

B-P.R. role in the hospitality sector:

Earlier era, when the world seemed smaller and life simpler, tourism organizations was widely recognized in those simple communities. Today, while the hospitality organization are more complex and their work and activities spread overseas , the communications media has expanded dramatically, and a growing of worthy causes and special-interest groups have risen to compete for the public's attention and support.

The role of a public relations chairman in those organizations is more vital to success than ever before. If the communications explosion has made the job more challenging, it has also created a wealth of new opportunities. There have never been so many ways and opportunities to tell our hospitality organization's story!

Public relations in tourism and hotel sector will play vital role in many ways such as:

1- Building Relationships with community : Every contact or communication between your organization and community has a (P.R.) dimensions. But the most important function—at least the most widely known—is building a good relationship in the community that the organization lives in, P.R. brings awareness in the community to your organization. listed below are some ways to initiate a P.R. program in your community:

- A- Quickly commit to do what the community expects - offer public meetings and address important questions community members ask.
- B- Base decision-making on realistic assumptions - community members are quick to get angry with bad decisions; personal beliefs and values are more important than economic advancements.
- C- P.R. stuff focuses on face-to-face meetings; address concerns directly. be open with the community to a fault - when possible, talk about issues before they even come up.
- D- . Listen carefully - always communicate with community members, be flexible and value their input.
- E- Engagement matters - get involved with the community by working on projects together.
- F- Independent local oversights - allow community members to look over your shoulder; establish a plan early on that will allow this.
- G- Conduct a media survey: Identify every newspaper, community magazine, radio and television broadcast and cable station and community Web site that reaches your local audience.
- H- Use the information gathered above to create and maintain your own list of editors, reporters and news directors to contact with story ideas .most P.R. departments in the hotels chains have media directories that list every daily and weekly newspaper. Similar directories for various regions, states or provinces, and nations can be found on the World Wide Web. Collect addresses, phone and fax numbers, e-mail addresses, and useful information such as publication deadlines. Once you've assembled this information, arrange to meet with the journalists and producers of

local newspapers, radio and television stations in your area. These people want, and need to know the movers and shakers in their community.

Preparing meet with the public opinion leaders who are tasked with screening incoming news releases and makes the initial decision on which items are worth reporting. And give them our plans for (Events and Activities /Service projects/ projects and progress /reports on continuing projects/ anniversaries or milestones/ Members who are doing something significant in the community/ Stories originated from the International Office about organization's International service programs)