

PUBLIC RELATIONS MANAGEMENT IN THE TOURISM INDUSTRY: NEEDS AND PERSPECTIVES

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ABSTRACT

This research analyzes the meaning of Public Relations for the tourism industry of each country in the process of transforming into a profitable branch of economy, which is particularly significant for the economic growth of each country.

The emphasis of the scientific approach is put on the PR as characteristic management function allowing bidirectional communication between the organization and its target public.

The aim of this research is offering a method of development of a PR model in the tourism industry. In the direction of realizing the goal, the subject to this research is PR and their specifications on tourism, generally, than PR forms, the meaning of the strategic management of PR in tourism as well as the importance of developing a model of strategic management of PR in the tourism industry of a country. PR modeling, conceived, organized and realized according to the modernistic practices on PR in tourism, adapted on the conditions and tendencies of the tourism industry of the country, allowing the tourism of the country to become a productive, profitable culture and socially beneficial activity.

KEYWORDS: *Public Relations, Tourism, Image, Model, Management, Strategy*

Jel Classification: Z32; Z33; M31; M38.