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Did technology Outshined Personal Sales techniques; PR tools and how do they relate to guest choice of budget hotels in Egypt.

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Abstract

The goal of this study is to enhance the effectiveness of PR management role in economy hotels as one of the modern trends, efficient leading functions that offer an opportunity for adapting to changes and needs of modern market and setting new profitability goals.

The research covers the qualitative and quantitative easement of PR' implementation within the limits of communication strategy in economy hotels in Greater Cairo. Using a questionnaire form distributed among a sample of PR managers and employees together with a sample of guests, the researchers tried to explore the most effective PR tools and how do these relate to guest choice of the hotel of residence.

Key words: PR Practices, technology, PR Tools, PR staff of budget hotels, hotel choice.

Background

Economy hotels is a growing segment of the hotel industry. These properties focus on meeting the basic needs of guests by providing clean, comfortable and inexpensive rooms. Economy hotels appeal primarily to budget travelers who want rooms with all amenities required for a comfortable stay without the extras they do not really need to pay for. Many economic properties do not provide food and beverage service. Also, these properties do not usually offer room service or many facilities found at mid-range and

luxury properties. Thence these properties need to augment public relation practices to be recognized. (Bennett et al., 2007).

As the global tourism landscape continues to change, so does the hospitality industry. The rising number of middle-class travelers, business travelers and travelling families has led to a boom in the number of economy hotels, also known as select service hotels Soliman (2005) especially with the Covid 19 in our rear view mirror.

Organizations are effective when they have the expertise needed to respond to threats and opportunities in their environment. Although the necessary knowledge varies from situation to situation, organizations typically maintain expertise in several crucial management functions. Today, more and more organizations seem to depend on PR, Dozier et al., (2005). Ehling. (2009) explained that the PR / communication management is broader than communication technique and even than specialized PR programs such as media relations or publicity. Hillsdale. et al. (2009) highlighted that PR and communication management describe the overall planning, execution, and evaluation of an organization's communication with both external and internal publics—groups that affect the ability of an organization to meet its goals.

2- Review of literature

2.1 Future of low-cost lodging

The small hotel's future depends on focusing on its strongest suit and area of expertise. It also depends on the high-quality, unique, and personalized approach to hotel management that many customers and staff may prefer over the massive unit

and large organization. However, occasionally the tiny hotel may also need to adopt some of the benefits of the larger one (Medlik and ram, 2000).

Additionally, according to Kamara (2002), the hotel industry's cheap hotel segment is a well-known and expanding one. They only started to gain popularity in the last twenty years or so, but they have already gotten a sizable share of the market. They primarily target a market sector that has recently emerged customers with little financial resources. In the upcoming years, this share is projected to rise. While luxury guests can choose to switch to a more affordable hotel depending on the situation, the budget clientele typically does not have the opportunity to do so.

. In most industries, small businesses compete against giant corporations, and the small hotel industry is no exception. Its potential for growth is constrained because it can only raise a small amount of investment capital from both internal and external sources. Due to its limited resources, it is forced to rely more on individuals than on organizations for the majority of its sales. It indicates a modest buyer in the market and is unable to make large purchases. It can be incapable of managing staff effectively, unable to pay for specialists, and providing employees with few opportunities for advancement. Due to the tiny amount of business it generates and the narrow range of items it offers, it is susceptible to pressure from outside sources. In other words, the little hotel is not afforded the same benefits from size as the large one (Medlik and Ingram 2000).

According to Cooper et al. (1999), who studied the growth of economy hotel facilities, the overall standard of bedrooms in the lower-priced sectors has increased dramatically over the past 20 years. With the expanding influence of low-cost technologies, the quality gap between this sector of the market and that given by mid-to upper-sector hotels (three to five stars) has significantly narrowed in terms of physical product terms. In much of the lodging range, it is realistic to expect amenities like en-suite bathrooms, hot beverage dispensers, international direct dialing (IDD) telephones, and satellite television services to be standard. Properties at all levels and concurrently are getting access to new advantages (fax, internet).

The establishment of consulting services for these hotels by national hotel associations and by tourism boards has been the second major development for economy hotels. To provide small hotel operators with helpful counsel and direction, the service was set up as a small team of consultants. According to Medlik and Ingram, this service serves the same purpose for each hotel as a management services department would for the units or departments of a major business (2000).

Small hotels can gain more from inter-hotel comparison surveys than larger ones, according to the same authors, who also noted that this is because they can compare their own performance to that of other hotels that share their features and pinpoint specific operational flaws.

Regarding the work of the front office and reception, regardless of the type or size of the hotel, the division has one fundamental function within the purpose of the

business. The goal of this duty is to rent out rooms profitably. The goal of their operations is to sell the rooms profitably so that their business remains solvent, whether we are talking about the smallest hotels like the ship or the largest like the international, as stated by Braham (1985).

In small businesses, one employee would often handle all desk-related tasks. For instance, a day clerk would handle check-outs in the morning, post charges to guests' accounts, notify visitors, handle registration and room assignment for new arrivals, and offer associated services. After that, a night clerk would finish the guest billing, check the day's guest accounting, and do similar duties. The hotel manager would probably be in charge of overseeing the front desk employees, possibly with the assistance of a chief clerk (Renner, 1993).

A manager oversees all areas of business at a small hotel, according to Chakravarti (2006), who also noted that the organization is straightforward. The workers can relate their job to other departments, and communication is clear and simple. Here the reception will have a number of tasks to carry out. They will perform a range of tasks in addition to checking guests in, such as serving as a secretary, telephone operator, and even a porter.

Additionally, the same author noted that the responsibilities of the reception area vary greatly from hotel to hotel. The size, location, and sort of business that the hotel draws will all have a significant impact on the range of jobs available. In a small hotel, the receptionist will be responsible for handling letters, accounts, and frequently serving as the manager or owner's assistant.

According to Stutts and Wortman (2006), the front desk's main duty is to offer the hotel's visitors the finest service possible. The front office is also in charge of managing payroll, supplies, and reservations, as well as coordinating information on room availability.

2.2 An overview of public relation

The PR Society of America (PRSA) indicated that the early 20th century marks the beginning of the formal practice of what is now popularly referred to as "PR." Since then, PR is defined in a variety of ways, with the term frequently altering in tandem with changes to PR's functions and technological advancements.

Early definitions placed a strong emphasis on press coverage and publicity, however more recent definitions include the terms "engagement" and "relationship development." The PRSA established the concept listed below in 1982: "PR helps an organization and its publics adapt to one another." Several decades later, a more up-to-date definition of PR was created, and it is still in use today. It states that PR is a strategic communication process that fosters relationships between organizations and their target audiences. "The art and social science of analyzing trends, predicting their effects, advising organizational leaders, and implementing planned programs of action which will serve both the organization and the public interest" is what public relations (PR) is, according to Wikipedia. The PR Association. a strategic management role that enhances an organization's value by assisting in reputation management. – The Figureered Institute of PR Today, PR plays a significant role

in marketing. PR refers to the entire process of fostering goodwill toward a business entity and securing a positive public perception of the company. It fosters an environment that is helpful for doing business. PR, in the words of Edward Barney, "are the attempt to engineer public support for an action, a cause, movement, or an institution by information, persuasion, and modification."

PR has been developed as a managerial function by Mr. John E. Marston. It follows that PR are a form of communication since, in his words, "PR are the management function which evaluates public attitudes, identifies the policies and procedures of an organization with the public interest, and executes a programmer of action and communication to earn public understanding and acceptance." Like advertising, PR focuses on target audiences. Engel, Warshaw and Kinnear who are marketing communication experts have identified five significant targets for PR efforts- a) Customers, b) Employees, c) Suppliers, d) Stock Holders and e) Community.

At its foundation, public relations (PR) is about persuading, involving, and developing relationships with significant stakeholders across a range of media in order to mold and frame public view of an organization. PR includes the following as well: a) predicting, examining, and interpreting public opinion, attitudes, and issues that could have an impact, favorably or unfavorably, on the organization's operations and plans. b) Giving advice to management at all levels of the company regarding policy choices, courses of action, and communications, including crisis communications, while taking into account their effects on

the public and the company's social and civic duties. c)
continuously undertaking research, conducting programs of
action, and reviewing communications to attain the educated
public awareness required for an organization's goals to be
successful. d) managing content production to increase
consumer engagement and provide leads.

2.3. Public Relation functions

PRSA lists the following as some of the disciplines or
functions within PR: a) Corporate Communications; b) Crisis
Communications. Executive communications, internal
communications, investor relations communications,
marketing communications, integrated marketing and
marketing communications, media relations and content
creation, events, social media, multimedia, reputation
management, speechwriting, and brand journalism are
among the other communication disciplines.

2.4. The impact of modern communication on PR marketing

Masoud's (2013) study, which used a methodological case
study and selected a sample from 4 institutions, examined the
websites of those institutions. The most crucial efficiency
standards adopted by these websites were the presence of e-
mail and the update of the site as well as the use of new
technology in all its means of design, colors, and mobile
advertising, immediacy in modification, and response to the
needs of the public. These standards were determined by
selecting an available sample of twenty-one PR practitioners

and a sample of 400 people from the target audience of these institutions.

2.5. The importance of using the Internet in PR

The significance of using the Internet in PR has been supported by numerous studies, including one conducted by Haniyeh Muhammad (2008). the application on a stratified random sample strength 60 Foundation, by 30 institutions from the governmental sector, and the other 30 from the private sector, by 203 practitioners of PR, with the aim of identifying the level of importance of using Communication technology from the perspective of practitioners of PR, the proficiency degree of their use, the areas of employment, and its impact on performance in PR. The study by Mai el Khaja (2007), which sought to provide a theoretical framework on the benefits and potential roles offered and provided by the use of the Internet in PR application on a sample of 100 practitioners of PR institutions in the UAE's governmental, private, and joint sector, revealed that the network Internet aids in media coverage because it serves as the primary source of significant events and can be used in the creation of institution-specific web pages. The Internet is a means of communication with resources, holding meetings and conferences remotely with target audiences, as well as being an interactive medium of communication. It also serves as a means of communication with delegates and reporters to build good relationships with them and with the quality of the public dealing with institutions.

2.6 Advantages of using the Internet in PR

The study by Gregory, A. (2004) sought to understand how to use the internet as a means of communication in public relations by applying it to PR for a global company. It looked at the interactive nature of online communication, which is characterized by speed, transparency, shorten the time, lower cost, and achieve competitive advantage. It also explained that using the internet, as a communication tool is an extension of conventional methods of communication where the electronic media is used.

2. 7 The PR communication means via internet

A - E-mail

The primary method of contact preferred by public relations professionals has been email.

A study by Kirat, M. (2007) that examined how to use the internet in public relations to reach target audiences on a sample of 24 governmental and private organizations in the Emirate made it clear that e-mail, intranet, Web sites, and CD-ROMs have developed into crucial strategic tools for PR departments as the general public has grown more educated and intelligent. Additionally, the Curtis, L., Edwards, C., Fraser, K., Gudelsky, S., Holmquist, J., Thornton, K. & Sweetser, K. (2010) study, which examined how 409 PR professionals in non-profit organizations used social media and modern technology, revealed that social networking and blogging are the next most popular forms of internet communication after e-mail.

B – Websites

The study by Steven, T. (1999), which sought to understand how PR practitioners in the regulatory environment benefited from the databases and information services available on the Internet before participating in decision-making in their organizations, relied on conducting central personal interviews with PR practitioners in twelve of the major American organizations. He study discovered that PR professionals were successful in utilizing the services offered on the organizations' websites to create their informational roles as they worked to provide the administration with data for the decision-making process. PR professionals emphasized that the more successful the databases made them feel, the more power and influence they felt within the organization.

According to a study by Sommerfeldta, Kent, and Taylor (2012), which examined some of the reasons why active organizations do not incorporate conversational features on their websites through interviews with 13 PR professionals, website communications are more successful when they are related to the events of a particular issue. Additionally regarded as essential PR tools, websites.

C- Social networking sites

Numerous studies have looked at the value of social networking platforms for reaching out to the institution's audience online. Including a study by Valentini, C. (2010), which sought to gauge the perceptions of Italian PR professionals regarding social networks and their influence on journalists investigate the need to develop relationships between PR professionals and the media, particularly

journalists, by establishing social media channels of communication with them.

The majority of companies have benefited from the interactive feature on its front page on Facebook, according to Salwa.elawadlly's 2012 study, which sought to determine the extent to which companies operating in Egypt use social networking sites in their marketing campaigns. It also described these networks in terms of form and content, highlighting the significance of these sites as sources of information. Businesses also introduced themselves to customers through their Facebook and Twitter profiles.

The study from Oslo by Alikilic, O. and Atabek, U. (2012) examined how PR practitioners might use social media technologies both internally and outside. The role of social media in the profession of public relations is widely appreciated by Turkish PR practitioners, according to a study conducted on a sample of 621 Turkish PR Association members. They placed it first, then e-mails and websites came in second, and finally, mobile phones came in third.

D- Blogging

According to a study by Gillin, P. (2008) that examined the effects of new media and communication technologies on the PR industry, blogging and short online videos have emerged as the most well-known and significant ways for PR professionals to reach their target audiences. Based on a number of factors, such as the standard of the content offered, activity levels, and interaction with the public and other parties.

The Wright, and Hinson, study (2008), which applied to a random sample of 328 PR practitioners with the goal of identifying the blogs and other forms of conversations, such as online forums and discussions, to practicing the profession of PR, found that blogs have altered how organizations communicate with their audiences, particularly the external audience

2.8 The importance of integrating modern and traditional communication means.

According to Lau, T., and Kuo, R.'s study from 2002, news releases are still mostly distributed by radio and print media rather than online. According to Wright, D., and Hinson, M.'s 2009 study, 85% of PR practitioners expressed the opinion that modern communication technology is compatible with traditional media including radio, television, and newspapers.

The Internet has an impact on how PR professionals perceive their own ability to make decisions, their responsibilities within firms, and their standing. Practitioner roles have been a hot topic in PR research ever since Broom and Smith's (1979) original five-role components were reduced to two manager-technician elements (Dozier & Broom, 1995). In 1998, Toth, Serini, Wright, and Emig discovered the emergence of a third agency position. Technology, such as the internet, according to Johnson (1997), blurs the lines between "managers" who are organizationally focused and "technicians" who are externally orientated. Others have discovered that manager and technician roles are not mutually exclusive and that hybrid roles exist, with managers, internals, externals, generalists or technicians, and

practitioners using the web in various ways depending on their hybrid role. (Leichty & Springston, 1996; Porter & Sallot, 2003) (Porter & Sallot, 2003). Although there has been extensive research on the use and applications of new technology in PR, such as the web (Callison, 2003; Esrock & Leichty, 2000; Gaddis, 2001; Hachigian & Hallahan, 2003; Hill & White, 2000; Kent, Taylor, & White, 2003; Newland & White, 2000; Springston, 2001; Wright, 2002), relatively little research has been done to determine the effects of practitioners' use of the web on their perceptions of their

2.9 Impact of new technologies on roles and power in PR.

Practitioners are frequently restricted to technician-type staff jobs, essentially creating educational materials at others' requests, without the authority to take part in strategic decision-making. However, the internet offers plenty of chances for professionals to play important decision-making roles within firms (Johnson, 1997; Porter, Sallot, Cameron, & Shamp, 2001; Springston, 2001; Thomsen, 1995; Wright, 2002). With the use of the web, practitioners can catch problems early, establish more proactive methods, and become independent as "information entrepreneurs" or "information brokers" (Thomsen, L.M. Sallot et al. / PR Review (2004). Practitioners utilize the internet to join the top "inner circles" of their organizations, which increases their authority and positions them for management (Porter et al., 2001). In some studies, practitioners were found to be slow to fully utilize the web for research, planning, or evaluation (White & Raman, 1999). In addition, despite

practitioners' recognition of the web as a useful tool for improving their organizations' reputations, the web was not seen as a top priority. White & Hill (2000). Because they were less adept at using and mastering new technologies than males, women in PR lost out on potential for empowerment presented by such innovations (Porter et al., 2001).

3- Methodology

The study population consists of managers and , employees ,of PR together with guests of the three-star hotels as shown in table (3.1).the research tool is a set of questionnaire forms that were developed based on literature review and revised by a group of academics and professionals. One hundred and ninety forms of questionnaires were distributed in 33 three stars hotel in Greater Cairo. For managers 33 forms were returned valid   , 47 for PR employees and 60 for economy hotels guests. The convenient sample technique was used in distribution. Dissemination took place between May and August 2021.

The questionnaires were distributed to the study sample. One hundred twenty eight questionnaires were retrieved with a recovery rate of approximately (90.90%), to analyze data, SPSS version 28 was used for this purpose. Statistical analysis methods used were percentages, weighted averages, Anova, Post Hoc Tukey and Kruskal Wallis test.

4- Results and discussion

Table (1) the impact of tools used to promote hotel sales

according to managers

Means and tools impact	Effective		Slightly effective		In effective		W.Avg	Rank
	Freq.	%	Freq.	%	Freq.	%		
Press media	15	30	8	26.66	7	23.34	68	6
TV campaigns	20	66.66	7	23.34	3	10	77	3
Radio campaigns	10	33.34	12	40	8	26.66	62	7
Periodicals	0	0	8	26.66	22	73.34	38	8
Hotel website page	21	70	9	30	0	0	81	2
Internet and S. network	30	100	0	0	0	0	90	1
Exhibitions	19	63.34	6	20	5	16.66	74	4
Personal sales camp.,	18	60	7	23.34	5	16.66	73	5

To explore the impact of the means and tools used to promote hotel sales, the previous table shows that the hotel's official page on social Internet and social networking sites ranked first unanimously (i.e., 100percent) answered effective in terms of its impact on increasing sales, as it is considered one of the most widely used and wide spread means. Hotel website page ranked second in terms of effectiveness on hotel sales. Seventy percent) answered as

effective and (i.e., 30percent) answered as slightly effective. Hotel website page is considered the mirror of the hotel seen by the customer, who can browse the hotel and explore it totally via the Internet. Television campaign is one of the audio-visual media that has a tangible impact on promoting sales. The results show (i.e., 66.66percent) define it as effective, while (i.e., 23.34 percent) from respondents rated as slightly effective and (i.e., 10 percent) from respondents rated it as not effective in term of sales activation. Exhibitions are considered one of the important means of PR in promoting sales. The manager's answers showed that (i.e., 63.34percent) answered as effective, (i.e., 20percent) answered as slightly effective and (i.e., 16.66percent) answered as not effective. Personal sales campaign is one of the important means in marketing because the sales message targets customer directly and always achieves good results .The managers answers showed that (i.e., 60percent) see it effective, (i.e., 23.34percent) see it slightly effective and (i.e., 16.66percent) see it not effective. Press media is one of marketing tools to increase sales. The managers answers showed that (i.e., 30percent) see it effective, (i.e., 26.66percent) see it slightly effective and (i.e., 23.34percent) see it not effective.

Radio campaigns is a widespread marketing means. The managers responses showed that (i.e., 33.34percent) answered as effective, (i.e., 40percent) answered as slightly effective and (i.e., 26.66percent) answered as not effective.

Periodicals: The managers answers show that (i.e., 26.66percent) answered as slightly effective and (i.e., 73.34percent) answered as not effective.

We note from the above mentioned that all these PR means and tools have an impact on sales in varying degrees, and one of the most important of these means is the hotels' page on social networking sites, followed by the hotels' official pages, the websites, then television in third place, and we can detect from the previous table the strong relationship between PR activities and technological progress in use of the Internet in marketing the hotel, as it is considered one of the modern and effective means of communication in the field of PR and represents a rich source of information. Exhibitions ranked fourth, personal interviews ranked fifth, press releases ranked sixth, radio ranked seventh, and periodical publications ranked eighth and last.

According to table (1), the calculation of weighted average shows, that ranking of tools used to promote hotel sales according to their importance "according to managers" is as follows:

1.   Internet and social networking sites
2.   Hotel website page
3.   A television campaign
4.   Exhibitions
5.   Personal sales campaign
6.   Press media
7.   Radio campaigns

Table (2) Ranking of tools used to promote hotel sales

according to managers

Means and tools	Effective		Slightly effective		In effective		W.avg	Rank
Degree of	Freq.	%	Freq.	%	Freq	%		

impact								
Press media	1	2.27	2	4.55	41	93.18	48	7
TV campaign	30	68.18	14	31.82	0	0	114	3
Radio campaign	12	27.27	10	22.73	22	50	78	5
Periodicals	10	22.73	10	22.73	24	54.54	78	6
Hotel website page	32	72.73	8	18.18	4	9.09	116	2
Internet and s. network	34	77.27	8	18.18	2	4.55	120	1
Exhibitions	20	45.55	8	18.18	16	36.37	92	4
Personal sales camp.,	1	2.27	1	2.27	42	95.46	47	8

The previous table shows the answers of PR department employees on the most common means used by the department to communicate with the public in terms of effectiveness as follows:

Internet and social networking sites ranked first with (i.e., 72.73 percent) answered effective, (i.e., 18.18percent) answered slightly effective and (i.e., 4.55percent) answered with not effective. Hotel website page ranked second with (i.e., 72.73 percent) answered effective, (i.e., 18.18percent) answered slightly effective and (i.e., 9.09percent) answered

with not effective. Television campaigns ranked third with (i.e., 68.18 percent) answered effective, (i.e., 31.82percent) answered slightly effective and (i.e., 0 percent) answered with not effective. Exhibitions ranked fourth with (i.e., 45.55 percent) answered effective, (i.e., 18.18 percent) answered slightly effective and (i.e., 36.37 percent) answered with not effective. Radio campaigns ranked fifth with (i.e., 27.27 percent) answered effective, (i.e., 22.73 percent) answered slightly effective and (i.e., 50 percent) answered with not effective. Periodicals ranked sixth with (i.e., 22.73 percent) answered effective, (i.e., 22.73 percent) answered slightly effective and (i.e., 54.54 percent) answered with not effective. Press media ranked seventh with (i.e., 2.27percent) answered effective, (i.e., 4.55 percent) answered slightly effective and (i.e., 93.18 percent) answered with not effective. Personal sales campaign ranked eighth with (i.e., 2.27percent) answered effective, (i.e., 2.72 percent) answered slightly effective and (i.e., 95.46 percent) answered with not effective.

From the respondents' point of view, the researchers' notes that social networking sites are ranked first because they are widespread and are considered a window on the hotel, from which the guest can browse through all the services, provided by the hotel and follow the hotel's news. Hotel website page comes in the second rank, then television in the third rank, exhibitions in the fourth rank, radio in the fifth rank , periodicals in the sixth rank , press media in the seventh rank and personal sales in the eighth and last rank.

On comparing importance of tools used by PR to communicate with the public by both managers and employees, the five top ranks were as follows:

1. Internet and social networking sites
2. Hotel website page
3. TV campaign
4. Exhibitions
5. Radio campaign

Notably, periodicals, personal sales campaign and press media came in the last three rank periodicals in the 6th rank, press media in the 7th rank and personal sales campaign in the 8th rank. Despite they were ranked differently between managers and employees, still their low rank showed how they are perceived as of less important as other tools. This looks logical since these tools are classic and cannot be compared to updated technology tools. To further investigate the case, Kruskal Wallis test for ranks was carries out to compare between tools suggested by managers and those suggested by employees.

Table (3) Kruskal Wallis test on tools suggested by employees and managers

Calculation Summary
H = (12/(N(N+1)) * (∑T2/n) - 3(N+1) H = 0.044 * 1156 - 51 H = 0

The H statistic is 0 (1, N = 16).
The p-value is 1. The result is not significant at p < .01.

As the test indicates, there are no significant differences detected among suggestions of employees and those of managers in reference to the preferred tools used by PR department.

Table (4) tools used by PR departments to communicate sales

PR tools importance level	Effective		Slightly Effective		ineffective		Total		W.ave	Rank
	freq	%	freq	%	freq	%	freq	%		
Press release	14	25.93	16	29.63	24	44.44	54	100	98	7
TV campaign	26	48.15	20	37.03	8	14.82	54	100	126	3
radio campaign	18	33.34	16	29.63	20	37.03	54	100	106	5
periodicals	1	1.85	1	1.85	52	96.30	54	100	59	8
Hotel website	17	31.48	15	27.78	22	40.74	54	100	103	6
Internet and s.net	32	59.26	22	40.74	0	0	54	100	140	1
Exhibitions	22	40.74	20	37.03	12	22.23	54	100	118	4
Personnel s.camp	24	44.44	30	55.56	0	0	54	100	132	2

blitz according to guests

The previous table shows the answers of the respondents about the most common tools used by PR according to their level of importance from guests' viewpoint as follows:

Internet and social networking sites came in the first rank with a rate of (i.e., 59.26 percent) said that it is effective, (i.e., 40.74 percent) said that it is slightly effective.

Personnel sales came in the second rank (i.e., 44.44 percent) said that it is effective, (i.e., 55.56 percent) said that it is slightly effective and No one answered negatively, ineffective, (i.e., 0 percent). TV came in the third rank (i.e., 48.15 percent) said that it is effective, (i.e., 37.03 percent) said that it is slightly effective and (i.e., 14.82 percent) said that it is ineffective. Exhibitions and targeted offers came in the fourth rank (i.e., 40.74 percent) said that it is effective, (i.e., 37.03 percent) said that it is slightly effective and (i.e., 22.23 percent) said that it is ineffective. The Radio came in the fifth rank (i.e., 33.34 percent) said that it is effective, (i.e., 29.63 percent) said that it is slightly effective and (i.e., 37.03percent) said that it is ineffective. Hotel website came in the sixth rank (i.e., 31.48 percent) said that it is effective, (i.e., 27.78 percent) said that it is slightly effective and (i.e., 40.74percent) said that it is ineffective. Press release came in the seventh rank (i.e., 25.93 percent) said that it is effective, (i.e., 29.63 percent) said that it is slightly effective and (i.e., 44.44percent) said that it is ineffective. Periodicals came in the eighth and last rank (i.e., 1.85 percent) said that it is effective, (i.e., 1.85 percent) said that it is slightly effective and (i.e., 96.30 percent) said that it is ineffective.

The researchers concluded that all the previous public relation tools have an effect in communicating with the guests and attracted them. This effect on the economy hotel sales. According to the previous table data shows that the internet and social networking sites came in the first rank of level of impact because nowadays the modern communication means delivers the advertising message to the target audience in the least time, speed and effort. Personal selling came in second place, and this confirms its importance and the importance of the personal skills that a PR officer must have in facilitating the task of sales staff and settling deals and providing guests with all the necessary information. Television came in third place, and it is considered one of the traditional means that have an impact since it has a wide spread. Exhibitions and targeted shows came in the fourth place. They target a specific segment directly. Radio is considered one of the traditional means, and has little followers now so it came in the fifth place. Press conferences also have a specific goal, as they always target tourism agents and representatives of whole sellers came in the sixth place. Press releases came in last place, as they are considered one of the oldest traditional means that have less spread and use currently.To further investigate the case, the researchers used statistical analysis in a trial to explore the hidden issues in the case as follows:

Table (5) One way Anova test on differences in views among guests, employees and managers regarding PR. tools in use.

Summary of Data					
Treatments					
Total	1	2	3	4	5
N 24	8	8	8		
$\sum$X 100	28	36	36		
Mean 4.167	3.5	4.5	4.5		
$\sum$X2 548	140	204	204		

Std.Dev. 2.4495 2.3896	2.4495	2.4495	

Result Details			
Source	SS	df	MS
Between-treatments 0.44444	5.3333	2	2.6667 F =
Within-treatments 6	126		21
Total	131.333	23	

The f-ratio value is 0.44444. The p-value is .647073. The result is not significant at p < .05.

As the test result indicates since (p=.647073) this assures there are no significant differences detected among three

groups of guests , employees and managers in reference to the type or tools used by P.R department. However, on comparing each two groups using Post Hoc Tukey shows different findings. Table (6) That follows reflects these findings. Post Hoc Tukey HSD (beta)

The Tukey's HSD (honestly significant difference) procedure facilitates pairwise comparisons within ANOVA data. The F statistic (above) tells whether there is an overall difference between sample means. Tukey's HSD test allows determining between which of the various pairs of means - if any of them - there is a significant difference.

Table (6) Post Hoc Tukey results on comparison between groups

Pairwise Comparisons	HSD.05 = 3.0870 HSD.01 = 3.9943 Q.05 = 3.5646 Q.01 = 4.6122
T1:T2 M1 = 3.50	
1.00	Q = 1.15 (p = .69716)
M2 = 4.50	
T1:T3 M1 = 3.50	
1.00	Q = 1.15 (p = .69716)
M3 = 4.50	
T2:T3 M2 = 4.50	

Q =	0.00	
0.00 (p = .00000)		
M3 = 4.50		

As the previous table indicates there are no significant differences among T1 and T2 groups, i.e., guests and employees (p=.69716), Moreover, the test also indicates there are no significant differences detected between T1 and T3 groups, i.e., Guests and managers. Surprisingly on testing T2 and T3, i.e., employees and managers significant differences were detected where (p=0.000) in reference to the tools to be used for promotions carried out by the PR department

Table (7) how did guests chose hotel of residence

Responses	Frequency	percent	Rank
Advertisement on social media	14	25.92	1
Website	12	22.23	2
Online booking sites	10	18.51	3
Personal offer and presentation	8	14.82	4
Travel agent	5	9.26	5
Recommendation from others	3	5.56	6

Press advertisement	2	3.70	7
Total	54	100	

The previous table shows the answers of economy hotels guests on how was the hotel chosen,(i.e., 25.92percent) of respondent said through advertisement on social media,(i.e., 22.23percent) of respondent said by hotel website,(i.e., 18.51 percent) of respondent said through online booking sites. The researcher notes that Modern technology tools occupy the first three positions that customers use in choosing a hotel. The management of these websites and pages is always the responsibility of PR department.(i.e., 14.82 percent) of respondent said through personal offer and presentation and this task is carried out jointly by the marketing department and the P.R department.(i.e., 9.26 percent) of respondent said by travel agent , (i.e., 5.56 percent) of respondent said by recommendation from others, The researchers note that the appropriate price and services provided in budget hotels develop the principle of selling by word of mouth and (i.e., 3.70 percent) of respondent said that the choice of the hotel was by press advertisement. It is worth saying that once seen as very important tool; word of mouth retreated to a back seat preceded by modern communication tools.

Table (8) the most attracting tools used by PR along with their level of importance according to guests' preferences

Means and tools Degree of impact	Frequency	percentage	Rank
Exhibitions	3	5.56	7

Electronic Press media	7	12.96	3
Radio campaigns	5	9.25	5
Periodicals	2	3.70	8
Personal sales	4	7.40	6
Internet and social networking sites	16	29.63	1
TV campaigns	6	11.12	4
Hotel website page	11	20.38	2
Total	54	100	

As table (8) indicates, guests ranked PR tools that are used by PR departments where internet and social networking sites came as first and most attractive, followed by hotel websites, electronic press media. TV campaigns, Radio campaign, personal sales calls and exhibitions came fourth to seventh in row.

Its is worth indicating here that electronic tools outshined classic ones that were once very popular like TV and radio campaigns. Electronic tools even surpassed personal sales calls that was once – in the past- the most effective sales tool in use.

To further investigate the case, the researchers used statistical analysis in a trial to explore the hidden issues in the case as follows:

Table (9) Guests suggestions to enhance the role of PR in
economy hotels.

Guest's suggestions enhance the role of PR economy hotels.	Respondents answers		Rank
	Frequency	Percent	
Using advanced technology in PR activities and tools.	22	40.75	1
Maintain guest data and keeping constant contact	20	37.03	2
Creating or affiliating with hotels' websites	12	22.22	3
Total	54	100	

The previous table shows the answers of the guests and
suggestions to enhance the role of PR in economy hotels as
follows 40.75% suggested using advanced technology in PR
activities and tools, 37.03 % suggested maintaining guest
data and keeping constant contact with them and 22.22%
suggested that hotels create their own websites of affiliate in
share web sites. This finding goes along with the previous
ranking of tools mentioned in table (8).

5- Conclusions, limitations and Implications

The researchers concluded that technology actually outdid classic media tools used by hotels. This gains evidence looking at word of mouth technique that converted into e-word of mouth. It is worth saying that significant differences exist between guests and employees in regards to preferred tools. Meanwhile as no significant differences were detected between employees and managers, it can be concluded that differences therefore exist among managers and employees from one side and guests from the other side. Managers and employees most often prefer to stick to the old school tools while guests get attracted by other modern tools.

This research was carried out during the period May to August 2021. The limited number of questionnaires distributed and collected back was due to the limited number of employees during pandemic time that negatively affected occupancy percentages especially in lower class budget hotels. This in turn limits the generalization of results of this research.

However, despite limitations abovementioned, the research shed the light on importance of using modern technology tools in communicating with guests. Taking this into consideration operators are urged to better use PR resources in technology means other than classic ones. Operators, managers and employees who use classic tools might be actually wasting resources, driving profit margins to the drain and speeding up decline phase of the operation. To the contrary, technology specially in communicating with guests may rejuvenises the operation.

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