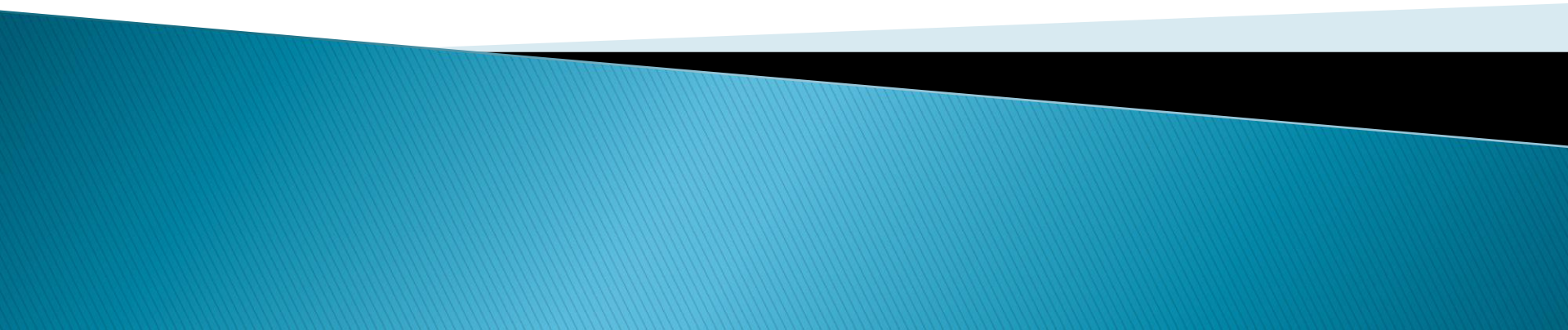
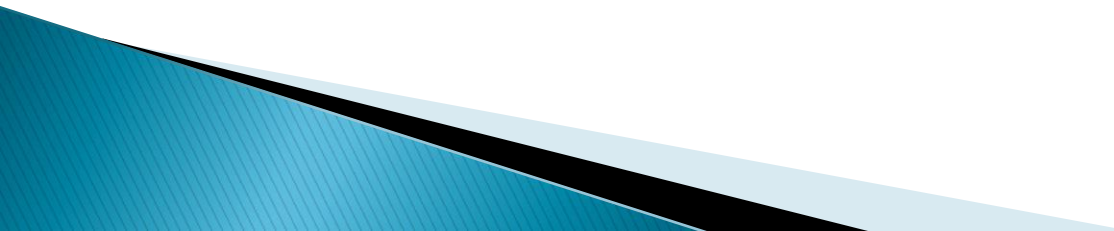


# Marketing Communications

Agro tourism



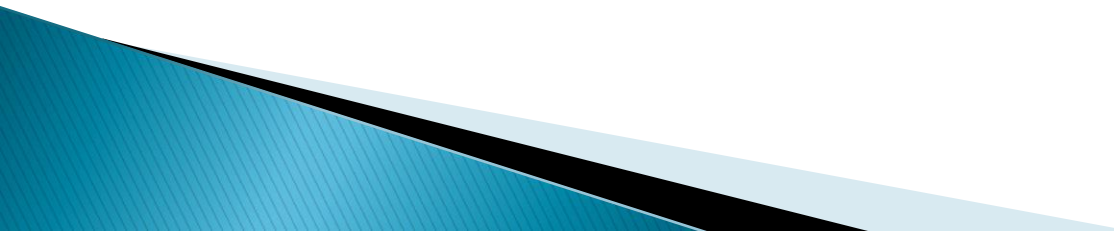
# Agro tourism


- ▶ Is a new trend that helps people to reunite with the nature and restore the lost harmony
  - ▶ Practiced in Cyprus where the traditional rural communities still exist.
  - ▶ Focused on the rural culture in all its aspects.
  - ▶ Tourists develop strong connection to the world and the surrounding environment.
  - ▶ The rural tourism attracts many people mainly from the UK, Austria and Germany.
- 

# Description of Chosen Organization

- ▶ Name:Harmony Inn
  - ▶ Location:Maroni, (Larnaka), Cyprus
  - ▶ Area of operation:Hotel services in the field of Agro Tourism
  - ▶ Ownership: Privately owned by Fakaidi family
  - ▶ Business Website: [www.harmonyinn.com.cy](http://www.harmonyinn.com.cy)
  - ▶ Telephone Contact: +357 998 592 67
- 

# Harmony Inn

- ▶ A small rural villa situated in Maroni, a small Cyprus village.
  - ▶ Easily accessible from major centers of the island
  - ▶ It is a two floor villa with three apartments available on each floor
  - ▶ Possesses traditional fittings, yard, courtyard, swimming pool, as well as a tavern and a bar.
- 

- ▶ Fakaidi family are friendly and welcoming.
  - ▶ Mission: to provide the best personalized services to guests by constant improvement of services to meet the needs of guests, and to promote agro tourism in Cyprus.
  - ▶ Main goal: to take the overall leadership position in terms of first-class quality of hospitality service in the field of agro tourism.
  - ▶ Philosophy: based on the care of guests as they are supposed to be the most essential value.
- 

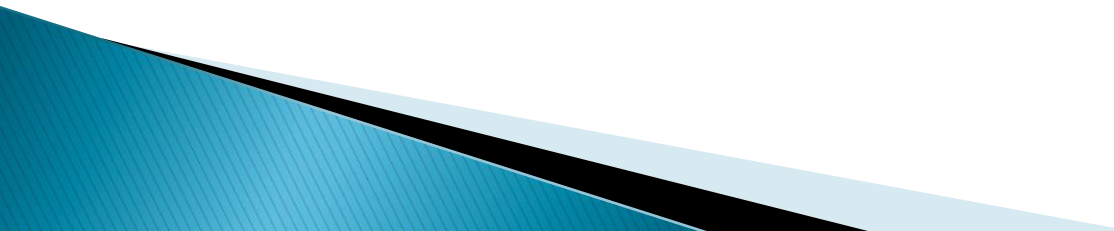
# Fundamental Decisions

- ▶ Target audience: consumers with an average income .
- ▶ Positioning: based on interests of the target group

Main motives of the tourists:

psychological aspect - to relax  
economical aspects - service cost is cheap  
team-building aspect

# Objectives of Marcom Plan

- ▶ Creation of awareness of the Harmony Inn to the citizens of Cyprus.
  - ▶ Attraction of an additional number of visitors
  - ▶ Achievement of the leadership position in terms of the first-class quality of hospitality services in the field of agro tourism.
  - ▶ Promotion of agro tourism in Cyprus
  - ▶ Reinforcement of the unique positioning of the Harmony Inn and building of a positive image.
- 

# Decision Implementation

## Marcom Elements of Marketing Communication

### ▶ MARKETING AND SALES

#### Advertising

#### Objectives:

1. To announce about the emergence of a new service
2. To inform potential customers about its basic characteristics
3. To ensure high public awareness

#### Public relations

Aimed at creating and maintaining friendly relations and mutual understanding between an organization and the public

#### Sales promotion

#### Advantages

- i. Enhances the firm's reputation;
- ii. Tracks consumers' attitude to assess their perception of the image of the company or its brands.

#### Disadvantages

- i. Effectiveness is difficult to assess;
- ii. It usually cannot be the direct cause of increasing sales

# Marcom Elements of Marketing Communication continued

## ▶ MESSAGES

- ✓ Should correspond to the general goal of the company.
- ✓ Harmony Inn Slogan is “Feel the Harmony”
- ✓ Logo of the Harmony Inn –the Nature is our Home



## ▶ MEDIA

Harmony Inn is going to use:

- Internet advertising
- Press advertising
- Outdoor advertising
- TV and radio advertising

# Reference

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