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(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network
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Deposit number : 24380 /2019

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Postal Code: 32111 - P.O Box: 66

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

Egyptian National Scientific & Technical Information Network
(ENSTINET)

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Deposit number : 24380 /2019

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The Journal is indexed within the following international digital databases:



Role of Public Relations in Managing Crisis Situations in Hotel Section in Makkah

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Abstract

Study problem: It was specified in the main question: What's the role of public relations in managing the crisis situations in the hotel sector in Makkah region

Objectives of the study:

- Noticing the role of public relations in the hotel sector in Jeddah and avoiding crises before and during it happens.
- Knowing the strategies used by public relations in the hotel sector in Jeddah City during dealing with crises.
- Knowing the most important obstacles that face the public relations in the hotel sector in Jeddah City.

Methodology :

This study is related to the research that depends on the evidence survey method for the hotel sector in Makkah region, specifically the Jeddah city.

Sample:

The study sample is confined to the groups of four and five star hotels in Makkah region (Jeddah city), with ten hotels with public relations department.

The most important results:

- Using scientific methods and researches in dealing with the crises stages came at the top of the chart with a rate of 87.67%,
- The study showed that applying the abilities of departments and workers in the hotel of the plans laid by the public relations department for managing crises came in on top by 83.67%.

Recommendations:

- Attracting qualified and specialized staff in the field of public relations to work in the department of hotel public relations.
- Specifying the duties and responsibilities of each department in order to avoid duplications in the work of the public relations department with other departments.

Keywords: Public Relations, managing crisis.