

Importance Of Public Relations In Natural Stone Mining And Its Contribution To The Industry

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Abstract*

All activities done in marble and natural stone industry has a social dimension. Mining continued serious work in all branches of international companies before the creation of a sustainable culture of marble social dimension of public relations in the foreground is the driving force.

Sustainable and professional public relations policy, marble-work capacity improves the natural stone industry. Public relations, stakeholders or the general term of communication bridge between the industry and public as a linear sets. Earnings for both sides to form a structure that allows.

Public Relations, the license of holder the legislation specified obligations shall also deserve allowed outside of the “social license” saves. Therefore, invisible costs are minimized enables local people to build a solid foundation is. Transparent, stable, sustainable and mutually based on dialogue, persuasion development of a stakeholder management strategy builds.

Public relations, environmental and social events aimed at developing various reviews and assessments at least once, and completely eliminating the number down. Solutions to the problems, thanks to sound management of public relations based on principle of producing the maximum benefit to the creation of a continuous production chain is established. The approach is most criticized for marble rubble criticism provides the right to be informed.

If public relations installed correctly, marble, based on group to operate more efficiently and provide a continuous power. Improves access to social resources, crates confidence. Obstacles that hinder activities (protest, such as cessation of work) reduces the formation and allows all employees to focus on the work they do. This case, employment, production, marketing, sales and earnings are.

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1. Introduction

Public Relations (PR) is one of the most important tools of today in all aspects of social life. It is an indispensable tool for all organizations

from international companies to small-scale companies and establishments. Even if its importance was not recognized until recently in our country, today, public relations has a great importance in terms of public-company relations. Public relations have several positive effects on both the public and a company. PR evolves into an indispensable unit for all stages of activities related to natural stones. Perhaps the most important aspect for the permit holder investor is the reputation it can earn in the public through public relations. In addition, public relations also provides for increase in sales in profit-oriented organizations. The most important benefit of public relations for the public or society is to be able to access direct information in relation to the company conducting activities and to have the opportunity to directly communicate requests, demands and complaints as they are to such companies. In this context, a sincere relation with the community through notices, newspapers and mass communication tools/ face-to-face meetings with the community strengthen public relations [1].

2. Public Relations And Natural Stone Mining

Public relations yield positive results in terms of both companies and the community in case of investments which have the potential of creating environmental and social changes in the areas where they are implemented such as mines, dams, hydroelectric power plants, wind power plants, geothermal energy plants, energy transfer lines, fuel and natural

gas plants, etc. therefore, public relations helps natural stone permit holders fulfill their liabilities underlined in the regulations and lets them have the “communal/social approval” they deserve. This way, invisible costs are minimized and a solid ground is established with the community. It contributes in the development of a shared management strategy which is convincing and which is based on a transparent, stable, sustainable and mutual dialogue. Organization of a professional public relations division specific to the area or region where the natural stones are located will ensure the continued and healthy implementation of natural stone mining activities [2,3].

Tours can be organized to natural stone quarries on certain days within the frame of public relations. Such tours will be intended to keep the community nested with the mine. As it is known, secondary uses such as turning mining areas the production of which are terminated into museums and entertainment centers or open-air theaters make it possible for the community to consider natural stone mining from a different perspective. Furthermore, such secondary uses create both social and economic benefits [3].

In case of activities such as fairs, symposiums, workshops and seminars, etc. the groups from the industry and the citizens who are not included in the industry are informed. In addition, seeking for business connections and different markets, advertisement and introductory campaigns, renewal and improvement of the introduction techniques of the product are all based upon public relations and its specialized branches.

Public relations minimizes and eliminates in time the negative comments and ideas on

the environmental and social developments. Solutions specific to problems ensure the creation of a continued chain of production based on the maximum benefit to be produced thanks to a healthy management of public relations. Such approach also brings the opportunity to provide correct information and the ability to convince people in relation to the criticisms directed at natural stone quarries and natural stone residual heaps. A healthy public relations policy can easily maintain the stages of informing the public on the fact that natural stone residuals are raw materials/inputs which can be used in different industries in ever-increasing amounts, that no harmful chemicals are used in natural stone quarries and that the visual pollution is only temporary.

Public relations is based on the following interactions at the surveying, processing, manufacturing and covering stages of the natural stone mining: valuing people and their opinions (respect), telling the truth and building up trust (honesty), drawing a clear and complete portrait (transparency) and assuming the responsibility for the acts performed and promises given (reliability). If based upon such four (4) main principles, public relations will be successful and the natural stone mining industry will be positively affected by the public relations. This positive influence will also help this important sector of the mining industry attain the highest rank it deserves as a significant branch of activity which always creates reputation and trust [1,2,3].

The fundamental principles of public relations coincides with the principles of ethical conduct. If such fundamental principles are pursued in all activities of the public and private sector, the quality, production, exportation, employment, added value and

reliability of the natural stone sector will constantly increase. The community/target mass should be informed on the works to be conducted and the PR specialist assigned to provide such information should inform the public with face-to-face meetings on site in order to increase the level of success in public institutions and establishments and the operator of such activity in both of two main sectors. The community should be informed not only during the execution of natural stone activities but also after the completion of the activities in relation to the results of such activities for an effective and productive PR implementation. Afterwards, feedbacks should be received to learn about the success and/or problems and they should be evaluated. Advantages such as the fact that no chemical reagents are used, permanent environmental pollution is not generated and blasting works are not performed help PR activities in natural stone sector to attain success and the targeted result in a healthier and faster way. This particular shows the harmony between PR and natural stone sector. The fact that PR activities are human-oriented and implemented for the existing condition and future of the natural stone sector which plays an important role in the development of our country will take the image and prestige of this sector to upper levels in the eye of the public in all aspects [1].

When conducting survey works for the natural stones in the targeted area, PR tries to learn about the relevant area with the help of community, villagers, shepherds, neighborhood governors, etc. who are contacted. During the drilling works, PR uses the required manpower from the closest village and receives logistic support in addition to benefiting from the infrastructure services. The natural stone investor does

not deny his support to the community and sponsors them in common services such as construction of roads, schools, prayer houses and supply of potable water within the frame of PR activities.

3. Results

Public relations (PR) provides the investors who are engaged in the activities subject to natural stone mining permits with a more productive and continued driving force and the target mass is completely convinced in time. PR improves the access to social resources and creates an environment of trust. It minimizes the occurrence of preventions which will hinder natural stone mining activities (protests, work stoppage, etc.) and minimizes the dangers and risks by ensuring that all workers focus on their tasks. Therefore, PR brings greater and continued high-quality production, employment, marketing, sales and revenue with a human-centered proactive approach.

The effective use of public relations will create solid and unshakable bonds between the permit holder investor and the community, help change the negative perception of the community regarding the natural stone quarries whereas it will allow for the community to take more active part at the stage of harmony between the environment and surveying, production and covering stages of the natural stone mining industry.

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