



The influence of Tourist Media on Accessible Tourism at Five-Star Hotels in Cairo

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ABSTRACT

Tourist media is one of the most critical communications that is used by tourism operators and hotel establishments, to be used to target tourists to introduce them to the product, touristic attractions and services provided by hotel establishments. It influences the behaviour of tourists to decide to buy trips and hotel establishments booking, including the marketing requirements of hotels to attract the segment of accessible tourism. This study aims to give guidelines to public relations managers in five-star hotels in Cairo concerning the tourist media and makes the vision clear in the media mission addressed to the target audience to encourage accessible tourism in the Cairo hotel establishments.

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1. Introduction

The media communication art is considered one of the essential means of stimulation for tourists and what is meant here category of accessible tourism (people with special needs and elderly). These tourists are the main sources of increasing the national income of the developing countries (Al-Saif and Al-Harby, 2011).

The world tourism organisation has reported that more than 10% of the total number of tourists worldwide is with special needs. The international labour organisation estimated in a report (2013) that the number of people with special needs is more than 610 million. One million people live in the Middle East (Al-Ahram Gate, 2013).

The United Nations data at the end of 2018 recorded for the first time that the number of elderly people exceeded the number of children and indicates that the number of the Earth's population that has surpassed the age of 65 is equivalent to 705 million and based on population statistics show the elderly over the age of 65 will

increase until it reaches a quarter of the population in 2040.

This category represents 20% of the total international tourism movement. Still, these categories refrain from travelling and prefer to stay in their country due to the lack of the necessary preparations and capabilities in the host countries (United Nations, 2019). Therefore, touristic media should have an essential role in attracting these categories to ensure the validity of the proposed model about improving the brand image of five-star hotels. This study aims to achieve the following objectives: (1) to determine whether technological innovation has a role in supporting the brand image of five-star hotels in Egypt; (2) to examine the antecedents of customer satisfaction and loyalty toward hotel technological innovation and to examine whether interaction effects exist between these two factors; finally (3) to examine the mediating role of both customer satisfaction and loyalty between hotels' technological innovation and its brand image.

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2. Literature Review

2.1. Tourist Media and its importance

Media stimulates the senses, and the expansion of perceptions has accompanied the technical and economic development of trade and has created large areas in tourism and leisure (Nigel and Annette, 2001).

Also, media is the transfer of knowledge, information; intellectual; and behavioural cultures through different media and tools (visual - read - audio) and means of publication to influence the masses (Rhona, 2005; Lewis, 2006).

Tourist Media is all the efforts of the media objective and non-personal and intended by the official or informal authorities to improve the image of tourism and the call to prepare and transfer a message in order to create a tourist awareness or development tourism image of a region of what markets and masses using the media in order to attract the attention of tourists and push them to engage in tourist activity (Nouval, 1999; Nigel and Annette, 2001; and Nigel and Annette, 2015).

Tourist Media is a key factor in the promotion of tourism and definition of what country contains tourist landmarks whether natural or historical, or hotels or any other aspect of tourist attractions, as well as advertising by giving the correct and bright image of the country and presenting it to the world by using all media and communications advanced films and advertisings capable to attract foreign tourists and citizens of the country (Christian, 2001; John, 2002; and Lewis, 2006)

Also, Hegab (2002), defined tourist media as it is one of the specialised media forms to provide the public with all the facts and correct news and sound information on topics, and problems related to tourism in an objective manner without distortion to develop the tourism awareness of the public on the one hand, and to attract the largest number of people to live away from their country, on the other hand.

Al-Saif and Al-Harby (2011) defined tourist media as an intended communication effort based on specialised experts to provide the public with various tourist information and news about the tourism programs. Therefore, tourist media is necessary and pivotal to the hotel and tourism industry. It also has a positive impact on tourism promotion and its effective role in the tourism development process (Marianna, 2016).

2.2 Tourist Media Objectives

The objectives of tourist media are many, including:

Social Objectives: Tourism information supports the social orientation towards the tourism industry and works to prepare the society to accept tourism by the concept adopted by the highest levels in the country; in addition, it promotes the respect of citizens of tourism of all types and deals with them (Christian, 2001).

Economic Objectives: Tourism Information plays a leading role in reviving the positive investment of the tourism industry in supporting the national economy and introducing the investment opportunities available in various fields of the tourism industry. It also promotes the principle of partnership between the Ministry of Tourism and all sectors of society related to the tourism industry (Duncan, 2004).

Environmental Objectives: tourism media supports the positive approach to dealing with the environment in the tourist areas and the definition of the components of eco-tourism in the country, in addition to developing public awareness of the methods of optimal use of tourism products (Paddy, 2007).

Cultural Objectives: It aims to promote the cultural and material heritage of the country and support the respect of non-citizens for the privacy and culture of the community. It also encourages the preservation of traditional arts, industries, and crafts (Marianna, 2016).

National Objectives: It is to instil the spirit of belonging among citizens and highlight the civilised face of the country and motivate the motivation of turnout in domestic tourism, in addition to working to facilitate social harmony between different levels of urbanisation in society (Vivian, 2016)

2.3. Conditions for the Success of tourist media in the tourism and hotels Sector

Tourist media messages must meet certain conditions, which can be summarised as follows to find their way to success (Nigel, 2001; Rhona, 2005):

1. Good taste and fitness in the content concerned with messages to communicate with the masses and diverse communities with a different cultures.
2. Flexibility and intelligence, because tourist media is an innovative activity that needs

proper planning, taste in presentation, presentation, and flexibility in implementation to meet competitors and raise the level of media competition.

3. The accuracy of the presentation of the tourist product or tourist service and the related features of the touristic statements and the required data of the sound about everything related to the requirements of the tourist product.
4. Tourist media depends on the free circulation of information materials and the facilities of freedom of movement of persons, so it is necessary to know the laws related to the media in particular and the laws on tourism in general.
5. Tourist media can't be fast, but it depends on perseverance, activity, diligence, and the ability to withstand competitors.
6. Dependence on the media bases and extensive studies of international markets and imported tourists and exporters and their potential and compare the prices provided by the prices of the same country, with the location of geographical account and the impact of transport.
7. Know the nature of the masses to whom media messages are directed in terms of gender; level of culture; customs; traditions; collective concerns; and prevailing social conditions.

2.4 Tourist Media Functions and Means

The functions of tourist media are to develop a media plan that reaches all groups of the public and influences them in favour of tourism and achieves benefits for both parties and monitor the prevailing trends in international tourism and try to keep pace with the media and competition (O'Guinn and Allen, 2015, and Marianna, 2016). There are many tourist media means used when contacting customers (James, 2000).

First is visual means (television and cinema). The visual means of the most powerful media are persuasive ability to use sound, image, colours, motion, and sound effects, which stimulates the senses of hearing and sight together, thus increasing the effectiveness of the effect on the recipient, and the distribution of tourism materials provided through television and cinema as follows:

- Documentary films in television and cinema: it is necessary to take into consideration the famous tourist destinations to assign these advertisements to local media organizations,

tourism, customs, and traditions (paddy, 2007). The adoption of animated images and fixed for the tourist product because it is the fastest way to inform viewers of the nature of the product, which gives credibility to the announcement (Al-Saif and Al-Harby, 2011). Governmental travel agencies and hotels often resort to documentary films broadcast on television in an effort to increase tourist activity in the country, so the documentary film is characterized by the generality of the tourist film (Al-Bakri, 2004; Kotler et al., 2018).

- TV Programs with the spread of specialized satellite channels in the field of tourism, there has been an increase in the importance of television tourism programs that deal with different tourism topics (Habib, 2001).
 - Tourist News on TV: the Public Relations and Media department at the hotel establishment has the task of communicating with the media and providing the television stations with information about its activities, photos, and the dates of launching the tourist activities related to the hotel establishment. These activities are promotional activity that is not paid for (Metti, 2008).
 - TV Messages is a mini-program which covers the events of tourism events such as (exhibitions -festivals - conferences), and is contracted with the television channel to implement and pay the return, either in the form of physical or in the form of channel sponsorship for the occasion and is hosted by some organizers and tourists to convey their views and impressions of the occasion in addition to the presentation of various clips for the occasion to introduce viewers and urged them to visit these tourist places (Mahmoud, 2002; Rhona, 2005).
- The second is an audio device (Radio). The most important feature of the audio means that we can hear while doing any other work (Imam, 2009). Radio advertisements add music and sound effects to be attractive (Hilliard and Robert, 2003). There are many types of radio advertising used in the field of tourism, including direct advertising; tourist radio magazines; and tourist radio investigation (Habib, 2001 and Mahmoud, 2002).
- The third is printed Media (newspapers and magazines). Newspapers is characterized by the ability to deal with long-term tourism issues, as it allows more than other means to discuss tourism issues, and with the emergence of the specialized

press, many specialized tourist newspapers have appeared that can be used in the preparation of tourist media materials (Rizika, 2007). Many newspapers resort to publishing specialized tourist pages to meet the needs of the tourist reader; to attract advertisers with tourism activities; and to collect various travel articles for publication on one page (James, 2000). Magazines offer more detailed and extensive coverage of the tourism issue. The magazine audience is more cultural than the public. The official bodies responsible for tourism, such as tourism agencies and their bodies, issue special travel magazines (McCabe, 2009; Dado, 2014).

The fourth is social media which is the mega-trends that have greatly affected the hospitality and tourism system and has a significant role in social communication, traveller decision-making, and tourism operations and management at large (Al-Bakri, 2001; Law and Xiang, 2013). Hotel guests use social media to read reviews and ask for accommodation and recommendations, so hotels need to pay attention to social media. With the right strategy, all social media platforms have the ability to unlock the booking potential of your hotel by providing users with inspiration to travel. But it's necessary to know that every social media network is a little different and can serve different Goals, when it comes to active users, like, Twitter; Facebook; and Instagram dominate so hoteliers must have these platforms as part of their social media marketing strategies (Extrabrain, 2021).

2.5. Public Relations and Media:

Public relations departments at the hotels and resorts contact the important people like the journalists who cover hotels and resorts' products and services; media; broadcasters; artists; and the public figures that influence the opinions and views of the public (Chandana, 2000; Saleh, 2004; Ghareeb, 2007). The Public relations department always does its best to meet deadlines; exceed expectations; and respond to journalists' inquiries in a timely fashion, with smart content that they need (Al-jallad, 2003; Davis, 2003; Moloney, 2003).

2.6. The Communication Role

Communication is represented in the media. In order to facilitate the communication process and achieve it effectively, it is possible to use a variety of means, depending on the nature of the sender and the nature of the situation dictated by the

communication and informing him with a specific message (Hussin, 2008).

Among these is tourism, whose importance from the social point of view is evident as an effective means of intellectual communication between peoples to exchange cultures, customs and traditions in order to create an atmosphere saturated with the spirit of understanding and tolerance among them and thus the decision of peace between nations (Elane and Dupre, 2000; Morgan, 2001; Al-Bakri, 2004; McCabe, 2009; Scott, 2012; Hassanien and Dale, 2019). The importance of communication is to broadcast the information and services to the maximum extent of their target audience to influence them and convince them of the tourist product or hotel products and services (Carlson, 2015).

2.7. Tourist Communication

The word "communication" in this sense means interaction and participation. Tourist Media is part of every tourist communication. In addition to tourist Media, there are other activities included in tourist communication such as tourism publicity, tourist advertising, and tourism public relations, in addition to other activities such as tourism awareness and tourist education (Duncan, 2004).

2.8. Communication strategy within internal and the external hotel organization

The communication strategy in the hotel organization is one of the important factors in helping to identify ways and tools to contribute to the implementation and performance of the overall strategy of the organization. There are two types of communication that are internal communication and external communication in the hotel's establishments (McCabe, 2009). The hotel is connected to the outside world and the surrounding environment in order to improve its image in front of different audiences: potential and actual customers; suppliers; and shareholders. External communication is a major activity usually carried out by the department of public relations in hotels (Carlson, 2015). It contributes to increasing effectiveness and efficiency of administrative performance and better investment of resources in hotels and plays an important role in media; marketing; and exchanges the experiences (Scott, 2012).

2.9. The importance of external communication in the hotel establishments

The hotel establishment works to be related to its external audience based on mutual understanding and therefore seeks to develop its external communication media because of its importance in the formation of this relationship (Cameron et al., 2008). External communication works to achieve the fame of the hotel establishments and create a positive image in front of the public with focus, develop and ensure the spread of the models of the hotel establishment from the name of the hotel and its brand and participate in events such as exhibitions and conferences which increase of hotels fame (Birchfield, 2008). It provides the information that the outside public wishes to know about the hotel establishments through the tools of external communication relations with media; journaling; and public relations (Saleh, 2004, and Abu Selim, 2006). It defines the public opinion about the hotel services, products; policy; and evaluates them through posters and leaflets (Abdallah, 2011). The tools of external communication like visits and exhibitions ensure a good reputation and highlight the role of the hotel in the community, and the external communication service aims to determine the public opinion about the service or product through various methods, such as field research and opinions (Trica, 2016).

2.10. Media Effects

The media is associated with a group of influences that affect many important aspects of life, and they are divided into the following:

- Economic Effects: By activating the role of media, in participating in economic development, by motivating the people to buy new products (Mullins, 2000).
- Social Effects: the variety of media tools that are used in communicating with individuals, like newspapers and television, and the media may also use methods that help convince people of many ideas, like buying certain items, and thus the media have a significant impact that contributes at influencing on the society (Dado, 2014).
- Political Effects: for example, the use of media in the electoral campaigns of election candidates, and advertisements contribute to

providing important support for candidates for political positions, and thus media missions that help focus on the achievements of the candidate, contribute to enhancing his chances of success in the elections. Thus, the intervention of the media has a prominent impact on political life in countries (Mselle, 2009).

3. Methodology

The data collection technique of the study is a questionnaire; it has been designed and distributed in five-star hotels in Cairo (28 hotels according to Egyptian Hotel Association, 2020), to obtain information from public relations managers in these hotels, concerning the tourist media and, accessible tourism in the hotel establishments. The data was analysed by implementing the Statistical Package for Social Sciences program (SPSS Version 25, 2017).

4. Finding and Discussion

The responses which were obtained by the questionnaire are analysed and present the results of the study and test hypotheses, obtained through the use of some of the statistical methods available in the statistical package for social sciences (SPSS V.25).

4.1 Reliability of questionnaire analysis

The reliability of an instrument is the degree of accuracy and consistency with which it measures whatever it is measuring (Oluwatayo, 2012). The Cronbach's Alpha reliability was computed for the questionnaire items and the tests showed that the reliability coefficients for all the sections were above 0.81 which indicates that the instrument is reliable for being used.

4.2. Descriptive Analysis

This part aims to identify the characteristics of the sample, its diversity, and its ability to represent the community of the study, in order to reach through it the best results that can be generalized. The descriptive statistics showed that the majority of respondents are male at a percentage of 72%, while the number of female respondents is at a percentage of 28%. Ages varied from less than 30 years to more than 50 years. 4% of the respondents were aged between 21 and 30 years old; 48% of respondents aged between 31 and 40 years old; 32% of respondents between 41 and 50 years old; and 16% of respondents over the age of 50 years. The level of education is 76% had Bachelor's

degree; 16% were having master's degree, and 8% of the respondents have PhD degree. Table (1)

shows the demographic data of the respondents (public relations managers) (n=25).

Table 1:

customers' response rate

| Demographic data | | Frequencies | Percentages |
|---------------------|-------------------|-------------|-------------|
| Gender: | Male | 18 | 72% |
| | Female | 7 | 28% |
| Age: | 21-30 | 1 | 4% |
| | 31-40 | 12 | 48% |
| | 41-50 | 8 | 32% |
| | More than 50 | 4 | 16% |
| Level of education: | Bachelor's degree | 19 | 76% |
| | Master's degree | 4 | 16% |
| | PhD degree | 2 | 8% |

4.3. The nature of accessible tourism in hotels

Table (2) shows that 80% of the five-star hotels in Cairo annually receive from 21 to 50 accessible tourism tourists, and 20% of these hotels annually receive between 11 to 20 accessible tourism

tourists. This confirms that five-star hotels in Cairo, receive few accessible tourism tourists annually. This indicates that the five-star hotels in Cairo require providing tourist media to attract large numbers from this category

Table 2

The ranges number of accessible tourism tourists in hotels yearly

| The ranges number | Frequencies | Percentage | Mean | Standard Deviation |
|-----------------------|-------------|------------|------|--------------------|
| From (1- 5) tourists | 0 | 0% | 3.80 | 0.40 |
| From (6- 10) tourists | 0 | 0% | | |
| From (11-20) tourists | 5 | 20% | | |
| From (21-50) tourists | 20 | 80% | | |
| Total | 25 | 100% | | |

4.4. The Media Applications that Attractive to the Accessible tourism

Table (3) shows that the mean of statement (1) is 3.24 and the standard deviation is 1.53. It means that these hotels need to pay attention to social media to attract accessible tourism tourists that agree (Extrabrain, 2021). The mean of the statement (2) is 3.16 and the standard deviation is 1.31. These results indicate the lack of tourism programs conducted by hotels to promote accessible tourism tourists. This may be due to the small number of accessible tourism in the tourist groups. The mean of statement (3) is 3.48 and the standard deviation is 1.12. This means that only the minority of these hotels is done assigns the mission of promoting the accessible tourism facilities in the hotel to the specialized companies. The mean of statement (4) is 3.44 and the standard deviation is 1.32. This means hotels don't care about making media propaganda. This does not agree with the opinion of (Lewis, 2006), who told that tourist

media is particularly evident in the promotion and attraction of tourism, and plays a vital role in convincing the tourist to come to the country, also (Nouval, 1999) pointed out that, tourist media is to attract the largest number of tourists, encourage internal tourism, and increase tourism revenues is the most important goals of tourist media. The mean of statement (5) is 4.36 and the standard deviation is 0.70. the T.V tourist programs unfortunately the percentage of acceptance was 0% and this does not agree with the opinion of (James, 2000), who reported that the visual means like T.V is the most powerful media, and have the ability to persuade using sound, image, colours, motion and sound effects, which stimulates the senses of hearing and sight together, thus increasing the effectiveness of the effect on the recipient, and television attracts different age groups. Also, Habib (2001) adds that with the spread of specialized satellite channels in the field of tourism, there has been an increase in the importance of television

tourism programs that deal with different tourism topics. The mean of statement (6) is 4.20 and the standard deviation is 0.86. The acceptance was just 4% which means the hotels don't care about organising conferences; parties; and seminars, specialized in accessible tourism, and inviting in it Artists, decision-makers, celebrities and (writers, media persons, and journalists) tourists, to promote accessible tourism, which doesn't agree with

(Abdallah, 2011) who referred to the importance and role of public relations in the hotels to invite personalities who have the power to guide the opinion in their countries and influence and hosting them and take all the facilities for the organization of the procedures of the visit, and arrange their stays, such as tourist writers and journalists, and head of the travel agencies, to establish friendly relations with the media and the press.

Table 3

The tourist media applications that are attractive to the accessible tourism at five-star hotels in Cairo

| Questions | | SA | A | N | D | SD | Mean | Std. Devi. |
|--|---|----|----|----|----|----|------|------------|
| The hotel uses social media and promotional films for accessible tourism. | N | 6 | 2 | 3 | 8 | 6 | 3.24 | 1.53 |
| | % | 24 | 8 | 12 | 32 | 24 | | |
| The hotel management makes tourist programs and entertainment activities for the guests of accessible tourism and promotes it in the various media. | N | 3 | 5 | 7 | 5 | 5 | 3.16 | 1.31 |
| | % | 12 | 20 | 35 | 20 | 20 | | |
| The hotel management assigns the mission of publicity of the accessible tourism facilities in the hotel, to the specialized companies | N | 2 | 2 | 7 | 10 | 4 | 3.48 | 1.12 |
| | % | 8 | 8 | 28 | 40 | 16 | | |
| The number of Accessible tourism guests increased after the hotel made media propaganda about accessible tourism | N | 3 | 3 | 5 | 8 | 6 | 3.44 | 1.32 |
| | % | 12 | 12 | 15 | 32 | 24 | | |
| The hotel's public relations department participates in the T.V tourist programs to promote the hotel's facilities and services for the accessible tourism | N | 0 | 0 | 3 | 10 | 12 | 4.36 | 0.70 |
| | % | 0 | 0 | 12 | 40 | 48 | | |
| The hotel organizes conferences, parties, and seminars, specialized in accessible tourism, and invites decision-makers, celebrities, tourists, etc. to promote | N | 0 | 1 | 4 | 9 | 11 | 4.20 | 0.86 |
| | % | 0 | 4 | 16 | 36 | 44 | | |

Table 4

Independent Samples T-Test between the number of tourists with special needs and tourist media application in five-star hotels in Cairo

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | |
|--|-----------------------------|---|-------|------------------------------|-------|-----------------|
| | | F | Sig. | T | Df | Sig. (2-tailed) |
| The hotel uses social media and promotional films for accessible tourism | Equal variances assumed | 2.236 | 0.148 | -1.395- | 23 | 0.007 |
| | Equal variances not assumed | | | -1.134- | 5.072 | 0.007 |
| The hotel management conducts tourism programs to promote accessible tourism | Equal variances assumed | 1.055 | 0.315 | -.678- | 23 | 0.001 |
| | Equal variances not assumed | | | -.572- | 5.221 | 0.001 |
| The hotel management assigns the task of promoting the accessible tourism facilities in the hotel, to the specialized companies. | Equal variances assumed | 0.006 | 0.940 | .262 | 23 | 0.006 |
| | Equal variances not assumed | | | .263 | 6.192 | 0.006 |

| | | | | | | |
|--|-----------------------------|-------|-------|---------|-------|-------|
| The number of Accessible tourism guests increasing after the hotel making media propaganda | Equal variances assumed | 1.942 | 0.177 | -1.219- | 23 | 0.035 |
| | Equal variances not assumed | | | -.949- | 4.918 | 0.035 |

Table (4) shows that the level of all significance is less than 0.05, which means that there are significant differences between the number of accessible tourism tourists in five-star hotels in Cairo yearly and the tourists' media that these hotels used. The hypothesis of the study, "There is not enough of interest in these hotels to use of tourist media and its various means, which negatively affects the on the attraction of large and increasing numbers of accessible tourism", is accepted and the zero hypothesis is rejected. It means the number of accessible tourism guests increases after the hotel uses social media and promotional films; conducts tourism programs; assigns the task of promoting the accessible tourism facilities in the hotel, to the specialized companies; and makes media propaganda

5. Conclusion

Tourist media plays an important role as a promotional tool in presenting the products and services offered by hotels, as well as covering important events related to these hotels. It has an effective impact in attracting the segments of accessible tourism to the demand for hotels and reservations. the public relations department in the hotels supplies all the necessary information about services and products related to accessible tourism in those hotels and sends it to those in charge of the tourist media, which promotes all these services and products by using its various means for attracts the target market segments of accessible tourism tourists. The role of the public relations department inside hotels is communicated to the tourist media for the success of the hotel. Also, the study clarifies the importance of the close relationship between both the public relations department in the hotel and the tourist media.

6. Implication

The importance of the study is due to shedding light on the important role of tourist media to attract and increase the number of accessible tourism tourists by using the following:

- The Egyptian state conduct conferences and forums on a large scale and periodically for accessible tourism , and broadcast them as many

television channels as possible, provided that all these events include those with decision-making from officials, industrialists and academics from scientific research in this speciality, tourist associations, press writers in the field of tourism, to discuss obstacles to accessible tourism and work on a continuous and updated solution, provided that it is held each time in a different hotel from the qualified hotels, to also promote those hotels.

- Inviting the ministry of tourism and especially the Egyptian Authority to Activate Tourism to a group of well-known media bloggers on social media to visit hotels in Egypt and write about the availability of various means of accessible tourism in hotels through strong media mission directed to the various targeted tourism markets.
- Within the framework of disseminating the media mission for accessible tourism, inviting hotels to some media TV channels in the Media Production City and famous actors to shoot short films about accessible tourism in hotels, and highlighting the hotel services available to them.
- Societal participation from private tourism associations in disseminating the media mission on accessible tourism through seminars, workshops and touristic competitions, especially the Tourism Writers Association.
- Participation of the Tourism Press Division of the Journalists Syndicate in the process of conveying the media mission for accessible tourism to all media streams in Egypt.

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