

Journal



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Public relation strategies in management of tourism crisis

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Abstract

The world of today is a world of crises for reasons associated with big changes occurred in the various fields of life; those crises have affected the life of people inside society and organization, and countries. The big challenge is to determine the crises early and to stand against crises and to be aware of them. Public relations are one of the important ways to manage crises in their strategic management through basic pivots (search, planning, communication, and redress).

The research includes the systematic frame of the research, involving the problem of the research, importance and aims, description for the society of the research, methods of collecting data and statistical tools used in addition to previous studies and their discussion.

The results of the study show the importance of public relation strategies in management of crises, especially the strategy of active communication in crises management.

Key words: Public Relation, Strategy, Crisis, Tourism.

