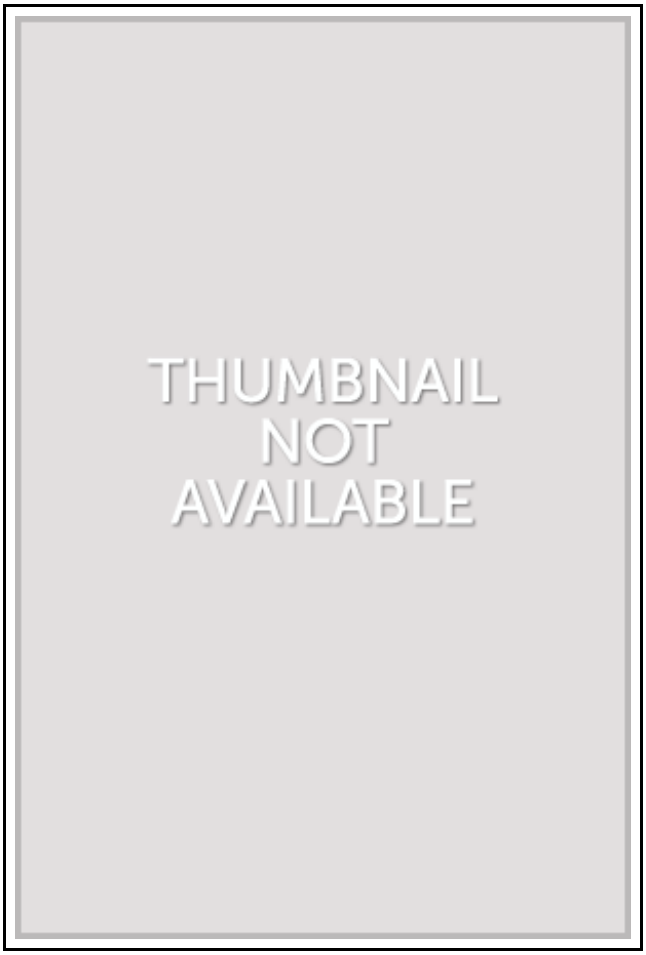
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TOURISM AND PUBLIC RELATIONS

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2013. Hardcover. Book Condition: New. 400 This is a practical book, but it is not a "how-to" book. Instead, it deals with the What, When, and why; to do PR in an effective way. Tourism and Public Relations are discussed under five main headings. Tourism concepts, Public Relations and Code of Ethics, Public Relations in Government, Marketing Public Relations and PR and Tourism. Chapter I on the Tourism Concepts presents tourism alike as purposeful and as a discipline. It shows first where and how about the tourism concepts and fundamentals. It then discusses about tourism as a viable business or services. Chapter II focuses on the PR and Code of ethics that is important to the today and tomorrow. It deals with various models, principles and ethics. Chapter III Public Relations in Government highlights about PR skills and how to develop media programmes and maintain media relationships. And finally, Chapter IV PR and Tourism talks to tapping the tourism potential with effective communication and PR. The potential the country has for tourism is simply huge. But can we leverage on our strengths and build a national brand to emerge as one of the top tourist destinations in the world by PR. About The Author:- Dr. Annamalai Murugan in Assistant Professor at Department of Tourism and Travel Management, Tagore (Government) Arts College, Puducherry. Contents:- Contents, Preface, Introduction, PART I : TOURISM AND TRAVEL, Tourism, Introduction to Tourism Travel and Tourism as an Integrated, Discipline Integrated Model of Tourism and its Major, Components History of Tourism Trend of Tourism, Development The Meaning of Travel, Tourism and, Tourist World Tourism Organizations Definitions of, Tourist Summary, Concerns and Needs of Tourists, Main Concerns of Tourists Physical Challenge/ Travelers/, Travelers with Disabilities How to Provide Quality Service to, Satisfy Customers (tourists) Needs? Customer Reception ,...

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