

## **ABSTRACT**

**CREATIVE PROJECT:** Designing a social media unit in a travel agency.

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**DEGREE:** Master of Arts (public relations)

**COLLEGE:** Communication, Information, and Media

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**PAGES:** 54.

This project presented a design for a social media unit in a travel agency. The project includes a literature review about the role of public relations in tourism, the importance of social media participation in public relations, social media practices in public relations and current social media practice in tourism. The project also includes an analysis of four tourism/travel organizations to understand the ways that the social media tools are used in those organizations. The researcher designed a social media unit that includes recommendations for the social media unit structure, the line authority, the staff authority, job descriptions for the head sections needed and the terms of reference for each section.