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Importance Of Public Relation In Tourism Sector



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Abstract

Nowadays World become a global village, borders between countries disappear as result of globalization. Latest technology bring more easy way of transportation and effective communication compared to the past century. This research analyze the meaning of public relations for the tourism industry in everybody's process in the profitable branch of the economy, which is especially significant for economic growth of each Nations, the emphasis of scientific approach is presented as a characterized operation function allowing you to communicate the bidirectional communication between the organization and it's target Public. Tourism industry has fast growth in the past some decade, along with advertising, marketing and public relation play a major role as a promotional tool for the tourism industry. Public relations is function in tourism as many different ways, it's also called a strategic communication that build mutual understanding and mutually beneficial relationship between organizations and their target Public. The purpose of this research is how public relation play a major role for the development of tourism industry and allowing the tourism of the Nations to become a profitable, productive and culturele and socially beneficial activity.

Introduction

In the tourism sector exceptionally prolific literature on public relation, the number of travel guides on the topic of public relations in tourism is relatively small, especially with no scientific edition and literature focused on the subject. On the other side tourism marketing, publications, public relation are considered as part of marketing and promotion. Marketing and public relations theorists confront then in their works, some of them identified public relation as part of marketing while others identified public relation as a specialized function of management due to its large coverage. American theorists pay special attention to public relation, which means they categorize many marketing tools and promotional media. This research paper presents Public Relation is a important, significant and primary pillar for designing, developing and sustaining an attractive tourist destination in the country and plays a very important role in the promotion and confirmation of tourism and tourist destination in



the country. There emerges the need for a new public relation model in tourism, the application of public relation forms should promote that place, role and employment and a tourist destination in the touristic market.

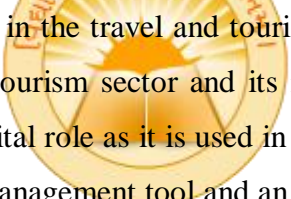
Public Relation In Tourism Sector

Public relation is very useful for better at brand and image building as it is mostly third party endorsement. In recent times people are mostly choose to prefers an article, blog rather than trusting the advertisement but when it comes to tourism industry a personal connection is better for effective communication which public relation can provide effortlessly. Public relations are an interactive form of communication through which organization product or service build their strategies of getting close to their target by using special methods of research and poll of public opinion. Also Public relations forms offer wide opportunities and techniques that the organization, product or service need to build maintain or improve their image (Boom, 2010). In the context of public relation in tourism sector Renate Fox defines public relation as “Two-way communication between the organization and public, in which organization informs the social community (customer, supplier, parties, share holder, government, media and citizens involved) for their intents, deeds and views contributing the creation and sustaining the positive image. Also, Public relation follow relations and process in the social community and in that way facilitate the adaption of organization to social conditions and surroundings” (Fox, 2006. P.200)

Public relation is dynamic used as a promotional tool through third party support, organizations are able to advance their stories without feeling too salesy. Through write-ups, blogs, press conference, and press releases they gain credibility and exposure for organizations. Public relations bring it's valuable media connection which helps the travel industry hugely. The media bring in credibility which helps In building positive image through public relations, spreading awareness in to the society become easier. When launch of new products, services or any promotions organizations can easily promote themselves. Awareness can be brought in through media, supporting charities or organizing any special events. (Whitewater PR, 2016)



In tourism Sector important role of public relation is to create a positive image of tourist destination and hospitality. Nowadays public relation play a very important role in tour and travel industry. If there is no public relation in tourism industry it becomes very difficult to attract customers and influence their need and decisions, public relations include activities that help to build a strong public image. Through public relation organization inform to target people about organization and it's product, an effective public relation includes impressive advertising, effective promotional techniques and application of good crafted public relation map. A public relation road map defined what information is to be provide to whom and what is the financial condition for the work to be done. Thomas cook has hired various public relation practicener and public relation manager for its process of monetary services. Infect different kind of marketing strategies used by Thomas cook include guerrilla marketing, tactical marketing, viral marketing and pragmatic approach. (Perry, 2000)



Public relation and promotion in the travel and tourism assignment explores the role of public relations in the travel and tourism sector and its importance in business promotion. Public relations in tourism play a vital role as it is used in marketing strategy, public relation can be described as an important management tool and an integral aspect in integration of the organization and it's public's. "Public relation is often being mixed up with media, but they are completely different things with a different goal and overall effect. Advertising is focused on promotion of products with no aim to encourage the customer to buy their services. On the other hand, public relation is a positive way of marketing the products and services. It mainly helps in creating a positive publicity about a company so that it attains a good reputation in public and the customers are more likely to choose products from that particular company". (Locus assignment)

In tourism sector sell the services to tourists, in this context public relation and promotion are widely used to show the quality and accessibility of services in tourism as well as to attract tourists for the development of tourism sector. The importance of public relations is

really hard to understand. Inadvertently we need public relation following in every step (process) in tourism. Public relations plays a major role in the development and expansion of tourism in the particular region. Through the public relations under different changing circumstances the tourism industry also makes a profit, it is also a new way of promoting the services as well. Public relation helps to make positive image of tourist spot, government, and also useful for creating and managing image, it creates a new image of the tourist spot. It is regarded as a viable medium for people to win their trust in the tourism sector by giving them an understanding of the areas of tourism and access to various ancillary services and the Governments policy of caring for the tourists.

Public relation built plan in tourism is focused on a specific objective, which can develop the tourism industry in the country as well as prove to be useful in developing in economically. Public relation builds good relationship with tourists, public relation plans are complex and it's life span is long. Public relation is critical in nature, their need for analyzing the situation, setting goals, identify targeted tourists, using various promotional opportunities to make people aware of their tourism objectives, and evaluating the outcome. David defines public relation field as a "public relation is a field of fun and excitement but it also requires a can-do attitude to attain success." Other define as "public relation is the element in the promotion mix that evaluates public attitudes, identifies issues that may elicit public concern and executes programs to gain public understanding and acceptance. Like advertising and sales promotion, public relation is a vital link in a company's marketing communication mix. Marketing managers plan solid public relation campaigns that fit into overall marketing plans and focus on targeted audiences, these campaigns strive to maintain a positive image of the corporation in eyes of the public"(Veranika melnikava)

Conclusion

The major role of a public relation is to create positive and favourable image of tourists destination. The importance of public relation is difficult to underestimate, it helps tourism businesses develop and expand , making profit in rapidly changing circumstances. It's relatively new but in the more popular field of science, with demand from good public



relation specialists. Public relation is about creating and managing the image of companies, products and entire industries, and the tourism is no exception (UK Essays). Public relations is not only limited to promoting tourism but also caring for social responsibility. The goal of attracting tourists not only to attract the economic development or benefits of the region, but also to promote tourism and public relations is to create a sense of intimacy among the tourists and locals and to get acquainted with each culture and so on.

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