2017

Agro-tourism segment in the island of Cyprus using marketing for attraction method & techniques

Neofytou, Sotiris

Business Administration Programm, School of Economic Sciences and Business, Neapolis University Pafos

http://hdl.handle.net/11728/10397

Downloaded from HEPHAESTUS Repository, Neapolis University institutional repository
AGRO-TOURISM SEGMENT IN THE ISLAND OF CYPRUS USING MARKETING FOR ATTRACTION METHODS & TECHNIQUES

SOTIRIS NEOFYTOU
18 AUGUST 2017
MBA
DR. ANDREAS MASSOURAS
Abstract

This thesis was developed to enlighten new challenges to the horticultural tourism sector in Cyprus where new implementation areas were found using different marketing techniques such as attraction techniques. During the years there was an increase of tourism in the rural areas which result bigger demand and the Cyprus Government find ways to benefit from it in a sustainable way. Through this thesis will be present a variety of agricultural tourism practises from the whole island of Cyprus. Also, it will cover aspects such as organisation and economic of agricultural tourism. Furthermore, this study describing the methods and techniques that small hotel implements from the marketing perspective to promote their accommodations as an agro tourism destination.
Acknowledgements

I would primarily and foremost like to acknowledge my supervisor Dr. Andreas Massouras for his full support and guidance for conducting this thesis.

Special thanks also go to my father Neofytos Neofytou, my mother Melpo Neofytou and my brother Chrysanthos Neofytou for funding my life-time education.

Beside my supervisor and family I would like to greatly thank my colleagues Mr. George Metaxas and Mr. Valentinos Ioannou for their insightful comments and encouragement but also for their support in both my project and student life.

Sotiris Neofytou