

**AGRO-TOURISM SEGMENT IN THE ISLAND OF CYPRUS USING
MARKETING FOR ATTRACTION METHODS & TECHNIQUES**

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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.

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