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CREATING AND ESTABLISHING NEW SERVICE IN EXISTING TOURISM BUSINESS IN CYPRUS

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ABSTRACT

The tourism industry in Cyprus significantly contributes to the national economy, leveraging its scenic landscapes and rich cultural heritage to attract visitors from around the globe.

The wedding tourism market has grown robustly among the various niches within this sector, driven by the island's reputation as a romantic destination. The concept of destination weddings has gained traction, with couples seeking unique, picturesque settings to mark their special day. In this context, OLTA TRAVEL CYPRUS LTD identified an opportunity to expand its service offerings by introducing a new wedding service to capture this lucrative market segment. This initiative reflects broader industry trends towards personalised, experience-oriented services that cater to specific consumer preferences and create memorable experiences.

The main objective of the thesis was to create a new wedding service for OLTA TRAVEL CYPRUS LTD. The theoretical framework discussed all relevant information regarding developing a new service in tourism. Literature about event marketing, developing new services, creating value propositions and a new brand identity was reviewed.

The methodology approach used in this study was mixed-method to provide a comprehensive understanding of the Cyprus wedding market clients' preferences and develop a new service effectively. In the research, tools such as structured interviews with brides, Google surveys, mystery shopping and market analysis were used. The combination of these methods helped to discover the market from market trends and dynamics to personal experience and preferences.

The data collected from the study and the successful implementation of the findings into the business strategy of OLTA TRAVEL CYPRUS LTD is expected to not only strengthen its position in the wedding tourism market but also contribute to the broader goal of promoting Cyprus as the best destination for romantic events. This study reflects the holistic approach adopted from conceptualisation to implementation of a new wedding service, reflecting the integration of theoretical research and practical application in a real business context.

Keywords: new service, event marketing, Cyprus, brand identity

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1   INTRODUCTION

1.1   Background and commissioner

The commissioner company OLTA TRAVEL CYPRUS LTD is a Cyprus company founded a few years ago. It is a subsidiary of OLTA TRAVEL LTD, which has been on the market for over 10 years and is the leading DMC (destination management company) in other countries. The choice to develop a new B2C service for OLTA TRAVEL CYPRUS LTD could be strategic for several reasons. Transitioning from a B2B to a B2C model allows the company to tap directly into the consumer market, which can lead to a better understanding of customer needs and preferences. By offering specialised services like organising weddings and surprise proposals (romantic picnics), the company could attract a new customer base, leading to increased brand visibility and revenue streams.

Moreover, B2C interactions typically result in higher margins than B2B, as they eliminate intermediaries. This direct-to-consumer approach also allows for greater control over the brand image and customer experience, which is crucial in the hospitality and events industry. Furthermore, Cyprus, with its scenic landscapes and rich cultural heritage, is an ideal location for romantic tourism. Developing this niche could differentiate the company from competitors and create a year-round business opportunity that is not solely dependent on the traditional tourism season. This initiative not only diversifies the company's offerings but could also enhance its resilience to market fluctuations, thus contributing to long-term sustainability and growth.

During the advanced practical training period, thesis writer was working in OLTA TRAVEL CYPRUS LTD and the main aim was to help company to create and establish and new service. Mainly all tasks were related to the Romantic Cyprus project.

1.2   Research objectives and questions

The research aim is to develop a new wedding service in Cyprus. This research has four main objectives. First and foremost is to understand the role of events in

tourism. The second objective is to find out what needs to be considered when developing a new service. Then it is how to create a brand identity and value for customers. The fourth objective is to explain the special circumstances when developing a new tourism/wedding service in Cyprus.

The main research question that will drive this research process, as well as the literature that will be reviewed and data that will be gathered, is "How to develop a new tourism service in Cyprus?"

The sub-questions are: (1) What kind of a role do tourism events play today? (2) How to develop a new service? (3) How to develop a new wedding service in Cyprus

1.3   Research methods

The case study method involves an in-depth examination of the service development and implementation at OLTA TRAVEL CYPRUS LTD. This approach provides a comprehensive view of the practical challenges and strategies involved in introducing new services. It allows for an exploration of operational, marketing, and strategic elements in a real-world setting, giving nuanced insights into the effectiveness of different practices and decisions. Data for the case studies are collected from first-hand experiences, observations, and internal documents, providing a rich source of information that informs the broader analysis.

In addition to the case study method, this thesis incorporates two distinct types of interviews to gather comprehensive data, each serving different purposes in the research process: structured questionnaires distributed via Google Forms and covert inquiries into competitor offerings.

Structured online questionnaires were deployed to gather feedback on the website's effectiveness and to inform the development of a marketing strategy and brand identity enhancement. This method allowed for the collection of quantitative data that could be easily analysed for trends and preferences.

To gain an understanding of the competitive landscape, covert inquiries were also made to other agencies offering similar services. This involved making "mystery shopping" to these agencies to gather detailed information about their offerings, pricing, and service packages. This type of competitive analysis was instrumental in benchmarking the services offered by OLTA TRAVEL CYPRUS LTD against current market standards and identifying areas for differentiation and improvement. The information gathered from these inquiries was analysed qualitatively to draw conclusions about the strengths and weaknesses of competitors' strategies and to adapt OLTA TRAVEL CYPRUS LTD's offerings accordingly.

By integrating structured questionnaires and covert competitor inquiries, this research methodologically encompasses both direct customer feedback and broader market analysis. This dual approach not only enhances the understanding of consumer preferences and competitive context but also supports strategic decision-making in developing and marketing new romantic services effectively within the Cyprus tourism industry.

1.4 Theoretical framework and limitations

The theoretical framework, as shown in Figure 1, of this study combines the concepts of event marketing, service innovation and the legal framework of marriage in Cyprus to create a comprehensive understanding of how a new portfolio of romantic services can be designed and implemented. The research will synthesise event marketing principles, service design methodologies and legal and regulatory aspects to explore the challenges and opportunities of creating new romantic event services in the Cypriot tourism industry. It will also identify the key parameters for creating a successful new brand identity within an existing brand so that the new project does not stray from the existing one and is a logical complement.
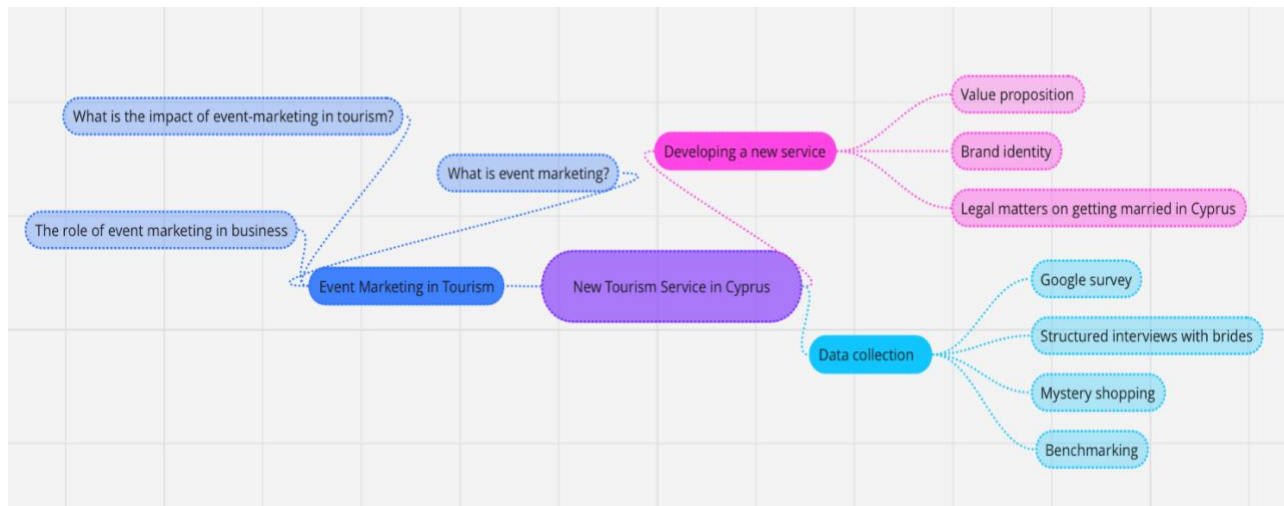
Figure 1 Framework of the thesis process

For example, the legal requirements for marriage in Cyprus will be evaluated not just as local administrative procedures but as integral factors influencing the decision-making process of the target customers. In addition, the study will look at how event marketing can be used in the tourism sector to increase the visibility and appeal of these services, ensuring that they meet customer expectations and market requirements.

The study will indicate limitations to account for potential difficulties such as sample size for case studies, response bias and the dynamic nature of market trends that may affect the generalizability of the findings. The study aims to provide practical insights within these limitations and contribute to both academic discourse on tourism service development and practical strategies for businesses operating in this field. To help them develop a new service with minimal investment.

2   DEVELOPING A NEW SERVICE IN TOURISM

2.1   Event marketing in tourism

Cyprus, recognised for its favourable Mediterranean climate and strategic location, has become an increasingly popular destination for weddings, particularly among foreign nationals. In 2019, foreign-origin citizens constituted

59.1% of all registered marriages, illustrating the island's appeal as a matrimonial locale (Lawyers-Cyprus 2024).

The importance of events is growing, particularly in the tourism industry; consequently, highly skilled management is necessary for them to be successful and motivate people. Even though events have always been a part of the travel offering, event management adds a level of professionalism and quality (Zarotis 2021). According to Getz's research, events are a major driver of tourism and are incorporated into most destinations' development and marketing strategies (Getz 2008). Events are increasingly playing a role in enhancing the perception of travel destinations, drawing tourists, and boosting the local economy (Todua & Urotadze 2022).

Events are becoming more and more significant in the tourism industry because of the new experience society. This is because events provide a temporary, unique offering to complement the permanent, long-term tourist offer. Events provide a chance for locations with limited natural attractions. The "economy of attention" idea also has an impact on the trend towards events. According to this theory, people's attention is a scarce good that competes with other scarce items like money and information. In terms of events, this is extremely interesting since they provide a useful platform for drawing attention. Because of these factors, one of the tourist industries with the quickest rates of growth is event marketing (Zarotis 2021).

But on the other hand, events may have negative impacts especially in the tourism industry. As a result, it's essential to figure out the risks and dangers that should be anticipated beforehand. Additionally, events should not conflict with the beliefs and interests of the local population. Scientific researchers also highlight the risks in this area. Economic, psychological, political, and other factors should be taken into consideration while determining the negative impacts of events. Meanwhile, the primary principles of the sustainable tourism concept must be considered while planning events, particularly in tourist locations (Skoultsos & Tsartas 2021).

By enhancing destination profile, market positioning, and competitive advantage, event management is vital to the tourism sector. In general, event management benefits the travel and tourism sector by drawing tourists, enhancing the perception of the place, expanding the range of travel options, and meeting consumer demands (Shafer 2022).

According to the Seturi and Urotadze (2017), event marketing is one of the most successful methods for raising brand awareness because without raising its awareness, a brand cannot succeed in the marketplace. Moreover, establishing contacts for bringing in new potential clients or learning about the newest concepts and trends are two outstanding advantages of event marketing (Blue Train Marketing 2022).

What function does event marketing perform in today's business climate? In the current business environment, organisations are attempting to develop a business model that will draw in new clients while retaining the loyalty of current ones. These issues can be resolved with the use of the event marketing concept. The goal of event marketing is to win over the potential customer's sense of connection to the brand. Event marketing is becoming increasingly popular because of this link, which allows for more trustworthy contact between the manufacturer and the customer. As a result, the value of services offered increases, and the business offering these services must come up with ever more innovative concepts to compete in the market (Shnorr et al. 2020).

The rapid development of social media and Internet technology has an impact on the event marketing industry as well (Shnorr et al 2020). Using social media marketing tools makes it easier for destinations to maintain interactions with their customers because the distribution of event information in advance of the schedule is crucial (Todua & Urotadze 2022). Consumers appreciate businesses that provide the most captivating scenario possible for the occasion, one that includes amusement as well as a deeper significance. The dynamic creation of the corporate event is influenced by the notable expansion of the advertising

production base and the variety of advertising and memory items offered (Shnorr et al. 2020).

Seturi (2023), defining the term of event management suggests that Event management encompasses all aspects of the planning process for an event, be it in-person, online, or hybrid formats. Organising meetings as a component of a particular project is called event management. This is determined by the event's goals, the industry, and the company's size. Creating interest in a company's goods or services and motivating guests to make purchases are two ways that event marketing can boost revenue.

The authors of the research called "Event Marketing as an Effective Tool for Building Long-Term Customer Relationship" (Shnorr et al. 2020) also offer a list of the primary factors that currently drive the growth of the event marketing industry. The first factor is to state regulations in a few industries that control the usage of specific marketing communication channels. Then there is a rise in the amount spent on marketing initiatives by the business. The third factor is the promotion of marketing campaigns in a variety of ways. The next factor is the company's focus on using marketing activity instruments that foster a strong sense of connection with the brand. The fifth factor is that the social focus of event marketing encourages different partners to take part in the events, increasing its appeal and significance. The sixth factor is the interest from customers to attend events hosted by different major companies.

2.2   Developing a new service

2.2.1   Value proposition

A service, in the general sense, is an intangible offering that generates value by fulfilling the needs and expectations of consumers (Lovelock and Gummesson, 2004). In the tourism industry, a service translates into an experience centred around hospitality, travel, and entertainment sectors, tailored to enrich the traveller's journey and satisfaction (Holloway 2006). Specifically, tourism services can range from accommodation and transportation to guided tours and event

planning, each characterised by its perishability, intangibility, variability, and inseparability which differentiate services from goods.

When developing a new service within the romantic tourism sector, such as wedding packages, several critical factors need consideration to ensure its success:

Market research. Understanding market needs is crucial. This involves identifying the target demographic's preferences, such as wedding themes, desired amenities, and unique experiences that can set the service apart from competitors. Continuous engagement with market trends, like eco-friendly weddings or exclusive locale weddings, can significantly influence product design (Kotler et al. 2017).

Customer involvement. Given the intangible nature of services, involving customers in the product development phase can yield insights that lead to more tailored offerings and higher satisfaction levels (Pine & Gilmore 2011). For wedding services, this could mean customisable packages or interactive planning tools.

Quality and consistency. Services are heterogeneous; thus, maintaining quality and consistency is challenging but essential. Training staff, standardising service procedures, and consistently monitoring customer feedback are vital steps in ensuring service excellence (Bowie & Buttle 2019).

Regulatory compliance. For wedding services, adherence to local laws and regulations is crucial. This includes registration of marriages, compliance with local customs regulations for events, and ensuring all contractual obligations with vendors and clients are legally sound.

Vendor partnerships. Strong relationships with reliable vendors for flowers, catering, photography, and venue management are essential. These partnerships

must be managed carefully to maintain service quality and to handle contingencies smoothly.

Marketing strategy. Developing an effective marketing strategy that communicates the unique selling propositions of the new service is fundamental. Utilising digital marketing, especially in social media platforms where visual content can be showcased, helps in reaching a broader audience and engaging potential customers effectively.

Sustainability practices. Incorporating sustainable practices in service delivery can appeal to the growing segment of environmentally conscious consumers (Mihalič 2016). For weddings, this could involve options like sustainable dining, minimal waste decorations, and support for local vendors.

2.2.2 Brand identity

Brand identity in tourism is crucial as it represents the visible elements of a brand, such as colour, design, and logo, that identify and distinguish the brand in consumers' minds. A strong brand identity is vital as it conveys the essence of the company, its values, and its promise to its customers (Keller 2013). In the context of romantic tourism services, a compelling brand identity can encapsulate the uniqueness of a destination and the exclusive experiences it offers, thereby enhancing its attractiveness to potential clients.

Creating a brand identity involves several key elements:

Logo. The logo acts as the face of the brand, providing a visual reference that captures the essence of the service in a memorable way. It should align with the overall aesthetics and ethos of the romantic services offered (Wheeler 2012)

Colour scheme. Colours play a critical role in branding, as they can evoke emotions and associations. Choosing the right colours can help establish the

mood and tone of the brand, whether it's tranquil blues for relaxation or passionate reds for romance (Heller 2019).

Typography. The choice of typography influences how the textual information is perceived. Elegant, easy-to-read typefaces that reflect the brand's character are essential for maintaining clarity and enhancing aesthetic appeal.

Website design. The brand's website is often the first point of contact with potential customers. A well-designed website should be visually appealing, user-friendly, and reflective of the brand's identity. It should effectively communicate the brand's offerings and facilitate easy booking and information retrieval (Krug 2014).

Business cards and marketing materials. Consistency across all marketing materials, including business cards, brochures, and digital content, helps reinforce the brand identity. Each piece should align with the brand's visual and communicative style (McLean 2017).

2.2.3 Legal matters on getting married in Cyprus

Due to its Mediterranean location, Cyprus is a well-liked travel destination. But its function extends beyond its attraction as a travel destination. According to the Larnaca official website, Cyprus is attracting thousands of firms from different industries because of the local tax rules (Larnaca 2024).

Considering the tourism sector in Cyprus from a profit perspective, tourism generates more than twenty percent of the nation's direct and indirect GDP, but according to recent estimates, the industry could eventually contribute around twenty-five percent of the nation's GDP, making it a vital economic pillar with enormous potential for continued sustainable development (CyprusProfile 2024).

Considering the legal matters, a written constitution, a presidential form of government, the rule of law, political stability, human rights, and private property

ownership are all protected in this independent, sovereign country (Neocleous 2019).

Along with its advantageous location, cosmopolitan atmosphere, and pleasant climate, it also has a great commercial infrastructure, a workforce of highly educated English-speaking workers, a business-friendly environment - especially when it comes to taxes - a high standard of living, and a low crime rate. Moreover, Cyprus implemented major structural and economic reforms to become a member of the EU, which changed the country's economic landscape and produced a contemporary, open, and dynamic business climate (Neocleous 2019).

Furthermore, the fact that civil marriages are permitted in Cyprus has contributed significantly to the country's growing popularity as a wedding destination for secular and mixed-faith unions. Cyprus is also considering making new inroads into the billion-dollar international market for travel for honeymoons, vow renewals, celebrations, and other special occasions (CyprusProfile 2024).

Why is Cyprus considered a wedding destination? According to statistics, approximately 8,000 destination weddings take place in Cyprus each year, with the majority coming from the UK market, followed by Israel and Lebanon, two nearby countries. Growing markets include Russia, Poland, Ukraine, and the UAE/MEA nations. Efforts are being made to advertise Cyprus as the perfect destination for destination weddings and events not only to these already existing and expanding markets but also to new ones like India and the Far East (CyprusProfile 2024).

Cyprus, known for being the legendary birthplace of the goddess of love, Aphrodite, has grown in popularity as a wedding destination, bringing in up to €100 million annually for the local economy (CyprusProfile 2024).

Speaking about wedding venues in Cyprus, the island has an extensive selection of wedding locations to accommodate a wide range of preferences, needs, and

styles. It can be elegant and modern hotels, classic Cypriot wedding locations, and wonderful alternatives like wineries and mountain towns. Weddings can be held anywhere on the island of Cyprus; however, the most common locations are Limassol, Agia Napa, Protaras, and Paphos (Ionian Weddings 2018).

Cyprus, recognised for its favorable Mediterranean climate and strategic location, has become an increasingly popular destination for weddings, particularly among foreign nationals. In 2019, foreign-origin citizens constituted 59.1% of all registered marriages, illustrating the island's appeal as a matrimonial locale (Lawyers-Cyprus 2024).

The legal process for marriage in Cyprus is streamlined, offering the same requirements for both local and foreign nationals. This simplification ensures that all couples can marry minimal bureaucratic involvement. Key requirements include the presentation of a valid passport instead of a national ID, and a certificate of non-impediment, which should not be older than three months. This certificate, required from the Ministry of Foreign Affairs, the embassy, or a Cypriot court of justice, confirms that there are no legal obstacles to the marriage.

Furthermore, Cyprus law requires the presence of at least two witnesses during the registration of the marriage, which can be performed in front of the Mayor, Vice Mayor, or a designated official from the Municipal Council. If a couple opts for a religious ceremony in line with the Greek Orthodox Church's canons, it is also legally recognised.

The entire process, including the submission of a 'Notice of Marriage' and verification of the couples' single status, ensures a transparent and efficient legal framework supporting marriage registrations in Cyprus. This favorable legal environment contributes significantly to Cyprus's growing reputation as a destination for weddings, honeymoons, vow renewals, and other romantic celebrations, reflecting its potential to tap into the billion-dollar global travel market for such events (CyprusProfile 2024).

3   METHODOLOGY

3.1   Research process

This thesis employs a qualitative and research approach, primarily by case studies, to investigate the development and implementation of new romantic services within a Cyprus tourism business. The case study method is selected due to its effectiveness in exploring complex issues within their real-life contexts, allowing for an in-depth understanding of the operational and strategic aspects of service delivery.

A case study is a type of research methodology used to produce a comprehensive, multifaceted understanding of a complicated problem in its real-life context (Crowe S et al. 2011). This approach can be applied to research methodologies that are positivist or interpretivist, regardless of their differences. Case studies can be used to clarify, characterise, or investigate occasions or phenomena in the situations of daily life (Yin RK 2009). The case study approach works well for gathering information on more explanatory "how," "what," and "why" questions, like "how is the action being implemented and received on the ground?" as opposed to experimental designs, which aim to test a specific hypothesis by intentionally affecting the environment. The use of case studies can provide further information about any delivery gaps and the reasoning behind selecting one implementation strategy over another (Sheikh A et al. 2002).

A case study is particularly useful in situations where a deep understanding of an individual or organisational behaviour is sought, and where the boundary between the phenomenon and the context is not clearly evident. It focuses on a case within a bounded system, like a process, an event, a person, or an organisation over time. The qualitative nature of this approach allows the researcher to explore complex issues that are often missed by more positivist methodologies.

In business and management research, such as the development and implementation of new romantic services within a Cyprus tourism business, case studies can provide detailed insights into industry practices, operational challenges, and strategic decision-making. It allows the researcher to investigate deeply the intricacies of service innovation, customer experience, marketing effectiveness, and competitive dynamics within the context of the business's unique environment.

The process typically begins with selecting a 'case' based on its ability to enhance understanding of the issue or problem being studied. It continues with in-depth data collection through various means such as interviews, observations, document reviews, and possibly even physical artefacts. This is often followed by a thorough analysis of the collected data to identify core themes, patterns, contradictions, and insights.

In conclusion, a case study method enables researchers to delve into the nuances of a particular 'case' in a real-life context, providing rich, detailed knowledge that can help to inform theory and practice in specific fields. It is an especially valuable approach in the field of business and management, where understanding the complexities of organisational processes and market dynamics is key to strategic success.

In complementing the case study methodology, interviews serve as a crucial tool in this research, providing both breadth and depth of understanding from a diverse range of perspectives. Online interviews, in the form of structured Google Forms surveys, offer a systematic approach to collecting quantitative data directly from the target demographic. These surveys are designed to glean insights into customer preferences and behaviours, with questions formulated to ascertain age demographics, preferred methods of information search for service organisation, and website selections based on user interface and experience preferences.

This mixed approach, employing both overt surveys and covert methods, ensures a comprehensive data collection process, allowing for a multifaceted view of the

market and consumer expectations. The findings from these interviews are then meticulously analysed to inform strategic decisions in the areas of marketing, brand identity development, and service innovation. The triangulation of data from case studies, surveys, and covert analysis solidifies the research's foundation, offering a robust platform for actionable insights and strategic development within the tourism sector.

3.2 Data collection

In this thesis, three primary data collection methods have been employed to gather information for analysing the development and implementation of new B2C romantic services within a Cyprus tourism business.

3.2.1 Structured interviews with brides

Five structured interviews were conducted with brides who had already held their weddings in Cyprus and could give detailed feedback on the service specified by the competitors. The brides were interviewed on Facebook, those who responded to a post that was seeking candidates for interviews. Details of the interview questions can be found in Appendix 2. These interviews aim to collect detailed information about their experiences, from the planning stages to the execution of the wedding day. Each interview follows a predefined set of questions, ensuring that consistent data is gathered across different participants. This method is invaluable for obtaining first-hand insights into the customer journey, identifying key touchpoints and aspects of the service that were most memorable for clients.

The structured nature of the interviews allows for easy comparison across different experiences, while also providing the flexibility to explore areas of interest in more depth as needed. This method offers a deep dive into the emotional and practical elements of organising a wedding in Cyprus from the perspective of the bride, capturing both the delights and the potential stressors of the process.

The data from these interviews will be used to map out the entire customer experience, highlighting areas of excellence and identifying opportunities for improvement. It provides a narrative of the wedding experience that quantitative methods alone cannot capture, offering a comprehensive understanding of the subjective quality and perceived value of the wedding services offered.

3.2.2 Google survey

Google surveys have been used to gather a broader range of data from a larger sample. The Google questionnaire survey was conducted during the same period as the bride interviews. The survey was posted on the researcher's Instagram and invited everyone to help take the survey. Also, it was sent to acquaintances of colleagues. In total 17 people complete the survey and provided answers, which will be analysed in the future.

This online survey comprises structured questions related to various aspects of the service, such as decision-making factors, satisfaction levels, and preferences. The survey is designed to be short and to the point, respecting the respondents' time while still collecting the necessary data to inform service development and marketing strategy.

This method is particularly effective for quantifying trends and preferences, allowing for the aggregation of data and statistical analysis. The convenience of Google Forms facilitates widespread participation, increasing the diversity of the sample. This, in turn, enhances the reliability of the data, ensuring that the findings are representative of the broader target market.

The data collected from the surveys will complement the qualitative insights from the interviews, providing a more complete picture of market needs and preferences. It will inform the strategic direction of marketing and service development, ensuring that the new services align with customer expectations and demands.

The questionnaire for Google survey could be found in Appendix 1, its items included:

Demographic insight. Participants were asked to disclose their age range, which aids in understanding the service appeal across different age groups.

Discovery methods. Inquiry into where potential customers would search for a romantic service organiser, providing data on the most effective platforms for marketing outreach.

Service selection. A comparison of old and new website versions to determine which is more likely to convert visitors into customers, directly impacting design and user experience decisions.

Open feedback. An opportunity for respondents to provide qualitative feedback on the websites, invaluable for iterative design improvements and user engagement strategies.

3.2.3 Mystery shopping

Additionally, the research utilised covert methods, namely "mystery shopping," to perform competitive analysis. "Mystery shopping" was organised in parallel with the previous methods of information gathering, its aim was to get offers from competitors and to find out how they deal with potential clients. The main 10 competitors of this service were gathered into one database and sent out requests on behalf of a potential bride who wants to know more about organising a wedding in Cyprus. The purpose of the mystery shopping was to compare the offers of suppliers according to a list of criteria. The list of criteria by which the organisers were compared can be found in Appendix 3. By posing as potential clients, the researcher was able to request information from competing agencies, providing a unique vantage point to benchmark against industry standards and to identify opportunities for differentiation and enhancement of the new services.

The "mystery shopping" served a dual purpose:

Competitive insight. They revealed detailed insights into competitor offerings, pricing strategies, and service packages.

Service evaluation. They helped evaluate the market position and value proposition of OLTA TRAVEL CYPRUS's services.

3.3   Data analysis

The analysis of the case study data will involve identifying and examining key themes that naturally emerge from the documented experiences during the service development and implementation phases at OLTA TRAVEL CYPRUS LTD. A thematic analysis approach will be utilised, as advocated by Braun & Clarke (2006), which is a method for identifying, analysing, and reporting patterns within data. It organically accentuates the qualitative richness of the case study and is particularly adept at highlighting nuances pertaining to customer satisfaction, operational challenges, and the effectiveness of marketing strategies.

Emphasis will be placed on manual methods of data organisation and interpretation to ensure that the findings are directly informed by real-world experiences and practical insights. This approach will help maintain a direct connection with the data, allowing for a nuanced understanding of the specific dynamics involved in introducing new tourism services.

Yin (2009) outlines the value of pattern matching in case study analysis, which will be employed to compare empirically based patterns with predicted ones, thereby enhancing the explanatory power of the findings. This will allow for a comprehensive examination of OLTA TRAVEL CYPRUS LTD's journey in developing and launching their romantic services.

The analysis of the case study data will be a thorough and detailed process, engaging with the wealth of qualitative information gathered during the service development and implementation phases at OLTA TRAVEL CYPRUS LTD. For

the quantitative data gleaned from online questionnaires, the analysis will use techniques outlined by Dillman et al. (2014), which involve statistical evaluation of closed-ended questions and thematic assessment of open-ended responses.

Establishing cause-and-effect links, testing hypotheses, and gaining insight into the beliefs, attitudes, and behaviours of an extensive group are all made possible by quantitative research (Steckler AB et al. 1992).

Most quantitative research is deductive in the natural world testing particular hypotheses based on broad principles using survey and experimental techniques. It excels at developing and extending hypotheses about the relationships between various occurrences through inductive reasoning. The real application of scientific research involves a never-ending cycle of deduction, induction, deduction, induction, and so on between theory and research (Babbie E 1992).

Creswell (2002) identified several characteristics of quantitative research. First and foremost is describing a problem statement by presenting the need for an explanation of a variable's relationship. The second one is offering literature, a significant function by answering research questions, explaining the research challenges, and generating a demand for the research direction. The next one is creating precise, quantifiable, observable purpose statements, research questions, and hypotheses. The fourth one is collecting numerical data from a sample of the study by using instruments. The fifth characteristic is using statistical analysis for analysing patterns, comparing groups, or connecting variables, then finding interpretation by comparing them to previous research and predictions. The next one is providing the unbiased study report by utilising standard frameworks and assessment standards, while remaining impartial and unbiased.

The combination of qualitative and quantitative data will provide a multifaceted perspective, as advocated by Creswell & Creswell (2017), ensuring that the analysis is robust and all-encompassing. Utilising thematic analysis, this study will dissect and evaluate the key themes that emerge from the documented

experiences, particularly focusing on areas pivotal to the success and challenges of launching new services in the tourism industry.

Key areas of focus include:

Customer satisfaction. Analysis will delve into customer feedback, satisfaction surveys, and direct observations of service interactions to gauge the response to new services. This will include assessing the emotional impact of the services on customers, their willingness to recommend the services to others, and their overall satisfaction with the experience.

Operational challenges. The study will closely examine the logistical, managerial, and procedural hurdles encountered during the rollout of new services. This includes issues related to vendor coordination, resource allocation, staff training, and integration of services into the existing operational framework.

Marketing effectiveness. A critical evaluation of the marketing strategies employed will be conducted to determine their success in reaching the target market, engaging potential customers, and converting interest into bookings. This includes an analysis of promotional materials, digital marketing campaigns, and public relations efforts.

Service innovation and adaptation. How the service has evolved from concept to execution, including adjustments made based on initial feedback and operational exigencies. This will help in understanding the adaptability and flexibility of the business in responding to market demands.

Emphasis will be placed on manual methods of data organisation and interpretation to ensure that the findings are directly informed by real-world experiences and practical insights. This hands-on approach will help maintain a direct connection with the data, allowing for a nuanced understanding of the specific dynamics involved in introducing new tourism services. Analytical efforts will be aided by qualitative data analysis techniques such as coding, memoing,

and mapping out data to visualise relationships and trends. This will facilitate a deeper insight into the patterns and themes that define the successful implementation of new services at OLTA TRAVEL CYPRUS LTD.

This methodical approach to data analysis will not only provide a comprehensive understanding of the elements that contribute to the success and shortcomings of the new service offerings but will also contribute valuable lessons on the practical aspects of service innovation in the tourism sector.

4   RESULTS AND ANALYSIS

4.1   Results of structured interviews with brides

Interviews with brides were conducted as the very first stage of competitor research to create a new service. During the research process 5 brides were interviewed who agreed to answer questions regarding their weddings in Cyprus. As a result of the interviews, data was obtained regarding their experience of organising weddings in Cyprus. The first question of the interview was aimed at finding out the potential reasons for choosing Cyprus as a wedding location. The brides shared their experiences regarding their choice of country and it was clear from their responses that Cyprus attracted them due to several factors: its location (as the interviewed brides were from the UK and Lebanon) and logistical convenience, climate and scenery, as well as the ease of organising the wedding process. Most of their acquaintances had already experienced weddings on the island, so this was also an important factor in deciding on a location.

All brides who were interviewed said that they chose vendors based on the proposal that was sent to them. The proposals were sent in catalog format, from which brides could choose all the details of their event, from the venue to the decorations on the chairs.

The only negative nuance that was noted by the majority during the interview was that the initial communication with the agencies was very long, the first answers and messages were via e-mail correspondence and it took several weeks.

All brides were satisfied with the services provided and would definitely recommend their suppliers to their acquaintances.

4.2 Results of Google survey

The next step in the research process involved conducting a Google survey, aimed at gaining a deeper understanding of market needs. Seventeen individuals participated in the survey, with 94% of the respondents being over 30 years old. Marking the age was important as the target audience for the new service primarily comprises individuals over 30.

Responses to the question regarding the search for romantic service providers showed that over 88% of the respondents would search for providers through a search engine and Google recommendations. Only 12% would immediately turn to social media and begin their search from there.

An important conclusion drawn from these responses was the need to focus on advertising on Google and to actively promote the service there. Regarding responses regarding the website, both versions were deemed acceptable but required improvements. Respondents provided specific suggestions for changes to make the site more attractive and user-friendly. The first suggestion is to rearrange the language switch menu. The second suggestion is to change the order of service listings and information about them. The third one is to modify the structure and presentation of wedding packages. The fourth one is to move the icon for requesting a service. The fifth suggestion is to change the brand identity, as it currently does not reflect the value and essence of the product.

4.3 Results of mystery shopping

As a mystery shopping was prepared a request for a wedding in the summer of 2024, the number of guests ranged from 30 to 50, the "secret bride" had no preference for the venue, and the budget was unlimited. It was also mentioned in

the request that it should be a formal ceremony and she need assistance with the marriage registration process. A letter about the event was sent to 10 agencies that are major competitors. A list of these agencies is provided below:

1. Marry Me Cyprus
2. Cyprus Dream Weddings
3. Paphos Weddings Made Easy
4. Intimate Weddins Cyprus
5. Cyprus Weddings LTD
6. Splendid Events- Cyprus wedding Planner
7. Best of Cyprus Weddings
8. Weddings by Elisabeth Anne
9. fresh events- wedding Planner
10. Ktima Alassos weddings and events

The result of this research and information gathering method was 3 correspondences with the following vendors: Marry Me Cyprus, Cyprus Dream Weddings and Cyprus Weddings LTD. In the end, they sent the final proposal after several weeks of correspondence. None of the suppliers offered to call or transfer the chat to messenger, for example WhatsApp. Whole dialog was conducted via e-mail.

The result of the mystery shopping were 3 catalogues from which the potential bride could choose the elements and organise the wedding. The offer was standardised and not unique, the agencies emphasised that they work only with those venues and suppliers that are listed in their catalogues.

Document support was provided by the agencies at a separate cost.

No one was able to offer assistance with accommodation on the island, i.e. hotel booking.

5 NEW WEDDING SERVICE IN CYPRUS

The case study centred around OLTA TRAVEL CYPRUS LTD's strategic expansion into the romantic services sector encapsulates the comprehensive development and implementation of both surprise proposal picnic services and wedding packages. This holistic approach aimed to capture the essence of romance that Cyprus as a destination offers, addressing the spectrum of needs that couples might seek in romantic experiences.

The project involved the integrated development of romantic services that covered the broad requirements and desires of clients seeking either a surprise proposal setup or a comprehensive wedding experience. The tasks included market analysis to identify trends and preferences in romantic event planning, with a focus on both the scenic outdoor picnics ideal for proposals and the more elaborate wedding packages that necessitate detailed coordination and planning. The evolution of these services was informed by substantial market research into clients' backgrounds, expectations for weddings, and preferences for surprise elements in proposals. The goal was to design offerings that could seamlessly merge into the company's portfolio, providing an end-to-end solution for couples looking for romance-inspired services.

"Mystery shopping" has helped to ascertain the market opportunities and potential for OLTA TRAVEL CYPRUS LTD. With the help of this type of inquiry it was possible to conduct a detailed analysis of competitors' services from inside on the following aspects.

Responsiveness and communication channels. The time taken to respond to inquiries was meticulously recorded, revealing insights into each competitor's customer service efficiency. This benchmark highlighted the responsiveness of agencies, which is crucial in the customer decision-making process. Communication channels used by these agencies were analysed, including email, WhatsApp, and other digital messaging platforms. This assessment

provided an understanding of the accessibility and convenience offered by competitors, which are key factors in enhancing customer experience.

Service offerings and uniqueness. The uniqueness of service offerings was evaluated by comparing the details provided by each agency. It was noted whether agencies provided standard packages or had distinctive offerings that set them apart from others in the market.

Additional services beyond the basic wedding packages were catalogued to assess how competitors are diversifying their offerings to cater to broader client needs.

Pricing strategies and transparency. Competitor pricing strategies were reviewed to determine market competitiveness and value proposition. This involved a detailed comparison of pricing for similar services across different agencies. Transparency in pricing, as communicated in initial interactions, was also analysed to understand how upfront agencies are about costs, which can influence trust and decision-making among potential clients.

Customisation and personalisation. The degree of personalisation offered in the service packages was crucial in this benchmarking analysis. It was observed whether agencies are flexible in tailoring their packages to meet specific customer preferences or if they primarily offered pre-designed packages. Responses to requests for customisation were noted, including the willingness of agencies to adapt their standard offerings and the creativity demonstrated in their personalised proposals.

Comparative analysis and strategic insights. Each of these factors was systematically compared to identify strengths and weaknesses in OLTA TRAVEL CYPRUS LTD's own approach and to determine strategic areas for improvement.

The benchmarking results provided a foundation for strategic planning, helping OLTA TRAVEL CYPRUS LTD to refine its service offerings, enhance its

customer engagement strategies, and position itself effectively against competitors in the romantic services market.

In the end, it was revealed that the average response time of competitors takes from a couple of days to a week, the services are mostly typical and do not contain unique offers. Most agencies communicate via mail and do not seek to make a personalised offer to the client.

The offer was mainly made through a ready-made pdf catalog and for several categories at once according to the number of guests.

Thus, after analysing specific offers, it was decided to process all incoming leads through mail, but to transfer them after the first few messages to messenger for the convenience of further communication.

It was decided to make the offer in the form of a constructor c sites, which was assembled individually, for each bride. On the site it was possible to choose the framework of the service and the list of incoming additional services.

The proposal itself on the options of sites or other changeable components was sent in the format of a pdf presentation with options to choose from. On the figure 2 is shown example of personalised wedding proposal for the potential client-Gemma.
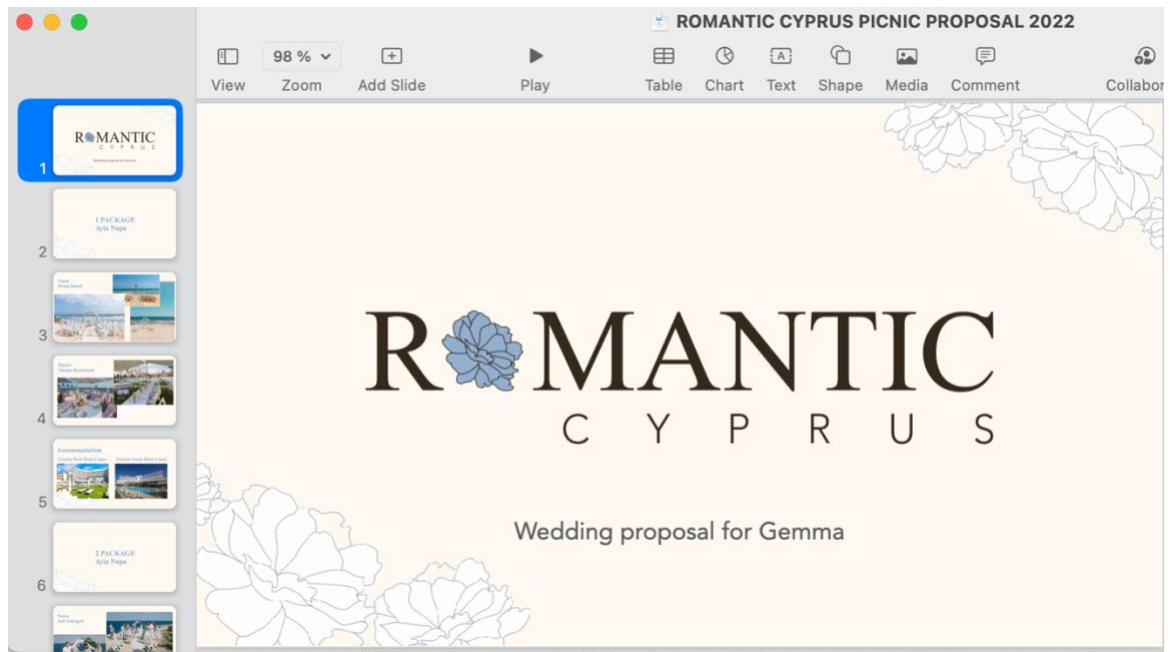
Figure 2 Example of personalised wedding proposal for the bride, in this case Gemma

Personalised presentations were also developed for the surprise proposal picnic offerings. On the figure 3 is shown a slide of the structure of the personalised proposal picnic offer.
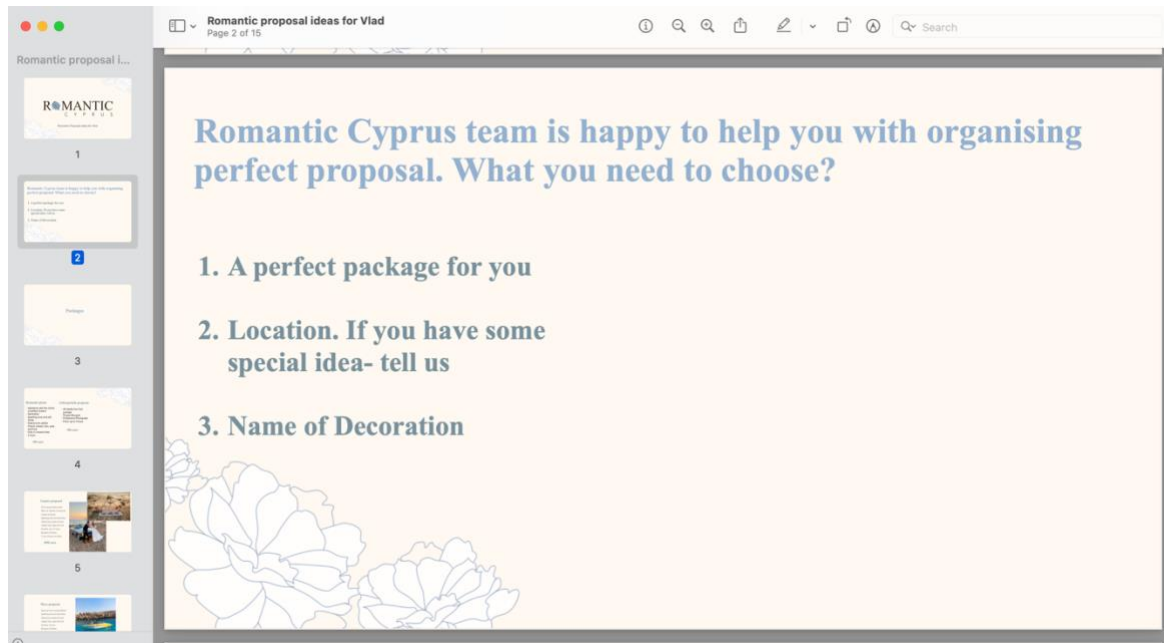

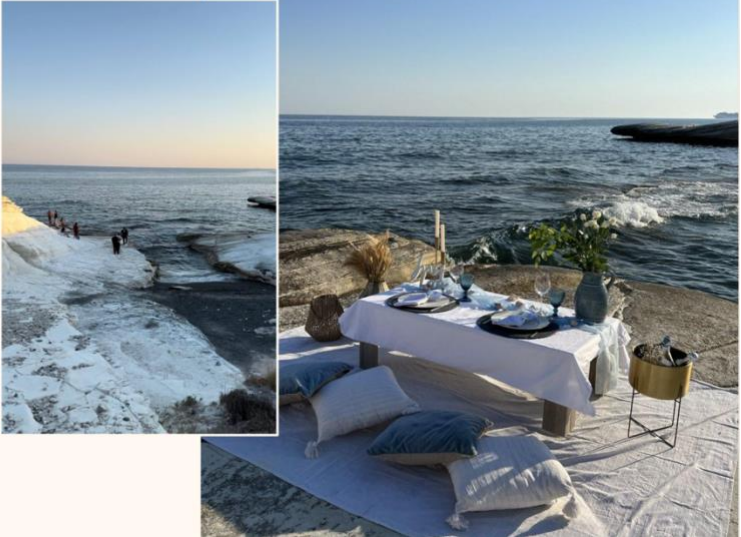Figure 3 Example of a slide of the structure of the personalised proposal picnic offer.

The presentation included a detailed description of the proposal listing different locations where a picnic could be set up. One of the locations - White Rocks - is described and shown in Figure 4.

The presentation also offered additional options for the picnic. Figure 5 shows a slide describing the Luxury proposal.

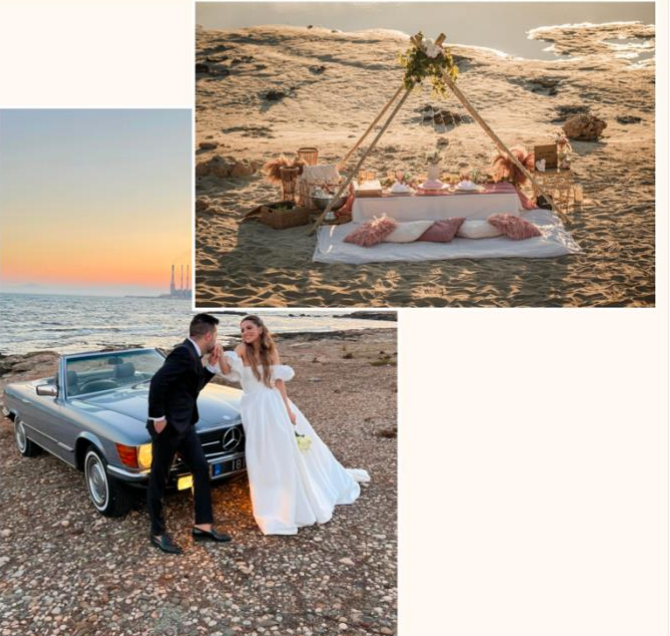Figure 4 Example of personalised proposal picnic offer, slide about locations

Figure 5 Example of personalised proposal picnic offer, slide about Luxury proposal package

Creating a synergy between the picnic services designed for surprise proposals and comprehensive wedding packages was essential to ensure a consistent brand experience across OLTA TRAVEL CYPRUS LTD's romantic service

offerings. This strategic interconnection was pursued through a uniform approach to service quality, aesthetic design, and the pursuit of high customer satisfaction. The picnic services were meticulously crafted to cater to those intending to stage a memorable surprise proposal. These picnics, set in picturesque locales across Cyprus, were not merely incidental offerings but a core part of the romantic journey that the company envisaged for its clients. They were envisioned as intimate preludes to the more extensive commitment signified by the wedding services. This thoughtful service design allowed for a narrative where a surprise picnic proposal naturally transitioned into the planning and realisation of the wedding day, facilitated by the same trusted provider.

Every picnic setup was designed with the ultimate proposal in mind, considering the idyllic settings and the need for privacy and surprise. The attention to detail in these experiences aimed to encapsulate the essence of romance, aligning perfectly with the thematic continuity and quality expected from OLTA TRAVEL CYPRUS LTD's wedding packages. Through this holistic approach, the picnic services effectively complemented the wedding offerings, establishing OLTA TRAVEL CYPRUS LTD as a comprehensive provider of romantic experiences.

The synergy was not only conceptual but also tangible in the service delivery, where elements of the picnic experiences—such as bespoke decorations, gourmet baskets, and the selection of romantic locations—were echoes of the elegance and sophistication that clients would later find in their wedding arrangements. By ensuring a seamless transition from the proposal to wedding planning, the company positioned itself as a curator of the complete romantic narrative, where the proposal is the first step in a journey that culminates in the wedding celebration.

The operational execution spanned various stages, from initial client consultation to the final realisation of the event. The company faced and overcame logistical challenges, setting up picnics in remote locations and orchestrating weddings that required detailed vendor coordination and adherence to a high standard of service delivery. A pivotal part of this execution was the collection and analysis of

customer feedback, which provided insights into the emotional impact of the services and guided future improvements.

The inclusion of wedding services extended the operational focus to include vendor management, legal compliance for marriage registrations, and the integration of diverse service elements to create comprehensive wedding packages. These packages were tailored based on extensive data gathered about the couples' backgrounds and their expectations for their wedding day, ensuring a personalised and memorable experience.

The development of new romantic services in Cyprus, encompassing both wedding and proposal packages, capitalises on the island's idyllic settings and cultural heritage as the legendary birthplace of Aphrodite. These services are designed to cater to couples seeking unique and memorable experiences, whether they are pledging lifelong commitment or marking the beginning of their engagement journey.

Wedding packages. These are comprehensive and customisable, designed to meet diverse preferences and needs. Each package includes essential components such as venue selection, legal processes, catering, decoration, photography, and entertainment, ensuring a seamless experience from planning through execution.

Proposal packages. Tailored to create intimate and personalised experiences, these packages offer a variety of settings and themes to suit individual preferences, ensuring that each proposal is as unique as the couple's own story.

Both service lines emphasise personalisation and meticulous attention to detail, crucial for creating memorable moments that resonate with the clients' visions. The strategic introduction of these services aims to enhance the company's market presence by expanding its offerings in the romantic events sector, thereby attracting a broader clientele, and enhancing overall business growth.

By integrating these specialised services, the company not only meets the growing demand for destination weddings and unique proposals but also strengthens its competitive advantage in the tourism market. This approach is expected to contribute significantly to the company's sustainability and growth, reinforcing its reputation as a leader in Cyprus's romantic tourism industry. For the locations we have chosen 3 different types, main idea was to suggest for client's options, which will reveal a new side of Cyprus. They should be unique, beautiful and, if possible, private. The best choice was Kourion- the old ruins of the former city, the place is on a cliff and from there you have a breathtaking view of the sea. As for the second location, we decided to choose beach, it's not that private but people love simplicity and easy way to get to the spot. Last location was white rocks, it is a unique place in Cyprus, white rocks, which were swept away roughly by the sea, a small beach with black sand and a stunning sunset. The place is not secluded itself, but its beauty is amazing.

The importance of brand identity and effective digital marketing strategies, particularly in social media, has been a key focus in developing the Romantic Cyprus project. Brand identity in the tourism sector is critical as it shapes the visual and emotional perception of a brand, influencing consumer decisions and loyalty. For Romantic Cyprus, this involved creating a compelling and coherent brand image that resonates with the target demographic interested in romantic tourism experiences, such as weddings and proposals. On the Figure 6 is shown a part of the brand book, the page where design of a new logo was created. On the Figure 7 is shown the part of the brand book, where visual layouts were suggested.

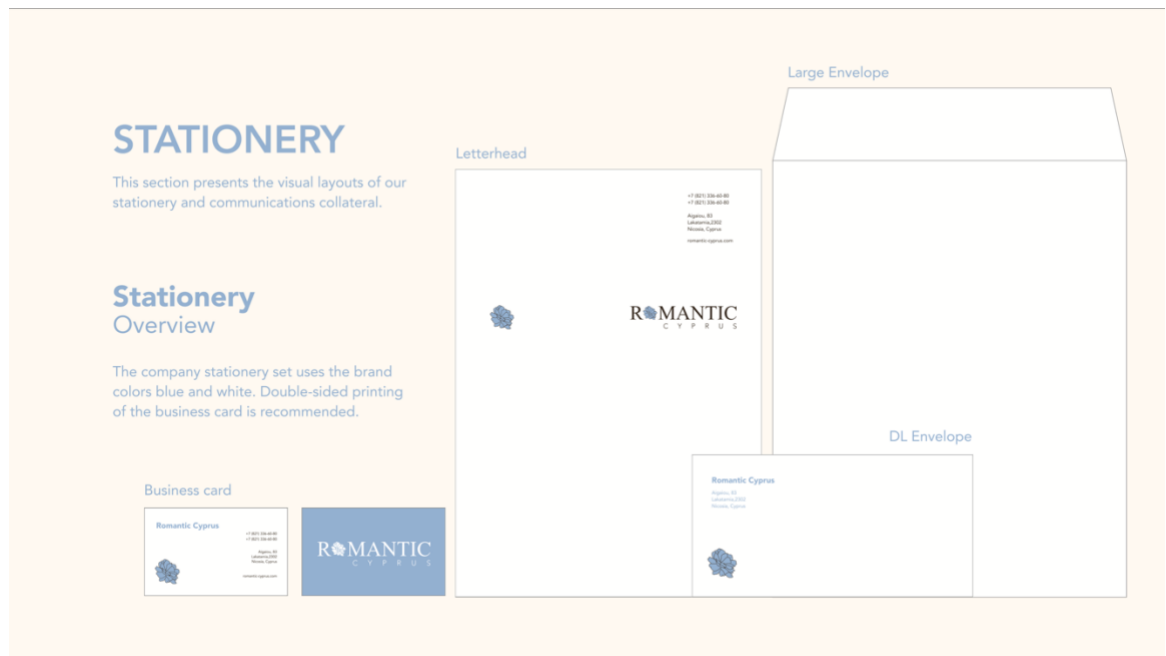Figure 6 Part of the brand book, logo design

Figure 7 Part of the brand book, visual layouts

The importance of brand identity and effective digital marketing strategies, particularly in social media, has been a key focus in developing the Romantic Cyprus project. Example of how social media of the project were looking before implementing new strategy is in Figure 8. Brand identity in the tourism sector is critical as it shapes the visual and emotional perception of a brand, influencing

consumer decisions and loyalty. For Romantic Cyprus, this involved creating a compelling and coherent brand image that resonates with the target demographic interested in romantic tourism experiences, such as weddings and proposals.
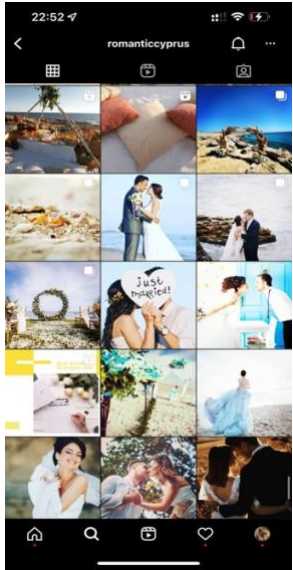

Figure 8 Previous version of Instagram

In the realm of digital marketing, the transformation of the Romantic Cyprus Instagram platform marked a significant pivot in the project's approach to social media. Initially, the Instagram presence was not engaging enough as we could see on a Figure 8, lacking the visual appeal and content strategy needed to captivate the target audience. Recognising this shortfall, the digital marketing strategy was overhauled to revitalise the Instagram account, turning it into an attractive and engaging platform. This overhaul included the introduction of high-quality imagery, thematic content series, and interactive posts that effectively communicate the allure of Cyprus as a top romantic destination. The new Instagram (Figures 9 and 10) strategy emphasises visually appealing content, such as photos and videos of wedding venues and proposal setups, which not only enhances brand visibility but also drives engagement by creating a narrative that potential clients can envision themselves being a part of.
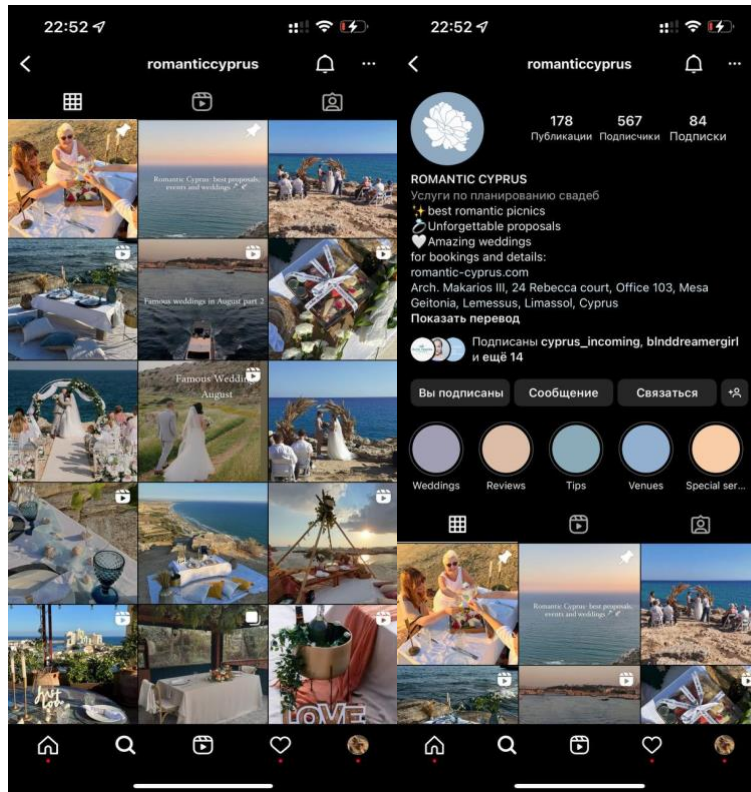
Figure 9 New Instagram appearance
Figure 10 Instagram with the clear brand identity

Moreover, the development and promotion of specific romantic services like wedding and proposal packages have been carefully crafted to meet the diverse needs of clients. These packages are designed to offer a seamless and memorable experience, ensuring that each event is personalised and reflective of the client's desires. This tailored approach helps in strengthening the brand's market position by delivering services that are not only high in quality but also unique in their offering, making Romantic Cyprus a distinguished provider in the competitive tourism market.

Figure 11 Content plan for the social media

These strategic uses of brand identity and digital marketing have established Romantic Cyprus as a premier choice for romantic tourism, significantly contributing to its growth and success in the industry. It was also decided not only to visually change social networks in accordance with the new brand identity, but also to fill them with useful information. Thus, potential clients could find answers to their questions immediately under the posts, suggestions for wedding locations in thematic selections, and ideas for event design. A varied content plan was part of the new digital marketing strategy, an example of the plan is shown in Figure 11.

6   CONCLUSIONS

The aim of the thesis was to inquire how to develop a new tourism service in Cyprus. The following subchapters will present the findings of the thesis, answering each sub-question of the research outlined at the beginning of the research, also its reliability and validity.

6.1   Answers to the research questions

What kind of a role do tourism events play today? Tourism events today play a pivotal role in enhancing the attractiveness of destinations, drawing tourists, and boosting the local economy. They are integrated into most destinations'

development and marketing strategies as a major driver of tourism, fostering a sense of place and enhancing the overall appeal of the area. The current societal shift towards seeking unique and temporary experiences further elevates the importance of events in the tourism industry, as they offer distinct, short-duration attractions that complement the more permanent tourism offerings (Zarotis 2021), (Todua & Urotadze 2022). Events are also instrumental in positioning and differentiating destinations, providing them with a competitive edge in the global tourism market (Getz 2008).

Comissioning of OLTA TRAVEL CYPRUS LTD's foray into the romantic events market, it is evident that the newly developed services have adeptly aligned with the unique market needs and preferences of the Cyprus tourism industry. Tailored packages and immersive experiences cater to the growing demand for personalised and distinctive romantic occasions, positioning the company as a purveyor of bespoke events.

How to develop a new service? Developing a new service, particularly in the tourism sector, requires a multifaceted approach involving market research to understand consumer needs, creating a value proposition, establishing a strong brand identity, and ensuring regulatory compliance. It is critical to involve customers in the service development process to tailor the offerings to their expectations, thereby enhancing satisfaction. Additionally, maintaining quality and consistency across the service delivery process is essential due to the inherent variability of services. Strong partnerships with reliable vendors are also crucial for consistent quality (Lovelock and Gummesson 2004; Kotler et al. 2017).

In the specific context of the thesis on developing a new service in Cyprus, various research methods were employed to gather and analyse data critical for service development. These included structured interviews with brides, a Google survey to collect broader market data and mystery shopping to understand competitors' offerings. Each of these methods provided different layers of insight into consumer preferences and competitive dynamics, thereby informing the development of a new wedding service.

Structured interviews offered qualitative data from individuals who had firsthand experience with wedding services in Cyprus, providing depth to the understanding of customer satisfaction and expectations. Google surveys reached a wider audience, offering quantitative insights into general trends and preferences in the market. Mystery shopping allowed for an assessment of the service standards and innovation levels among competitors, highlighting areas where the new service could differentiate itself. Collectively, these methods ensured a well-rounded approach to developing a new service that meets market needs and stands out in a competitive landscape.

By integrating insights from these diverse methodologies, the service development process in the thesis was tailored to address specific market gaps and leverage Cyprus's unique offerings effectively. This strategic approach is crucial for launching successful new services in the tourism industry, where consumer preferences and competitive offerings are continually evolving.

How to develop a new wedding service in Cyprus? For developing a new wedding service in Cyprus, the approach includes integrating the island's unique offerings, such as its scenic landscapes and rich cultural heritage, to create distinctive wedding experiences that resonate with target audiences. This involves complying with local legal requirements for marriage and engagement in activities that align with Cyprus's image as a romantic destination (CyprusProfile 2024). The development process must also consider the competitive landscape, leveraging insights gained from market research and competitive analysis to position the new service effectively. Key steps include creating memorable experiences, ensuring seamless logistics, and marketing the service effectively to reach potential clients globally (Lawyers-Cyprus 2024).

In addition to these strategic considerations, the establishment of a new wedding service in Cyprus also involved the creation of robust digital marketing strategies and branding efforts. These were crucial in differentiating the new service from existing offerings in a competitive market. The digital marketing strategies

focused on enhancing online presence and engagement through targeted social media campaigns, website optimisation, and content marketing tailored to the romantic tourism niche. These strategies aimed to increase visibility and attract potential clients by showcasing the unique aspects of Cyprus as a wedding destination and highlighting the personalised services offered by the new business.

Branding played a fundamental role in the development of the new wedding service for OLTA TRAVEL CYPRUS LTD. It involved creating a competitive brand identity that communicated the uniqueness and value of the service, aligning it with the romantic and image of Cyprus. Key elements of the branding strategy included the development of a distinctive logo, a harmonious colour scheme, and a consistent thematic message across all marketing materials and digital platforms. This coherent brand identity helped to establish a strong market presence and foster a sense of trust and affinity among potential clients.

The branding and digital marketing efforts were supported by innovative service offerings, such as customisable wedding packages that catered to diverse preferences and needs. These packages were marketed through beautifully designed websites and interactive social media content, which effectively communicated the value propositions and encouraged engagements from couples planning their weddings.

6.2   Further development proposal

There are several suggestions for further successful development of the new service inside OLTA TRAVEL CYPRUS LTD. Firstly, they can do optimisation of SEO settings, so that the site will appear higher in the search bar. This will get to get more leads and potential clients for weddings as well as organising offers. Secondly, the company could participate in the wedding exhibitions where are presented different services providers and organisations. There could be found potential clients, new vendors, ideas. In addition, participation in international wedding exhibitions can increase brand awareness, which will also qualitatively affect its further development. The final suggestion would be to expand the

package of services offered, to come up with more personalised wedding packages that will be culturally specific, for example adding such packages for the cultures that have the most demand for weddings in Cyprus (Lebanon, Israel, UK).

The commissioning company has a great advantage, because it is originally engaged in tourism. OLTA TRAVEL CYPRUS LTD can use the experience as a travel agency and integrate them into developing new wedding services, for example, in the in the direction of organising accommodation at weddings for guests.

6.3   Reliability and validity

Reliability and validity are fundamental concepts in research methodology that ensure accuracy and consistency of findings across studies and applications. Reliability is the consistency of performance, indicating the extent to which an instrument produces the same results when tested repeatedly under the same conditions. It is often assessed using tests of internal consistency, test-retest and inter-rater reliability (Creswell & Creswell, 2017). Validity, on the other hand, refers to the degree to which a research instrument measures what it is supposed to measure. Validity is often categorised into several types, including content validity, criterion-related (predictive or congruence) validity, and construct validity, each of which ensures that indicators accurately reflect the intended constructs (Babbie 1992).

The reliability of the research has been proven through the use of data collection methods such as structured interviews with brides and Google surveys. The use of structured interviews with brides and Google surveys ensured that the same questions were posed to all participants, which enhances the reliability of the data collected by minimising variations in responses that could be attributed to differences in question interpretation (Dillman et al. 2014). Mystery shopping also confirms the reliability of this research. By employing a standardised procedure for mystery shopping, where the same set of criteria was used to evaluate all

competitors, the research ensured consistent measurement across different settings, thereby maintaining high inter-rater reliability.

The research tools were designed to cover all aspects that are critical for developing a new wedding service. The use of real-world applications, such as mystery shopping and structured interviews, aligned the theoretical constructs with actual market conditions. This approach provided practical benchmarks for the service's performance against current market standards, thereby supporting the criterion validity of the findings. By integrating various data sources — including interviews, surveys, and competitive analysis — the study ensured that the constructs of customer satisfaction, market demand, and competitive advantage were thoroughly explored and validated through triangulation. This method enhances the validity of the research by confirming that the findings are not the artefacts of a single method or source (Yin 2009).

In the current thesis validity was supported by ongoing engagement with industry experts and continuous updates to the service development process based on real-time market feedback, ensuring that the service offerings remained aligned with current trends and customer expectations.

Overall, the research methodologies employed in the thesis to develop a new wedding service in Cyprus were designed to uphold the principles of reliability and validity, ensuring that the results are both dependable and accurately reflective of the true phenomena being studied. This rigorous approach enhances the credibility of the research findings and provides a solid foundation for the practical application of the new service in the competitive tourism market.

The study acknowledges the limitations inherent in using a single case study, including potential biases in data interpretation and the limited generalizability of the findings. However, the specific insights gained from a detailed examination of OLTA TRAVEL LTD's initiatives will provide valuable lessons and strategic insights that are applicable to similar contexts in the tourism industry. This research encountered limitations in its scope, primarily restricted to OLTA

TRAVEL CYPRUS LTD's perspective and the responses from a limited set of clients. Additionally, the dynamic nature of tourism trends implies that findings may evolve as market preferences shift over time.

7   FINAL WORDS

In conclusion, the research provides a solution and answer on how to create a new service in tourism in Cyprus. Research covers all necessary aspects regarding creating and establishing new services in existing business in tourism. This study proposes to explore the tourism industry and the impact of events in it, the main aspects of creating a new service so that it is still competitive and successful.

The primary aim of this thesis was to develop a new wedding service for OLTA TRAVEL CYPRUS LTD, leveraging Cyprus's unique appeal as a romantic destination. The research incorporated a comprehensive mixed-method approach, including structured interviews with brides, Google surveys, and mystery shopping, to gather detailed insights into market needs and preferences. The study identified key factors such as customer satisfaction, operational challenges, and marketing effectiveness, which are critical for successful service development in the tourism industry.

The findings underscore the significance of personalized services and the importance of a robust digital presence. The transition from a B2B to a B2C model for OLTA TRAVEL CYPRUS LTD revealed opportunities for direct consumer engagement, higher profit margins, and enhanced brand control. However, this transition also presented challenges in maintaining service consistency and quality, managing customer expectations, and navigating the competitive landscape of the wedding tourism market in Cyprus.

The insights from structured interviews and surveys highlight the need for improved communication channels. OLTA TRAVEL CYPRUS LTD should consider integrating instant messaging platforms like WhatsApp for quicker and more personal interactions with clients. Additionally, the development of

personalized wedding and proposal packages, as detailed in the case study, should be continuously refined based on customer feedback and emerging market trends. The creation of a modular service offering that allows clients to customize their packages can enhance customer satisfaction and differentiate OLTA TRAVEL CYPRUS LTD from competitors.

The revamped Instagram strategy, focusing on high-quality imagery and engaging content, should be expanded to other social media platforms. A targeted digital marketing campaign that highlights unique selling points, such as exclusive wedding locations and bespoke services, can attract a broader audience.

Future research could explore the potential for expanding the wedding services to other romantic destinations within Cyprus or even beyond. Comparative studies with other popular wedding destinations can provide insights into best practices and innovative service offerings. Additionally, as sustainability becomes increasingly important to consumers, future studies should investigate how eco-friendly practices can be integrated into wedding services. This includes sustainable sourcing of materials, waste reduction strategies, and promoting local vendors.

Further research could also examine the role of emerging technologies, such as virtual reality (VR) and artificial intelligence (AI), in enhancing the customer experience. VR can offer virtual tours of wedding venues, while AI can personalize marketing efforts and improve customer service through chatbots.

The research conducted in this thesis provides a comprehensive roadmap for OLTA TRAVEL CYPRUS LTD to successfully launch and sustain a new wedding service in Cyprus. By addressing customer needs through personalized and high-quality services, leveraging digital marketing strategies, and continually adapting to market trends, OLTA TRAVEL CYPRUS LTD can establish itself as a leader in the wedding tourism market. The insights gained from this study not only contribute to the academic discourse on service development in tourism but also

offer practical strategies for businesses looking to innovate and thrive in this dynamic industry.

In conclusion, the development of a new wedding service in Cyprus presents a significant opportunity for OLTA TRAVEL CYPRUS LTD to enhance its market presence and drive business growth. The combination of rigorous market research, strategic planning, and innovative service offerings positions the company to capitalize on the burgeoning wedding tourism market in Cyprus. Future research and continuous improvement will be key to maintaining a competitive edge and meeting the evolving needs of customers.

The development of a new wedding service in Cyprus for OLTA TRAVEL CYPRUS LTD demonstrates the potential for growth and innovation in the tourism industry. By leveraging the insights gained from comprehensive market research and adopting a strategic approach to service development, the company can enhance its competitive position and achieve long-term success. This thesis provides a valuable framework for understanding the complexities of service development in the tourism sector and offers practical recommendations for businesses seeking to capitalize on emerging market opportunities.

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LIST OF FIGURES

Appendix 1

Google questionnaire

1. What is your age?

2. If you want to make a romantic surprise to your beloved in Cyprus, where will you look for the organizer?

3. Which website are you more likely to order a service from? You can follow the link or draw conclusions based on the provided screenshots.
   https://romantic-cyprus.com/ , https://b24-35ph8n.bitrix24.site/romantic_ru/

4. Space for detailed feedback if you have some

Appendix 2

Questions for the interviews with brides

1. Why have you chosen Cyprus as the wedding destination?

2. How have you chosen the service provider for your wedding? What were the main aspects?

3. Did you enjoy the service that was provided? Would you recommend to make a wedding on Cyprus via your service provider?

4. What could be improved in the workflow in your point of view?

5. Would you recommend other people your wedding service provider?

Appendix 3

List of criteria for the "mystery shopping"

- Speed of response

- Quality of first response/method of communication, what was offered and how

- Format of the proposal

- Impression of the presentation

- Price offer

- Individual approach