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| Organization Name: | Loizides Brothers Travel and Tourism |
| Course at Frederick University: | ABSM203 Marketing Research and Information Systems |
| Programme of Study at FU: | Business Administration |
| Project Title: | Marketing Research |
| Project Overview: | Students are requested to elaborate a research plan, collect data and submit a written research report to the partner company. Special emphasis will be placed in researching the partner organization’s clients’ views regarding sustainability in travelling and exploring how the client may use this information in designing their product and communication strategies. |
| Organization Overview: | Loizides Brothers is one of the oldest travel agencies in Cyprus, established in 1945. The organisation was one of the founding members of A.C.T.A. (Association of Cyprus Travel Agents) in 1954. |
| Organization Website: | www.loizidestravel.com |
| Faculty member at FU: | Nasia Tziortzi |