

3-Buliding the Organization's Brand Name:

A Brand name is a protection for a product it enhances the product or services to be recognized in the market with the brand name. Furthermore the brand name is represented by sign, symbol or design or combination in different style and pattern for example (Sheraton, Hilton, and Marriot). Also the brand name of the product or services is important for the customers to see how the product is made and what the product consists of in terms of manufacturing. This design or symbol usually helps the consumer or customers to be able to describe the product, services or identify the product, services in the market quickly. Today, brand name is becoming so important in the market for product or services recognition that it is unusual for a product not to have a brand name in the market. The brand's name gives more information about the quality of a product /service to a marketer in order to market it with much confidence .Furthermore, the brand name and trade mark give legal protection for single product features in order for the competitor not to copy the product. Furthermore, brands' names usually help the P.R to quickly recognize the potential customers in the market for the product by identifying, age range, and demography of the people. Brand name is a social benefit that makes people to stay in a prominent hotel ,Maybe the hotel services are more unique compared to other hotels around.

The P.R. department is the main concerning with the concept and applications of the brand name, many researches assume that the brand name is P.R. matter, P.R responsibility is to make the brand name wide perceived by public and stuck to good attitudes.

4- Building strong organization (internal public)

This part is showing the internal role of P.R. in the organization ,hospitality organizations in general are belong to the services sector which depend on the humane force ,those organizations cannot replacing the people who work there with tools and machines, for that reason the P.R. work is more vital and crucial in the hospitality success, the P.R. role in the internal field shows through :

- a- Building solid organizational culture: organizational culture defined as —number of the thoughts, beliefs, opinions and principles that shared between the organization members —in the business field today the strong company is the company which has wide solid wellestablished culture, which means there are big number of thoughts and ideas and beliefs in common among the staff. And they are almost seek to achieve the same goals and aims and had the same attitudes towards the ways and means that should be adapted in order to meet the organization goals.
- b- Increasing employees awareness: the P.R. department plays a great role in keeping the staff aware about the organization's projects and goals and plans ,in this point the P.R. responsibility is to inform the internal public with details concerning their jobs, goals ,management and the whole picture relating the organization.
- c- Employees _ management connecting : one of the main roles of the

P.R on the internal field is to deliver workers ambitions, needs ,complains ,and dreams through this part the P.R. helps the management to understand its staff and try to meet their ends ,this role keeps the managers working on the right way . d- Employees loyalty: one of the major problems in the hospitality field is the turn over —number of

people occupy the same position for certain period —that means there are several persons who need to be understood and trained which mean a lot of efforts and costs for the management, P.R. working of raising the employees loyalty for motivating them to keep working in our organization