

Abstract

The chapter is submitted in the context of the formulation of a competition analysis for the Cyprus specialized and wellness tourism services market and therefore proposes a single, monolithic, sufficient, and effective communication and marketing mix as well as a business plan for “Wellnessland”. Considering the impact of tourism in Cyprus' economy, the current research adds to the existing knowledge at both academic and professional levels. Further, the proposed framework aims to identify external forces that determine the operating and competitive environment of the business in question. For this reason, the proposed plan aims to insist the proposed mix of communication and marketing strategies, to reflect the given competitive environment and market situation and finally to communicate the services offered by Wellnessland in the most efficient and profitable way through a transparent indication of operational cost and the basic financial/economic forecasts.

1. Introduction

The proposed framework aims to identifying all those market forces and clarifying these factors (political, economic, socio-political, etc.) that determine the operating and competitive environment of the business in question (Shpak et al., 2021). For this reason, the proposed plan aims to insist the proposed mix of communication and marketing strategies, to reflect the given competitive environment and market situation and finally to communicate the services offered by Wellnessland in the most efficient and profitable way, as well as to give a transparent indication of the operational cost and the basic financial, operational, human, and economic forecasts. Constructive and useful business planning requires a broad-based understanding of changes taking place in the marketplace in which the company competes, or plans to compete, and the ever-changing financial markets. In-depth technical skills in a variety of disciplines such as financial analysis, sales and marketing, latest technology, and managing growth are critical components in assessing opportunities and risks (McLoughlin & Hanrahan, 2021).

1.1. The Business and The Sector of Activity

Following, there will be the major facts considering the under-examination business.

- Venture name: Wellnessland
- Activity Branch: Specialised Tourism (Wellness and Village Concept)
- Business scope: To establish a Leading and innovative wellness Resort in an agricultural village area at the east of Paphos District, Cyprus
- Establishment: 2020

2. Methodology Of Business Plan

For purposes of this Business Plan document, Wellnessland, will be established in two phases as defined below:

2.1. Phase I

This phase involves preparation and development of the proposed resort and Wellnessland will establish its own Prairie Style identity, management directives, and capital. Incorporating a total quality management approach and a guest appreciation program (Papaioannou et al., 2024), Wellnessland will develop key repeat guests and lounge patrons. Through word of mouth and advertising, reputation as an affordable “boutique style” thalassotherapy and wellness resort shall grow. Property at this stage will include the purchase of land of a total area of 20,093sq. meters and the development of 10703 sq. meters of building area, that will include 126 Flats (suites). The construction at the current phase will also include a bar restaurant, parking lot build-out, a fully equipped thalassotherapy center with spa facilities, playgrounds for tennis and other sports, and an outdoor and an Indoor pool.

2.2. Phase II

The target of this final phase of development is to increase the total building area to 6,500 sq. meters, and thus to almost double the number of the offered accommodation Continue implementation of sales, advertising, and

marketing strategies developed in Phase I by doubling the hospitality capacity of the resort in the already purchased second piece of land. Identify and pursue additional guest markets, i.e. Internet room guarantee services. Wellnessland mission is to provide quality hospitality and wellness services to their guests in a comprehensive and cost competitive manner (Grillini et al., 2023), providing the finest accommodations.