and development. The public relation should consider long term goals along with the short term targets [10]. Understanding consumer behaviour is foremost task for a marketing professional. Now understanding tourist behaviour is bit more complex as it is influenced by multiple number of factors. The aspects such as perception, decision making process, personality, values, expectations, motivational factors, attitude etc. need to be studied in depth. Also, these days tourist are more informed and educated, relying heavily on technology, satisfaction levels are changing continuously [11]. It is important for every tourism destination to know what a tourist expects from the destination. Tourism expectations are important to understand. A tourist is generally satisfied if the overall travelling experience is value for money. A tourist is generally looking for good tourism attractions, quality accommodation and transportation facilities, other amenities and ancillary services. A tourist goes back satisfied if he gets what he expected. The intentions to return largely depend on his satisfaction levels so enhancing satisfaction level should be the focus of everything at the tourism destination [12]. The success of a tourist destination depends on how satisfied a tourist is from his overall travel on his return. Promotional activities and advertisements can attract tourist once but for repeat visits it the destination itself that has to do the magic. The service providers and the government authorities that should look into even the smallest aspects of tourist satisfaction such as cleanliness of public toilets, overcrowding at the attractions and overall management of the destination including shopping, cultural events, site maintenance etc. [13]. Tourism being a service industry is always under the scanner to examine the quality of services offered. A tourism destination cannot grow to its potential without offering good quality of services. The tourist satisfaction levels also depend on the quality of services offered. Also analyzing the gap in the services provided and expectation of the tourists is important for quality control and improving the services wherever required. Service quality GAP model helps the service providers in determining the quality of services to be provided to the tourists [14]. For high tourist satisfaction and tourist retention higher service quality and value for money together has to play an important role. With advertisements, promotional activities and extensive marketing tourist attention can be gained but repeat visits will only happen if the services provided at the destination are of the highest standards or at least what is perceived by the tourist. Tourists expectations has to be matched at any given point of time because if that does not happen the tourist will return unsatisfied and will never come back, also a negative word of mouth will prevail, further affecting the image of the destination in the source market [15]. The customers see advertisements as a source of truthful information. The customers believe that they will get what has been shown and promised in the advertisement. It is the responsibility of the service providers to fulfil the commitments they make in the advertisements shown to achieve customer satisfaction. The customers find themselves dissatisfied when the actual services provided are different from those shown during the advertisement. It is unethical on the part of the marketers to show what they cannot deliver in the advertisements [26]. Marketing for tourism products and

services are a source of communicating what the service provider has to offer and what a customer can expect from the product. The marketers should no their customers well and determine the most suitable way to reach their customers. Also there should be a provision for post visit analysis to determine the effectiveness of the marketing strategies [17]. It is a common phenomenon that when tourists see an advertisement making promises of a memorable travelling experience, they get influenced and start coming in large numbers but when those promises are not fulfilled, the tourists lose interest and tourists arrivals gradually decreases. It is a result of aggressive and misleading marketing affecting the sustainable tourism development at the destination [27].

First, it was observed that conversion rates that are exclusively based on those who are aware of tourism advertising and/or requested information create the possibility of a significant overestimation of advertising effectiveness.

It is expected that the nature of the destination affects people's responses to an advertising campaign.

IV. RESEARCH METHODOLOGY

This research paper is analytical and exploratory in nature. Marketing concepts, principles and definitions are used to gain an insight on the topic and related issues. Understanding the overall impact that an advertisement and marketing campaign has on the tourists and the destinations is primary to this paper. Literature review is done to understand the past research work. The paper uses 5 Gaps Model to understand the importance of service quality and customer satisfaction in tourism industry and further used to analyze the effects of an advertisement on a tourist destination and the tourists when there is a difference in the information given and the actual reality. The concepts like marketing concept, service marketing and customer satisfaction are used for further explanation.

V. RESULTS AND DISCUSSION

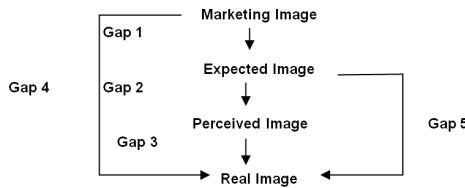
Tourism is one of the fastest growing industries in the service sector. It is a major contributor to the foreign exchange earnings and has huge employment potential. Developing tourism has become the need of the hour. Tourism growth leads to a holistic development of the place in concern as tourism cannot be developed in solitude. With tourism other areas such as infrastructure, basic amenities such as banks, schools etc, transportation, safety & security needs, cleanliness & hygiene, protection and conservation of natural & man-made resources are also given due importance because in the absence of all these tourism cannot survive. The major stakeholders in the tourism industry are the government, local people, service providers and the tourist. Therefore we can say easily say that developing tourism is for the benefit of everyone. Tourism is seen as source for promoting demographic and socioeconomic development. Developing tourism in a region leads to infrastructural development, development of protected areas, rural development, improvement of public services and improved quality of life in the region [23]. No country wants to be left behind and all possible efforts are been taken to get their share of tourists and tourism earnings. Service quality is primary to tourism; tourist satisfaction can only be achieved with superior service quality.

The growth of any tourist destination depends on how well it is able to understand and deliver what tourists expect. Providing service quality of the highest standard is utmost important for success. Customer satisfaction depends a lot on the quality of services provided and the satisfaction level play an important role between the behavioural intention of the customers and the service quality of the product [24]. It is revealed that discrepancies also known as gaps arise during actual delivery of services to the customers and in the perceived service quality by the executives. These gaps cause hurdles in making sure that the customer too perceive that the delivered service quality is of the highest standards. The five gap model of service quality summarizes the concept and the factors affecting the service quality [25]. The five gap model of service quality is used in this paper to understand the areas which can affect the quality of services provided at the tourism destinations with special focus on gaps arising due to unrealistic advertisements. The first gap (Customer Expectations versus Management Perception) arises when the management is not able to understand tourist expectations properly. They are not able to understand the essentials of providing the services of the highest standard. They fail to include those items in their product which a tourist perceives as really important. The second gap (Management Perception versus Service Quality Specifications) arises when the management even after knowing the expectation of the tourists are unable to deliver them due to various reasons. The third gap (Service Quality Specifications versus Service Delivery) arises when the employees are unwilling to deliver services to the tourists. The tourist expectations are clear, everything is decided but the people who are supposed to deliver those services are not equipped. The fourth gap (Service Delivery versus External Communications) which is most relevant to this paper is the gap between the services actually delivered and the promises made during advertisements and promotions i.e the medium for external communication. The tourists are supposed to get disappointed when they come to know that they are not getting what has been promised. When the promotional advertisement does not match the actual services offered at the destination, the discomfort, dissatisfaction and inconvenience on the part of tourists is sure to happen. Unsatisfied tourist is not good for any destination as it will take back a negative image of the destination and will convey the same to their family and friends. The destination is set to lose that segment of potential tourists for sure. As more and more unsatisfied tourists leave the destination, negative word of mouth and negative reviews will spread all over the market about the destination. With this survival of any tourist destination can become really tough. Tourist decision to travel is largely based on the reviews of the fellow travellers and their own past experiences. Tourists will only come when they have heard nice things about a particular place and they are certain to receive good services. It is always advised that only promise what you can deliver. Marketers are also required to keep this in mind and in order to make sales should not over hype their products and raise the expectation of their clients. The last gap (Expected Services versus Perceived Services) includes a difference between services expected and the services perceived. The tourists come with a certain expectation and when those expectations are not met properly the tourists are unhappy. Perceived

services are the services the tourists are getting from the service providers on the destination. Expected services and the perceived services should match at all possible levels to keep a tourist happy and to further grow tourism activities at the destination. When a tourist destination tries to project a perfect image of its attraction and tries to impress and influence tourists with perfect images and pictures, the tourists might get motivated to travel at the moment but if during their travel they find out that there is a whole lot of difference in what they saw in the advertisements and the reality, they think of being cheated and this is not good for any industry. Tourism is growing at a very steady pace and this will only continue to happen if the service providers are able to deliver as per the tourist expectations. The marketers should keep in mind while promoting a product to not over hype their product and keep the growing expectations of tourists from the product at check. They should only advertise what they can deliver. The tourists should be communicated with real information about the product and the destination. Flashy and unrealistic images should not be used to mislead the tourists. Tourist should only be told about what they will really see and get while travelling. Marketing campaigns involving advertisements and promotional techniques should be used widely to communicate the uniqueness, variety of experiences that a destination has to offer to its prospective tourists, but in doing so the marketers should not get carried away. Tourists expect service quality of the highest standard and if the gap 4 arises, the tourists are sure to be unsatisfied. No tourist destination can survive with unsatisfied tourists. The advertisements or any other source of communication used by the marketers of a tourist destination should only convey real facts and images of the destination and no misleading information should be given. Advertisements have a strong impact on the consumers and their purchase decisions. Therefore it becomes important that the advertisement used to promote products and services are made ethically. The advertisements are generally made to contribute towards image building and brand loyalty through adding creativity, something new and usefulness. The advertisers sometimes tend to exaggerate product features and benefits so tactfully that the consumers are persuaded to make purchases willingly. Consumers buying a product or service depend on whether they like its advertisement or not. The purchase decisions which are based on the advertisements hardly evaluate the quality or features of a product. Advertising do have negative influence on consumer buying behaviour. Effective and proper advertising strategies help in improving brand image and increase market share [26]. The paper seeks inspiration from the 5 gap model of service quality to design a model on similar lines for gaps arising due to advertisements. The model is named as The Advertisement Gap Model. This model takes into account the gaps that arise between the expectation, perception and the reality at the destination due to exaggerated advertisements. The gaps that will be arising due to unrealistic advertisements can be clearly identified using this model.

Advertisement GAP Model: When a tourist sees an advertisement of a particular destination he forms a picture of it in his mind and a perception is made. Now a tourist, who is willing to travel, already has some expectations from a tourist destination in general.

So it happens that when an advertisement comes out it is different from what a tourist has expected of that destination because of which Gap 1 & 2 arises and if the advertisement is not in sync with reality Gap 3 and 4 arises. Gap 5 automatically arises when tourist expectations are not met at the destination.



VI. CONCLUSION

Tourists are the king of the travel and tourism industry. It is because they have the ability to either popularise further or damage the reputation of a tourist destination with their positive and negative reviews and travelling choices. It is the job of the Marketing people to create products which can match tourist satisfaction and that the product is worth the money a tourist is willing to spend on it while travelling. Marketers have direct interaction with the tourists and are supposed to know their prospective clients thoroughly. Being tourist focused is the need of the hour. Tourists are continuously looking for something new and innovative along with the basic necessities such as safety, cleanliness, good accommodation, accessibility, convenience. The only way to make promotions & advertisements effective and make large sales is to deliver customer satisfaction. Tourism service providers should continuously focus on making their products better. No matter how grand your advertisements are or how well you are promoting your product, if at the end of the day the services provide are not up to the mark and the tourists are not satisfied there is no point. It is the tourism products that will make a destination successful or a disaster. An advertisement should only play a role of communicating about the products and services. A product should be such that it is worth communicating and has all the features to sell it-self to the tourists. An advertisement should not be made in such a manner that it sells the product forcibly. This will lead to more negative consequences than the positive once.

VII. FUTURE SCOPE

There are very few past researches in concern to this topic. The research is analytical and theoretical in nature and could further be converted into something more quantitative. The negative impacts of a marketing campaign having over hyped advertisements have not been studied in detail yet. This should be a matter of grave concern for not only to the marketers but also for the policy makers and service providers. This paper will play a role to draw the attention of researchers towards the subject.

Conflict of Interest. There is no perceived conflict of interest with the content of this paper. This is an original work of authors with some references taken from other authors duly credited.

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