

Lesson 13- P.R. in Tourism and Hotels :

When putting the definitions and scope of public relations, as well as its meaning, into the language of tourism, it may be said that ,the concept of public relations in tourism should refer to all activities used by the providers of a tourism offer to create a favorable opinion in the public about their overall activity, their work, their services and the goals of their work.

Public relations, both as a term and as a job, is mentioned on a daily basis and is widely applied in all segments of life and work in society. Public relations is a specific form of communication with special application in tourism. It is a communication model and one of its main purposes is to create a recognizable public image. This purpose is very important in tourism, in particular in the creation of a positive image for a certain destination or for a whole country as a tourist destination.

During times of fierce global competition in terms of offer, special attention is paid to a P.R. approach where destination occupies a very special place. The modern view of a tourist destination is very important in the tourism market because tourists travel to a destination which has become recognizable as a place and as a tourism product. In this respect, it is necessary to apply P.R. techniques, knowledge and tactics in order to highlight a destination's comparative advantages and to attract guests.

public relations plays a key part in the promotional mix. This particularly refers to the marketing of a tourist destination, where public relations is a significant and reliable way of presenting the product and attracting guests in an efficient and cost-effective way.

A-P.R. Goals in tourism :

1. Making the guests feel welcome personally in our organization: This requires both a friendly manner on your part toward the guest and an atmosphere of —liberality and good will among the people who work with you in serving the guest. That often translates to an organization in which workers get along well with one another.

2. Making things work for the guests: Everything needs to be clean and in working order before the guests step foot on the establishment. P.R in the hospitality system requires a lot of work and the manager must see that it is done properly and maintained at all times.

3. Making sure that the P.R. operation will continue to provide service and meet its budget: As a P.R. manager, the key to achieving this objective lies in achieving a controlled profitable operation. A good term to describe this management concern is —conformance to budget.¶

4- Increasing recognition of the hospitality organization's name around the world.

5-Increasing public understanding of the hospitality community-service role.