

Lesson 7- Public:

The term —public —refers to a specific group which is composed by persons sharing distinguishing characteristics, public may be classified according to different standards which depends on what you want to offer for that public, management have to face the reality of dealing with a variety of publics groups, but mainly we could classify publics of all organizations into two kinds:

- a- Internal public: include all the people who working inside the organizations, this kind of public are the same in any company or organization.
- b- External public: include all the people who dealing with organization's product or outcome (so far- so near).

Once the audience, public has been identified by the management, now it's time to do an audience analysis, what do they know about the organization? What would you like them to know? What are their needs, concerns and wants? How do they get their information? What do they read, watch, and listen to?

This kind of audience analysis goes beyond demographics that simply make distinctions based on ethnicities, age, gender, values, attitudes, and lifestyles. The fact is, the more you know your target audience, and the more likely you will be able to craft a motivational message, delivered by the right source, through the right channel. One of the most important aspects of situational analysis is identifying the stakeholder(s) or public(s) that are most involved in the situation. Since public relations is essentially about identifying, building and sustaining relationships between an organization and its various publics (stakeholders), the situational analysis allows an organization to focus on one (or more)

stakeholders who represents either a problem or opportunity for the organization.

In the tourism and hotels sector the need for identifying your public is more vital because those organizations cannot be exists without its public ,managers in tourism and hotels sector target specific market segment (group) public ,like establishing hotels serving businessmen who seek for prosperity and needs to live the luxury ,others establish hotels for healthy and medical services ,targeting specific market segment or public in tourism mean study your publics‘ needs and wants besides preparing distinguishing services to meet them, it is also means to adapt your own advertising ,marketing ,pricing policy.

In the tourism and hotels sector there are four kinds of publics:

1. **All-issue publics**, which are active on all issues.
2. **Apathetic publics**, which are inattentive to all issues.
3. **Single-issue publics**, which are active on a small subset of the issue that only concerns them.

Hot-issue publics, which are active on a single issue that involves nearly everyone and which has received a lot of media attention