

e-content for PMIR Semester-II Paper-AECC Unit-II (Part-C)

Tourism Management

TOURIST GUIDE

A person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority.

Tour guides work in the travel industry, giving guided tours to groups of visitors. They are experts on the history of the location and offer their tour groups interesting or enlightening information about points of interest at nature attractions, historic sites, museums, scenic locations, and other travel destinations. Guides may give walking tours, bus tours, or even lead river tours on a boat. Often hired by visitors' bureaus or travel companies, tour guides are typically residents of the region in which they give tours.

A tour guide's duties depend on their location and employer. If they are self-employed, they will usually give tours of publicly accessible travel destinations like national parks or nature attractions. Those who are employed by a VISITOR'S bureau or corporation offer tours of cities, industrial locations, or other points of interest. The

three main areas of specialization within the guiding industry are historical tour guiding, corporate tour guiding, and nature or eco-tour guiding.

Historical tour guides lead groups of visitors to national monuments, historical sites, historical districts, religious or archaeological sites, and museums. These guides are well-versed in the history of the site or monument. They offer visitors an interesting description of the location, including its history and what effect it has had on modern society. In addition, they answer visitor questions and keep the tour organized, efficient, and safe.

TOUR ESCORTS

Tour escorts accompany groups of people on organized trips called "*package tours*." Most people who take escorted tours want the security and convenience of having transportation, accommodations, and sightseeing arranged for them. However, not all group tours are the same. There are tours for every budget, taste, and age group. Religious tours, cultural tours, reunion tours for veterans, and tours for professional and interest groups are just several examples of outings that require the services of a tour escort. Tour escorts usually work for tour companies, which are as varied as their clientele. Some specialize in certain activities—archaeological digs or mountain

climbing, for instance. Others specialize in certain markets such as students or retirees. Tour companies may be long established, internationally based, and highly structured; others may have a few operators at their head office and twenty or thirty escorts out in the field.

Tour escorts need excellent communication skills, organizational ability, and financial responsibility. They must be able to respond calmly to such crises as airline strikes and bus breakdowns. Clients expect their escorts to be both leaders and friends.

What is Public Relation?

Public relation is a strategic communication process companies, individuals, and organizations use to build mutually beneficial relationships with the public. A public relations specialist drafts a specialized communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.

In simple terms, public relations is a strategized process of managing the release and spread of organization-related information

to the public to maintain a favourable reputation of the organization and its brands.

This process focuses on –

- a. What information should be released,
- b. How it should be drafted,
- c. How it should be released,
- d. What media should be used to release the information
(usually earned or free media is used for the same).

Objective of Public Relation

The main objective of public relations is to maintain a positive reputation of the brand and maintain a strategic relationship with the public, prospective customers, partners, investors, employees and other stakeholders which leads to a positive image of the brand and makes it seem honest, successful, important, and relevant.

Functions of Public Relation

Public relation is different from advertising. Public relations agencies don't buy ads, they don't write stories for reporters, and they don't focus on attractive paid promotions. The main role of public

relations is to promote the brand by using editorial content appearing on magazines, newspapers, news channels, websites, blogs, and TV programs.

Using earned or free media for promotion has its own benefits as information on these mediums aren't bought. It has a third-party validation and hence isn't viewed with scepticism by the public. The functions of public relations manager and public relations agencies include anticipating, analysing, and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies which use free or earned media to influence them.

Drafting strategies to support the brand's every campaign and new move through editorial content.

- Writing and distributing press releases.
- Speechwriting.
- Planning and executing special public outreach and media relations events.
- Writing content for the web (internal and external websites).
- Developing a crisis public relations strategy.

- Handling the social media presence of the brand and responding to public reviews on social media websites.
- Counselling the employees of the organisation with regard to policies, course of action, organisation's responsibility and their responsibility.
- Dealing with government and legislative agencies on behalf of the organisation.
- Dealing with public groups and other organisations with regard to social and other policies of the organisation and legislation of the government.
- Handling investor relations.

Types Of Public Relations

According to the functions of the public relations department/agencies, public relations can be divided into 7 types.

These are:

- **Media Relations:** Establishing a good relationship with the media organisations and acting as their content source.

- **Investor Relations:** Handling investors events, releasing financial reports and regulatory filings, and handling investors, analysts and media queries and complaints.
- **Government Relations:** Representing the brand to the government with regard to the fulfilment of policies like corporate social responsibility, fair competition, consumer protection, employee protection, etc.
- **Community Relations:** Handling the social aspect of the brand and establishing a positive reputation in the social niche like environment protection, education, etc.
- **Internal Relations:** Counselling the employees of the organisation with regard to policies, course of action, organisation's responsibility and their responsibility. Cooperating with them during special product launches and events.
- **Customer Relations:** Handling relationships with the target market and lead consumers. Conducting market research to know more about interests, attitudes, and priorities of the customers and crafting strategies to influence the same using earned media.

- **Marketing Communications:** Supporting marketing efforts relating to product launch, special campaigns, brand awareness, image, and positioning.