PUBLIC RELATIONS IN TOURISM: THE ROLE OF PUBLIC RELATIONS IN TERMS OF PROMOTION OF CULTURAL ASSETS IN TIGRAY REGION

YÜKSEK LİSANS TEZİ

Solomon Shiwabaw Mulu

Danışman
Doç. Dr. Hasret Aktaş

KONYA, 2020

T.C
SELÇUK ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
HALKLA İLİŞKİLER VE TANITIM ANABİLİM DALI
HALKLA İLİŞKİLER VE TANITIM BİLİM DALI

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Bilimsel Etik Sayfası

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Bu tezin proje safhasından sonuçlanmasına kadarki bütün süreçlerde bilimsel etiğe ve akademik kurallara özenle riayet edildiğini, tez içindeki bütün bilgilerin etik davranış ve akademik kurallar çerçevesinde elde edilerek sunulduğunu, ayrıca tez yazım kurallarına uygun olarak hazırlanan bu çalışmada başkalarının eserlerinden yararlanılması durumunda bilimsel kurallara uygun olarak atıf yapıldığını bildiririm.

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ABSTRACT

Public Relations concept; It is a distinctive management function aimed at mutual communication, establishing and maintaining connections, and acceptance and understanding between an organization and its employees and target audience. Public relations, which serves as a management function in solving issues, requires informing the target audience; It helps a management change effectively by monitoring the target audience and taking necessary steps.

The tourism industry develops rapidly and contributes to the economies of the country. Public relation is an essential feature in the modern socio-economic development of tourism. Public relations ensure the transmission of messages about the attraction of a tourist destination and the transport infrastructure of the accommodation to adapt the tourist budget to the needs and changes of the public, and simultaneously measure the pulse of the target audience and follow their expectations.

The objective of this study is to reveal the "Role of Public Relations in terms of Promotion of Cultural Assets of Tigray Region". To achieve the goal, a mixed research method is used. The researcher has used a convenient sampling method for qualitative and quantitative data sample size. Within the survey, 10% (80) of the total of 831 visitors who visited Tigray from January to the end of March were screened using a convenient research methodology. In-depth interviews and distributed questionnaires were used as data collection tools. And a combination of these data has been interpreted using a triangulation research design.

Keywords; Public Relations, Promotion, Tourism, Hospitality, PR role in Tourism

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ÖZET

Halkla İlişkiler kavramı; karşılıklı iletişimi, bir örgüt ve çalışanları arasındaki iş birliğini, hedef kitleler arasında bağlantıyı kurmayı ve sürdürmeyi, dahası kabul ve anlayışı amaçlayan, ayırt edici bir yönetim işlevidir. Bununla birlikte soruları veya sorunları çözmede bir yönetim işlevi gören halkla ilişkiler, yönetim tarafından hedef kitlenin bilgilendirilmesine ve yanıtlanmasına; yönetimin etkili bir şekilde hedef kitleyi izleyerek gerekli durumlarda gerekli adımları atarak değişmesine yardımcı olmaktadır. Çünkü halkla ilişkiler, bir anlamda erken uyarı sistemi olarak da hizmet ettiği tahmin edilen bir eğilimdir.

Bir hizmet sektörü olarak turizm endüstrisi, dünyadaki ekonomik, teknolojik ve sosyo-kültürel değişimlerle, hızla gelişmekte ve ülke ekonomilerine katkıda bulunmaktadır. Dolayısıyla modern sosyo-ekonomik bağlamda halkla ilişkiler, turizmin gelişimi için de zorunlu bir özellik olarak görülmektedir. Bu anlamda halkla ilişkiler, turist bütçesinin halkın ihtiyaçlarına ve değişikliklerine uyum sağlayabilmesi için konaklama yerine dair ulaşım altyapısının ve bir turistik yerin cazibesi ile ilgili mesajlarının iletimini sağlamakta ve eş zamanlı olarak hedef kitlenin ve hedef kitle konumundaki komşu bölgelerin nabzını ölçmekte ve beklentilerini takip etmektedir.

Bu çalışmanın amacı "Tigray Bölgesi Kültür Varlıklarının Tanıtımı Açısından Halkla İlişkilerin Rolü" nü ortaya koymaktır. Hedefe ulaşmak için, araştırma tasarımı olarak karma bir araştırma yönteminden faydalanılmaktadır. Bu bağlamda araştırmacı, nitel ve nicel veri örneklem büyüklüğü için uygun bir örnekleme yöntemini baz almış ve kullanmıştır. Araştırma dahilinde, Tigray'ı Ocak ayından Mart sonuna kadar ziyaret eden toplam 831 ziyaretçinin % 10'u (80) uygun bir araştırma metodolojisi kullanılarak elenmiştir. Veri toplama aracı olarak ise derinlemesine görüşme ve dağıtılmış anket kullanılmıştır. Ve bu verilerin bir kombinasyonu, karma bir yaklaşımın bir üçgenleme araştırma tasarımı kullanılarak yorumlanmıştır.

Anahtar kelimeler: Halkla İlişkiler, Tanıtım, Turizm, konukseverlik, Turizmde Halkla İlişkiler

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My final gratitude goes to all my classmates and friends.

Thank You All Indeed!!

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List of Acronyms

1. UNDP--United Nation Development Program
2. BPR---Business Process Reengineering
3. PRs--Public Relations
4. TV--Television
5. Ph.D. --Doctorate of Philosophy
6. MA---Master's Degree
7. BA--Bachelor
8. EBC---Ethiopian Broadcasting Corporation
9. FBC---Fana Broadcasting Corporation
10. DWET---Dimitsi Woyane Tigray

Introduction

As human communication is old by itself, we may probably accept the term and perception of public relations as long-established as of that. Peoples were impelled to acknowledge religious aristocrat and their government through a usual technique of public relations likewise staged events, speeches, art, publicity, interpersonal communication literature in many ancient civilizations (Cutlip S. M., 1994, p. 105). The concept of PR is a distinguishing management function that aims to maintain and establish linkage of mutual communication, cooperation between an organization and its people, acceptance, and understanding; a management function in resolving problems or issues (Harlow, 1976, p. 36); it helps in informing and responding the targeted audience by the management; it helps management track and change effectively, as it is a predicted trend it also serves as means of early warning system; as basic tools define and emphasize the management or the public interest service it uses ethical techniques and research (Kitchen, 1997, p. 27). Public relations is part of social science and art that can predict outcomes and analyze trends, consult organizational leaders, and implement planned action programs that could benefit both the public and organizations' interest. Public Relations is a well premeditated and sustained effort that could maintain and establish an understanding and goodwill among public institutions and an organization (Theaker, 2001, p. 6).

Up-to-date descriptions of public relations and The PRSA definition emphasize the construction of jointly helpful ties among various publics and organizations. However, Professor Glen Cameron at the University of Missouri School of Journalism has offered an ambitious approach. Public relations is demarcated as deliberate competition management and dispute for the advantage of the corporation and, where feasible, for the joint advantage of the several peoples or stakeholders and the organization at large" (Reber, 2015, p. 1). When the social role of the relations is analyzed, it is seen that there are six different views of the world: Pragmatic, neutral, conservative, radical, idealist, and critical social roles (Grunig J. L., 2006, s. 18). Therefore, theorists who define public relations reflect one of the well-known, social roles in the world by acting in parallel with their world views and perspectives. For example, public relations practitioners do not give much emphasis on ethical values and social responsibility in their definitions, as those who have a pragmatic worldview, see public relations as a "useful practice that values their customers by achieving their goals". In the definitions of those who adopt the conservative social world view, which defends that public relations hold a privilege system by

defending the interests of economically strong ones, asymmetric aspect comes to the fore, not enough attention is given to the concepts of symmetrical communication (Kalender, 2008, s. 19).

Due to the many industries and functions of PR in various environments, there are still many misunderstandings regarding the activities of experts in the area of public relations. However, the lack of a consistent definition is still a problem for the application. The decision of what happened and what people do lead to the dispersal and distraction of collective and individual energies. Long explanations, for example, are still not so simple to convey what people do and what constitutes discipline (L'Etang, 2008, p. 104)

Tourism destinations that want to take the lead in this competition are obliged to maintain and make their tourist attraction elements sustainable. As it is known, preserving the cultural and physical resources in a tourism destination is vital for the tourism economy (Yavuz C. , 2016, p. 330). Public relations are part of communication activities that contribute to more than one understanding, and tourism is an intercultural process. Participation in tourism is not a static experience, but a "life experience", which creates occasions for imagination, play and life-changing understandings (intellectual, emotive and physical, which can affect the personality of a tourist). (Urry, 2004, p. 6) has stated that: tourism is not so different from the places go to see. Besides, these places are not immutable and fixed, but partly depend on what needs to be done inside. Besides, there are several conflicts among tourism and other economic, expert, and immigration movements, together with sports, heritage, and culture. Spaces are materials, people, relationships, and systems that make a difference. Public relations in the modern socio-economic context is seen as an imperative feature for the evolution and development of tourism. They convey the messages of the consumer about the accommodations transport infrastructure and attractiveness of a tourist destination and concurrent follow the pulse and the desires of the target group and the neighboring area so that the tourist budget can acclimatize to the needs and changes of the public (Ilievska, 2018, p. 84). The idea of seeing tourism in Ethiopia as a means of generating income started in the 1950s. Most of the time, since there is no private agency office to recommend the rich attractions and other related events in the sector, the intended places of visit are recommended and selected by the tourists. Therefore, like those in other regions, tourists coming to Tigray were served and guided by individuals from Addis Ababa. In Tigray, a branch was established in Aksum in order to coordinate and direct all kinds of tourism-related tasks. Uniform

and relatively favorable working conditions have helped Tigray make a good start in tourism activities. In this context, Tigray has a globally recognized history and is one of the owners of a competitive natural, cultural, artificial heritage. However, cultural assets could not be introduced to the world due to reasons such as civil war and confusion.

To fulfill the aforementioned research objectives and answer the research question, this research consisted of a mixed-method as a research design. Mixed methods can be explained as using two methods in a single study (Tashakkori, 2003, p. 680), such as qualitative and quantitative research methodology at one study in order to collect data and analyze the gathered data (Hanson, 2005, p. 230) , and then combines the results of the findings and draws a conclusion (Creswell J. a., 2011, p. 200). Triangulation design uses several related reasons to combine diverse however complementary kinds of data (Morse, 1991, p. 132). Using the triangulation approach researchers could compare qualitative and quantitative forms, use one form of evidence to expand the results of others, or to identify discrepancies between data sources or evidence to confirm results. Taking into account the aforementioned sampling methods, the researcher chose the public relations manager of the corresponding Bureau to gather qualitative data, since there is only one public relations officer. And the researcher believes that using a convenient sampling method will be useful to collect data for the qualitative data. With this in mind, the researcher conducted a personal interview with an employee of the PR officer of Tigray Region Culture and Tourism Bureau. As a sample of the population for the quantitative data, a non-random convenient sampling method has been employed, and 80 foreign tourists (which are 10%) out of the total 831 who visited Tigray from January to the end of March, has been selected. A questionnaire was distributed to the 83 of the sample size however 2 respondents have not brought back the questionaries' and 1 has not filled the survey, thus only the filled 80 respondents' questionnaires have been employed to fulfill this research. The researcher used a qualitative data analysis method to analyze the data that was collected from the interview, and have presented the data in a descriptive reported way. And the quantitative data has been presented in a statistical tool to analyze, interpret, and present the collected data using SPSS 26; such as a frequency and percentages explanation with tables approaches. And combined both qualitative and quantitative data in interpretation using a triangulation research approach.

I.   Problem Statements

The idea of seeing tourism in Ethiopia as a means of generating income started in the 1950s. Most of the time; Since there is no private agency office to recommend the rich attractions and other related events in the sector, the intended places of visit are recommended and selected by the tourists. Therefore, like those in other regions, tourists coming to Tigray were served and guided by individuals from Addis Ababa. In Tigray, a branch was established in Aksum in order to coordinate and direct all kinds of tourism-related tasks. Uniform and relatively favorable working conditions have helped Tigray make a good start in tourism activities. In this context, Tigray has a globally recognized history and is one of the owners of a competitive natural, cultural, artificial heritage. However, cultural assets could not be introduced to the world due to reasons such as civil war and confusion in the previous regimes.

The fact that the "Derg regime" seized tourism agencies, hotels, and other relevant institutions, which caused the lack of peace and stability, caused the number of incoming tourists to decrease. After the peace environment provided by the temporary government in 1998/9, touristic activities increased in certain stability. Tourism has once again found its rightful place as one of the economic activities of earning foreign currency. The region, which guarantees its constitutional rights, established the tourism office in 2001/2. Therefore, tourism as a sector started in Tigray in 2001/2 under the name of the Tigray Tourism Office. The office has two parts: The promotion and licensing department.; Using different media, the promotion department spreads the results of many types of research, mostly covering domestic tourism. Similarly, the licensing department facilitates the creation of hotels, pensions, restaurants, and small bed and breakfast accommodation units that are essential for the development of the tourism industry.

As the researcher points out in the study, Tigray is one of the owners of world-renowned, competitive natural, cultural and man-made heritage, but for reasons such as civil war and turmoil, nothing has been done in terms of cultural tourism in the previous regime and some progress and update has been undertaken in the current regime right after the downfall of the previous regime. However, even at a peaceful time, it is believed that a few people are not effective in promoting the Tigray region culture and tourism of the regional tourism industry. The promotion from the office seems very weak. This huge sector is also not effective in recording cultural values,

restoring, and preserving historical sites at UNESCO. Tourism is a sector that requires more promotional work and a public relations officer is expected to play a vital role in this regard.

Promotion is all means of communication that a marketer can use to provide product information to various parties. Advertising may contain elements such as public relations, personal sales, and product promotion. Advertising extends to any paid message, from advertising in movie theaters, advertising on the radio, and the Internet to print media. Public relations represent a context in which communication is not directly paid, and includes press releases, sponsorship offers, exhibitions, conferences, seminars or trade fairs, as well as events. Word of mouth is an informal communication about a product from ordinary people, satisfied customers, or people specially involved in creating oral speech. Promotion is a variety of ways of informing, persuading, encouraging, or, in particular, influencing potential customers or resellers, such as travel agents, booking services of tour operators, hotels, and brokers, through a communication channel to think and act in a certain way. The continuous transmission of messages designed to inform consumers about tourism products, form a positive attitude towards the product and company, respectively, to create favorable changes in their mentality and consumption habits, is an example of tourism promotion. Materials for the promotion of tourist destinations include magazines, brochures, and guidebooks, which may contain information about certain events, characteristics of a specific area or planned events (audio-visual presentations, expositions), rules of conduct for the safety of tourists; maps and information on tourist attractions; information centers in public places, parks, shops, train stations, and restaurants; graphic boards located on hiking trails and belvedere points. Effective advertising can be part of the planned development of tourism, which will help attract the attention of potential visitors.

Thus, the research examines how tourism is promoted today by public relations under the role of public relations in terms of tourism, specifically in the Culture and Tourism Bureau of the Tigray Region. It is assumed that the data collection tools used in this research accurately measure the properties to be measured.

II. The objective of the Study

A. General Objectives of the Study

The general objective of this study was to assess the "Role of Public Relations in Promoting Tourism in the case of Tigray Region Cultural and Tourism Bureau." Besides, this research has evaluated the role of public relations in terms of tourism. The research has aimed to evaluate the role of public relations in terms of tourism in the context of the Tigray Region Culture and Tourism Bureau, to determine the promotion methods of the Public Relations specialists of the Tigray Region Culture and Tourism Bureau, and to evaluate the effectiveness of the promotion tools. Besides, the relationship between the tour agency and the Tigray Region Cultural and Tourism Bureau and the role of public relations in creating this relationship has been evaluated.

B. Specific Objectives of the Study

The specific objectives of the study were;

➢ To identify the role of Public Relations officer in promoting Tigray Region Cultural and Tourism

➢ To determine the means of promotion being employed by the Tigray Region Cultural and Tourism Bureau's Public Relations officer

➢ To evaluate the effectiveness of the promotions which has been employed so far

➢ To identify a threat that affects in reaching the Tigray Region Cultural and Tourism Bureau Public Relations officer in reaching its promoting objectives.

III. Significance of the Study

Although public relations is an area that is widely applied to all segments of life and work in society, it is also a special form of communication that takes place at a tourist destination with special applications. This is a communication model, and one of its main tasks is to create a recognizable public image. This goal is very important in tourism, creating a positive image for the whole country, which will give courage to tourists to visit.

In this sense, materials for promoting tourist destinations are: specific events, characteristics of a particular area or planned events (audio-visual presentations, exhibitions), rules of conduct for the safety of tourists; maps and information about tourist places; information centers in public places, parks, shops, train stations, and restaurants; These are graphic boards placed on

tourist routes and belvedere points. An effective advertising event is a comprehensively planned development of tourism, which will help attract potential visitors.

It is believed that this study provides several advantages for tourism marketing and can be used as a basis for public relations specialists. The purpose of the study is to prepare the way for more detailed studies of the practice of promoting tourism. This Research can be useful for what problems are experienced and what measures to take to alleviate them. Also, suggestions for solving problems are included in the study.

IV. Research Methodology

To fulfill the aforementioned research objectives and answer the research question, this research consisted of a mixed-method as a research design. Mixed methods can be explained as using two methods in a single study (Tashakkori, 2003, p. 680), such as qualitative and quantitative research methodology at one study in order to collect data and analyze the gathered data (Hanson, 2005, p. 230) , and then combines the results of the findings and draws a conclusion (Creswell J. a., 2011, p. 200).

Among the most recognizable and oldest research designs in a mixed approach is triangulation design probably (Creswell J. W., 2003, p. 220). Triangulation design uses several related reasons to combine diverse however complementary kinds of data (Morse, 1991, p. 132). Using the triangulation approach researchers could compare qualitative and quantitative forms, use one form of evidence to expand the results of others, or to identify discrepancies between data sources or evidence to confirm results.

V. Sampling Techniques and Sample Size

Researchers make a distinction between the population, the population of people on whom the study can be generalized, and the sample - a subgroup of people from the population who will participate in the current study. The sample structure refers to eligible members of the population. Sampling is important because, in almost all cases, it is almost impossible to study all members of the population.

Both the qualitative and quantitative data samples have been selected using a convenient research methodology. Using a convenient sampling method 80 foreign tourists (which are 10%) out of the total 831 who visited Tigray from January to the end of March, has been selected. 83 A

questionnaire was distributed to the sample size however 2 respondents have not brought back the questionaries' and 1 has not filled the survey, thus only the filled 80 respondents' questionnaires have been employed to fulfill this research. And to gather qualitative data the researcher has selected the Bureaus Public Relations officer using a non-random convenient sampling method.

VI. Data Gathering tools

Data collection is the process of collecting and measuring information about variables of interest in an established systematic way that allows you to answer research questions, test hypotheses, and evaluate results (Kabir, 2016, p. 202).

To conduct this study, the researcher used primary data collection methods. Primary data sources include surveys, observations, experiments, questionnaires, personal interviews, etc. The researcher conducted an in-depth study. Interview with an employee of the relevant public relations office. With this in mind, the researcher conducted a personal interview with an employee of the PR officer of Tigray Region Culture and Tourism Bureau.

A questionnaire is simply a list of mimeographed or printed questions that the respondent must fill out or give their opinion (S Roopa, 2012, p. 273). A questionnaire, as one of the main sources of data, is an observation method that includes some items submitted to the respondent in writing in which the individual must respond in writing. Both open and closed questions were used in questionnaires that were distributed among 80 foreign tourists.

VII. Data Analysis Method

(LeCompte, 1999, p. 30) defined analysis as a process that a researcher uses to reduce data to a story and its interpretation. Data analysis is the process of reducing large volumes of collected data to understand them. (Patton, 1987, p. 77) indicates that three things happen during the analysis; the data is organized, the data is reduced by summarizing and categorizing, and the patterns and topics in the data are defined and related. According to (LeCompte, 1999, p. 31) data analysis should be carried out as the data are collected locally, as soon as possible after the data has been collected both during research and later. when the researcher is no longer in the field.

The researcher used a qualitative data analysis method to analyze the data that was collected from the interview, and have presented the data in a descriptive reported way. And the quantitative data has been presented in a statistical tool to analyze, interpret, and present the

collected data using SPSS 26; such as a frequency and percentages explanation with tables approaches. And finally, the quantitative and qualitative data are presented in the triangulation mixed research approach.

VIII.   Research Questions

The researcher in this research title has tried to address the following questions, which will be useful to get a response to accomplish the research objectives. And the main question of this research is what role Public Relations officer could play in enhancing Tourism.

I.   What role has the Public Relations officer played in promoting the Tigray Region Cultural and Tourism?

II.   To reach the targeted tourists what kind of promotional tools has been employed by the Public Relations officer?

III.   How effective were the promotional tools in reaching the targeted audience?

IV.   What threats are holding the Public Relations officer from reaching its promotional plans?

IX.   Scope and Limitation of the Study

Public relations as a discipline have different definitions and functions, and the main factor for this is the company, organization, or institution where the public relations officer is hired. Therefore, this study was limited by the functions of public relations in the development of tourism. The market and its contribution as part of the structure. The scope of the study is limited by the role of public relations in terms of tourism. Due to time, cost, and variable controls, research is limited to the Tigray District Bureau of Culture and Tourism. Since the studies are devoted to the role of public relations; The data collection procedure was carried out with a public relations officer in the specified bureau and with 80 foreign tourists (10% of the total 831) who visited the Tigray region from January to the end of March 2020 due to the current pandemic of COVID-19.

Other tourism sectors are also encouraged tourism and taking part in lifting-it-up; however, the study was limited to the study at the Tigray Regional Cultural and Tourism Bureau, which played a role in public relations in the city of Mekelle in promoting tourism.

X.   Structure of the Study

In this context, the study consisted of three main sections. In the first part, the concepts of public relations, the functions of public relations, and public relations and promotion were

discussed in a literature review, and these concepts were discussed in detail. Besides, In chapter Two the concept of tourism, the role of public relations in tourism marketing, and the necessary skills of public relations in tourism have been discussed, and the elements related to these concepts were evaluated. The third and final chapter contained data analysis.

Chapter One

Public Relations

In this chapter, more of Public Relations; its historical background, required skills, and functions of a Public Relations officer have been discussed. Furthermore, means of promotion and their effectiveness measurement are also presented.

1.1 What is Public Relations?

The term PR is used in a wide variety of businesses and respectively has a diverse set of skills and competences between experts to some extent. Accordingly, there is no sole commonly accepted meaning of Public Relations (L'Etang, 2008, p. 110).

Many definitions deal with the concept of public relations from different angles. One of the main reasons behind the definition of public relations is the differentiation of the presuppositions or world views about the role of public relations in theory and practice. These presuppositions or world views affect thoughts about what public relations are and cause different definitions to appear (Kalender, 2008, s. 18).

When the social role of the relations is analyzed, it is seen that there are six different views of the world: Pragmatic, neutral, conservative, radical, idealist, and critical social roles (Grunig J. L., 2006, s. 18). Therefore, theorists who define public relations reflect one of the well-known, social roles in the world by acting in parallel with their world views and perspectives. For example, public relations practitioners do not give much emphasis on ethical values and social responsibility in their definitions, as those who have a pragmatic worldview, see public relations as a "useful practice that values their customers by achieving their goals". In the definitions of those who adopt the conservative social world view, which defends that public relations hold a privilege system by defending the interests of economically strong ones, asymmetric aspect comes to the fore, not enough attention is given to the concepts of symmetrical communication (Kalender, 2008, s. 19).

(Mazur, 1996, p. 11) offers a classification in terms of the objectives of PR: to stimulus the interrelated manner of folks or publics. The impact has to be implemented through dialogue, not dialogue with all diverse institutional publics, public relations should become a help to implement the corporate strategy as a strategic resource and it should be a respected function on its own, act.

The field of Public Relations could be useful to our pluralistic society and complex understanding to achieve functions and decisions most effectually by donating to shared empathetic between institutions and groups. It also assists to harmonize public and private policies. The field of Public Relations assists various organizations for instance; the business community, trade unions, government agencies, educational, foundations, hospitals, religious group institutions, voluntary associations, and tourism sectors (Harlow, 1976, p. 36). In order to address their goals, these organizations ought to develop actual relationships with many variety publics or targeted audiences, such as customers, local communities, employees, members, shareholders, and society in general and other organizations (Harris, 1997, p. 57).

Institutions managerial staff have to comprehend the value and attitudes of their targeted people to accomplish corporate objectives. Most of the time the external government used to shape the objectives. The Public Relations practitioner helps translate specific objectives into publicly acceptable policies, reasonable and actions by advising and mediating management (Agee, 1998, p. 6).

(Wilcox, 1992, p. 27), have defined the public relations concept as of:

1. management function
2. It includes comprehensive objectives and activities of actual action
3. It is considered like interactive and communication of two-way
4. it shows that public corporations are plural rather than singular (i.e. consumers).
5. PR argues that relationships are long-term, not short-term.

The fact that public relations have a multi-faceted process and a dynamic structure also make it difficult to overestimate the definition. With its dynamic structure, public relations can easily adapt itself to etymological developments and expand its application areas. This dynamic structure also causes the definitions made to wear out in a short time (Ertekin, 1983, s. 13).

It can be seen that none of the above explanations include gin, party, and spinning, or tonic. However, there is a serious public relations problem in public relations. The kernel was unable to successfully transmit its activity to the wider public. As a result, many thoughts to change the name to avoid professional associations. Job vacancies are now looking for experts in Corporate Communications or Image Management to call on Public Relations employees once. Sometimes

things have changed; usually only labels (Theaker, 2001, p. 5). The field of PR is a discipline linked to the reputation of the corporation (or individuals or products and services) who want to gain support and support. Sometimes this can be abridged: the concept of PR is about a good-will - the outcome of what you do, what you say, and what others are might be talking about you. Probably this explanation is among the most satisfactory definitions of the present: it does not attempt to catalog all tasks related to the management of dignity and it is simple and. (Wilcox, 1992, p. 20).

The concept of PR is a distinguishing management function that aims to maintain and establish linkage of mutual communication, cooperation between an organization and its people, acceptance, and understanding; a management function in resolving problems or issues (Harlow, 1976, p. 36); it helps in informing and responding the targeted audience by the management; it helps management track and change effectively, as it is a predicted trend it also serves as means of early warning system; as basic tools define and emphasize the management or the public interest service it uses ethical techniques and research (Kitchen, 1997, p. 27). Public relations is part of social science and art that can predict outcomes and analyze trends, consult organizational leaders, and implement planned action programs that could benefit both the public and organizations' interest. Public Relations is a well premeditated and sustained effort that could maintain and establish an understanding and goodwill among public institutions and an organization (Theaker, 2001, p. 6).

Public Relations is a series of functions, changes, and actions which could bring outstanding results. The acronym RACE first mentioned by John Marson in his book "The Nature of Public Relations" is a popular way of defining the process and remembering its components. Essentially, RACE means that PR activities consist of four basic elements (Marston, 1963, p. 20):

1. Research; Identifying the situations and problems
2. Action, preparing the program and clarifying the actions to be taken regarding the situation or problem
3. Communication, this is the stage of framing the communication and preparing how the communication should be addressed to the public
4. Evaluation, Was the assessment reached the audience, how effective was it, and what was its impact?

The discipline of public relations is a management function that creates, maintains, and defines, mutually beneficial relations amidst various peoples and an organization to which its success or failure is dependent. defining what public relations implicate is another way of defining a function. Mostly persistent efforts to define the interdisciplinary filed public relations operationally is Public Relations News, one of the commercial service bulletins. Note that this definition explains how PR works in Institutional settings. Public Relations is function management that determines the policies and procedures of an individual and respective organization related to the public interest, apprise the attitudes of the public, and plans and implements an action program to earn public sympathy and acceptance (Broom S. M., 2000, p. 4).

It is common to see people confusing public relations with other management functions of marketing. It turned out that the business opening for "public relations representatives" was a telephone attorney or a door-to-door sales representative. In some organizations, public relations and marketing are being performed by the same person without separating the two functions. Due to such confusion, some have been agreed that there was no variance between the two (Harris, 1997, p. 66). The area that most confused with public relations - not unreasonable because marketing refers to the practice as part of Public Relations and the marketing mix in the texts. The term of public relations in terms of academics and marketing practitioners is among the four Ps – Promotion, product, price, and place that could successfully launch a partying company. If other elements are true public relations can execute an important part in generating efficacious products. Public Relations and Marketing are two important management functions within an organization, on the other hand, historical precedents, managerial perceptions, and organizational culture can be defined as how they are organized (Kitchen, 1997, p. 28).

Practical descriptions of Public Relations lean towards relying more on the reality of everyday work, often using the denomination of 'public relations' alternately along with a different concept for instance, corporate or organizational communication (Grunig J. , 1992, p. 92) besides most of the time it includes influence and persuasion (Hutton, 1999, p. 205). (Grunig J. L., 2006, p. 58) admits that a lot of experts are still associated with public relations, though some practitioners acknowledge their daily work as a management function that drives communication with the public. Such flexibility simply can describe that specialists have the trouble of illumination accurately what their work means - and certainly, it is just like that.

Up-to-date descriptions of public relations and The PRSA definition emphasize the construction of jointly helpful ties among various publics and organizations. However, Professor Glen Cameron at the University of Missouri School of Journalism has offered an ambitious approach. Public relations is demarcated as deliberate competition management and dispute for the advantage of the corporation and, where feasible, for the joint advantage of the several peoples or stakeholders and the organization at large" (Reber, 2015, p. 1).

However, memorizing any definition of public relations it is not necessary. It is more important to know the keywords that are used in most explanations framing the current up-to-date public relations keywords (Reber, 2015, p. 1);

■ **Deliberate.** Public relations endeavor is deliberate and is a scheme to understand, persuade, receive feedback from the affected ones, and provide information.

■ **Planned.** Public relations is a recognized activity of as organized one. When the activities take place after a while, resolutions to difficulties are exposed and coordination is considered. It is systematic, requires a strategic way of thinking and research.

■ **Performance.** Actual policies and performance are the evaluation were of Public Relations effectiveness. If the organization's policies are weak and do not respond to public problems, public relations is not expected to generate any goodwill and support.

■ **Public interest.** Tasks of public relations ought to provide communal profit for the community and the organization; the personal concerns of the organization are aligned with the welfare and concerns of the public.

■ **Two-way communication.** The operation of Public relations is not just mean to spread information, but also the art of speaking and listening with various public opinion.

■ **Management function.** The activities of Public relations are effective when the integral part of decision-making and the top management is strategic. The practice of public relations includes consulting, conflict management, competition, and problem-solving.

All these definitions emphasize that Public Relations deals with guiding interaction to create mutual understanding and good relationships among vital clients and an organization (Harris, 1997, p. 57). It is important, however, to acknowledge that they contain the basic

assumptions that some of the main function is to endorse the benefits of the organization and that some poets object to it, for example, (Botan C. a., 1989, p. 98) argues that such definitions tend to see public relations communication as an impartial communication channel, and only reproduce the concrete practices in which the focal task of a public relations deputy is to deploy the community interest for the profit of organizations. (McKie, 2007, pp. 20-21) reflects this opinion and argues that the thought of public relations as a career emphasizes the organizational and procedural aspects of public relations effort with the professional 'region', status, and the results of the financial reward to determine the priorities of less advantageous social interests.

1.2 History of Public Relations

As human communication is old by itself, we may probably accept the term and perception of public relations as long-established as of that. Peoples were impelled to acknowledge religious aristocrat and their government through a usual technique of public relations likewise staged events, speeches, art, publicity, interpersonal communication literature in many ancient civilizations (Cutlip S. M., 1994, p. 105). Those were not similar to the aims and effort of Herodotus's a modern practice often written about the Persian wars, due to this none of the above efforts were, Of course, none of these efforts was called public relations. To announce the victories on the battlefield Alexander the Great has sent outstanding information to the Macedonian Court.

Emperor Asoka, In India (273-326 BC) he was giving directives on large stone obelisk constructed at notable intersections in order to communicate with his subjects. The Rosetta Stone, dating back to 196 B.C, was an introductory publication showing the achievements of an Egyptian pharaoh. Similarly, the former Olympic Games, like the 2012 games in London, we're encouraged to develop the aura of athletes as heroes. Possibly the first politician to publish interpreters, a manuscript that promoted his desire to become the emperor of the Roman Empire was Julius Caesar.

Also, He has held detailed processions when he was back from an effective war to burn his image as a distinguished leader and commander. Ones Caesar has become a consul of Rome in 59 BC, he made public works on the fortifications around the city. Possibly one of the world's first newspaper was this Acta Diurna or "Daily Structures" (Reber, 2015, p. 66).

1.2.1 The Middle Ages

The Roman Catholic Church was one of the important experts in public relations during the Middle Ages. Pope II. Urban has convinced a bunch of adherents using propaganda, symbolism, staging events to accompany the Crusades. Then, after 6 centuries the word propaganda was used for the first time by then. Meanwhile, bankers have experienced the graphic arts of venture capitalist affiliation and were the first to accept the thought of commercial charity by funding entertainers like Michelangelo, along with local Catholic bishops in Venice in the 15th and 16th centuries.

Ages when Gutenberg developed the printing machine (1450), which had a profound impact on the collection and spreading of info over the upcoming 500 years. A printing house has brought an opportunity for organizations at large and individuals which could help them communicate directly with the public and announce many efforts (Reber, 2015, p. 67).

1.2.2 Colonial America

Especially those from England were settled as fist Immigrants of the United States. Several land companies licensed by Taç vigorously endorsed colonization to produce revenue from colonials' growth capabilities. Which means that colonization was for sure a marketable offer. For example, as soon as 1584, Sir Walter Raleigh returned the glowing accounts of a swampy Roanoke Island to England. In 1620, the Virginia Company distributed brochures and leaflets across Europe, donating 50 estates of piece land-living to everybody wishing to emigrate. (Reber, 2015, pp. 67-68).

Ones the American colonies settled, public relations and publicity procedures were employees promoting several institutions. Harvard College has ventilated a donation pamphlet and directed legislatures to England to raise funds in 1641. Besides, the other 10 colleges which have been established between 1745 and 1775 have set donations using lotteries, wealthy donors' promotional brochures, and special events. In 1758, King's College has published its first newsletter (Lamme M. O., 2010, p. 290).

During the American Independence, the role of Public relations was also vital. Sam Adams was one of the important supporters of independence, he was known as a father of the press representative." The Sons of Liberty was founded by Adams was and organized demonstrations and rallies to protest the Stamp Law in the 1760s. In the early 1770s, Adams has developed his

promotional and organizational skills. For instance, Admas has organized PRWeek's Tea Boston Tea Party. The utmost and well-known promotional show of all time. A collection of groups dressed as of Indians pitched tea bangers in Boston Harbor as a symbolic object of the British tax that was widely introduced among the colonies of British trade. Another great achievement of Adams was shown as the "Boston Massacre that sparked more public view counter to Great Britain in the murder of five colonists by British soldiers. Adams had an elegant understanding of how symbolism could affect public opinion (St. John, 2006, p. 224).

It was also Tom Paine's Common Sense that was influential in conveying warm citizens to the reason of American liberation. Within three months more than 120,000 brochures were sold; this was an early instance of political statements to a nationwide public. Ones the independence has happened, James Madison, Alexander Hamilton, and John Jay have penned the Federal Constitutions to garner public sustenance for the authorization of the US Constitution. Such progress has offered a basic distribution of unionized pieces of ideas to the media, and public relations is using such a method in nowadays (Lamme M. O., 2011, p. 253).

The definition of the American Public Relations Community draws attention to the communication management aspect of relations (Davis, 2006, s. 22); "Relationships in the hall help an organization and its peoples to adapt to each other. Public relations is an organization's effort to win the collaboration of public GMPs. Public relations help organizations communicate and interact with key target audiences."

1.2.3 Asia

There were predecessors of public relations in the world. In China, the activities of public relations can be outlined for thousands of years, mostly to build a reliable reputation among the people of the emperor or emperor at the state level or maintain a tuneful relationship with various institutions (Hung-Baesecke, 2014, p. 24). They came in three forms: folk collections, cultural collections such as folk songs, diplomacy to lobby trade between opposing states to prevent attacks and avoid war, and to launch marketing linkage, for instance, the Silk Road in Asia. Vietnamese, Chinese and Taiwanese scholars have pointed out the principles of Confucianism as both lasting and old effects on modern practices and proto-public relations. Valuing reputation and keeping promises, relational harmony and emphasizing interpersonal relationships are robust in ethics and principles, but flexible in the status of strategy and compliance ('respect, helpfulness, justice,

friendship and harmony and knowledge') (Hung-Baesecke, 2014, p. 23) the proto-public relations information has been led based on ganja, both negative and positive aspects (Van, 2014, p. 148).

Confucianism emphasizes the benefit of the public's point of view (Wu, 2014, p. 115) and in East Asia hence has provided a marvelous social establishment for up-to-date public relations, unlike any additional parts of the world. Thailand had never colonized Proto-public relations, and it has developed through the imperial organizations from the 13ᵗʰ century forwards and were articulated in Buddhist spiritual views and reinforced the harmony of the state (Tantivejakul N. a., 2011, pp. 6-7). At the end of the nineteenth century, King Royal IV provided a definite indication of Public Relations-type activity to promote state supremacy and the prevention of colonization, using the king's administration, reading matter, imperial snapshots and materials transfer to the media (Tantivejakul N. , 2014, p. 130).

Western public relations firms are although are practiced in Japan, they have advanced a customarily diverse form called kouhou that means 'making a wide statement' (Yamamura, 2014, p. 64). A leading newspaper has presented this term for the first time and showed an announcement and advertisement. During the Meiji renewal, which began in 1867, many old political and social structures were destroyed as a portion of modernization, though a more self-governing society had not established. There were no people, only the emperor's subjects. Nevertheless, the management established news interventions to provide info to a quickly growing amount of newspapers, due to that press-agencies were the foremost to thoroughly participate in the promotion commercial (Yamamura, 2014, p. 64).

1.2.4   The Middle East and Africa

Traditional congregation objectives, for instance, the parliament and mosque, or a community get together venue for men, diwaniyya, were one and other informal and formal stations for discussing and disseminating news before technology has increased the speed of communication in the Arab world (Badran, 2014, p. 8). Regarding some researchers followed the precedents until 1400 years ago when the new religion started to spread in the societies of the Arabian headland (Altamimi, 2014, p. 84). Poetry was significant in these values, and the rhymester was accepted as the press secretary of the ethnic group, attacked the ethnic group opponents, praised their achievements, and strengthened the self-confidence of the warrior (Fakhri,

1980, p. 34). It is still a "vibrant and good tradition in the contemporary Arabian Gulf region (Badran, 2014, p. 8).

The rehearsal of public relations was limited to the role of a protocol on caring and organizing events for visitors based on a preceding to the entrance of Western interventions and commercial communications subdivisions (Altamimi, 2014, p. 85). Proto-public relations were in the form of government information that supported the formation of newspapers in British colonies during the colonial Africa of the nineteenth and twentieth centuries, mostly in East and South Africa (Kiambi, 2014, p. 69) (Natifu, 2014, p. 80) and Nigeria in West Africa (Ibraheem, 2014, p. 22). Kiambi creates an indication of a colonial Office evidence procedure that could be functional from the beginning of the twentieth century to the colonies of Africa, Asia, and the Caribbean.

1.2.5 The First Public Relations Counsel: Ivy Lee

The innovator of this new method to public relations was the New York World, New York Times, and New York American's former business journalist Ivy Ledbetter Lee. He started as a publisher, but soon long-drawn-out this taken part is to be recognized consultant of a first public relations. Lee issued a policy statement pointing to the latest model of public relations preceding: public information when has opened a public relations firm Lee and Parker in 1905. Lee's insistence was on the spread of true, factual messages rather than exaggeration, buildup, and distortion (Cutlip S. M., 1994, p. 122).

Pennsylvania Railroad was among the first Lee's clients, where he was hired as a "promotional consultant to run media relations. Firstly, he was assigned to persuade management that the procedure of many large companies at that time, typically the secret work and refusal to speak to the press, has been weak as a strategy for improving public understanding and goodwill. When another train accident occurred, Lee provided a press center, published what was allegedly the earliest news announcement of the modern era, and brought journalists to the crash ground. Despite the fact, such actions seemed reckless indecision to conservative railway managers, it was pleasant to surprise that the company received more fair press reviews about any incident. Other railways did not take long to adopt a more open information policy (St. John, 2006, p. 225). By 1912, Lee was vice president of the Pennsylvania Railroad in an extensive history of public relations, which Scott Catlip called "the initial noted example of a public relations vitality at the administration level."

One of Lee's greatest achievements. It was a railway campaign of 1913-1914. Several years later of rising costs, the Pennsylvania Railways needed a 5 percent increase in rail freight, nevertheless, there was consequential public resistance and an unconvinced Interstate Trade Commission (ICC). Lee speculates that the ICC and the public be capable of persuading to agree to higher ranks if they were aware of the situation and facts were provided (Cutlip S. M., 1994, p. 114).

1.2.6 Father of Modern Public Relations: Edward L. Bernays

A new approach to public relations practice brought-in the 1920s point out the approach of "scientific persuasion however, Lee's public information model is still in use currently. Edward L. Bernays, a preeminent figure in this new procedure, was acknowledged as the father of modern public relations when he died in 1995 at the age of 103, with brilliant campaigns and a broad representation of himself (St. John, 2006, p. 226).

Bernays, Sigmund Freud's nephew, believed that public relations must highlight the use of behavioral psychology and social science research to formulate messages and lobby, which could promote certain manners and change people's perception. In contrast to Lee's publicly available information model that emphasized the correct news delivery, the model of Bernays was among scientific beliefs and propaganda. This has included paying attention to the audience, nonetheless, the purpose of the feedback was to create an additional compelling message. An important public relations theoretician Professor Emeritus James Grunig of the University of Maryland has designated this as a two-sided asymmetric model, one of the four classical models described (Reber, 2015, pp. 68-69).

Bernays became an important spokesman for the "new" public relations through his 1923 book The Crystallizing Public, outlining the methods, function, scope, social responsibilities of a public relations attorney and techniques (Lamme M. O., 2011, p. 250).

1.3 Functions of Public Relations

Just as a special area of application, the public relations sector has been growing steadily over time. Public relations are necessary notwithstanding ether they are small, medium, or large enterprises. In terms of governmental and political spheres, the political class regularly spends

prosperity based on the perceptions of the public to improve its image and reputation. Surprisingly in the field of religious organizations too.

(Nwodu, 2007, p. 16) has reported that their communities today use public relations approaches to promote their ability to improve and prosper, and thus improve their membership and trust. This implies that, indirectly, the corporation is promptly developing both in scopes of effect and in scale. In terms of (Nwodu, 2007, p. 16) Several factors combine to scale up and increase the practice of public relations in the field of organizational and individual image and the formation of reputation and life. (Baran, 1999, pp. 25-26) identify some important factors affecting the growth and implementation of public relations.

1. Technological advances have provided effective and efficient resources for a more specific audience and organizational communication, as well as an enabling environment for mass distribution, marketing, and mass production.
2. The growing number of educated middle-class people are largely informed from around the world and are desperate to learn about organizations and people.
3. Development, such as Public and private sectors, companies and government agencies, voluntary organizations, trade unions, and various organizations that affect people subsists.
4. Social science research in advance has derived from the methodological aggregation of sophisticated and trust-worthy information necessary for planning, conducting, and evaluating public relations campaigns and interpreting public views and /or thoughts.
5. Public relations professionalization, in conjunction with the circle of monitoring figures for public relations, is now obtainable at the regional, country, and worldwide levels.

Several explanations for public relations point to a common denominator; this includes maintaining the connection in the middle of two organizations. Having this in mind we may decide as public relations is a management relationship with the insistence of image/reputation and life. Based on (Nwodu, 2007, p. 4), performances as a lubricant, stimulating the communication amid groups (called public)/ individuals and institutional organizations; between state institutions/ government and issues/ allies; and among societies and fundamental groups in societies. Public relations as a profession has taken a vital role in both public and corporate lives. This is true because if policies, programs, and actions cannot be implemented, or if they can be perceived as

not meeting the expectations of the people they aspire to serve, they cannot survive, despite the development of any institution, including the administration.

The functions of public relations in terms of (Nwodu, 2007, p. 4) contained within but not restricted to:

1. Identify, interpret, and evaluate the public, attitudes, and feelings about prominent people, institutional, communities, government, and organizations.
2. Imitate, plan and conduct special events or programs in the short, medium and long term to obtain public concession and/or shared feeling for a noble cause.
3. It is enough to inform the various public about the plans, policies, and actions of heads of organizations, communities, and governments.
4. Deal with crisis management and conflict resolution, preventing press messages and negative trends that can destroy the reputation and image of a community, organization, and government.
5. It provides equal conditions for healthy communication between the management and/or civil servants of the organization and their public and entities.
6. To maintain a positive relationship between a mass media and organization and by doing so, to take precautions in contradiction of damaging and negative mass media.
7. To help balance public interests with the public interest in the best interests of the state.
8. To try to create a safe organizational social climate through participation in public relations, it is crucial to increase the motivation of the commercial of corporate organizations.

1.3.1 Publics and Audiences

Almost all public relations directors arranged with a large number of the whole public and targeted audiences of internal and external the organization. People and masses occur because they cooperate or are affected by the organization somehow or because they can grow around an opportunity and threat (Dozier J. E., 1992, p. 441). Lasting on-going public relations programs have been established to uphold effective communication and conversation with the public and with masses such as investors, communities, employees, and neighbors. Innovative plans will be established to sustenance new enterprises and ventures and may necessitate communication with audiences and the public that the organization did not previously need to interconnect with.

A Public relations manager may try to monitor the foundation and subsequent activities of the public in order to make sure, what the public relations and organization are built from the very beginning. It is part of a restrictive role in determining the emergence of new peoples and monitoring existing public opinion. Programming public relations usually begins with the expansion of a mass or public plan for the organization which is, a list of folks who they are or are in line with the organization.

(Edward, 2010, p. 18) recommends, which the manager begins with regular groups such as competitors, holders, media, employees, clients, suppliers, a special interest of groups and government. From there, a PR expert could enlarge the list to best suit his private organization and industry sectors. The plan may comprise a wide category of groups and/or people which, affect a firm or could be affected by a firm. A public relations manager must improve it's a plan, to detect key folks to be convenient. (Ice, 1991, p. 344) acknowledged four kinds of institutional links that could assist PR directors to monitor their people:

1. *Permissive connections* are those that have resources and powers, such as owners and regulators, to ensure the existence of the organization.
2. *Functional linkages* contribute and devour their production. These include groups such as consumers, employees, and suppliers that are included in this category.
3. *Standardizing linkages* are for rival organizations such as professional groups and industry associations.
4. *Diffused linkages* are designed for people who are interested in organizing but then again are not comprehended of official relationships, such as activists, community members, and media. PR directors ought to know that clusters with a disorganized connection, especially if their environmental power is growing, can affect groups in other issues on certain issues. In some cases, their location may become an official link.

After identifying key affiliate of the public and the masses, public relations managers should analyze the map to assess the relevance and attitude to the organization's position within different groups and on specific issues. For example, a food producer who wishes to bring a recent route of snack foods for children may be attentive to the public and viewers, health facilities that are interested in chubbiness among young people, and the introduction of foods that cause it in

children. Besides, it has to provide retailer support to attract the attention of retailers and routine the products.

It's tough to define any initiative or issue that does not lead to a split view, so the public relations executive recognizes that as the organizational strategy is mapped, they might contemplate the desires of various audiences and the public. The public relations manager likewise recognizes that people are not static. An environment and folks are continuously changing, therefore environmental skimming procedures should constantly update its corporate catalogs (Mehta, 2010, p. 209).

Public Relations administrators can correspondingly use (Grunig J. , 1992, p. 290) situational-theory of individual announcement behavior to monitor the public and viewers. The category of public, confidential, active, or conscious, or a separate non-public category, provides beneficial evidence to the public relations executive when forecasting communication movements and monitoring the influence of managerial actions on the public. Public relations divide public and public relations practices into two wide-ranging parts: external and internal relations. external relations relate to the range of stakeholders outside the organization; Internal relations are responsible for employee relations and problems (Mehta, 2010, p. 210).

1.3.1.1 Internal Relations

A relationship that is dedicated to maintaining and creating relationships within and between employees is called internal relationships. A good relationship between employers and employees can lead to a satisfactory relationship and this could raise high productivity, less absenteeism, and very few errors and downtime (Cutlip S. A., 2008, pp. 52-53). Inadequate communication is among some of the key issues affecting this relationship, degree of compliance with organizational culture and values, changes in trade unions, industrial relations legislation, globalization, structural changes or layoffs, and perceived inequalities of pension packages and salary for organizational leaders compared to entry-level employees (Toth, 2011, p. 157).

It should ensure that a Public Relations Practitioner pays attention to and addresses these issues (Seitel, 2009, p. 73). Motivating, directing, informing the employees of the institution, and making efforts to create an environment of trust. Public relations also help the integration of employees within the organization (Theaker, 2001, p. 26).

1.3.1.1.1 Organizational Culture

Organizational culture is at the center of employee relations. Culture consists of common beliefs, assumptions, values, symbols, expectations, and meanings, which integrate and organize a group of people to work in teamwork (Dozier G. J., 2003, p. 482). The literature of public relations refers to two kinds of culture: participatory and authoritarian. In controlling beliefs, while policymaking is centralized communication is arranged, formalized, and mostly one-way communication (Dozier G. J., 2003, p. 485). Participatory cultures inspire staffs to be included during the policy-making and decision-making process and to share the gains through a statement that emphasizes both feedback and exchange of ideas (Grunig J. L., 2006).

Culture is habitually established by organizational initiators or influential (Toth, 2011, p. 75) and adopted by organizational associates. Three distinctive cultures that have a connection with different roles in managers, organizations; engineers, and operators are being described by organization poetry (Schein, 1996, p. 234). the following operator-manager, for instance, shows how occasionally these cultures contradict: when the operative culture tries to increase efficiency by constructing lesson taking ability that necessitates resources and times, many exceptions cannot demonstrate financial returns or weaken the regulate structure (Schein, 1996, p. 238).

Public relations are among the parts which could solve this conflict. Public relations can offer opportunities and facilitate interactions between organizations and encourage innovation and creativity (Toth, 2011, p. 154). Other tools that practitioners can use include strengthening organizational modeling appropriate behaviors, mission, and vision statements.

1.3.1.1.2 Considering Employees and Their Information Needs

An internal communication expert is ought to consider the information needs of their employees. Besides, understanding the variety between employees and external publics opinion is vital. In terms of (Ni, 2007, p. 55), employees are different in how their relationships start with a specified organization. Most of the time employees are engaged in associations to receive wages, gain experience, and gain more career experience (Ni, 2007, p. 60). Regardless of these mutual elements, employees based on the position they have in an organization affects how they evaluate their relationship with the respective organization.

(Peters., 2008, p. 108) imitate that personnel has become social capital investors due to their vital role in enhancing the organization's external and internal relationships and contributing to community programs such as supporting a homeless, volunteer riding for the disabled ones, and revitalizing the coastline. Having this in mind, we can understand the vital role employees can bring to the organization, establish a smooth relationship and enhance organizational reputation, and they are an essential part of the public relations external and internal communication management functions. (Yeomans, 2017, p. 414) it is not convenient to group all employees as public since all employees are not the same. Employees can be divided into sections based on their position and role, as well as their participation and level of involvement in specific matters. Regarding the employees, a situation may also be activists.

The following set of rules could help public relations in enhancing an effective employee relationship (Cutlip S. A., 2008, pp. 33-34):

➤➤ It is always suggested to inform employees first.

➤➤ Tell You should dare to discuss the bad and good news a line by.

➤➤ The information shall be discussed on time.

➤➤ Employees should be informed on the subject that concerned them.

➤➤ You shall employ your communication media that is credible by your employees.

Taking some of these phases can avert employees from becoming activists. Based on the situation mentioned in the above, the college leadership invited employees to participate in the exchange program and introduced mechanisms for the continuous involvement of employees (McCown, 2007, p. 63). In terms of (Cutlip S. A., 2008, pp. 38-39), The first five subjects that attract the most attention of the employees are:

1 Plans an organization has proposed

2 The advancement of job opportunities

3 Guidance regarding the duties and roles

4 information on improvements in efficiency

5 Updated strategies and performs

To provide an open, systematic approach, internal communication must provide opportunities for honest feedback, respect employees, encourage and recognize employees, and protect the safety and well-being of employees (Toth, 2011, p. 80).

1.3.1.1.3   Employee Communication Channels

Several communication channels operate within organizations. Some of them are regulated by public relations or organizational leaders and officials; others, employees also create vine and gossip in their way. Public relations experts should consider how they have to create and/or maintain trust when they are choosing their communication tools. Trust can be erected by providing factual information and base on the trust in the resource. Some of the reliable sources of information in the communication of employees are direct managers, supervisors, and organizational policy guides (Ni, 2007, pp. 55-56).

Also, other official communication channels may include face-to-face interactions or group meetings in a team, internal bulletins, intranet or internet, and bulletin boards. Grapevine and mass media are among the least reliable media sources in employee relations (Cutlip S. A., 2008, p. 48). Dialogue and discussions in between are always recommended and they are vital in than an online or non-personal communication and intranets.

Although less reliable, the grapevine or rumor crusher is a powerful communication means that can occur in uncertainty or times of change (Broom S. M., 2006, p. 22). In some organizations, rumors occur over the week and relate to job satisfaction, job security, staff changes, gossip, the quality of product or service, corporate reputation, and stock market performance, (DiFonzo, 2000, p. 182). Reduces gossip, increases bad press, reduces confidence, and increases employee stress (Seitel, 2009). Rumors are a regular part of organizations, so working public relations specialists, have to be careful about their impact and plan to eliminate them (DiFonzo, 2000, pp. 186-187).

Some approaches to discourse rumors comprise:

➤➤ strengthening the procedures and values employed to drive any organizational change

➤➤ creation of consistent announcement updated

➤➤ clarification of policymaking procedures

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➤➤ recognition or validation of rumor to rise conviction

Public relations practice should have the capability of determining the legitimate discrimination method and the legitimate means of communication for the right audience. Since there are flexible workplaces, in customer offices, at home, or in diverse places of the country, employees work locally, or in offices in other nations, which English may not be the official language of employees nowadays. Specialists in public relations must overcome difficulties in communicating with everyone and they should make sure whether it's effective (Toth, 2011, p. 213).

1.3.2   Criss Communication Issue Management

Perhaps issue management is among the most significant public relations function. issue management is problem-solving, forward-looking, a responsibility of identifying causes at management-level, changes in the industry, trends, and other potential causes, which may affect the organization at large. Issue management requires management strategies, tremendous knowledge in research, environmental monitoring, business, and industry models of the organization. (Don Stacks, 2010, p. 133).

1.3.3   Media Relations Measurement and Evaluations of the Effectiveness of Media Relations

As stated by (Alzahrani, 2016, p. 373), a relationship with media outlets is one of the vital and most necessary functions of public relations. The fulfillment of relations with the media consists of communication and work with news media. This may also include creating and maintaining mutual and professional working benefits with gatekeepers and news gatherers, in part because of the fact; regardless of whether this information leads to media coverage or not, they have become known as a reliable source and as a provider of factual information based on facts. Relations with the media is the process of disseminating information through the media (newspapers, radio, television, the Internet, etc.).

Media Behavior Relationships as a subfunction of public relations is perhaps the most visible part of the organization, as it deals directly with external media. Part of the functions of public relations Work with media relations is a practical function, which means that it is based on the technical ability to create outlets or materials on public relations. Some examples of tactics include news releases, such as news video releases for broadcast media, photographs, brochures,

direct mail, websites, social media (digital media), and press kits. In addition, from the point of view (Bussey, 2012, p. 68), among the functions of public relations, media relations are a critical element that covers emerging relations with a journalist, so that public relations experts will be able to notify them about their product and the organization as a whole, The main task of the media relations service is to inform employees or customers of company news, this may include a profit announcement, informing about new products or information about upcoming events, or festivities.

When it comes to measuring media effectiveness, the issue of media planning comes first. Planning; includes objectives, strategy, and tactics of the marketing concept. With the development of media, planning has started to gain importance, the wishes and desires of the consumers are also included in the marketing mix. Media planning has now become an activity closely related to the marketing plan. Evaluation of a media plan is done by measuring how effective the media plan plays in reaching marketing goals (Barban, 1997, p. 6).

The developments in the economy, the increase in the number of multinational companies, and the increase in the amount of advertising have made the role of media planning even more important. Marketing managers use important data such as the structural information of the media, reader/audience profiles, and consumption habits in their marketing plans. Media planning managers should also identify media environments that match the target audience of the organization, which will further increase their reputation and trust and achieve effective results. Media. before the planning manager takes action; It should find answers to the questions of how much potential consumers it should reach, what media tools it will deliver to its target audience, what time it will take to the public and the target audience, how long it will last, and how much its budget will grow. After these questions are answered realistically, media, which is the most important tool for achieving the goals, should be started to be used (Çöklü, 2004, p. 196).

The more important it is to use media in a planned manner for the goals and objectives of the institution, the more important it is to follow, measure and evaluate the results obtained from the media tools used. Because it cannot be understood that something that is not measured is done right or wrong. If the wrong practices cannot be noticed on time, the necessary interventions cannot be made and the institution will suffer from this situation. It is also important to know what is done

right; because if it is known that what is done is effective and result-oriented applications, it is continued and success is ensured (Özkan, 2009, p. 132).

Output measurements are generally preferred in the public relations sector. These provide information on the alternatives and behaviors of the target audiences. These less costly measurements are made by counting the number of visitors to the websites, following the habit of credit card users, phone calls, and monitoring the use of mail. Such research and measurements provide important data, especially in short-term tactical variants. Measurable goals in the first step are set for the first step measurement measure used by public relations. In the ninth stage, the successes of these goals are measured and evaluated. While the second digit is being made; Firstly, the real outcomes of public relations efforts are measured, then the targeted processes are evaluated and a general evaluation of the program is made. In another measurement method, the "preparation, application, effect model" approach should be used. There is no specific method in this measurement model, but it can be applied to different programs and campaigns (Çöklü, 2004, p. 206).

Measuring the effectiveness of media relations is an important specialty. Another area of expertise is the evaluation of these measures. Evaluation is important because the results of the institution's relations with the media will determine the evaluation results. When evaluating, care must be taken to ensure that all data are available and that no measurement has been left. It is not possible to obtain healthy results from evaluations with missing data. The results of the evaluation should be shared with the institution's managers and employees, especially the top management of the institution. The institution's good relations with the media, the media's publications help protect the reputation and image of the institution, will motivate the managers and employees of the institution, and make them proud of their institutions. If the institution experiences some problems with the media, the desired communication cannot be established, this negative situation should be shared with the managers and employees of the institution, and suggestions that may contribute to the solution of this problem should be requested (Özkan, 2009, p. 133).

1.4 The Role of Public Relations

Due to the many industries and functions of PR in various environments, there are still many misunderstandings regarding the activities of experts in the area of public relations. However, the lack of a consistent definition is still a problem for the application. The decision of

what happened and what people do lead to the dispersal and distraction of collective and individual energies. Long explanations, for example, are still not so simple to convey what people do and what constitutes discipline (L'Etang, 2008, p. 104) British PR originates in the folk in the place of the private sector: after and during World War II, the amount of public relations specialist in government bureau expanded dramatically, which allowed for propaganda and psychological warfare, intelligence, and intelligence services, as well as condemnation and publicity engage in public relations. (Van, 2014) argues that after World War II, the transformation of Dutch society included the promotion of public goods and business, whereas the community had a new strong aversion to propaganda. The professional association government was established in 1945 to provide information exchange between the government and companies and journalists PR managers.

This led to the creation of the Public Relations Association, which was later replaced by the Public Relations Association in the Netherlands. The communication chart in France that arose at the beginning of the 1980s was the model of the head of communications related to the perception of institutional advertising, corporate image, consulting agencies, and management requirements, which was applied throughout the communication. The concept of public relations is used infrequently, despite the popularity of consultants. Regarding education and public relations, (Van, 2014) argues that "the total amount of expert training programs at universities is huge," because of the role of miners that the private sector plays in education.

1.4.1 Role Public Relations as a Communicator

Even if it is obvious that a single role may dominate their daily work, however, most Public relations practitioners are involved in both technical and management tasks. Most recruits are given technical assignments when they enter the practice and start their careers. After some time and through an experience they usually continue to exercise their leadership role (Yeomans, 2017, p. 118).

A Public relations practitioner needs to be energetic, adaptable, versatile, resilient, and diplomatic to cope with a mixed group of stakeholders and clients. A competence of Public relations is a composite, communicating assembly that is organized through current requirements and experience and changes through action (Pieczka, 2002, pp. 321-322). Such a point of view

would recommend that there may not be a pattern or paradigm for the role, however, this is a dynamic process that could be raised from the joint of current and previous interactions.

The theory of systems is based on the fact that everything in the social world is part of a system that mixes with other systems, and not the sum of the parts of the whole (von Bertalanffy, 1969, p. 30). Bearing in mind the efforts of (Katz, 1978, p. 20), PR specialists (e.g. (Cutlip S. A., 2000, p. 228) (Cutlip S. A., 2008) use system theory as an explanation of interactions within organizations, interactions between organizations and interactions between organizations and theirs Based on this model it is assumed that the public relations specialist is part of an open system that interacts with other systems, and therefore the nature of the role is not determined but depends on influences both inside and outside the system, early education and continuous professional experience Development (CPD). The model does not exist in isolation, the key to this model is only to the extent that it applies to other systems, while public relations specialists should act as a boundary wrench, the system theory model also confirms that A public relations consultant needs to know about the organization and its client context and what is its role in it. If it is a sociological, political, economic, or another way of forming a 21st-century narrative, it requires attention and understanding I am from the wider community (Yeomans, 2017, p. 124).

(Wilkin, 2001, p. 32) offers a suggestive and debatable point of view on the insinuations of global communication; (Allan, 2000, p. 77) on social hierarchies and divisions imitated by the media. A study of the needs of employers among college graduates shows that workers have to deal with change, understand the context in which the organization works, and demonstrate more abstract cognitive abilities. The argument supports the idea that the role of a public relations specialist is very broad and goes far beyond what many public relations experts feel comfortable with, but it's worth considering whether we want to bring public relations to a higher level. Those with experience in corporate communications are already aware of this role. With the introduction of the corporate communicator and the playing out of territorial and functional wars, the true potential of a controlled and connected role is realized not only by management but also by the entire organization. and mainly through other functions within the organization (Yeomans, 2017, p. 124).

1.4.2 The Role of Public Relations in Organizations

Public relations work in organizations in terms of quality of work means supporting organizational management in accomplishing organizational objectives, believing in liability and transparency, identifying government duties, responsibilities and respecting citizens' rights, and controlling people overwork and the right people who can evaluate and criticize the organization's activities and programs and who have explicit programs and strategies are classified into three division: 1) Rational for public relations 2) Explanation of public relations 3) Analysis of public relations. Rational Public Relations is an organization based on organizations and administrators who constantly try to explain their opinions and benefits to the organization.

Concrete and misleading representations, confusion, and concrete ways of transferring information containing a large amount of information are shown as deceptive advertisements that try to show better activities and goals of the organization (Mohammadi, 2013, pp. 48-49). The explanation of public relations explains public relations in the most optimistic way and tells and describes public relations that follow the events and only deal with and report on illustrations. Such type of public relations is passive, it doesn't even include innovation and creativity mostly it lacks a strategic planning and execution program.

Public relations analysis is public relations with a program that manages jobs, trends, and events and participates in an organization's policies and rises to the levels of management consultants. The purpose of these public relations is to promote trust, mutual understanding, and strong logic and reasoning with the audience. Analysis of recognized public relations requires the attitudes and wishes of an organization's audience and transfers to the managers of an organization and could take part a vital share in the organization's policy-making and enforcement agendas by providing technical consultations to policymakers (Botan C. H., 2006, p. 138).

Public relations work is carried out in several different corporate contexts, from the functions of internal management or public relations to corporate communications in small, medium, large, registered, and non-profit organizations. Specialists in public relations develop and improve the reputation of the organization by planning and managing communications, building and developing relationships that are important for their organization and goals. The duties of the PR department are mainly to monitor and respond to changes in the external environment,

including expectations, problems, reputation, and relationships, as well as using communication with employees who can help the company maintain an efficient working environment.

If an employee is going to accept and understand the need for a change in how they should use their idea and effort in achieving the organizations' goals and mission effective employee communication is vital. A corporate communication department is used in some organizations as a representative department to the public relations section of the organization. Corporate communication provides a vocabulary and a framework for the operative synchronization of all communication tools to create and cultivate a favorable reputation among the stakeholder groups to which the organization is affiliated (Jenster Per, 2006, pp. 909-910).

Public relations is encompassed in the maintenance and adaptive subsistence (Butler, 2008, p. 45). To affect the organizations' goal, it's necessary to recognize how and what has occurred within the environment (Cutlip S. A., 2008, p. 44), a public relations practitioner may drive to adapt suitable needs for stakeholders. In terms of (von Bertalanffy, 1969, p. 35) The first systems theory of an organization and its environment was detached by an edge in which resource and information flow. Exceeding this limit was seen as an important task for PR experts who convey a message about the organization with the environment and return environmental information to the organization's decision-makers. The practitioner constantly monitored the border, by taking an outstanding stand in both inside and outside partsof the organization (Grunig J. H., 1984, p. 9).

1.5 Public Relations Means of Communication

The basis of the public relations profession is communication. Public relations management, which uses communication on basic issues such as giving messages to the target audience, changing perceptions, protecting reputation, and improving the image, must select communication tools and techniques very well in order to achieve successful results. Due to the globalization process and improvements in communication technologies, the impact of the media on community life has increased in recent years. The media's power to direct the public, the ability to persuade the masses is more than before. The media also constitute the field of public relations, communicating with the public and target audiences, managing their perceptions, and fulfilling their functions. All written, visual, and audio communication tools are included in the scope of the media definition.

It is no longer possible today to achieve success in public relations activities without establishing a relationship with the media or transferring messages over the media. For this reason, the level, solidity, and openness of the relationship with the media will also determine the success level of the public relations activities of the institution. There are two types of media that relationship management establishes: controlled media and uncontrolled media. Within the scope of the controlled media, there are communication tools through which the public relations manager can control the message. For example, public relations management in the controlled media such as advertisement texts of the institution, newspapers and other publications issued for the employees, web page, speech texts not only control the content of the message but also decides when and how much the message will be delivered (Özkan, 2009, s. 125).

I n other words, it is possible to keep the message under control in such communication means. Because the control of these vehicles is in the hands of the institution. Television, radio, newspaper, magazine, and other communication media that broadcast to the general public is included in the scope of uncontrolled media. Public relations management cannot interfere with the content of this type of media. Even the desire to intervene should be considered as unethical behavior. Public relations managers send news about their institutions or publications to share with the public, to the media organs that we define as uncontrolled media and their work ends here. The rest is up to the authorities and editors of these media outlets. The official of the publication will decide on the number of columns of news or explanation received through public relations managers, which page to give with a title, or whether to use pictures in the news. The principle of freedom of communication and impartiality also requires this (Çöklü, 2004, p. 52).

Public relations tools and environments that we call traditionally; are written, oral, audiovisual, and unified media. According to the historical evolution of public relations, written or printed media have an important quality in terms of public relations. Forasmuch as, the invention of the printing press, the evolution of printed media has become an important tool of public relations while making reading mass. The most important written tools for communicating in writing between the organization and the target audience are; newspapers, magazines, books, brochures, newsletters, handbooks, annual, bulletin, press release, letters, business cards, posters, banners, bulletin boards (Küçüksaraç, 2008, p. 61).

Public relations experts assist marketing decisions by providing information on how and where the product or service should be offered to the consumer. Within the marketing mix, public relations promotion activities, special events, exhibitions, etc. helps marketing by attracting the attention of the likely consumer. In public relations, a variety of both personal and non-personal tools are used to interconnect with the target audience and ensure communication. Among the tools used in public relations, radio, television, books, newspapers, magazines, brochures, handbooks, posters, flyers, bulletins, annuals, meetings, exhibitions, seminars, and so on. tools. When planning, how messages to be delivered to the target audience should be determined in advance. The main objective here is to determine which messages are delivered to the target audience in the shortest time, with minimum cost, and by using the most appropriate means. The large number and types of tools used in public relations practices do not require an organization to use all of the specified tools during public relations activities. The main determinant of which tools to use is based on the targeted audience (Küçüksaraç, 2008, p. 63).

Practitioners from the travel and tourism industry use all traditional Public relations tools: press kits, speeches, press releases, information sheets, special events and tours, brochures, and leaflets. A raw video type B-Roll is among the most commonly used public relations tool. Additionally to the significant target groups like community leaders, shareholders and employees, several industry experts focus on these special target groups: tour operators, event planners, CVBs, local/regional/state travel agencies, and tourist offices (Deuschl D. E., 2006, p. 4).

However, practice is moving towards a more scientific measurement of their results. Currently, some of the most usual assessment schemes include media displays based on the number of people exposed to the message; Advertising equivalence in terms of customs columns created by free advertising in print media, compared with advertising costs for equivalent space; Internet hits on the site; The number of news clippings from targeted media; or poll results against initial goals. Some PR companies have developed more accurate formulas for measuring results, but this information is often private and not always available to all practitioners (Deuschl D. E., 2006, p. 132).

1.6 Technical, Environment and Tools of Media Management

One of the basic conditions for establishing a good relationship with the media is to know the media's unique functioning technique and structure. If the public relations management does

not know the qualities, differences, and features of the media to which it will communicate adequately, the communication to be established will be incomplete and there will be problems in the message transmitter. Public relations management should know the following about the functioning of the media (Çöklü, 2004, p. 90).

- ➢ **Reader / Audience Profile:** Who are the readers of the media organs, which newspapers read, what TVs and radios are watching. What are the occupations, age, gender, and special interests of this audience?

- ➢ **Broadcast Policy:** Each of the mass media that make up the media has its broadcast policy, which is by nature. At the same time, the columnist and the writers in the media have their own opinions, thoughts, and thoughts, which sometimes do not parallel with the general publication policy of the newspaper. Different newspaper writers can interpret the same event from a different perspective. Knowing and following them is imperative for effective media management.

- ➢ **Media Publishing Period:** Newspapers are published daily, but there are also weekly newspapers and monthly magazines. Programs on television and radio are broadcast in a certain period according to their content and purpose. Knowing these periods will help choose the tools to be used to deliver the message.

- ➢ **Technical Features of Media:** Broadcast organs have different technical features. While some use advanced technology, some have a more modest technological infrastructure. Likewise, distribution channels vary according to the media organs. If these are known, public relations management will have the opportunity to organize the materials to be prepared per the qualifications of each broadcasting organ (Guth, 2016, p. 271).

The most important tool of media management in public relations is expert knowledge and professional behavior. In relation to media, correspondents, editors, directors, and authors, it should be extremely careful, some rules and rules should be followed, and a certain distance should be maintained at all times. Hall manager should pay attention to the following points while developing and maintaining relations with the media (Çöklü, 2004, p. 94): It should be accessible; Media members should be able to reach public relations management easily when needed, and get the information they need about the institution.

To be honest; Public relations management should always convey correct information to the media and unrealistic statements should be avoided to maintain the reputation and reliability of the institution. It should be transparent; It should not be compromised from the principle that we are open, and it should be remembered that privacy will harm the image of the institution. Questions should be answered; Any questions from the media should be open, detailed answers should be given, and if necessary, the answers should be supported with documents. Bad news should also be given; It is natural to reflect the good news about the institution to the media, and if the bad news is conveyed to the media in a certain frame without hiding, it will be beneficial for the protection of corporate reputation and compliance with the principle of openness. To be fair; Hall management should treat all media equally and never prioritize any institution. Media organizations broadcasting in the competition should have an equal chance of accessing information.

The working order of the media should be observed; Newspapers' news meetings, bash hours, TVs, and radios should be known, and a timeline should be made for journalists to make their newsletters and receive newsletters and start. If the schedule is badly made, the statement made by the institution may not reach the newspaper that will be published tomorrow, or it may not enter because it is late for the main and most-watched newsletter of television. The public relations manager should know how the media works and what the time limits are in the relations he/she will develop with the media, and should arrange the relations activities according to the daily flow planning of the media. It is not possible for a press release after the newspaper to be published in the newspaper tomorrow. Since the news will remain for the next day, there is always the risk of falling off the agenda, as the news may become stale and other developments may occur. In this case, the news is never published in the newspapers.

The rapid spread of internet journalism today and the fact that the news enters the portals may cause newspapers to take a stance towards not using the news that is left the next day. Because when the reader sees the news, he read on the internet news portals the day before, when he sees it in the newspaper the next day, he can blame the live news. Newspapers that do not want to face such a situation also prefer the news that does not catch on time in general (Özkan, 2009, p. 130).

1.6.1 Written Tools

Written tools, newspapers, press conferences, and press releases, magazines, periodicals for both inside and outside the organization, and brochures, bulletins, handbooks, annual, posters, banners and flyers which are prepared and published by the company (Yilmaz, 1996, p. 280). The organizational publication can take the form of a simple newsletter, tabloid newspaper, or mega-newspaper, in which the format of the newspaper is combined with the style of the magazine. Many of them have a high quality, four-color editions. Some carry advertisements to help pay for production costs.

All organizational publications have these common characteristics; they satisfy the organizational need to keep records of their positions and transmit the information necessary to achieve the goals of the organization; they allow the organization to deliver messages to a specific target audience; and they allow the organization to communicate in their own words, in their way, without interruption or change. In short, they give the organization a means of controlled communication (Broom S. M., 2000, p. 291).

1.6.1.1 Newspapers

Although the number of daily and weekly newspapers decreased in the 1980s, the newspaper remains the workhorse of a public information system. When people think about publicity, they almost instinctively think about a newspaper. In recent years, the newspaper space allocated for news has shrunk, at least in comparison with the increase in the excess of newsworthy information, including from practitioners, as a rule, newspapers devote about 50 percent to editorial topics, and some only 25 percent. the rest is advertising (about 46 percent) and unpaid public service (4 percent). Local news accounts for the largest share of editorial content, about 75 percent of all published news. The power of the newspaper is many. No other medium offers comparable audience size and day-to-day breadth or range and depth of content. Most newspapers are published in local communities and are indigenous to these communities. They have proximity to their local community.

There is another advantage of newspapers. A person buys a newspaper as what is needed, and not as what is required. | Newspapers are a means of constant interest and information. However, the newspaper also has its limitations. Importantly, this typical reader can only read

from one fifth to one-quarter of the editorial content of their daily newspapers (Broom S. M., 2000, pp. 307-308).

It utilizes national, local, and institutional newspapers according to public relations and publicity of institutions. The news in the newspapers about the organization, its function, the quality of its product or service has higher persuasion and reliability. The fact that the news about the activities of the institution is published in national or local newspapers take a vital part in the realization of the public relations activities of the institution (Işık, 2016, s. 40).

Public relations experts need to have detailed and relevant contact with the working principles of the journalism sector in detail. Journalists want to access information and news (Tortop, 2013, s. 49). Journalists should provide information and news about the organization to the best of their interests. It should also provide news and information to newspapers when necessary. In doing so, the news is up to date in the press without losing its timeliness, communication with public relations journalists, the working principles of the industry to know the message and the message carries value, depends on the qualifications such as smooth, fluent sentences and to prepare for the agenda (Güven, 2009, s. 178-179).

To achieve these qualifications, public relations experts should interfere with the demands of journalists for news, information, follow the press regularly, compile news about the institution, prepare daily news butanes and leaflets and press conferences and so on. It must be organized. It is possible for news about the institution to be conveyed to the press in a fast and rapid manner, to transfer the activities and economic achievements of the institution towards the society and as a result to gain trust and appreciation following the aims of the institution It is necessary to establish a system for the dissemination of information and news of the general and commercial publication editors to national and local newspapers, and to know how these newspapers work for the value media, their areas of concentration on specific topics, and the issues that the editors are interested in. It should go to the right editor with the right news and information at the right time (Gürüz, 1993, s. 56-67).

Corporate newspapers are being used by organizations as a means of communication, in particular introducing oneself to the works of the method correctly, gaining the vision and mission of the organization, maintaining and developing it. Besides, the corporate newspaper is sent from outside the institution with the relevant newspapers, other relevant institutions, and the top

executives, bureaucrats, and politicians there. Thus, the internal functioning of the institution, objectives, product, and service quality are continuously shared more clearly (Işık, 2016, s. 41).

1.6.1.2 Books

Books are used as printed instruments to collect information or public relations activities of the institutions. The reason for the use of the books from time to time within the opportunity activities of public relations is to share the history of the books about the institution, to introduce important persons, beams and additives in the sector that constitutes the field of the institution or to inform the working and professional groups about the new scientific developments related to the field (Işık, 2016, s. 41).

Books may be prepared by the institution concerned or by another author. The aim may be of interest to the public on a particular problem (Tortop, 2013, s. 83-84). Such books can be sent to employees and interested parties as gifts or sometimes sold. The reading rate of the books offered for sale is higher than the gifts given (Güven, 2009, s. 181).

1.6.1.3 Magazines

Magazines can be evaluated in two categories: general or corporate. Corporate magazines are published differently from newspapers. Decides the period in which it will be issued within a year. It is often intended to make corporate promotion while reaching a certain audience constantly, emphasize persistence and image in mind, thereby increasing the reliability and fear of reputation. The magazine consists of one or two jerseys (Bülbül R. , 2000, s. 68). To ensure the legibility of the message, the characteristics of the target audience should be monitored and issues related to the areas of marrow should be included. The publication of the magazines without interruption is perceived by the institution as an indication of its importance. This increases the reliability and credibility of the journal to reach its purpose (Tortop, 2013, s. 85).

The changing market for magazines from general to specialized publications reflects a change in the interests and lifestyle of peoples. A magazine or periodical serves almost all known interests, vocations, and hobbies. Progress in offset printing and computerized production has stimulated print runs and advertising revenue, allowing advertisers to buy targeted shares of the total print run. Several thousand publications for enterprises and professionals serve the specialized needs of professional groups, trade associations, or enterprises, and industries. This publication typically uses pre-made news releases if the content meets the economic or professional needs of

the reader. Each of these publications is intended for a clearly defined audience, usually presenting lists of members of the journal publishing organization.

A reference to the contents of the magazines for the audience is provided by two indispensable tools for the practitioner; Writer's Guide and Writing Market. Advertisers use these numbers to decide where to place ads. Public relations specialists use this source to assess the size of the audience and the characteristics of the magazine cover. Advertising in a magazine should precede a thorough analysis of readers of the publication, its editorial formula, advertising content, and the market in which it operates. Advertising in magazines is practically necessary for organizations seeking to influence a national or specialized audience (Broom S. M., 2000, pp. 313-315).

1.6.1.4 Brochures-Handbooks

The brochures are eight to sixteen pages, in other words, half or one spread. Since it is more than a uniform, they take the name of the handbook (Bülbül R. , 2000, s. 69). They are prepared in mini-magazine sizes, with plenty of pictures and less written. Lesser brochures are called deplanes, and these are generally preferred to reduce costs because there are fewer messages (Tortop, 2013, s. 84-85).

Providing information is among the purpose of the brochures and this may include the history, purpose, activities, and policies of the organization and to convince and leave a good impression. If they are prepared for a specific purpose with a specific audience, they are designed to solve the problems of the audience and to provide brief, concise, and clear information on a topic of their interest. Brochures are printed tools prepared when it is necessary to read. Since it is important to read the brochures, it takes advantage of the attractive pictures, photographs, and graphics (Güven, 2009, s. 182). The most important pages of the brochures are the front and back pages, and the two pages in the center must be carefully prepared for the attention. The handbooks contain a simple, summary of the relevant text on a specific topic. Since it is about a specific issue or problem, it is a booklet that can be looked at any time (Işık, 2016, s. 42).

1.6.1.5 Bulletin-Annual-Report-Statistics

Bulletins are multi-page publications that are published at certain times to provide information and news to individuals and groups, especially employees from corporate studies, in which pictures or popular language are used according to the characteristics of the target audience (Işık, 2016, s. 43). Bulletins are; members can be grouped as social bulletins, corporate bulletins, promotional -bulletins, and special information bulletins. In the bulletins, the information and the news most plainly and clearly, the story is told, everyone can understand graphics, simple pictures and photographs can benefit. It may consist of an article or various articles for a single subject (Güven, 2009, s. 183). Years are the reports in which the activities of the institution in a year take place in chronological order. Since indicators and statistics are frequently used, it is a source of reference for the media. You must provide the services and activities of the organization like evidence, honestly, and without exaggeration (Işık, 2016, s. 43).

Message boards offer a good place to confirm information with short messages. They provide quick access to rumors and the production of desired flash drives. The dynamic board receives regular attention; this should be updated frequently. over and over again, seeing the same notice became annoying and soon led to carelessness. To some extent, the same categories are posters and posters on walls or columns in work areas. The hem of such posters is usually safe, useful for home, productivity, and safety. To work with all these publications, public relations specialists must know the desktop publication and be able to write, edit, photograph, layout, and design (Broom S. M., 2000, p. 296).

1.6.2 Broadcasting Tools

Broadcasting means are mass media that appeal to the ear and/or the eye. The first vehicles that come to mind in this group of vehicles are radio and television. As an effective and frequently used tool, radio might be included in public relations activities. Newsletters, interviews, open sessions, interviews, and even short announcements can be a public relations program (Yatkın, 2003).

Radio broadcasting is one of the most common marrows of audiovisual media. The fact that the radio is available anywhere and anytime helps to keep up to date. At the same time, it is an auditory instrument that only addresses the ears, which allows the audience to develop their imagination and perceive messages according to their field of life. Public relations experts benefit

from the promotion of institutions with radio newsletters, outdoor seating, interviews, and chat programs. Radio spots and advertisements are also very effective. In particular, radio spots play a vital role in delivering the message to the public in a short, concise, and catchy format aimed at creating social benefit (Işık, 2016, s. 44).

It was once thought that it was disappearing due to television and cable television, today radio plays a useful and widespread role in our public information system. Radio offers a wide range of advertising opportunities. It is a mobile environment suitable for mobile people. He can walk to the bedroom and breakfast in the morning and go to work and back by car. It puts us to sleep at night and with the beach, in the forest, and fishing - flexibility that no other environment can compare with. Even though it is a mass media, radio has the qualities of direct personal contact, because it uses mainly the spoken word to transmit its message. Many organizations provide stations with recorded direct-dial issues, which are updated as news progresses. A copy for this news was prepared in the department of public relations, recorded in automatic playback systems (Broom S. M., 2000, pp. 315-317).

Television maintains its importance as a communication wonder of the last century. The connection of individuals to the screen with visual and auditory elements necessitated the reorganization of the message design. Television broadcasts have changed the social and cultural life of the individual, allowing them to watch the places they never saw or would not see from their lives, events, and the rushes there. This situation has been affected by the way they live their perspective. The increase in economic demand led to the recognition of the incredible power of television in the entire sector, making it popular in public relations activities. It was possible for institutions to benefit from television in line with the importance it attaches to public relations. Thus, the importance of visuality has emerged in providing credibility, trust, and persuasion. The presentation of the institution in the most visually attractive way is important regarding public relations. But the preparation of television programs, the shooting methods, and the ones that require expertise. Since the cost of such programs is high, the institutions are more likely to invest in independent programs than in the fields of publicity experts such as recognition, image, and persuasion. Through (Işık, 2016, s. 45).

The phenomenon of communication of the 20th century, television has great power and scale as a means of advertising. No other medium can be compared with the ability of television

to give an idea of the world. An environment that allows you to use if the printed word, spoken word, and image of the word in motion, color, music, animation, sound effects, all mixed in one message, have immeasurable effectiveness. It offers a wide range of storytelling opportunities, from a 60-second video in a television news release to a half-hour or one-hour documentary to a mini-series lasting several nights. And now that satellite transmission has become commonplace, the remarkable and powerful ubiquitous influence of television is spreading all over the world. However, many practitioners do not fully utilize the power of TV. television should become the dominant force in educating our youth, the main source of news and entertainment for most of the world, and a powerful soapbox from which civil protests can be passed on to the nation and the world. This environment has greatly changed national election campaigns and diminished the role of political parties. television significantly increases citizens' awareness of the behavior of government institutions and emphasizes the impersonal, interdependent nature of the environment. It also creates a feeling of frustration for citizens who are witnesses to what they cannot control (Broom S. M., 2000, pp. 317-318).

Public Relations officials are responsible to prepare the news of the institution and to present the news to the right editor at the right time, as described in the newspaper section. In the use of public relations television, deciding the elements such as broadcasting time, duration, quality of the program and target audience is again dependent on the evaluation of the public relations expert (Gürüz, 1993, s. 74).

1.6.3 Festivals-Events

Festivals assume common and important functions in the promotion of nations and regions and enable social gains with their artistic and social dimensions. Such events are important opportunities. Today, advanced mass communication technology can announce such activities to the farthest places when necessary (Bülbül A. R., 2004, p. 100).

Almost every factory or hospital has a reception, exhibition hall, cafeteria, salon, or visitor center. Each branch of the armed forces has its sites to perpetuate their memories, receive guests, and show their progress. These places are natural places for exhibitions and expositions. For those who have ever toured a factory or attended a major fair, the content of such an exhibition needs no explanation. The show should be conceived as part of a general public relations program designed to reach the target audience. Another important use of display and exhibits is an exhibition or

convention. Almost every major city has a conference center for congresses and exhibitions of all types. Exhibitions at these meetings often have marketing and commercial goals, and also include creating and maintaining a certain perception of the organization, maintaining contact with an important audience, showing the depth and breadth of the organization's activities, generating requests for more information, receiving feedback for evaluating strategies and recruited staff (Broom S. M., 2000, p. 303).

1.6.4 Competitions

Competitions organized between different groups or different people are one of the interesting methods to attract public attention. The competition subjects should be well-selected. Useful work has been done with the competitions, a specific subject has been processed and an important step has been taken regarding the promotion of the organization. Not only the social environment of the organization but also everyone interested in the competition has its share. is an important tool in the promotion of status (Asna A. , 2006, s. 50).

1.6.5 Exhibitions

Exhibitions, such as graphics and posters, which often provide the opportunity to gather messages that are described in lines, give a reason for positive results if they are supported by promotion campaigns. The exhibition should be able to tell easily what they want to tell. Images should be as clear as possible. Exhibitions should be organized in a simple manner and under this understanding. The exhibition process should be monitored by public relations officers and stored in the institution or the institution's memory (Bülbül A. R., 2004, p. 102).

1.6.6 Meetings

Public relations specialists commonly use Organizing meetings as a means of promoting a topic. In these meetings, addressing the issue in all directions and publicizing the conclusions reached to the public employing mass communication facilitates the increase of the effect to be achieved (Asna A. , 2006, p. 55).

1.6.7 Ceremonies

Today, ceremonies have become a public relations method. The participation of top-level state managers, the names of people in various fields of the country to come to the ceremonies, the event is enough to transfer to the media. to capture a point and decorate it with public relations

work, to decorate and present it to the community. Items provide very interesting opportunities for organizations in terms of public relations (Bülbül A. R., 2004, s. 105).

1.6.8   Public Relations and the Internet

The most important reflection of the globalization process on communication is the internet. The rapid spread of the internet thanks to the developing information technology did not only affect our daily life but also deeply affected the way of doing business in many sectors. The communication sector is one of the sectors that the internet is deeply affected by.

It is possible to define the Internet as a communication network created by connecting computers in different geographical locations of the world and used by millions of users at the same time or at different times. This communication network has different features than other communication tools. The internet, which is used in many areas of life, from promotion, shopping, finding a job, receiving news, to making official transactions, has become one of the most important tools of public relations management (Ömer, 2008, p. 373).

The increasing use of the Internet and all kinds of digital media globally brings the issue of redefining the communication process into the agenda. The new communication applications provided by the virtual environment and the increasing and widespread use of virtual communities have significant effects on public relations practices and transform the public relations process. The internet, which is the only tool that can ensure being anywhere at the same time, is rapidly changing the communication between organizations and the different public. The Internet is becoming a very important tool for public relations practices, and it is becoming increasingly difficult to create an effective public relations process without the Internet. Also, the internet causes significant changes in the basic functions of public relations such as spreading information, interacting with the key public, coping with crises, and managing events, and it leads to the emergence of new business methods (Sayımer, 2008, s. 57).

The development of new communication technologies has had great impacts on both target audiences and institutions. In recent years, especially in technological developments, the effects of globalization have increased and global markets have been formed and the number of target groups that institutions can reach has increased. At the same time, new communication technologies provide the target audience with an environment where they can find many options together and get information about the institution, product, or service in a short time. When all

these developments are taken, the possessions of new communication mechanizations on business and public institutions cannot be ignored. With the evolution of the latest communication equipment, management strategies, working methods, and employee profiles have started to change. To adapt to globalization and to be successful, they need to have a dynamic, innovative, and variable structure and follow the innovations and developments (Asna A. , 2006, p. 57).

In today's competitive environment, it is no longer sufficient for institutions to transfer information to their target audiences. The fact that they interact with their target audiences and the public, they interact with them in an interactive environment, provides a competitive advantage to the institutions. In addition to using the internet to spread messages like traditional media, it is also used to collect data on many subjects related to the target audiences, to learn the opinions of the public on issues that concern the institution, and to have information about the attitudes and behaviors of the target audience. This type of data is of great importance to relationship management. While preparing communication plans, such information is needed, the closer the requests and expectations of the target audience can be known, the easier it is to satisfy them. Again, institutions can open private sections on different websites on the websites they have prepared on the internet, and send private messages only to the public they target (Özkan, 2009, p. 134).

Due to the changing face of public relations activities, its environment is expanding day by day and the Internet is one of the most preferred tools in providing fast and efficient information transfer to such a wide environment. On the other hand, the Internet, which supports the change with the unlimited flow of information it provides, is an obligatory environment for public relations activities. The Internet has become a frequently used tool in the management of employees, as well as in the planning, implementation, and management of projects. Three systems are required for information technologies to operate: the Internet, the intranet, which enables organizational employees to connect, and the 'Extranet', which enables the organization to connect with suppliers and retailers and establishes a communication network, and the two basic functions of public relations, recognition and promotion efforts should be integrated with (Bülbül A. R., 2004, p. 120).

In nowadays, new technologies, especially the Internet, have entered into the daily work of the public relations practitioner. Accordingly, the use of the Internet in public relations activities of all types of enterprises is encouraged (Babacan, 2008, p. 15). Public relations practitioners have

two main tasks. One of these involves message generation, spreading these messages to the public, customers, and corporate stakeholders through multiple media channels. The other involves planning and implementing communication strategies. They act as a fundamental part of public relations experts, clients / corporate stakeholders, and intermediaries and management between the top executives of the organization. These two tasks are intertwined and complementary.

The public relations practitioner uses internet technology as one of the main tools for both of these tasks. This usage provides the public relations practitioner with the opportunity of interactive communication and very important advantages incorporate promotion and destination promotion (Babacan, 2008, p. 17). The use of the Internet in the daily activities of public relations enables the PR practitioner to reach the most basic actors without the risk of the metamorphosis of the message, as in other mass media. In this way, the public relations practitioner can communicate directly with the target audience outside the traditional channels. One of the distinctive opportunities provided by the Internet is the establishment of an interactive relationship with corporate stakeholders (Babacan, 2008, p. 22).

The planning stage is the first step in public relations on the internet. The target audience analysis must be done correctly. When preparing projects, devotion has to be paid to design, site structure, content, ease of use, and compliance with good routing systems. It should be carefully planned how the message will be delivered and how the feedback will take place, and how the evaluation will be carried out, and these steps should be carried out carefully. The process should be continuously monitored. Corrections should be made when necessary. A site full of deficiencies and errors will damage the corporate image and reputation (Yılmaz, 2009). When the electronic Public relations progression and the traditional Public relations progression are compared: In traditional PR claims, a study is used to analyze the situation and identify the problem, while the use of the Internet and its tools in this area has enabled search engines, web-based information sources, Online research, and surveys are used in this phase. In traditional PR practices, the goals and specifications of the institutions/organizations are set in the planning phase. On the Internet, planning includes monitoring, forecasting, and collaborating with countless Internet tools (for instance, bulletin boards, email, and chat groups).

Although the execution phase of the old-style PR progression depends on the growth and distribution of news through the media, the application progression in the electronic environment

includes the transmission of electronic messages and the delivery of communications among target groups by eliminating multiple media in other words, deleting websites, an assessment that is the last step in the PR procedure, it can be labeled as immediate feedback, evaluating the results using countless surveys and immediately solving problems by monitoring and the web site (Asna A. , 2006, p. 70).

In the virtual environment, it transforms the agenda management, which is carried out with mass media, in the traditional environment, as well as the relations, image formation, and public negotiation practices. It is observed that active publics are using the virtual environment more intensively. Individual personal websites, blogs, and podcasts of individuals within the target audiences are shaped as new environments for public relations practitioners to follow along with traditional media broadcasts. Digital network communication, which is blasted via different public e-mails, discussion platforms, or other online media, makes it possible to establish symmetrical communication based on mutual communication. This new environment allows the relationship management to establish effective and balanced communication in different public sectors (Sayımer, 2008, s. 58).

On the internet, which is important for public relations activities; Web sites, e-mail, forums and newsgroups, blogs, chat rooms, search engines, video / audio conferences, public relations tools used in advertising, and sponsorship.

We can list the benefits that the Internet will provide in the applications of relations in the following way (Aksoy, 2006, s. 60): One-to-One Communication Opportunity: It is possible to communicate directly with the target groups, to receive recycling and to react immediately. Ease of Measurement: Institutions can measure how many people visit their websites every day, and which topics they are interested in intensely. Besides, weekly, monthly, and yearly measurements can be made. Ease of Update: Institutions can reach any targeted audience in a short time through their websites.

Also, considering the features of the target audience on the web page, special sections can be opened for smaller groups, and it is possible to design the web page to increase the satisfaction of the target audience. Fast and Economic: Speed is the main feature of the Internet environment. The internet, which is the fastest tool in the communication process, offers the opportunity to reach the target audience promptly. Besides, the internet is more economical and cheaper than many

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other communication tools. Contribution to Corporate Image: The importance of the web pages prepared by the institutions is increasing more and the corporate image is also evaluated on the web pages. The beautiful preparation and functionality of the web page contribute positively to the corporate image.

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Chapter Two

Public Relations in Tourism

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In this chapter, what tourism is, Public Relations role in Tourisim sectors, media outlates that should be employed by Public Relations experts in order to enhance or promote once Cultural assets has been discussed in detail.

2.1 What is Tourism

When we are talking regarding tourism, we are talking about people who visit a certain place for visiting purpose, have had a good time on vacation with relatives and friends and relatives. In their free time, they can engage in various sunbathe, sports, talk, travel, tour, sing, enjoy the environment or read. Contemplating the matter further, we will be able to identify those who attend a business conference, congress or any professional or business activity, as well as those who participate in the study trip under the guidance of a specialist. Conduct or direct any intended study or research. These visitors use all kinds of transport, from a walk through the desert to a jet flight to an exhilarating urban. A passage may embrace raising a chairlift to the side of Colorado Mountain or stopping on a rail of a blue Caribbean cruise ship. Regardless of whether people travel in one of these ways or by motorcycle, car, train, camper, taxi or bicycle, they go on a trip and thus participate in tourism (Ritchie C. R., 2009, s. 4).

People temporarily leave the places in which they live and travel to other countries or regions to satisfy their socio-cultural and psychological desires such as; studying, entertaining, meeting traveling, entertaining and relaxing. This event, which has a great economic impact and is called tourism, is the main feature of modern civilization (Yıldız, 2011, s. 55). Tourism originates from the Latin word "tornus" and refers to the movement of people to rotate around an axis. From here, it has been passed to common world languages such as English, French and German as a "tour", which means that people visit some of the places that are worth seeing in a circular movement and return for business or entertainment purposes (Ritchie C. R., 2009, p. 5).

A definition related to tourism is as follows: "Tourism is the travel and temporary accommodation movements that are made to meet the needs such as vacation, recreation, entertainment as a consumer, except for the place that is constantly living". In another definition, tourism is defined as "a human activity that moves from a recreational or business purpose to a certain destination (Yıldız, 2011, s. 55-56).

2.2 Public Relations and Tourism

A review literature review of public relations and tourism describes that only a few researchers were interested in this area (L'Etang, 2006, s. 390). In the field of branding closely related to the field, the lack of PR research (affecting media work in this field) was recognized (Lubbers, 2004, p. 143). Nevertheless, it should be noted community relations-based problem has been accomplished in cultural and tourism pieces of training (Kavoori, 2001, p. 1001). See tourism as a societal spectacle only to individual entertainment, which has limited attention as one possible reason. Journalists have perceived travel and tourism as soft news, for several years. In terms of (Deuschl D. E., 2006, p. 15), due to commercial pressures, the media's interest in tourism has changed over the past decades. Likewise, academicians from cultural studies and media sociology have started to be interested in this field (Jansson, 2006, p. 17).

The tourism industry, a service sector; With the economic, technological, and socio-cultural changes in the world, it is rapidly developing and contributing to the economies of the country. Such a situation leads to intense competition among tourism destinations that want to get more shares from the tourism market. Tourism destinations that want to take the lead in this competition are obliged to maintain and make their tourist attraction elements sustainable. As it is known, preserving and preserving the cultural and physical resources in a tourism destination is vital for the tourism economy (Yavuz C. , 2016, p. 330).

Tourism globally, locally, and nationally plays a massive environmental, political, and social impact on the industry concerning community relations and social responsibility. The main objective of sustainable tourism, which can be considered as fortification of cultural and natural values, local resources, meeting the needs of touristic consumers and the people in tourism destinations in future generations; correct use of resources, cultivating the life-quality of the present and future generations and continuous development (Yavuz C. , 2016, p. 330). Among tourism investigators who analyze tourism that often applies the concept of sustainable development and tries to see it from different perspectives are well recognized. For instance, (Robson, 1996, p. 537) suggested shifting shareholder interest to stakeholders, which implied relationship management and social responsibility.

The damaging influence of tourism on the environment is among the growing problems affecting the public agenda. For instance, the annual Newsweek travel edition (April 10/17, 2006)

stated a story related to the seven extremely vulnerable curiosities of the world that led to the conclusion: From Machu Picchu to the Great Wall, some of the wonders The World's Greatest Monuments disintegrated. The tourism industry requires Public relations research and practice to achieve relationships between hosts and tourists and handle such issues (Lugo, 2007, s. 69).

Secondly, it is particularly vulnerable to all types of crises and risks due to tourism incomprehensibility. Generally, media images at large have had helped the tourist destinations more than possible service and goods. When a reader has less experience in a destination, creating a media screening is vital (Olivia, 1999, p. 7). Tourism dreams are established over various channels, entertainment environments, and agencies and leisure, but they are news media that have a greater impact than advertising campaigns or images (Lerbinger, 1997, p. 10). Tourism lives in a crisis period closely related to those defined as a risk society (Ulrich, 1992, p. 130). Among the rare existing studies on crisis communication and tourism summarizes the crisis scenario and risk: companies are prone to strikes, food poisoning accidents, terrorism, and natural disasters. Whole vacation spots, regions, and countries at large could be overwhelmed by such unlucky procedures (Cornelius, 1998, p. 84).

Public relations are part of communication activities that contribute to more than one understanding, and tourism is an intercultural process. Participation in tourism is not a static experience, but a "life experience", which creates occasions for imagination, play and life-changing understandings (intellectual, emotive and physical, which can affect the personality of a tourist). (Urry, 2004, p. 6) has stated that: tourism is not so different from the places go to see. Besides, these places are not immutable and fixed, but partly depend on what needs to be done inside. Also, there are several conflicts among tourism and other economic, expert, and immigration movements, together with sports, heritage, and culture. Spaces are materials, people, relationships, and systems that make a difference.

The benefit expected from the tourism industry will only be possible through the effective marketing of tourism values. There are many tourist destinations in the world and in our region with similar touristic products and organizations serving in these places. Despite these similarities, some countries get a high share of tourism income cake, while others do not get the share they deserve. The determining factor in the competition between these countries is the ability to market the tourism values owned effectively and efficiently. In this context, "public relations" have

important roles in obtaining the desired share from both the national and international tourism market and marketing the tourism values.

According to Asna, public relations is "the art of management, which includes planned efforts to maintain a mutually beneficial relationship, by establishing and developing honest and strong ties with private and legal persons, and directing them towards positive beliefs and actions, thus evaluating the reactions" (Asna A. , 1998, s. 13). Public relations is the strategic communication process that takes place in target audiences that help individuals and organizations to achieve their goals and vary according to the structure of the organization (Peltekoğul, 2001, s. 6).

Public relations efforts aim to influence the target groups in tourism businesses and tourism organizations and to transform their attitudes and behaviors in the desired direction. In addition to this, the works carried out in order to establish a positive dialogue with the targeted customers and potential customers in the future, to delete the negative images about us, to strengthen the positive images and to maintain the demand for the services provided are among the functions of the public relations. It is a necessity for every business and organization in the tourism sector to create an institutional image, an institutional identity, to introduce its values and itself to the environment, and to go for integration with the environment in this way. For this, it is necessary to make use of public relations methods. Public relations are "planned efforts based on mutually beneficial two-way communication, aiming to influence the public with honesty and responsibility attitudes" (Scott M. Cutlip, 1985, s. 3).

When public relations are evaluated in terms of tourism, it is possible to define it as planned and continuous activities in order to provide and maintain an environment of love, respect, and trust between a tourism enterprise or organization and the target audience (Ritchie M. &., 1995, s. 150). Public relations play a significant part in the spread and growth of the phenomenon of tourism. Economic, political, technological, and social changes in recent years throughout the world have revealed the reality of public relations in tourism and all other sectors and started to feel more.

Public relations in tourism is a social consciousness or an attitude or that gives priority to the community while making any conclusion. It is an organization considering the development of relations with many segments. Therefore, public relations works carried out in a service sector

such as tourism; Besides not only thinking about the news of the institution in the newspapers, it is also necessary to recognize and promote the current environment, and therefore to gain corporate identity, corporate image, respectability, and trust, as well as carrying out works that require news in all mass media (Geçikli, 2012, s. 316).

According to (Avcıkurt, 2010, s. 43), when the public relations activities are evaluated in terms of tourism enterprises; It can be considered as efforts to introduce touristic products in tourism regions where tourists want to spend their holiday, to inform them about tourism facilities in that region and to communicate with tourist consumers. Purpose of this; To win the sympathy and support of the customers against the tourism and organizations in the tourism region and to try to maintain a positive atmosphere and to create a positive image. In public relations studies, organizations have efforts both internally and externally. Public relations perform not only external activities but also internal activities.

Public relations is not only a task to be fulfilled by senior executives, it is the duty of all employees working within the institution. The main purpose of public relations within and outside the institution is to develop a positive interaction environment, to ensure a positive image is developed both internally and externally and to make this sustainable. While doing all these works, it will be beneficial to act in a planned and programmed manner and to create a long-term perspective in order to be permanent.

In the public relations activities to be carried out, a text-news about the tourism businesses in mass media, informative trips for travel agencies and officials of tour operators, etc. many topics can be entered. Lobby activities, which undoubtedly contributed to the promotion of our country, include various opening ceremonies, exhibitions, fairs, festivals, etc. Organizations, such as tourism businesses sponsoring various artistic activities, express the public relations methods used by tourism businesses. Public relations activities, which are much less costly than other promotional efforts in promoting our country and our tourism values, will have effective and productive results when applied patiently and continuously on the target groups (İnal, 2010, s. 288).

2.3 Public Relations Management in the Tourism Industry

Public relations, which is seen as an important need for institutions and organizations in our globalizing world, is used as an effective tool in highlighting the differences from competitors

in the tourism sector in line with the developing new approaches. It is an undeniable fact that any tourism product, a destination, or a tourism organization must benefit from public relations methods to be successful in such a sector where there is intense competition, to be widely adopted, and to hold on to wide consumer masses. This necessity is much different and more than all other sectors (Yavuz C. , 2016, p. 330).

Public relations in the modern socio-economic context is seen as an imperative feature for the evolution and development of tourism. They convey the messages of the consumer about the accommodations transport infrastructure and attractiveness of a tourist destination and concurrent follow the pulse and the desires of the target group and the neighboring area so that the tourist budget can acclimatize to the needs and changes of the public (Ilievska, 2018, p. 84). Public relations is a cooperating procedure of interaction where an organization's, service, and product develop its strategies to achieve its goals by using specific research and opinion inquiry methods. Public relations companies also provide the comprehensive techniques and opportunities the organization needs to generate, maintain, or augment the images of the service or product (Cutlip S. A., 2008, p. 525).

The tourism industry and tourism have a substantial effect on a country's economy. The tourism growth of a nation and its transformation into a good-looking tourist journey's end is therefore straight related to tourism, on the one hand, accommodation capacity, tourism products, prestige, public legitimacy, advertising, lobbying, image, and information. It then descends the imperative role of PR and places in a country's tourism growth. The ultimate important feature for the fruitful implementation of this procedure is the use of public communication and suitable communication tools. As in other sectors, the main purpose of using public relations in tourism is the continuous transmission of news and information for certain tourist offers, tourist attractions, and opportunities. And also, the creation and image of an attractive travel destination (identity-based image); Public information provides feedback when it reaches the tourism industry (Ilievska, 2018, p. 84).

Public relations work is a management function (Duğan, 2012, p. 256) which promotes continuous communication amid the corporation and its targeted group, acceptance, mutual understanding and builds relations with public or private institutions (Alaeddin, 2012, p. 17) namely, association, public or private institutions, and a person, to support the growth of

conventional linkage, public relations also assist to disseminate favorable information regarding the product and the company at large in various environments and to create a favorable image of the company (Erdoğan, 2013, p. 86). (Demir Ş. Ş., 2016, s. 20) similarly believes that public relations have to be considered as fulfilling tasks, for example, B. Creating a good name for the organization, endorsing the organization's brand or name, growing cost-effectiveness, and safeguarding continuousness. While the media, such as newspapers, magazines, radio, and television, have traditionally been used to perform these functions, advancement in the field of communication technologies have enabled the use of the platform and internet which could offer interaction and communication, such as social networks, often used by organizations.

2.4 Tourism as Public Relations Responsibility

Public Relations literature, is well-defined as a planned form of communication aimed at gaining public acceptance and understanding for the process of establishment of an outstanding relationship between public and an organization, mostly with favor to the design of the transmission of info and reputation (Petrovici, 2013, p. 68). Since the strategies of promotion and communication have developed, functions of public relations can create trust-based connections between the different categories of citizens and the different organizations, and create interactive relationships between diverse echelons of society.

The British Institute of Public Relations classifies public relations as a "reputation for management" due to the public relations' undertake reputation - the result of what you say, what you do, and what others say about it. Thus, public relations practice is the discipline that focuses on the understanding, support, influence of public behavior and opinion and reputation (Petrovici, 2013, p. 68). Employing enhanced visibility of products and services at public space, a Public relations expert can play a unique opportunity to promote the organization it gets hired. Public relations include long-term conscious and planned efforts to maintain and build trustworthy relationships and to understand both the general public and the various target groups. Using two-way-communication public relations function purposes to shape positive associations among its public and an organization, the environment, and an organization (Petrovici, 2013, p. 68).

In the tourism industry, the field of public relations is beyond a stipulation. To address the relentless encounters, public relations in the tourism part should develop into a management function, which must prime to an accountable method. Public relations literature claims that it is a

fifth "P" of a marketing strategy: promotion, position, price, and product. According to experts, it takes longer to maintain public relations, but when it is activated, it can help to make the company known on the market (Krishnaswamy, 2006, p. 75).

The biggest encounter is to classify the most effectual ways to build good-will, increase the prominence of a tourist destination, and to promote tourism products for the sake of attracting a substantial number of tourists. Based on some experts, a tourist product can be viewed from a universal viewpoint, which is viewed as a unified whole or from an individual perspective, because of its specific characteristics, explicitly: exclusive essentials that customize the product even more; Position at the "source", i.e. tourism schedule should only be carried out in ranges with tourist possible (historical monuments, thermal water, mineral springs, beach, mountains, etc.); transport or advanced tourism infrastructure, accommodation, catering and entertaining components with an explicit tackle; a diversified distribution of customers with motivations, tastes, and needs (Petrovici, 2013, p. 68).

A planned tourism destination might be helped by Public relations in the public tourism sector by creating a favorable attitude and image and towards the tourism product. The description depends based on the fact that a positive image in the tourism industry creates motivation for the choice to purchase the tourism product. As a result of two-way communication, the final image could emerge: others from the provider that reflects and transmits potential tourist, or an official image, which perceives this reality in some way, in terms of information experience and preferences (Baud-Bovy, 1997, p. 43). It is an important element of the marketing mix that uses public domain tools such as public relations in tourism, press travel, tourism conferences, trade fairs and exhibitions, advertising events, and special events. Since public relations studies aim to create a positive climate at the tourism market level, creating a positive image that can mean reverence and expertise have to be an orientation point through the procedure of the whole community with all internal and external components (Petrovici, 2013, p. 68).

It is intended to represent an example of tourism promotion in informing consumers about tourism products, emerging an optimistic attitude about the company and product, producing positive variations in their understanding of expenditure and tendency. From the point view of public relations, it suggests the management of interaction between the targeted public and the firm at large, through continuous and appropriate information about the various audience

categories (Grunig J. H., 1984, p. 6). Promoting related materials aiming at tourist destinations are; specific events, features of a particular area or planned activities (audiovisual presentations, exhibitions), guidelines of comportment for the protection of tourists; Information about maps and places of interest; restaurants, train stations, shops, and parks are used as information centers in public spaces; Graphic boards are placed in tourist parts and viewpoints. During tourist tours, a translator manual also takes a vital part in providing the accuracy and consistency of the information. PR activities cannot be effectually deprived of competent and qualified operators who offer high eminence service and encounter customer prospects.

Here, public relations in addition to its a great role of tourist-attracting strategies into different locations, moreover, it can also maintain targeted publics satisfaction once they have arrived at the appropriate locations. Synchronizing these energies can take into account all accountable issues local collectives, from local tourism agencies or regional to governors, advisory authorities, organizations, etc. (Petrovici, 2013, p. 69).

The understanding of responsible tourism is the current international topic. Accountable tourism is all about being accountable, reacting, and taking measures to achieve the environmental, social problems, and economic of substantially in travel targeted areas (Goodwin, 2011, pp. 5-6). In line with environmental concerns, the entire business and life cycle of tourist facilities - as well as the design and planning point - should be followed. "Accountable tourism is characterized by the following features: minimizing the social and environmental impacts; improving the comfort of host communities and creating greater economic benefits for the local population and; Involvement of the population in their life chances and decisions that affect their lives; Contribution to the preservation of cultural and natural heritage and the protection of global variety; offering more pleasant and meaningful relationship through experiences for tourists with the locals and a better understanding of environmental, social and local culture; offering entree for the physically disabled; Being traditionally complex creates respect among hosts and tourists and creates trust and local pride.

Accountable tourism recognizes the diversity of environments and cultures around the world and promotes an optimistic communication among the local communities, the tourism industry, and travelers (Petrovici, 2013, p. 69). Besides, accountable tourism bargains the occasion to communicate with people who create a vacation experience and encourage vacationers to share

their stories and experiences (Andrassy, 1999, pp. 15-22). In terms of (King, 2002, pp. 105-108) observation, the trip is regarding "involvements, satisfaction, and reconstruction" instead of "things and places", and the importance of this lifestyle market is increasing.

According to accountable tourism public relations, represents the responsibility of both the public and tourism agencies for the need to implement tourism responsibly, with all the consequences. Accountable tourism targets the accountable ingesting of tourism products, the economic and public, and ecological influences and benefits of such tourism on the environment and local communities, respectively (Petrovici, 2013, p. 70).

2.5 Concept of Sustainability and Sustainable Tourism

The most discussed topics includes the term of sustainability related to almost every subject in recent years. The concept of sustainability is based on ensuring that economic developments, material resources, and values are preserved and passed on to future generations. The concept of sustainability emerged as a result of defining the relationship between development and the environment, such as the environmental impact, the status of the resources and the future, in the based on 26th paper presentation held in Stockholm, Sweden on 05-16 June 1972 in the United Nations International Conference on Human Environment. In 1987 UN Environment and Development Commission has said that "humanity can sustain development by meeting its daily wants without bargaining the capability of the up-coming compeers to respond to their wants" (Yavuz C. , 2016, s. 331).

Middleton and Hawkins; defined sustainability as "a state of balance between the activities of the believing population and their natural, social and cultural environments". According to Coccossis, sustainability is a total of approaches that arise from the impact of human activities on natural resources and are aimed at preventing long-term economic, environmental and social problems (Can E. , 2013, s. 26). Sustainability; is a warning that today's generations are aware of their responsibility to future generations. According to Gilman, sustainability; lies in the fact that the ecosystem of a society or any developing system continues to function as much as possible without overwhelming basic possessions. In terms of Ruckelshaus, "economic development and growth is a doctrine that could be achieved through communal communication and will be well-preserved through time within the extensive bounds of ecosystem.

As environmental ecological system and world resource are in the process of extinction is generally accepted as a result of developing technology and people's activities. Given this perspective, sustainability only could be accomplished by using the possessions obtainable by nature, at a level which permits them to be updated spontaneously. Social sustainability, on the other hand, can be expressed in the way current generations meet their needs, while not neglecting the needs of future generations. When a concept is evaluated economically, it can be explained by the impression of sustainable growth, referring to renewable resources in the manufacturing progression and taking responsibility for the ecological consequences of manufacture activities. The concept of sustainability can be associated with many problems, and different meanings can be attributed to it, since it takes place in all its dynamic task. For example; the sustainability of forests, sustainable cities, wetlands, sustainable agriculture, sustainable tourism, sustainable architecture, etc. a concept that has been discussed a lot have been turned sustainability into a complex concept (Yavuz C. , 2016, s. 64-65).

Sustainable tourism by WTO; "The ecological system where people interact, biodiversity, etc. it is a form of management and development that can meet the aesthetic, social and economic, needs of people and incoming tourists in the region where all the resources are visited and also can meet their needs in future generations ". The development of sustainable tourism is defined as achieving the desires of a tourism sector together with the resources available today by protecting their values in the future (Can E. , 2013, s. 27).

On the other hand, sustainable tourism; expressed as a tourism concept where perspectives are developed for the upcoming, fulfilling the current requests of the vacationers and the hosting region, and the management of all resources together with social, economic and aesthetic desires, taking into account the living systems, biodiversity, basic ecological processes, and cultural integrity. Common points in the definitions about sustainable tourism; To ensure that all the resources that can be used in tourism are used in the most efficient way for a long time, protection of human settlement, economic and social equality, commitment to quality and social participation (Çevirgen, 2006, s. 4).

It is important to know and protect the values that enable tourism to be sustainable, and to ensure that its attractions continue in the future. In this sense, sustainable tourism can be expressed as increasing the tourism capacity and the superiority of tourism-related products without

unfavorably distressing the human and natural environment resource that are components of the sector and feed the sector (Cronin, 1990, s. 13). Tourism investments should be flexible and open to development. In order not to be affected by the fluctuations in tourism and not to spoil the natural balance, it will be correct not to use all the tourism values. Tourism is a labor-intensive industry. The field of tourism at the application stage should a decision to bee taken within the cooperation of local people.

Tourists should not exclude the culture of that place in the touristic centers they visit, however, local people should not be challenging in promoting their culture. Tourism businesses and local people serving in the region should not feel that they have to experience the same environment in their country for the tourists coming to their region. In order for the development of tourism to be sustainable; Tourism policies should be carried out in coordination by the relevant units, and short, medium, and long-term planning should be determined. The furthermost imperative aspect in the growth of tourism should be the balance of protection and usage very well. Development of sustainable tourism; protection of natural areas will be provided by renewal and preservation of ecological balance (Tosun, 2001, s. 290-291).

At the local tourism destination, a sustainable tourism should reduce absolute poverty and inequality. A sustainable tourism ought to subsidize to the advent of the essential circumstances in tourist destinations, so that they feel free from neglect, indifference, shortcomings and evil, and local residents gain self-esteem. A sustainable tourism is expected to generate a local and regional development as well as a national growth at the large level. However, Social divisions must have get a fair distribution of the growth among each. Sustainable tourism should achieve principles or higher goals for an indefinite time without compromising the capabilities of future products (Karaman, 2008, s. 433).

2.6 Public Relations in Sustainability in Tourism

It is obvious to everyone that tourism is a service industry. Therefore, it is certain that touristic products have different qualities than many physical products. Touristic products appeal to emotions and cause subjective evaluations. Therefore, sharing the experiences and recommending the product to others by the users of the touristic product is considered to be more reliable for the consumers. For example, rather than the websites or promotional brochures prepared by the enterprises in the tourism industry, the comments, and evaluations obtained from

other people who have taken and used the products are more effective on the potential customers who are expected to buy the touristic product (Doğubay, 2012, s. 144).

Without the participation of stakeholders (tourism enterprises, local governments, public administrations, employees, people, etc.) in tourism destinations, it is unlikely that tourism values will be preserved and sustainable. In this context, the physical, economic, and social carrying capacity of tourism destinations should be determined by taking the opinions of their stakeholders. In the marketing of a destination, the positive experience of the visitors, as well as the introduction of the existing tourism resources, will be important in terms of maintaining a competitive advantage.

Tourism destinations to maintain their competitive advantages, it is necessary to identify and define regional and local attraction sources first. While preserving the environmental values of the destination and increasing the motivation of the target audience, it will be beneficial to develop new products that are sensitive to the environment and to reach product diversity (Can E. , 2013, p. 35).

While all these are done, it is essential to use public relations to ensure the trust of the stakeholders. The field of PR serves as a bridge in social change and enables people to adapt to the new attitudes of change. Public relations also endeavor to soften and change rigid attitudes. In terms of increasing the effectiveness of public relations in the promotion of touristic products; The trends, tastes, and desires of the consumer groups that we intend to market tourist products should be determined in advance. Among the significant objectives of public relations is to ensure effective communication and coordination among the masses and shareholders. The publicity and public relations activities aim to contribute to the formation of sympathy towards the region, country, and tourist products that are promoted in the target audiences (Yavuz C. , 2016, p. 337).

Everyone knows that tourism is a service industry. Therefore, it is certain that touristic products have different qualities than many physical products. Touristic products mostly appeal to emotions and cause subjective evaluations. Therefore, sharing the experiences and recommending the product to others is considered to be more reliable for consumers. For example, more than the websites or promotional brochures prepared by the companies in the tourism industry, the comments, and evaluations obtained from other people who have bought and used the products are more effective on the potential customers who are thought to purchase the tourist product (Eroz,

2012, s. 144). It is unlikely that tourism values will be preserved and sustainable in tourism destinations without the participation of stakeholders (tourism enterprises, local administrations, public administrations, employees, public, etc.).

In this context, the physical, economic and social carrying capacity of tourism destinations should be determined by taking their opinions in the denominators. In the marketing of a destination, the positive experience of the visitors as well as the introduction of the available tourism resources will be important in terms of maintaining the competitive advantage. For tourism destinations to maintain their competitive advantages, it is first necessary to identify and define regional and local attraction sources. While protecting the environmental values of the destination and increasing the motivation of the target audience, it will be beneficial to develop new products that are sensitive to the environment and go to product diversity (Can E. , 2013, s. 35).

While doing all these, it is essential to use public relations to ensure the trust of stakeholders. Public relations serve as a bridge in social change and enable people to adapt to the new attitudes created by change. Public relations also strive to soften and change strict attitudes. It is publicly known that one of the most effective methods tried to date in promoting the touristic values of a country both in and outside the country is public relations. Although public relations techniques have great importance and influence in all areas, the tourism product that will be introduced and marketed in the tourism area; PR is a more important component in the arena of tourism.

To increase the effectiveness of PR in promoting touristic products; The trends, tastes and desires of the consumer groups that we intend to market the tourist product should be determined in advance, and it will be appropriate to carry out public relations in such a way that the tourist product can communicate with these different consumer groups to appeal to a wide range of consumer groups in the international market.

Among the most important objectives of public relations is to ensure effective communication and coordination among the masses and stakeholders. The purpose of the promotion and public relations activities is to contribute to the formation of a sympathy and a sense of closeness to the region, country and touristic product promoted in the target audiences. If we summarize the public relations efforts that can be done to ensure sustainability in tourism; collecting information about the general trends of societies, examining and evaluating the changes

in their economic, social and political thoughts, ensuring the formation of the public, developing public relations policies and strategies according to the changes that have occurred, making suggestions for the promotion method to ensure that the public has a better relationship with the public, to make public relations plans and programs, to determine the mass media to be used, to organize and supervise all kinds of public relations efforts in recognition and promotion (Scott M. Cutlip, 1985, s. 52).

In our globalizing world, public relations, which make its presence felt as an important need for institutions and organizations, have begun to be used as an effective tool to highlight differences from competitors in the tourism sector in line with the new understanding. The importance of public relations is indisputable in an industry that produces and markets touristic goods and services, such as the tourism sector. In this sense, it is an important issue that all components in the tourism industry, both nationally and internationally, show the necessary importance and sensitivity to public relations activities as a whole, and carry out their education and work in this direction (Cronin, 1990, s. 90).

2.7 Tourism, Public Relations and Social Media

According to (Arslan, 2007, s. 19) Public relations is assumed to be a managemental function that endorses acceptance, continuousness of communication among target audience and organizations, and they are efforts (Asna M. A., 2012, p. 17) intended to cultivate public and private matters, that could be an association, person, or a public or private institution, to promote already established relationships to be enhanced and to create relationships with groups engaged in mutual business. Besides, Public relations serve such developing a positive image of the business by providing a positive news about the business and its products in various circles (Koç, 2013, s. 86).

Based on the arguments of (Demir Ş. , 2011, p. 20) public relations is supposed to be considers as a task of which take part in creating an organizations good will, engage itself in promoting organizations brand or name maintaining continuity and snowballing profitability. To achieve these purposes, although such traditionally media magazine, newspaper, television and radio are employed by the experts. Developments in the field of technological communication tools has brought an Internet platform that provide interaction and communication, such as social networks.

Since the late of 1990s considering an internet technology as a tool to communicate with public has become vital according to different Public relations research's (Taylor, 2013, s. 214). Based on the findings of academicians and Public Relations specialists, employing social networks as a communication tool of Public Relations has been vital and helpful. And plenty of researches has been conducted to measure the impact of social media on the public relations practice (Sweetser, 2010, s. 91). Accompanied by the expansion of Internet technologies, particularly social networks, all parties that are part of the target mass of enterprises received more votes and became stronger than in the past (Padman, 2008, s. 414). In contrast, initiatives have found new another possibility of developing two-way communication, exploring their thoughts in reaching the target audience (Köker, 2014, s. 214).

Twitter, Facebooks and so on social media platforms have brought a delight opportunity in providing two-way communication as a new communication tools of public relations. Besides, from the point view of hotels, which wish to engage in innovatively and actively promotional activities have also been benefited from the platform (Kelleher, 2009, s. 441). In this context, the next section tried to bring conceptual clarity to the topic of social networks (Kent, 1998, s. 325). The concept of social media, which comes from a blend of "social" that could be elaborated as interaction and communication among people one to other (Kent, 1998, p. 325), and media that could include the traditional (such as newspaper, magazine, radio, television) and social media (Facebook, Twitter and so on). In addition, the term of social media is a platform that could provide to its users a means of sharing in an online tools and web sites with an opportunity to share knowledge, interests, thoughts and information (Doğru, 2015, s. 297).

The concept of social network should be noted that (Padman, 2008, s. 214) not only allows public relations specialists to strengthen media relations but also to communicate with the target audience, as a kind of an online based platform, the following functions should be taken into considerations: it blurs the line between people and media using a participation function, and it encourages anyone's feedback and input. The precision function stems from the fact that most social networks are open to participation and feedback, facilitate the exchange of information with features such as comments and voting, and have slight barriers to using and accessing a content (Kelleher, 2009, s. 441).

Thanks to the dialogue functions, social networks allow two-way communication, while traditional media are saturated with one-way communication and based solely on a "broadcast" basis. Thanks to the public function, social networks allows' to have an effective communication and an opportunity of creating an immediate mass. People shared interest could be combined in a social network environment. The connection function is an opportunity that allows most social networks to have access to other peoples, resources and platforms (Daly, 2017, s. 604). The term of social networks and public relations that are trying to theoretically clarify according to their explanation and definitions show as they are very vital tools which could be employed by organizations or/and firms in order to stay in the competitive market by reaching their target audience (Neumann, 2016, s. 709).

Travel agency's uses of social networks that have a noteworthy share in the produce travel products and services sector, the main feature of which is untouchability, following the innovations of that time, as a tool of public relations, will support managing an actual presentation progression (Doğdubay, 2012, s. 135). Seeing Social network from the perspective of a tourism sector, some literatures reveals revisions on the following topics: using social networks to create an image of a destination (Pavlíčeka, 2014, s. 360) and customer loyalty, analysis social networks and adding a value in urban tourism ecosystems. Product preference in tourism uses social networks as vital role of consumer approaches in social network to manage social placement (Eryılmaz, 2014, s. 148).

2.8 Destination Branding and Public Relations Role

Based on a traditionally definition's destinations are regions, geographical areas (Davidson, 1997, p. 110), for instance an island, city or country with a legal and political context for tourism planning and marketing. A destinations places are just like a place where people preferred toasty for a while and travel to and could be considers as a subjectively interpreted by visitors, concept of perception, when all experiences, services and products are offered locally together (Buhalis, 2000, p. 99). Destinations are also regarded as geographic areas, which are assumed by travelers as a unique asset where services and facilities premeditated to encounter the visitors' wants. Tourism products are far away from the point pf consumption and purchased before use.

For this reason, visitors should depend on descriptions of destinations. In this regard, this is accurate and timely information about the desires of visitors, which is very important for

satisfying visitors and the attractiveness of the destination. Destinations proposition the visitor an unified experience; When buying a tourist product, the level of irrational and emotional influences rises, an advert through the word of mouth is accompanied by increased requirements for emphasis and uniqueness. Therefore, visitors to destinations rely more on the views of friend and families than others, and are supplementary vigilant about the tactics of the mass promotional market through traditional method (Fountain, 2008, pp. 234-235). Latent visitors have various competitive destination options and are not willing in spending their information and time on purchases. In contrast, when the product is easily available, they are willing to pay more for a quality product. Social networks have formed an exceptional prospect for maintaining and developing relationships with intense clients (Arora, 2012, p. 29).

Recently, people who have engaged in a tourism marketing have been trying to "label" their goals. Even though this method has significant possibility, it is not difficult to transfer its claim from traditional services and products to the tourism environment. Particularly advantageous transfer of branding from products to tourist centers suggests that "branding of location" has four main functions. The initial one is a target brands serve as "communicators"; where brands are the property mark and beset variation found in officially threatened trademarks, names and logos. Secondly, they provide an image for destinations characterized by a function to which consumers add personal value or series of associations. Third, brands assist as value enhancers, which generate brand value for a goal in the form of improved future revenue streams. Lastly, the target brand could be seen as a person who allows him to interact with the tourist (Ritchie C. R., 2009, p. 537).

Public relations penetrate an entire organization that encompasses many public relations: visitors, the community, employees, and suppliers. It is extremely important that any tourist attraction is accepted by the public. No business deals with more human relationships than tourism, and it should serve all public interests. Helping one cluster using the expense of another cluster is not reliable in terms of public relations. In addition, each business leader and the group they represented by must be trusted and respected by the communal. It is difficult to vary the difference between business reputation and personal reputation (Mak, 1996, p. 5).

Positive public relations within an organization accentuate reverence for folks. Personnel must have rational safety in their work and be reviewed. Outwardly, tourism workers have a strong

impact on the community, since they are representative of their possessors in the public eye. Staff should be skilled to assist guests, be respectful and polite. Small things matter a lot and employee way of thinking could break or make the efforts of a public relations. Among the issues related to public relations efforts, be conscious about public's point of view towards existing procedures; enquire for feedback from some visitors. Communication is a source of good relationships. When you announce the good doings of a company, public must be informed first about their role in achieving it. First of all, public should be informed about your exact location. Incorrect info is harmful; You must define the circumstances based on its actuality (Ritchie C. R., 2009, p. 539).

2.9 Destination and Tourist Attraction PR

Tourist attractions, such as historical monuments and places, museums, entertainment or theme parks, cultural centers and megastores, are among tourist destinations to attract travel destinations. These charms share various imperative audiences with their terminuses. In addition, destinations and attractions often indorse their attractions in collaboration and local locations. The main market for tourist attractions and destinations is a vacation. This market consists international and of domestic voyagers. Public relations for tourist spots start locally; It is supported by city, and visitor office and district congress. Congress and visitor offices significantly enlarge the reach and scope of local public relations exertion. In terms of the CVBs and (DMAI) International Destination Marketing Association, CVBs are non-profit establishments whose mission is to represent a specific goal and to help the long-term development of communities through their tourism and travel and tourism strategy. These are affiliates that often bring composed businesses, which depend on meetings in the revenue and tourism (Deuschl D. E., 2006, pp. 105-108).

2.10   Tourism and Hospitality

According to the business in a hotel, assuming sales and marketing is not surprising really: among the most prominent part of hotels, ae sales department is vital. Providing a tour and entertaining a potential customer in the restaurant is a sales manager's responsibility. Therefore, the sales role is clearly noticeable, while most non-advertising parts of the marketing purpose occur without public knowledge. Many people confuse sales promotion with advertising in restaurant industry. It is often heard that restaurant executives say that they "do not believe in marketing", meaning, which they are dissatisfied with the impact of their promotion. In fact, advertising and sales are not most important and just two part of marketing functions. The marketing mix

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component includes sales and advertising. Other elements of the marketing mix include placement, price and. Besides a marketing embrace's information system planning and researching. Tourism and hospitality industry activities can be comprised by both. Fruitful hospitality promotion is exceedingly reliant on the whole tourism business. achieving organizer's choice destinations is regarding their fare to their destination evening events, restaurants' quality and the cost of hotels for their visitors (Baloglu, 2017, s. 27-29).

Tourism is an industry characterized by a durable promise to the optimistic progress of destinations and communities. Besides, travel has been acknowledged as an appropriate opportunity to practice constructive feelings, which touches people's happiness and well-being (Di-Clemente, 2019, p. 7).

2.11   PR's Role in The Travel and Tourism Business

Travel and tourism have become big business in America. This is the business of planes, trains planes and cars. Also, passenger railways, tourist attractions, cruise liners, restaurants, hotels, travel companies, buses and so on. we can divide into four main sectors these mechanisms: travel destinations, transportation, restaurants and hotels. The business of travel and tourism 20 years ago was perceived by the media as "soft" or new news. It combined the tourist beauty of children who waved at Disney World, enjoying sunbathing palm trees and exotic places, good food at bating beauty and sunset, enjoying the sun next to the azure blue see on white sandy beaches (Deuschl D. E., 2006, p. 1).

Of course, these images are still applicable to tourism and travel advertisements and brochures. However, the industry is being taken seriously by press in nowadays. The main motive for these impacts is that business communication specialists were able to convince reporters, which tourism and travel have a strong influence on the national and local economies. A stories that had appeared in newspaper and television segments are frequently included in business sections of national publications and the prime time business news segments due to substantial economic impacts (Deuschl D. E., 2006, pp. 1-2).

Public Relations experts use all traditional tools in Tourism and Travel industry such as: brochures, flyers, press releases, press kits, speeches, exhibitions, information forms, special events and tours. unedited footage known as B-roll is among the some of the most commonly used tools in the industry; integrated computer websites; Annual major international trade fairs, such as

in Berlin, Germany the ITB (International Bureau of Tourism), in London the WTM (World Travel Market); practical or family trips for travel writers; media the UK and Pow Wow TIA in several US cities markets; Client magazines for example The Ritz-Carlton Magazine airline on flights and AAA World. Furthermore to key audiences for instance shareholders, employees, and community leaders, many industry practitioners focus their public relations efforts on the following private companies: travel agencies, tour operators, meeting organizers, local travel offices (state / regional) and CVB (Williams, 2004, s. 57).

In addition to the growing interest in business, the explosion of 20-year-old media organizations covering travel and tourism has become another important factor contributing to the increasing importance of the travel industry in public relations. For example, CNN devotes a lot of time to industry news, on cable television, and nowadays there are cable channels dedicated exclusively to food and travel. Each Friday, America's largest daily newspaper USA Today, publishes a full national newspaper and travel section,, for instance, The New York Times and The Wall Street Journal also expand their weekly travel and tourism publications. In the magazine industry, National Geographic Traveler (about 724,119), and Conde Nast Traveler (about 779,081) have become prestigious influential publications industry leaders (Deuschl D. E., 2006, s. 5).

2.12   Lodging and Hotels Establishments, PR

Hotels and accommodation, such as breakfasts (hostels), bed,, and motels are among the labor-intensive parts of the tourism and travel industry. A key measure of their achievement is employment or a fixed daily average (ADR) and head-in-bed - and Public Relations can greatly affect both. Although, PR personals are not most full-time employed by hotels, in most large groups, particularly in the indulgence class, at least one consultant worker. To meet immediate one-time needs, including crisis, special events, and large openings hotels often contact accommodation consultants or external PR agencies for advice or turn to corporate offices for special PR support. Usually, it is expensive to use the decisive aspect of external expertise. Regardless of whether you pay every month or a special paid program, foreign assistance might be too costly. An additional disadvantage is that foreigners rarely have a complete picture of your corporate culture; nevertheless, they may offer an impartial perspective that may be required to achieve your Public Relations objectives (Deuschl D. E., 2006, pp. 23-24).

As hotels and their chains expand their products, the need for professional public relations is increasing. Many hotel corporations are now interested in "brand expansion." They use their esteemed names to do business and bargain new products, from golf resorts and spas to time-sharing private and rentals property. Such brand postponements need more exhaustive support for public relations, including an advanced media and audience group that is much more dedicated than regular hotel public relations companies. Hotels have a wide spectator, which should be aimed at public relations plans. For instance, some personnel must regularly deliver your messages. Monthly or Weekly online or print newsletters, webcasts, and emails are the most shared public relations means for this aim. Some private tours and travel viewers, writers, congresses, and visitor offices that hotel public relations managers should focus on because of their direct impact on the business, meet with shareholders and planners (if appropriate to your corporation) (Williams, 2004, s. 159).

Hotels and accommodations face critical events for all communication efforts such as; crises of several extents day-to-day. Nothing can damage a property's reputation more than crisis abuse. Training is a key, and local public relations managers must play an important role in planning for these failures and effective communication. Most importantly, a Public Relations expert can be present at the beginning and take up a lot of space. Almost every crisis will require an explanation from the CEO, which should be provided to all key audiences, especially gusts, employees in the media. An inclusive crisis plan will cover all of these worst-case circumstances: beating, assault, rape and murder; accidental deaths of guests; negative health checks; known crises; organizational merger or change of ownership; case; redemption of property; Natural disasters; housekeeping; uploaded ratings; civil unrest and threats of terrorism; having problems; and employee problems, misconduct by the executive and union unrest (Deuschl D. E., 2006, pp. 41-42).

Chapter Three

Data analysis and Presentation

The data which has been collected from the respondents using a mixed approach has been presented here. The data which has been collected through the interview is presented in a reporting way adding a theoretical background. The data which has been collected through the questionnaire is being presented in table, frequency, and percentage with explanation using 26 version of SPSS software.

3.1 A Conducted Interview with Bureau's PR Officer (Qualitative data)

To identify the role of Public Relations in Tourism Sector an Interview was conducted with Tigray Region Cultural and Tourism Bureau, and the findings are presented in a reporting way, adding an explanation which compares and contrasts the theoretical background and the expert's do.

3.1.1   Educational level and specialization

Education status is one of the criteria of a profession, and it is an important characteristic of the status of a profession. Education provides a standardized method by which professional skills and professional criteria are taught to potential practitioners. The formal education of undergraduate and graduate students is widely recognized as necessary for public relations to obtain the necessary professional knowledge and skills. In many formal education systems, you may find that the necessary knowledge which is necessary for PR specialists is related to the main functions and skills of PR, ethical issues, communication, and persuasion strategies, creating and building relationships, segmenting the audience, problem-solving and negotiating. Besides, furthermore available knowledge can help make a true professional.

Specialization in the same field where you are hired is one of the vital requirements that guarantee the professional performance of work to achieve once your own goals. The educational level is the quality of completing a good task in the corresponding job. Employees with a high level of education are more specialists than less. And people who specialize in a particular job will have better performance than people who work with experience, especially in terms of knowledge, functions, skills, and ethics. Thus, to determine the level of education of the public relations officer, an interview was conducted with the public relations officer of the respective bureau.

Professional development programs emphasize updating skills and career planning. Journalism experience no longer requires preparation for Public Relations employment. On the other hand, journalism media experience informs practitioners about media gatekeepers, their values, and ways of working. Many employers seek training or experience in a private area in addition to public relations. The most difficult positions to fill are specialist preparations and backgrounds such as computer technology, corporate finance, healthcare, and agriculture. For example, a public relations specialist who combines Public Relations with minors in health care or hospital management will provide a clear advantage when applying to Hospital Public Relations. Based on the response from the PR officer of the respective bureau, a PR employee received a bachelor's degree in tourism management. Thus, we can understand that the respective bureau public relations officer has a bachelor's degree, but specializes in other areas that have a direct relationship with the work of the Bureau rather than the field of PR. And the practitioner has planned to perused in his MA program a Public Relations filed. Having in mind his response the researcher has also asked him why he has planned to attend a Public relations filed. And In terms of his response; He believes that attending a public relations study will help him understand the field he is working on to understand it very well. He also has mentioned that the crash-course he had attended has motivated him to see much details on what is in the filed, what a public relations officer has to do? What skills shall he obtain? Thus, even if he believes that he is doing good in his office, he still thinks attending a public relations course will make him more professional.

3.1.2   Structure of the PR Department

Having a well-structured working system always accelerated the working system of one Bureau and let you win more profit. To know how the bureaus have structured the PR department the PR officer was asked about the bureau's structure.

Departments of the Bureau are hierarchically organized and structured. There is not only a hierarchy of power and labor from top to bottom but also there is a distribution order at each level. This structure creates a system with which you can delegate decisions, define roles and responsibilities, and define a team chain. In other words, an organizational structure is a structure that helps your employees achieve their goals and carry out their work most efficiently and productively. A well-organized organizational structure could help convey a unified marketing message, and this could help the entire company a better understanding of its marketing goals, and

then work together to achieve them. When multiple departments are involved in a single enterprise, a single marketing message can be critical to project success. Also, having a well-structured organization can play a big role in finding qualified employees to manage. When a company operates under a strong structure, it is easier to create and implement a comprehensive managerial training plan to maintain a strong managerial core.

Departments can work together on a development plan to help encourage the preparation of candidates for leadership positions in any department. Besides, a strong organizational structure allows the company to better focus on a single set of goals instead of each group working on its agenda. This is the result of the flow of communication that the organizational structure offers, as well as the establishment of responsibility and respect for the hierarchy of the company, which comes from a strong structure. This helps the company use resources wisely to achieve the goals of the company, rather than redouble efforts or experiment with options, perhaps not in the interests of the company. And that can improve decision making.

Based on the response, Tigray Region Cultural and Tourism Bureau has the Public relations department and it is structured in its top-management department. It has Junior and Manager Structure. As result, we can realize that the Tigray Region Cultural and Tourism Bureau has structured it is PR department very well and it might help do their job great especially with promoting the Tigray Region Cultural and Tourism.

3.1.3 Public Relations Role in promoting Tigray Region Cultural and Tourism

Public Relations are part of promotional activities that facilitate more than one understanding and tourism is an intercultural process. The vital role of PR is to promote a product or service of its organization using several means of the announcement. So, public relations officers were asked about the role played by the Public Relations officer of the Tigray Region Bureau.

As a result of the interview shows, the public relations officer of the Tigray Region Cultural and Tourism Bureau has played an excellent role in promoting the Tigray Culture and Tourism. And they use to prepare and sponsor festivals, events, and print various print media such as velcro, brochures, and annual magazines, including the profile of the organization. The Bureau has also an annual press conference with various media outlets. And they work like a bridge selling bureau

services. Creating and maintaining good relations with public sectors to smooth out their targeted audience.

As a result, this shows that the PR officers from the Tigray Region Cultural and Tourism Bureau have been playing a vital role in promoting the Tigray Region Cultural and Tourism using available media outlets and resources.

3.1.4 A Means of promotion used by the Public Relations officer and how helpful was it to Tigray Region Cultural and Tourism Bureau?

To find out which media are suitable for the Tigray Cultural and Tourism Bureau, an interview was conducted with a public relations officer. According to the Public Relations Officer, the Tigray Region Cultural and Tourism Bureau uses both print, broadcast, and digital marketing. All organizational publications have this in common; they satisfy the organizational need to keep records of their positions and transmit the information necessary to achieve the goals of the organization; they allow the organization to deliver messages to a specific target audience; and they allow the organization to communicate in their own words, in their way, without interruption or change. In short, they give the organization a means of controlled communication. According to print media (such as Organizational Profile, Brochure, Flyer, Bulletin, and Poster), the Tigray Bureau of Culture and Tourism publishes a six-month annual journal, which is published in several languages, such as; Tigrinya, Amharic, and English. The organizational publication can take the form of a simple newsletter, tabloid newspaper, or mega-newspaper, in which the format of the newspaper is combined with the style of the magazine. Many of them have a high quality, four-color editions. Some carry advertisements to help pay for production costs. Ethiopian Airlines' Selam Magazine is its favorite print media outlet in reaching a worldwide audience.

Technology is changing our minds about the media, especially the media. New media represent the most ubiquitous frontier of what constitutes the main communication revolution. The digital world has changed the connection within the organization, as well as between the organization and its public. Which years ago, which were impossible for two-way communication, got a decision when the digital world arrived. The Tigray Cultural and Tourism Bureau also uses its official website, and social networks (such as Facebook, Twitter Instagram, and LinkedIn) to attract foreign clients, and it is more effective for international interaction as an employee public relation explanation. And they use radio and television advertisements (such as Fana Broadcasting

Corporation, EBC, Walta Tv, DW TV, FM Mekelle 104.4, FM DWOT 102.2, and Tigray TV (TTV) to advertise.

As a result, we could understand that the Tigray Cultural and Tourism Bureau Public Relations officer uses both of these media to reach its target audience, and also that they effectively capture their audience using their native language, for a better understanding in a favorable environment for the announcement of the bureau service. However, the Public Relations officer has failed to use some international media like CNN and BBC. But regarding his response, they had some documentary videos broadcasted on those media by a third party.

3.1.5 Promotion Evaluation

Promotions' success is directly proportional to its attractiveness. To have a strong impact and achieve its purpose, it must be the outcome of an effective planning process that takes into account the psychographic characteristics of the target audience. It is only in this way that the message it carries can attract the attention of its targeted audience, so the message can be understood and achieved. Although this is mostly regarded as a stage related to the media plan, it is essentially a process related to recognizing the lifestyle of the target audience and analyzing their current tastes, their socialism, which are established as schemes of thinking and acting. Therefore, evaluations of its effectiveness is a MUST.

When we evaluate a promotion, creativity and a strong relationship among the promotion and its creativity always come into mind first. Promotion and creativity are concepts that have a strong relationship with each other. Although advertising agencies offer their customers a lot of advertising and related services today, the creative potential of an agency is always one of the most striking points. Advertising agencies highlight their creative abilities to gain new customers and advertise on their own. Although ad creativity is a topic that academics and industry professionals like to discuss, the information produced is mostly subjective and not compromised. In terms of creativity, the concept of "accountability" comes to the fore when advertising creativity is concerned, while it exhibits an attitude that can resist research. Today, advertisers expect "creativity that positively affects sales" from their agency.

To determine how the Tigray Cultural and Tourism Bureau evaluates its promotion, a public relations officer was asked during the conducted interview, according to his response, the PR officer uses a print and popular media as means of gathering feedback from their customers.

Thus, they can update or rephrase based on social desires and can print a new historical site that they have not yet printed. Mostly, since their target audience is foreigners, they give more emphasis to the digital world. In their official social media pages (Facebook, Twitter, and Instagram) used to share an announcement about a historical place and highlight where it could be found and what is special about it. Here, in the digital world, their means of evaluation are rates and reacts from visitors. And from the point of view of digital marketing, they can evaluate based on people they have become able to reach, as well as by taking consideration of what is being written on the comments.

Thus, the Tigray Region Cultural and Tourism Bureau uses an effective evaluation method, especially in the means of digital marketing.

3.1.6 Relationship between Tour agents, Hotels and Tigray Region Cultural and Tourism Bureau

PR promises a cost-effective promotional tool. The creative use of news events, publications, social events, community relations, and other public relations techniques offers companies a way to separate themselves and their products from their competitors. The PR department of cruise lines, restaurant chains, airlines, and hotels are usually located at the headquarters of the company. Often, their employees are so busy with various public opinion - shareholders, employees, legislators, and community leaders - that PR support for product marketing goals is neglected. Many four- and five-star hotel chains overcome this shortcoming by hiring local PR managers.

Good relationships with stakeholders and supporters always make one organization effective in achieving its goals. So, the public relations officer of the Tigray Region Cultural and Tourism Bureau during the interview was asked about their relationship with tour operators.

According to the answer received, the Tigray Region Cultural and Tourism Bureau has good relations with a travel agency, and hotels only just because of their work have a direct relationship with these sectors. The Tigray Region Cultural and Tourism Bureau communicates travel agencies and hotel owners how to deal with tourists for development. And most importantly, this is a source of income for travel agencies and hotels. The bureau used to advocate and support the agencies and hotels to work cooperatively especially in preparing events and festivals aiming to catch the attention of tourists.

Thus, we can understand that the Tigray Region Cultural and Tourism Bureau has become able to create and maintain a good relationship with its stakeholders.

3.1.7 Being Part of Top-Management

There are many definitions that deal with the concept of public relations from different angles. One of the main reasons behind the definition of public relations is the differentiation of the presuppositions or world views about the role of public relations in theory and practice. These presuppositions or worldviews affect thoughts about what public relations are and lead to different definitions. In historical development, when it became clear that commercial companies could greatly benefit from the function of public relations, public relations and the business world began to work closely. This close cooperation has developed so much that the popularity of generating new ideas about how public relations are accessible in public administration and local authorities that are part of it has declined. Nevertheless, in the past two decades, some attempts have been made in the world to restore the function of public relations in the field of local self-government. Such a development of events can be considered as one of the results of the reform efforts carried out in public administration and local administration.

One of the few safe generalizations in Public Relations is that an organization's public reputation is derived from the behavior of senior officials at the national level. As top executives move and speak, the comments and echoes created by the public relations function go. For this reason, Public Relations are inevitably connected to senior management by nature and necessity, and public relations staff provides consultancy and communication support. The first and ongoing task for public relations is to receive and support top management.

Organizations often have various management functions to help them work to their full potential: research and development, finance, law, HR, marketing, and operations. Each of these functions focuses on its contribution to the success of the organization. The unique function of public relations is to help the organization develop and maintain relationships with all key peoples and stakeholders through effective communication with these groups. Communication is the key to maintaining a satisfactory, long-term relationship of trust with the public and stakeholders. The role of public relations in any organization is to identify key people who need to work effectively both within the organization and within the institution, as well as develop and maintain strategic relationships with these peoples for the benefit of both the organization and the organization.

determination of public opinion. Public relations is a special management function that helps establish and maintain lines of mutual communication, understanding, acceptance, and cooperation between the organization and its peoples; this includes problem management; Helps management informs and responds to the public, identify and emphasize the responsibility of the service management for the public good; Helps management to effectively track and use change, serves as an early warning system to predict trends; uses substantive ethical methods of communication as the main research tools.

A public relations officer of the Tigray Region Cultural and Tourism Bureau was asked if he was part of the top management and what roles he still played.

According to the answer, the public relations officer of the Tigray Cultural and Tourism Bureau is a member of top management, and the public relations officer played a big role in consulting and training on how they should create a favorable image using promotion in various mass media information. And the officer believes that being part of the top-management has offered him an opportunity of determining a long terms goals, set policies and approve producers to guide the entire organization, and full control and commitment in participating in the field of public relations, two-way communication with both internal and external publics. Being part of the top management brought a bright proposal to the public relations officer in deciding on the Tigray Region Culture and Tourism Bureau, and this; gaining management support and understanding helped it become more than a technician, expanding personal information. While interest and perspective maintain an independent perspective, he learns to think like a manager and becomes subject-oriented.

Thus, the public relations officer of the Tigray Cultural and Tourism Bureau is a member of top management and plays an important role in advising and training on how they should create a favorable image using promotion in various media.

3.1.8   Challenges Happened during Meeting Targeted Goals

During the interview, the public relations officer of the Tigray Cultural and Tourism Bureau was asked what restrictions arose during the targeted advertising campaign.

Based on the answer, the Tigray Cultural and Tourism Bureau lacks manpower (human resources), especially in the department of public relations, crowded events and plans due to lack

of human resources, it was difficult for them to achieve their promotion goal, especially with minimization costs, using advertising, because they are not so efficient and there is not enough time to hold a press conference with the media. Problem management is one of their problems that exist due to their weakness. And the threat of external factors for untimely participation in the event, so they cannot fulfill their plan based on the planned time.

As a result, the Tigray Region Cultural and Tourism Bureau is experiencing a lack of human resources and the implementation of crowded plans and activities using only a few human resources makes it ineffective in terms of the goal. In addition, Ethiopia's undeveloped culture that does not attend on time affects their time.

3.2 Questionnaire Distributed to Foreign Tourists (Quantitative data)

The researcher has collected questionnaires from 80 foreign tourists, and the collected data is being presented in table, frequency, and percentage with explanation using 26 versions of SPSS software.

3.2.1 Demographic Distribution

In an attempt to determine the distribution of tourists by gender, 80 respondents were asked about their demographic distribution by gender, age in a distributed questionnaire.

Table 1 What is Your Gender?

		Frequency	Percent
Gender distribution	Male	57	71.3
	Female	23	28.7
	Total	80	100.0

Based on the indication of the above table 71.3% of the tourist are counted in the male sex distribution and 28.7% of the tourists are categorized under the female sex category.

Thus, the male tourist is a lot than the female in terms of the above table finding. These statistics might help the PR officer to identify the sex distributions of the tourists.

Table 2 What is Your age

		Frequency	Percent
Age distribution	19 and younger	4	5.0
	20-34	29	36.3
	35-44	16	20.0
	45 and older	31	38.8
	Total	80	100.0

According to the findings of Table 2, among the total participants, 5% of them are found under the age category of 19 and younger, and 36.3% of the participants are categorized under the

age category of 20-34. Also, 20% of the participant's age category has failed under the 35-44 age category. The rest 38.8% of the respondents are found at the age of 45 and older.

Thus, most of the participant tourists are found under the age of 20-34 and 45 and above category.

Table 3 What is Your Marital Status

		Frequency	Percent
Marital Status	Single	22	27.5
	Engaged	15	18.8
	Married	34	42.5
	Divorced	9	11.3
	Total	80	100.0

A total of 80 respondents were also asked about their marital status, based on the findings; 27.5% of the respondents are single and 18.8% of the participants are engaged. 42.5% of the respondents are married while the rest 11.3% of the respondents are divorced.

Thereupon, most of the tourists are married based on the findings.

Table 4 What is Your Education Level

		Frequency	Percent
Education Level	BA/BSc	25	31.3
	MA	29	36.3
	PhD	11	13.8
	Other	15	18.8
	Total	80	100.0

Identifying the educational background of the tourists might help Tigray Region Cultural and Tourism Bureau to identify the demographic statics of its visitor and if the tourists are from a higher level of education, they might write some articles about the culture and tourism especially if they were satisfied. Based on the above table indicates, 31.3% of the respondents have earned their BA/BSc and 36.3% of the respondents are MA holders. Furthermore, 13.8% of the

participants have also earned their PhD and the rest 18% of the respondents have different specializations and certifications.

As a result, a significant number of tourists have earned their BA/BSc and MA.

Table 5 What is Your Nationality

		Frequency	Percent
Respondent's Nationality	America	5	6.3
	Australia	5	6.3
	Belgium	6	7.5
	Brazil	4	5.0
	England	5	6.3
	France	5	6.3
	Ghana	2	2.5
	German	9	11.3
	Greek	8	10.0
	Italy	13	16.3
	Nigeria	4	5.0
	Poland	2	2.5
	Spain	9	11.3
	Sudan	3	3.8
	Total	80	100.0

As the above table has indicated 6.3% of the respondents belong to America, 6.3% of the tourist belongs from Australia. And 7.5% of the respondents also are from Belgium, 5% are from Brazil, while tourists from England in France are 6.3% each. The region had also 11% of visitors from Germany, 2.5% from Poland, 11.3% from Spain, 10% from Greek and Most of the visitors were from Italy (16.3%). 2.5% from Ghana, 5% from Nigeria, and 3.8% from Sudan African continent countries have also visited Tigray Region culture and Tourism.

Thus, from the above table, we can identify that most of the visitors are from Italy and the Tigray region has also neighbor countries and continent-mate tourists.

3.2.2   Frequency of Visiting

Asking customers how often they use your product helps to identify the long term and short-term clients, thus the 80 tourists were asked if they have been in Ethiopia before, and had visited Tigray.

Table 6 is Your First Time to be in Ethiopia

		Frequency	Percent
Frequency of	Yes	52	65.0
visiting	No	28	35.0
	Total	80	100.0

According to the above table, 65% of the respondents have landed in Ethiopia for the first time and 35% of the tourists are in Ethiopia for their second time.

As a result, 35% or more than a quarter of the total respondents were visiting Ethiopia either as second or more time.

Table 7 Previously Visited Region

		Frequency	Percent	Valid Percent
Visited	Afar	2	2.5	7.1
Ethiopian	Amhara	6	7.5	21.4
Region	Benshangul	2	2.5	7.1
	Gambela	1	1.3	3.6
	Oromia	3	3.8	10.7
	Somalia	2	2.5	7.1
	Southern Ethiopia	5	6.3	17.9
	Tigray	7	8.8	25.0
	Total	28	35.0	100.0
Missing	.	52	65.0	
Total		80	100.0	

Ethiopia has 9 Region (states) and 2 Federal state cities including the capital city. Participants were asked if they had visited any of those regions before, According to the above table, 65% of respondents out of the total population have not responded to the question since it's their first time to be in Ethiopia, however, 35% respondents have visited Ethiopia more than once. Hence, The percentage discussed here is calculated only for the tourist who has been in Ethiopia before, for any reason. Among the respondents 7.1% of them have visited Afar Region, 21.4% of them have been in the Amhara Region, 7.1% similarly to the Afar, and Benshangul have visited Somalia Region too. While 17.9% of the respondents have visited Southern Ethiopian Region, 3.6% of the respondents have also visited Gambela. Furthermore, a significant number of visitors (25%) have Visited the Tigray region more than once.

As the finding has indicated we can agree that the significant number of the respondents were in the Tigray region, and its result might be due to creating favorable image and hospitability.

3.2.3 Promotion About the Tigray Region Culture and Tourism

The researcher has also tried to reach if the tourist had a piece of information about Tigray Region Cultural and Tourism and where they have got that information, besides, whether the information they have heard was accurate or not.

Table 8 Have You Heard any Information About Tigray Culture And Tourism Before You Arrive in Tigray

		Frequency	Percent
Information	Yes	56	70.0
About Tigray	No	24	30.0
Culture and Tourism	Total	80	100.0

According to the above table, 70% of the respondents have heard about Tigray Region and Tourism. And the rests 30% have not heard any information before.

As a result, more than half of the respondents had information regarding Tigray Region Cultural and Tourism and this might be the result of promotion.

Table 9 Information Source, Where Have You Heard About Tigray Culture and Tourism

		Frequency	Percent
Information Source	School Education	9	11.3
	Print Media	14	17.5
	Broadcast Media	9	11.3
	Digital Media	24	30
	Total	56	70.0
Missing	System	24	30.0
Total		80	100.0

According to the above table30% of respondents out of the total population have not responded to the question, since they have not heard any information about Tigray Region Culture and tourism, however, 70% of the respondents have got information before. Hence, The percentage discussed here is calculated only for the tourist who have heard about Tigray Region Culture and Tourism before. According to the above table, 30% of the respondents have heard about Tigray culture and tourism from digital marketing such as official websites and social; media. 11.3% of the respondents have also heard about Tigray culture from broadcast media such as TV and Radio. 17.5% of the respondents have got information from print media and the rest 11.3% have learned about Tigray culture and tourism in their school education.

As a result, we can identify that digital marketing is a more effective medium for Tigray Region Cultural and Tourism to reach their foreign clients. And the PR officer of Tigray Region Cultural and Tourism have understood the power of digital marketing in capturing a bunch of interested tourist's attention.

Table 10 Promotion Content's Factuality

		Frequency	Percent	Valid Percent
How did you Find the Promotion and its factuality	Strongly Agree	20	25.0	35.7
	Agree	12	15.0	21.4
	Neutral	15	18.8	26.8
	Disagree	9	11.3	16.1
	Total	56	70.0	100.0
Missing	System	24	30.0	
Total		80	100.0	

The participant was asked if what they had heard through different means regarding Tigray Culture and Tourism was accurate or not, and 70% of the total participants have put their rating.

But the rest 30% haven't since they were not informed by any means before. Thus, 25% of the respondents have strongly agreed as they have found or get all information accurately. 15% of the respondents as well have agreed as it was based on the disseminated information. Besides, 18% of the respondents have preferred to stay neutral regarding the question. However, 11.3% of respondents have agreed as they have lacked all information they hear through the promotion after they use the service.

3.2.4   Hospitability

One way to approach tourists is to have good hospitality, and Public Relations experts are intended to do this with stakeholders such as Tour Agents, Hotels, Transportations, and others. Thus the respondents were asked to rate the hospitality.

Table 11 Rating the Hospitality

		Frequency	Percent
How did you find the hospitality?	Very Good	25	31.3
	Good	19	23.8
	Neutral	22	27.5
	Bad	13	16.3
	Very Bad	1	1.3
	Total	80	100.0

According to the above table, 31.3% of the respondents have claimed as they had very good hospitability. 23.8% of the respondents have also agreed as it was good hospitability. As well they have stated their reason as; the residents were opened to share and to get closer, variety of food supply, well-structured reception rooms, well interpretation about the culture, respecting and curiousness to get closer with the tourists, smooth and fair payment for hotels and taxi, interested on showing or giving direction, standard accommodation and safe security. And 27.5% of the respondents have preferred, to stay neutral in rating the hospitality claiming it was neither good nor bad.

Insignificant numbers of the respondents (16.3%) and (1.3%) have claimed as the hospitability was bad or very bad respectively and mentioning the inability to express the historical place using international languages very-well as their reason.

As a result, we can identify that Tigray Region Cultural and Tourism Bureau is tasking a vital role in maintaining the hospitability to approach the tourist. It will be helpful either in digital marketing or word of mouth to have favorable discussions from the tourist. However, yet the bureau needs to check out the hotel's standard.

Table 12 Service Provided by Tour agent

		Frequency	Percent
Have your tour agent prepared you smooth Hotel and Transportation	Yes	51	63.7
	No	29	36.3
	Total	80	100.0

The respondents have been asked if their tour agents had provided them a smooth transportation system and Hotel. Based on the finding, 63.7% of the respondents have agreed as the transportation and Hotel was smooth. And 36.3% of the respondents have claimed as the tour agents have not provided them smooth transportation systems and Hotels.

Table 13 Hotel Accommodation

		Frequency	Percent
The hotel I have stayed have fulfilled my expectations	Strongly Agree	32	40.0
	Agree	17	21.3
	Neutral	27	33.8
	Disagree	4	5.0
	Total	80	100.0

To identify the respondent's point of view regarding their hotel accommodation, they were asked if the hotel they had stayed had fulfilled their expectations. Based on the finding, 40% of the respondents have strongly agreed, while 21.3% of the respondents have also agreed. 33.8% of the respondents have preferred to stay neutral, and 5% of the respondents have disagreed, and they have stated; the hotel which has been booked by their tour agent had below-average wireless

connection, almost contaminated food supply, hotels ongoing restoring construction left them sleepless.

Table 14 Provided Transportation System

		Frequency	Percent
The Transport system provided by the tour agents was smooth	Strongly Agree	29	36.3
	Agree	20	25.0
	Neutral	23	28.7
	Disagree	8	10.0
	Total	80	100.0

To identify the respondent's point of view regarding the provided transportation system, they were asked if their tour agent had provided them a smooth transportation system. Based on the finding, 36.3% of the respondents have Strongly agreed, and 25% of the participants have also agreed as the transportation system was smooth and based on their expectations. 28.7% of the respondents have rated neutral, and an insignificant number of the respondents (10%) have disagreed.

3.3 Discussion Based on Triangulations Method

Qualitative and quantitative data have been integrated here using the Triangulation Mixed approach, role of Public Relations in promoting Tigray Culture and Tourism, Employed promotion tools, and its effectiveness, Hospitality maintained a relationship with stakeholders and limitation that has to hold the officer not to reach its goal has been discussed.

3.3.1   Role of Public Relations in Promoting Tigray Region Cultural and Tourism

Public Relations are part of promotional activities that facilitate more than one understanding and tourism is an intercultural process. The vital role of PR is to promote a product or service of its organization using several means of the announcement. So, public relations officers were asked about the role played by the Public Relations officer of the Tigray Region Bureau.

As a result of the interview shows, the public relations officer of the Tigray Region Cultural and Tourism Bureau has played an excellent role in promoting the Tigray Culture and Tourism. And they use to prepare and sponsor festivals, events, and print various print media such as Velcro, brochures, and annual magazines, including the profile of the organization. The Bureau has also an annual press conference with various media outlets. And they work like a bridge selling bureau services. Creating and maintaining good relations with public sectors to smooth out their targeted audience.

The concept of PR is a distinguishing management function that aims to maintain and establish a linkage of mutual communication, cooperation between an organization and its people, acceptance, and understanding; a management function in resolving issues or problems. Even if it is obvious that a single role may dominate their daily work, however, most Public relations practitioners are involved in both technical and management tasks. A Public relations practitioner needs to be energetic, adaptable, versatile, resilient, and diplomatic to cope up with a mixed group of stakeholders and clients. A competence of Public relations is a composite, communicating assembly that is organized through current requirements and experience and changes through action.

The tourism industry, a service sector; With the economic, technological, and socio-cultural changes in the world, it is rapidly developing and contributing to the economies of the

country. Such a situation leads to intense competition among tourism destinations that want to get more shares from the tourism market. Tourism destinations that want to take the lead in this competition are obliged to maintain and make their tourist attraction elements sustainable. As it is known, preserving the cultural and physical resources in a tourism destination is vital for the tourism economy.

As a result, this shows that the PR officers from the Tigray Region Cultural and Tourism Bureau have been playing a vital role in promoting the services of the bureau using available media outlets and resources.

3.3.2   Employed Promotion Tools and its Effectiveness

According to table 8, 70% of the respondents have heard about Tigray Region and Tourism. According to the above table, 30% of the respondents have heard about Tigray culture and tourism from digital marketing such as official websites and social; media. 11.3% of the respondents have also heard about Tigray culture from broadcast media such as TV and Radio. 17.5% of the respondents have got information from print media and the rest 11.3% have learned about Tigray culture and tourism in their school education.

To find out which media are suitable for the Tigray Cultural and Tourism Bureau, an interview was conducted with a public relations officer. According to the Public Relations Officer, the Tigray Region Cultural and Tourism Bureau uses both print, broadcast, and digital marketing. All organizational publications have this in common; they satisfy the organizational need to keep records of their positions and transmit the information necessary to achieve the goals of the organization; they allow the organization to deliver messages to a specific target audience; and they allow the organization to communicate in their own words, in their way, without interruption or change. In short, they give the organization a means of controlled communication. According to print media (such as Organizational Profile, Brochure, Flyer, Bulletin, and Poster), the Tigray Bureau of Culture and Tourism publishes a six-month annual journal, which is published in several languages, such as; Tigrinya, Amharic, and English. The organizational publication can take the form of a simple newsletter, tabloid newspaper, or mega-newspaper, in which the format of the newspaper is combined with the style of the magazine. Many of them have a high quality, four-color editions. Some carry advertisements to help pay for production costs. Ethiopian Airlines' Selam Magazine is its favorite print media outlet in reaching a worldwide audience.

Technology is changing our minds about the media, especially the media. New media represent the most ubiquitous frontier of what constitutes the main communication revolution. The digital world has changed the connection within the organization, as well as between the organization and its public. Which years ago, which were impossible for two-way communication, got a decision when the digital world arrived. The Tigray Cultural and Tourism Bureau also uses its official website, and social networks (such as Facebook, Twitter Instagram, and LinkedIn) to attract foreign clients, and it is more effective for international interaction as an employee public relation explanation. And they use radio and television advertisements (such as Fana Broadcasting Corporation, EBC, Walta Tv, DW TV, FM Mekelle 104.4, FM DWOT 102.2, and Tigray TV (TTV) to advertise.

To determine how the Tigray Cultural and Tourism Bureau evaluates its advertising, a public relations officer was asked during the conducted interview, according to his response, the PR officer uses a print and popular media as means of gathering feedback from their customers. Thus, they can update or rephrase based on social desires and can print a new historical site that they have not yet printed. Mostly, since their target audience is foreigners, they give more emphasis to the digital world. In their official social media pages (Facebook, Twitter, and Instagram) used to share an announcement about a historical place and highlight where it could be found and what is special about it. Here, in the digital world, their means of evaluation are rates and reacts from visitors. And from the point of view of digital marketing, they can evaluate based on people they have become able to reach, as well as by taking consideration of what is being written on the comments.

Public relations tools and environments that we call traditionally; are written, oral, audiovisual, and unified media. In the historical development of public relations, written or printed media have an important quality in terms of public relations. Practitioners from the travel and tourism industry use all traditional Public relations tools: press kits, speeches, press releases, information sheets, special events and tours, brochures, and leaflets. A raw video type B-Roll is among the most commonly used public relations tool. Additionally to the significant target groups like community leaders, shareholders and employees, several industry experts focus on these special target groups: tour operators, event planners, CVBs, local/regional/state travel agencies, and tourist offices Choosing the right media is one of the important roles that a public relations

officer can play when he/she is hired to reach the target audience. Public relations specialists use printed words, spoken words, and combinations of all these forms of communication. They use both controlled and uncontrolled media to communicate with many public organizations. Controlled media include those in which practitioners have a say in what is said, how it is said when it is said, and to some extent who is told. Uncontrolled media are those over which practitioners do not play a direct role in making decisions regarding media content. Instead, the gatekeepers of Medea decide what is being reported, as reported, when reported, and to whom it is reported. Evaluation of success in promotion allows one company to effectively find out if it has reached the planned client or not. A public relations officer of any organization is responsible for implementing an advertising strategy that will bring profit to the company. The department can evaluate its advertising strategies to make sure that it applies the right advertising strategy. Evaluation can compare past strategies with current ones or evaluate performance before, during, or after a promotion, depending on the area of advertising that needs to be tested - consumer awareness, the advertising campaign itself, or the effect of sales.

As a result, we can identify that digital marketing is a more effective medium for Tigray Region Cultural and Tourism to reach their foreign clients. And the PR officer of Tigray Region Cultural and Tourism have understood the power of digital marketing in capturing a bunch of interested tourist's attention. As a result, we could understand that the Tigray Cultural and Tourism Bureau Public Relations officer uses both of these media to reach its target audience, and also that they effectively capture their audience using their native language, for a better understanding in a favorable environment for the announcement of the bureau service. However, the Public Relations officer has failed to use some international media like CNN and BBC. But regarding his response, they had some documentary videos broadcasted on those media by a third party. Thus, the Tigray Region Cultural and Tourism Bureau uses an effective evaluation method, especially in the means of digital marketing.

3.3.3   Hospitality and Relationship with Stakeholders

One way to approach tourists is to have good hospitality, and Public Relations experts are intended to do this with stakeholders such as Tour Agents, Hotels, Transportations, and others. According to table 11, 31.3% of the respondents have claimed as they had very good hospitability.23.8% of the respondents have also agreed as it was good hospitality. As well they have stated their reason as; the residents were opened to share and to get closer, variety of food

supply, well-structured reception rooms, well interpretation about the culture, respecting and curiousness to get closer with the tourists, smooth and fair payment for hotels and taxi, interested on showing or giving direction, standard accommodation and safe security. And 27.5% of the respondents have preferred, to stay neutral in rating the hospitality claiming it was neither good nor bad.

Insignificant numbers of the respondents (16.3%) and (1.3%) have claimed as the hospitability was bad or very bad respectively and mentioning the inability to express the historical place using international languages very-well as their reason. 36.3% of the respondents have claimed as the tour agents have not provided them smooth transportation systems and Hotels. Good relationships with stakeholders and supporters always make one organization effective in achieving its goals. So, the public relations officer of the Tigray Region Cultural and Tourism Bureau during the interview was asked about their relationship with tour operators. According to the answer received, the Tigray Region Cultural and Tourism Bureau has good relations with a travel agency, and hotels only just because of their work have a direct relationship with these sectors. The Tigray Region Cultural and Tourism Bureau communicates travel agencies and hotel owners how to deal with tourists for development. And most importantly, this is a source of income for travel agencies and hotels. The bureau used to advocate and support the agencies and hotels to work cooperatively especially in preparing events and festivals aiming to catch the attention of tourists.

Hospitality companies can draw attention to new products or other company events by organizing special events. Events include news conferences, seminars, excursions, exhibitions, competitions and contests, anniversaries and sports and cultural sponsorships that will reach the target public. PR is the most important promotional tool available for entrepreneurs and individual properties such as a single restaurant, tourist attraction, bed, and breakfast (B&B), tour operator, or hotel. Can these businesses rarely make expensive advertisements? Successful PR programs of individual operators have shown winning strategies that can be imitated by others.

As a result, we can identify that Tigray Region Cultural and Tourism Bureau is tasking a vital role in maintaining the hospitability to approach the tourist. It will be helpful either in digital marketing or word of mouth to have favorable discussions from the tourist. However, yet the bureau needs to check out the hotel's standard. Thus, we can understand that the Tigray Region

Cultural and Tourism Bureau has become able to create and maintain a good relationship with its stakeholders.

3.3.4 Limitations

During the interview, the public relations officer of the Tigray Cultural and Tourism Bureau was asked what restrictions arose during the targeted advertising campaign.

Based on the answer, the Tigray Cultural and Tourism Bureau lacks manpower (human resources), especially in the department of public relations, crowded events and plans due to lack of human resources, it was difficult for them to achieve their promotion goal, especially with minimization costs, using advertising, because they are not so efficient and there is not enough time to hold a press conference with the media. Problem management is one of their problems that exist due to their weakness. And the threat of external factors for untimely participation in the event, so they cannot fulfill their plan based on the planned time.

As a result, the Tigray Region Cultural and Tourism Bureau is experiencing a shortage of human resources, and the implementation of crowded plans and activities using only a few human resources makes it ineffective in terms of the goal. In addition, Ethiopia's undeveloped culture that does not attend on time affects their time.

Conclusion

As human communication is old by itself, we may probably accept the term and perception of public relations as long-established as of that. Peoples were impelled to acknowledge religious aristocrat and their government through a usual technique of public relations likewise staged events, speeches, art, publicity, interpersonal communication literature in many ancient civilizations (Cutlip S. M., 1994, p. 105). The field of Public Relations assists various organizations for instance; the business community, trade unions, government agencies, educational, foundations, hospitals, religious group institutions, voluntary associations, and tourism sectors (Harlow, 1976, p. 36). In order to address their goals, these organizations ought to develop actual relationships with many variety publics or targeted audiences, such as customers, local communities, employees, members, shareholders, and society in general and other organizations (Harris, 1997, p. 57).

Tourism globally, locally and nationally plays a massive environmental, political, and social impact on the industry concerning community relations and social responsibility. The main objective of sustainable tourism, which can be considered as fortification of cultural and natural values, local resources, meeting the needs of touristic consumers and the people in tourism destinations in future generations; correct use of resources, cultivating the life-quality of the present and future generations and continuous development (Yavuz C. , 2016, p. 330). Among tourism investigators who analyze tourism that often applies the concept of sustainable development and tries to see it from different perspectives are well recognized. For instance, (Robson, 1996, p. 537) suggested shifting shareholder interest to stakeholders, which implied relationship management and social responsibility. The damaging influence of tourism on the environment is among the growing problems affecting the public agenda. For instance, the annual Newsweek travel edition (April 10/17, 2006) stated a story related to the seven extremely vulnerable curiosities of the world that led to the conclusion: From Machu Picchu to the Great Wall, some of the wonders The World's Greatest Monuments disintegrated. The tourism industry requires Public relations research and practice to achieve relationships between hosts and tourists and handle such issues (Lugo, 2007, s. 69).

Public relations in the modern socio-economic context is seen as an imperative feature for the evolution and development of tourism. They convey the messages of the consumer about the

accommodations transport infrastructure and attractiveness of a tourist destination and concurrent follow the pulse and the desires of the target group and the neighboring area so that the tourist budget can acclimatize to the needs and changes of the public (Ilievska, 2018, p. 84). Public relations is a cooperating procedure of interaction where an organization's, service, and product develop its strategies to achieve its goals by using specific research and opinion inquiry methods. Public relations companies also provide the comprehensive techniques and opportunities the organization needs to generate, maintain, or augment the images of the service or product (Cutlip S. A., 2008, p. 525).

This study was aimed to assess the "Role of Public Relations in Promoting Tourism in the case of Tigray Region Cultural and Tourism Bureau." Besides, this research has evaluated the role of public relations in terms of tourism. The research has aimed to evaluate the role of public relations in terms of tourism in the context of the Tigray Region Culture and Tourism Bureau, to determine the promotion methods of the Public Relations specialists of the Tigray Region Culture and Tourism Bureau, and to evaluate the effectiveness of the promotion tools. Besides, the relationship between the tour agency and the Tigray Region Cultural and Tourism Bureau and the role of public relations in creating this relationship has been evaluated.

Based on the findings; The researcher has concluded that;

The respective Bureau PR officer has earned a bachelor's degree in tourism management. Thus, we can understand that the respective bureau public relations officer has a bachelor's degree, but specializes in other areas that have a direct relationship with the work of the Bureau rather than the field of PR. And the practitioner has planned to perused in his MA program a Public relation filed. Tigray Region Cultural and Tourism Bureau has the Public relations department and it is structured in its top-management department. It has Junior and Manager Structure. As result, we can realize that the Tigray Region Cultural and Tourism Bureau has structured it is PR department very well and it might help do their job great especially with promoting the Tigray Region Cultural and Tourism. Tigray Region Cultural and Tourism Bureau has played an excellent role in promoting the Tigray Culture and Tourism. And they use to prepare and sponsor festivals, events, and print various print media such as brochures, and annual magazines, including the profile of the organization. The Bureau has also an annual press conference with various media outlets. And they work like a bridge selling bureau services. Creating and maintaining good relations with

public sectors to smooth out their targeted audience. As a result, this shows that the PR officer from the Tigray Region Cultural and Tourism Bureau has been playing a vital role in promoting the services of the bureau using available media outlets and resources.

Tigray Region Cultural and Tourism Bureau uses both print, broadcast, and digital marketing. According to print media (such as Organizational Profile, Brochure, Flyer, Bulletin, and Poster), the Tigray Bureau of Culture and Tourism publishes a six-month annual journal, which is published in several languages, such as; Tigrinya, Amharic, and English. Ethiopian Airlines' Selam Magazine is its favorite print media outlet in reaching a worldwide audience. The Tigray Cultural and Tourism Bureau also uses its official website, and social networks (such as Facebook, Twitter Instagram, and LinkedIn) to attract foreign clients, and it is more effective for international interaction as an employee public relation explanation. And they use radio and television advertisements (such as Fana Broadcasting Corporation, EBC, Walta Tv, DW TV, FM Mekelle 104.4, FM DWOT 102.2, and Tigray TV (TTV) to advertise. As a result, we could understand that the Tigray Cultural and Tourism Bureau Public Relations officer uses both of these media to reach its target audience, and also that they effectively capture their audience using their native language, for a better understanding in a favorable environment for the announcement of the bureau service. However, the Public Relations officer has failed to use some international media like CNN and BBC. But regarding his response, they had some documentary videos broadcasted on those media by a third party.

The PR officer uses print and popular media as a means of gathering feedback from their customers. Thus, they can update or rephrase based on social desires and can print a new historical site that they have not yet printed. Mostly, since their target audience is foreigners, they give more emphasis to the digital world. In their official social media pages (Facebook, Twitter, and Instagram) used to share an announcement about a historical place and highlight where it could be found and what is special about it. Here, in the digital world, their means of evaluation are rates and reacts from visitors. And from the point of view of digital marketing, they can evaluate based on people achieved, as well as by taking consideration of what is being written on the comments. Thus, the Tigray Region Cultural and Tourism Bureau uses an effective evaluation method, especially in the means of digital marketing.

The Tigray Region Cultural and Tourism Bureau communicates travel agencies and hotel owners how to deal with tourists for development. And most importantly, this is a source of income for travel agencies and hotels. The bureau used to advocate and support the agencies and hotels to work cooperatively especially in preparing events and festivals aiming to catch the attention of tourists. Thus, we can understand that the Tigray Region Cultural and Tourism Bureau has good relations with its colleagues and stakeholders.

The public relations officer of the Tigray Cultural and Tourism Bureau is a member of top management, and the public relations officer played a big role in consulting and training on how they should create a favorable image using promotion in various mass media information. And the officer believes that being part of the top-management has offered him an opportunity of determining a long terms goals, set policies and approve producers to guide the entire organization, and full control and commitment and to participate in public relations, two-way communication with both internal and external publics. Being part of the top management brought a bright proposal to the public relations officer in deciding on the Tigray Region Culture and Tourism Bureau, and this; gaining management support and understanding helped it become more than a technician, expanding personal information. While interest and perspective maintain an independent perspective, he learns to think like a manager and becomes subject-oriented. Thus, the public relations officer of the Tigray Cultural and Tourism Bureau is a member of top management and plays an important role in advising and training on how they should create a favorable image using promotion in various media.

The Tigray Cultural and Tourism Bureau lacks manpower (human resources), especially in the department of public relations, crowded events and plans due to lack of human resources, it was difficult for them to achieve their promotion goal, especially with minimization costs, using advertising, because they are not so efficient and there is not enough time to hold a press conference with the media. Problem management is one of their problems that exist due to their weakness. And the threat of external factors for untimely participation in the event, so they cannot fulfill their plan based on the planned time. As a result, the Tigray Region Cultural and Tourism Bureau is experiencing a shortage of human resources, and the implementation of crowded plans and activities using only a few human resources makes it ineffective in terms of the goal. In addition, Ethiopia's undeveloped culture that does not attend on time affects their time.

The male tourists are a lot than the female, most of the participant tourists are found under the age of 20-34 and 45 and above category, a significant number of tourists have earned their BA/BSc and MA. Most of the visitors are from Italy and the Tigray region have also neighbor countries and continent-mate tourists. A quarter of the total respondents were visiting Ethiopia either as second or more time. As the finding has indicated we can agree that the significant number of the respondents were in the Tigray region, and its result might be due to creating favorable image and hospitability. more than half of the respondents had information regarding Tigray Region Cultural and Tourism. Digital marketing is a more effective medium for Tigray Region Cultural and Tourism to reach their foreign clients. And the PR officer of Tigray Region Cultural and Tourism have understood the power of digital marketing in capturing a bunch of interested tourist's attention. Tigray Region Cultural and Tourism Bureau is tasking a vital role in maintaining the hospitability to approach the tourist. It will be helpful either in digital marketing or word of mouth to have favorable discussions from the tourist. However, yet the bureau needs to check out the hotel's standard.

Recommendation

The researcher tried to recommend this, which could help the Bureau to maximize its profits and which could help the PR officer achieve his intended goals.

Even if the PR officer has attended several crash courses, the researcher believes that the second degree in public relations would help him achieve all of the goals set. The PR officer plays an important role in using international communication media to reach foreign tourists. Therefore, the office must also focus on internal media and local media to maximize the visiting culture of their own country.

A lack of human resources is an obstacle that could make you fail. Therefore, the Bureau needs more workers to speed up the Bureau's plan in its time. Travel agencies play an important role, but there is something that needs to be considered. One way to make your service available to others is to get their attention in the language they can understand. Therefore, the office has to rearrange the translators and give a course. A standardized hotel helps tourists to offer comfort. The office must, therefore, know the travel agency to book a special hotel for its customers.

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Appendix

*My name is Solomon Shiwabaw Mulu, I am a MA Public Relations and Advertising graduating student in Selcuk University, Konya, Turkey. Currently I am conducting a research for the partial fulfillment of my MA degree under the title "***The Role of Public Relations In Terms Of Promotion Of Cultural Assets In Tigray Region****". The purpose of the research is to assess your educational status, knowledge and hospitality as well as interaction with private tour company" in your respective vacation program. Therefore, the researcher kindly requests you to respond to the following questions clearly and honestly. Thank you, a lot, in advance.*

Please read the following points before you fill the question

✓ *Read each instruction before attempting the question*

✓ *No need to write your name*

✓ *Please do not leave questions without giving answer*

Thank you for your corporation!

Part one: personal work & Background information

Instruction: *please put "√" mark in the provided box to answer each question*

1. Gender:

Male □ Female □

2. Where are you from?

American □ Australia □

England □ Other Specify if other country

3. Educational background of your level

High school Level □ MA Degree□

BA/ BSS degree □ PHD□

Other (if other specifies your level)

Part two: Basic questions related to the study

4. Is this your first time to be in Ethiopia?

Yes □ NO□

5. If your answer is "yes" for number four in which Ethiopian Region have you been?

Amhara☐   *Oromo☐*

Tigray ☐   *Other_____*

6.   Have you ever heard about Tigray Culture and Tourism?

Yes ☐   *No☐*

*7. If your answer is "**Yes**" for number six where have you heard it*

I have taught it in my School ☐

I have read about Tigray from print media☐

     I have heard it in Advertisement☐

I have seen it in online advertisement☐

Other_____

8. How was the hospitality in Tigray Region Culture and Tourism Bureau?

Very good   ☐   *Good☐*

Very Bad   ☐   *Bad☐*

*9.   If your answer for number eight is "**Very Good or Good**" specify the good side of the hospitality*

*10. If your answer for number eight is "**Bad or Very Bad**" what have they lack in the welcoming?*

11.   How do you get the promotion and the reality in the ground?

Strongly agree☐   *Agree☐*

   Neutral   ☐   *Disagree☐   Strongly Disagree☐*

12.   Has your tour operation prepared you smooth Hotel and transportation book?

Yes☐   *No☐*

13.   Where have you found the detailed information about Tigray Tourism?

Make "√" the options that you find detailed information.

Boucher	
Fly paper	
Broad cast Advertisement (i.e. TV Radio	
Organizational website including Facebook, Twitter other social network page	
Organizational profile	
Annual magazine	

Interview Questions:

Interview for PRs of Tigray Region cultural and Tourism Bureau

1. What is your educational level?

2. What educational background of you specializes in?

3. What looks like Organizations structure of PR in your respective Bureau?

4. What was your in promoting Tigray Region Tourism as PR Office?

5. What skills do you think are so crucial PR Officer of Tourism Bureau?

6. What promotion tool do you use to reach your potential customer?

7. How do you evaluate your promotion means either it was effective or not?

8. Which promotion tool was more helpful and why?

9. How is your interaction with private tour agency?

10 .What benefits have you get of having good interaction with private tour agency?

11. Was social media helpful in creating favorable image towards Tigray Culture and Tourism?

 A. Yes (which social media do you use?) and how effective was your online   advertisement?

B. No (why have not you been involved in social network promotions?)

12. Public Relations most time works in publicity (i.e. press conference, newsletter, and press release) to minimize cost for promotion, what was your role in such activity?

13. What challenges have you faced while trying to meet the promotional goals of your respective Bureau?

14. Are you part of the top management as PR officer in your respective Bureau?

A. Yes (what worthy have you get of being part of top management?)

B.No (What have you miss as not part of top management in your Bureau?

15. Does your perspective Bureau have its own website?

A. Yes (what do you do with that as PR officer?)

B .No (have you advocate to the top management as website is crucial for one organization?)

Thanks for your respond!