

## **Lesson 18 -P.R. and the government agencies:**

In this part here are some points that should be mentioned:

- 1- The P.R. management has the main role in the hotels and tourism companies and organizations to deal with the government bodies, offices and ministries.
- 2- The P.R. with this role considered the organization's or company's face in front of the government and represents the formal shape of the organization.
- 3- The P.R. manager and staff should be aware of many aspects such as the ministry or the body which responsible for the tourism and hotels sector in the country.
- 4- Knowledge with the laws and legislations which controls the work in the hospitality sector such as (investment, labor, wages and salaries) and grantee that organization works according to those laws.
- 5- Having relationship with the public opinion leaders ( politician ,businessmen and famous persons )
- 6- In the big organizations which work in many countries (hotels chains) the P.R. management should making sure that organization's performance should works according to laws in these countries.
- 7- The P.R. management put into consideration the cultural variations which affect all performance aspects ( marketing ,financing and human resources)