

Measuring the Effectiveness of Public Relation on Hotels Sales

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ABSTRACT

This paper emphasizes on the role of public relations (PR) and its impact on hotel occupancy. The role of PR in present-day society is vastly different because we are living in a complex society and are confronted by a knowledge explosion which is fueled by advanced technology, which changes the role of PR. Hotels should have a PR personnel/publicist always as part of their bigger marketing plan. Different hotel has different budget for PR and this is totally depending upon the type of organization.

Keywords: hotel, public relations, sales

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INTRODUCTION

The accomplishment of effective public relations (PR) is one of the human and organizational merits referring to the capabilities of management to have a good interaction with his/her employee, to recognize them and to arouse them with enough motivation. PR is not one of management's duties but a factor that plays the key role in the success of all managerial duties. Managerial duties are referred to as the specific qualities that can be observed in the behavior of management. Such qualities can be grouped under the subjects as relations among individuals, transferring of information and decision-making. Though having a strong influence on the role of information, PR can also be highly effective on other roles of manager. PR has three basic roles: information gathering, information transmission and spokespersonship. The effective fulfillment of the duties and roles of management entails efficient PR. Awareness is the essence of any communicational behavior. Therefore, PR managers can have an effective role in the amount of sales of

insurance policies and the development of this industry throughout the country if they offer the necessary information to their customers. PR is a powerful form of advertising and the most effective way to get media coverage [1].

Public Relations: A way of management which functions as an evaluation of the public's attitude and identifies the policies and procedures of an individual or an association with the public interest. It is a planned and implemented program that requires actions, so as to earn public's understanding and approval.

OBJECTIVE OF THE STUDY

- To study the effectiveness of PR in Jaypee Hotels.
- To study the role and importance of PR in Jaypee Hotels.
- Determine the relation between PR and top management.

A RELATIONAL PERSPECTIVE ON PUBLIC RELATIONS

PR practitioners should place their focus on studying and understanding

organizational relationships. Most of the latest research in PR has focused on organization PR and maintains that this is a clear indication of the future development of the field. It would be difficult to overstate the importance of the relational concept of PR. The purpose and direction of an organization are affected by the various relationships that it has with key constituents in its environment. The relational perspective of PR proposes that the primary purpose of PR professionals in the organization is to build sustainable and long-term relationships with key stakeholders in the organization's environment. These relationships should be managed so that the public and the organization's interests are balanced, and mutual benefit is gained.

What distinguishes communication and PR managers from other managers is that they contribute a special concern for broader societal issues and approaches to problems in the boardroom. This perspective forms the foundation for a relational view of PR, where PR managers are most adept to manage key relationships with stakeholders in the organization's environment. PR must be organized in such a way that makes it possible to identify strategic publics as part of the strategic management process and to build quality long-term relationships with them through symmetrical communication. PR must, therefore, act with a strategic mandate, the primary goal being to build sustainable and mutually beneficial relationships with key stakeholders. It is also critical that PR is empowered through representation in the dominant coalition of an organization, where communication managers can contribute a special concern for broader societal issues or problems.

- The growth of large institutions and their sense of responsibility to the public;
- The increased changes, conflicts and confrontations among interest groups in society;
- The heightened awareness of people brought about by increasingly sophisticated communication technology; and
- The spread of global democracy.

THE ROLES AND FUNCTIONS OF PUBLIC RELATIONS

The part of open connection in introduction in a society is incomprehensibly unique since we are living in an intricate society and are stood up to by an information blast which is filled by cutting-edge innovation, which changes the part of advertising. To put it plainly, as foundations have developed bigger, they have been compelled to refine their techniques for speaking with their publics.

PR does not exist as a function of its own. It is an integral part of the communication function of an organization. PR affects almost everyone; all of us practice PR in one way or another. During the past few decades, PR has increased in prominence and professional stature. While marketing and sales have as their primary objective the selling of an organization's products, the aim of PR is to sell the organization itself.

Underpinning this perspective are a variety of activities that are basic and endemic to the PR perspective. PR practitioners are involved in a variety of work assignments or functions which may include the following:

Research: The first step in any project is to gather intelligence, to understand the variables in the case. What are the key publics, opinions and attitudes? Who are the opinion leaders that matter? Which groups or persons are concerned enough to act? This involves gathering information

about public opinion, trends, emerging issues, political climate, media coverage, concerns of consumer and environmental special-interest groups, and so forth, and to plan programs responsive to publics and problem situations.

Strategic Planning: The situation and the data need to be formed into a strategy. This involves asking: Where are we now? How did we get here? Where do we want to be? How do we get there? Essentially planning and advising mean collaborating with management or clients in a problem-solving process.

Counseling: Fellow managers must understand the plan and agree that it should be implemented. They may have a role in implementation and at least, will need to explain it to their staff.

Internal Education: People in the organization need to be informed about the plan and their roles in it.

Communication/Action: The plan must be carried out. Messages or appeals are sent to the various publics involved: activities or actions are staged; feedback must be interpreted; and everyone must be kept informed as the project unfolds.

Evaluation: Another type of research is evaluation, evaluation chart effectiveness, or lack of it, and

very likely will result in a new plan.

Organizing: PR practitioners could handle a variety of functions ranging from media conferences, conventions and exhibitions, to open-house days, anniversary celebrations, fund-raising events, contests, awards programmers and sponsorships.

Writing: PR practitioners should be adept at writing news releases, newsletters, correspondence, reports, booklets, texts,

radio and television copy, film scripts, trade papers and magazine articles, corporate advertisements, product information, and technical material.

Editing: In addition to research and writing special features, practitioners are involved in editing special publications, employee newsletters, shareholders' reports, and other communications directed at internal and external publics.

Production: Production is multifaceted and very challenging. It involves creating communication using multimedia knowledge and skills, including art, photography, and design for brochures, booklets, reports, corporate advertisements, and occasional publications; recording and editing audio and video tapes and preparing audiovisual presentations.

Speaking: The PR practitioner either speaks himself or herself or arranges for others to address meetings. The process of gathering information enables organizations to plan programmed in response to the public's and problem situations, to monitor their effectiveness during implementation, and evaluate their overall impact.

Training: This involves working with executives and other organizational representatives to prepare them for dealing with the media and for presentations and other public appearances. Practitioners could also assist with in-service staff development.

Management: Another very important duty is the management of the PR function regarding personnel, budget and action programmed.

“Public relations in organizations can often be traced back to unintended and humble beginnings. It can begin with someone simply answering letters from customers

or members; with someone writing annual reports, handling visitors, conducting tours or even someone arranging the annual meeting. In other organizations, public relations started as a product and service publicity, as a news support for an advertising campaign or fundraising.”

Press relations is probably the most important single part of PR and hotels should organize and be in time light [2].

P	Political	Trade union legislation; change of government; EU directive;
E	Economic	Interest rate; cost of living; fuel duties/price
S	Social	Lifestyle choices; customer buying trends; youth unemployment
T	Technological	Impact of new technologies; new discoveries; government investment in research and technology; private investment in research and technology

A PR agency can also assist the Director of Sales and Marketing with the annual marketing plan, by working with them on what is going on locally and nationally.

PR personnel are aware of local promotions and seasonal/holiday events and trends and help hotels create service programs and rate packages at a reasonable price around those events. For example, special rate packages in the summer months, special meetings packages for business travelers and bachelorette/bachelor packages.

Local factors that we can't control such as weather, national storms, traffic and crowd issues during special city events or festivals and even government announcements can also dramatically affect the market. PR agencies must have the facts and be right on target in the accuracy of their reports. Think hurricane season in Miami and the importance of having a PR plan in place in the event of a catastrophic storm.

The PR agency can coordinate with F&B for all holidays, specials, chef's food and wine programs, and assist with getting local press in.

PR personnel are also aware of top restaurants and the restaurants that are trending on social media and can keep

PEST ANALYSIS

A PEST analysis is an excellent way to analyze the external environment affecting the organization. PEST stands for the following factors:

Issue such as Legislation, the Economy, Lifestyle choices, and the latest technologies should also be considered.

concierges and hotel staff informed of the best places to go and the best things to do during the special festivals or anytime of the year. The PR personnel can also work with the hotel to promote special culinary-themed dinners and wine-pairing dinners with specific vintners. They can offer suggestions on special culinary and wine-themed decor and invite local media to get the word out.

PR agents can help owners, or the general manager give recommendations on travel and hospitality trends.

PR personnel can help the hotel focus on the specific audiences for these trends and help build programs offering some aspect of the trend, such as a cooking class with a local celebrity chef (an immersive experience) or a tour to local art galleries (local experiences). They can also help you target a specific market such as millennial. Hotwire.com notes that millennials have a stronger desire to travel than their older counterparts, and most them are more likely to budget money for annual travel than those of 45 years

and over. PR personnel can focus on tourism categories that specifically interest millennial such as pop-culture tourism, adventure tourism and a category referred to as "leisure," a term coined to define a growing trend to take extended executive trips that have a leisure component.

PR representatives can introduce your hotel to new devices and tools to give your brand exposure and help with customer satisfaction.

Hotels are constantly looking for new ways to reach their audience. Here's where a good PR personnel can help. The days of traditional media in the print and TV are over. Traditional advertising is becoming less visible and reliable. Hotels need PR personnel who have links with publishers with content creation capabilities and built-in distribution channels.

Many hotels are using PR agencies who have their own writers and tap into a built-in audience. Several top-tier media outlets including Associated Press, The New York Times and Vice all have new divisions dedicated to creating content for brands. Once a sacrosanct division referred to as "separation of church and state," the lines of distinction between the editorial and advertising sides of media are blurring. However, publishers must be honest by noting a piece of paid content with "sponsored by," "presented by" or something similar, or they risk losing credibility. The PR team can work closely with your hotel to devise and execute a campaign that is innovative and authentic for your audience and that is as good as the publisher's editorial content.

A hotel can benefit from the PR agency's other accounts and relationships, almost as another Rolodex sort of speak.

The closer that the hotel and the PR agency work together, the better they can work out a way to market to a specific audience. Agencies are working in areas

that they didn't have to before such as customer service, technology deployment, app development and social networks. PR personnel can also assist with the hotel's brand and creating brand pillars. They can introduce hotels to in-house art curators and musical performers, thereby creating a more hip, cool ambience for the hotel's image. Or if all-out luxury is your brand's image, a PR personnel can help keep the hotel's image at the top of the luxury list, maintaining the loyalty of well-heeled guests by focusing on luxury amenities and services.

The ROI will speak for itself, as now even a positive social media presence is imperative.

Now more than ever, digitally savvy travelers are using tools from social media to travel reviews and online travel agents to locate the best travel deals online. Social media has a wider impact than ever before, particularly Twitter, which has made it tougher to stand out. Online hotel reviews can affect demand in minutes, so hotels need to keep their website, mobile apps, hotel property management system and reporting tools always synchronized in order to be proactive to external factors and calculate room rates.

As more traveler's post about their hotel experience on social media networks like Twitter, Facebook and Instagram, PR personnel can help to make sure that only positive social media is out there. They can help you think about what you're really trying to accomplish and what social media metrics you can tie into to track your social media activity, not only the ones that merely look good, but also the ones that have a real impact on your business. A PR personnel can help you know what your main objectives are versus what your strategy is, and if you need to develop more than one strategy to impact your objectives. Some hoteliers think PR firms are more valuable in

tougher times and neglect to employ their services in good times.

Hotels should have a PR personnel/publicist always as part of their bigger marketing plan. While monitoring PR daily outcomes are among the most important elements of any PR program. Focus on measuring the degree to which PR activities have changed people's awareness, opinion, and behavior by surveying your target audience and tracking feedback against your benchmark data. Outcome is the strongest basis for calculating PR's return on investment. notes. It's also a valuable source of information that one can feed back into the research, planning, and measurement process for next time. In practice, PR measurement continues to vary across organizations. But one thing is clear: A PR agency's work has value, and it can be proven to hard-nosed executives by focusing on measuring what matters.

THE PUBLIC RELATION INDUSTRY TODAY

Public relations should be in function in any organization. An effective communication or public relation plan for an organization is developed to communicate to the audience (whether internal or external public) in such a way the message coincides with organizational goals and seeks to benefit mutual interest whenever possible. Promotion is a specific combination of marketing techniques (advertising, personal sales, PR, etc.) [3].

Specialization

- Property development PR
- Real estate PR
- Retail sector PR
- Food service PR
- Agriculture PR
- Health care PR
- Technology/IT PR
- Public affairs PR

Introduction

- Online PR
- Financial/Investor relation
- Employment/member communication
- Community PR
- Not-for-profit PR
- Crisis communication PR

The four key phases of PR campaigns are research, strategy, tactics and evaluation [4]. PR has considerable economic benefits in service industry [5].

CONCLUSION

Mouth-to-mouth publicity is the most effective medium which happens through friends and relatives. Effective performance of the duties and roles of management requires efficient PR. On the effective performance of the duties and roles of management requires efficient relations. On the other hand, the capability merit and skills of PR are intermingled with management. The reason why some managers are successful is their ability to concurrently accept any kind of change and development. What is satisfactory and suitable for a manager in today's unstable world is that he/she be able to effectively deal with and manage individual various demands. To do so, he/she will need constant growth and development. Pressure upon superior competitors in an unstable economic environment is now more than the past. This is because customers now continuously ask for quality improvement. Thus, for managers to be successful in such an unsteady environment, they must maintain their personal skills, knowledge and try to use the latest strategies so that they can influence others and persuade them to accept their leadership and viewpoints. As a science, PR has logical principles, theory and epistemology. The other characteristics of PR are their ability to predict results of their reliability, their high capacity for organizing social relations and improving the performance of social organization.

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