

# MICROMEDIUM ANALYSIS IN A COMPANY OF TOURIST SERVICES “DOINA” HOTEL COMPLEX - NEPTUN

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## Abstract

*The business environment, with its high level of uncertainty, requires to organizations to adopt market rules for to take advantage of the opportunities they offer and to avoid their own threats and vulnerabilities, by knowingly consciously, the risks. Achieving the objectives of Doina Hotel Complex, it is not possible, without knowing its own potential, to extend its capacity to achieve benefits at a certain level. Rapidity and adaptability to change are the key words of the company in question that, in an analytical manner, adapts its behavior, depending on the entities it comes into contact for, in order to have a solid micro medium, used as well a fundamental element of building of the relationships with other economic agents, in the business environment. The organization invests significant amounts of money, in collaborations with specialized firms and different suppliers, to create efficient management infrastructures, in customer relationships. Market dynamic forces the hotel complex to adapt quickly, to the global focus of strategy to compete with companies that successfully apply the principles of this approach. All these are doubled by the analysis performed by us, which we want to represent a model for its realization, for all those who want to get involved in such approaches.*

**Key words:** tourist, client, microenvironment, hotel

**Jel Code:** D24

## 1. Introduction

Without theorizing too much, the analysis of the microenvironment of the company, in general and of the company in question, in particular, includes that multitude of external factors, as a whole, which particularly directly influence the company and because they are variable factors, on their relative beneficial control can be exercised for the benefit of the company.

As it is known, the microenvironment of the enterprise shapes the managerial and marketing decisions, simultaneously with the marketing strategies and tactics, fact for which the changes in the microenvironment have a very important significance for the marketing staff. Being a solid, serious company, that is, a well-rated economic agent in the business environment, Doina - Neptun Hotel Complex, within "SC Neptun SA", has the full range of factors that form its own microenvironment - suppliers, customers, intermediaries, competitors, but also other economic entities, holding interests (individuals or groups, individuals or legal entities).

## 2. Clients of the Doina-Neptun Hotel Complex

The clients of the Doina Hotel Complex from Neptun resort are quite varied, in terms of age, but the main characteristics that represent them are the love of the Black Sea Coast, and last but not least, the care of personal health. The company's customers are generally those segments of the middle-income population.

For the first category of clients, those of the third age, the tourist product of the company offers premises for rest, cure and treatment, short trips, but also other facilities. [10]

For the second category, the tourism product aims to provide optional services complementary to the basic product. ([http://www.litoralulromanesc.ro/neptun\\_doina.htm](http://www.litoralulromanesc.ro/neptun_doina.htm))

"The last years have visibly created the demand for tourism in Romania, implicitly affecting the demand for the offer of the company" SC Neptun SA ", both in terms of volume and structure". ([http://www.comeinromania.com/vc-1240640987-hotel\\_doina.html](http://www.comeinromania.com/vc-1240640987-hotel_doina.html))

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Doina Hotel participates “in the rounds of contracts organized by the Ministry of Tourism, both in the country and abroad, this ending with contracts, with framework conventions, more precisely, considering the reduction of the possibilities of guaranteeing a certain occupancy coefficient. to contract partners. ([http://www.litoralulromanesc.ro/neptun\\_doina.htm](http://www.litoralulromanesc.ro/neptun_doina.htm))

The company has already formed traditional contract partners (beneficiaries), which ensure a certain degree of occupancy in the accommodation spaces every year. Among them I mention some of the tour operating agencies in the country and abroad: ATT Slatina Agency, CBM Travel, Litoral Agency, Blue Line, Adonis Agency, as well as other agencies in the country, through which a smaller share of tourists arrive, such as be: "Amicitia Travel SA", "Vacanța SA", "Latina Constanța" Agency, Tour Link Agency - Israel, Mercur Business Travel Bucharest, there are also agreements that provide for the involvement of the Doina Hotel Complex in Neptun resort.

Another "target market is the segment of business people, many organizations and companies in the country and abroad" (Neagu, 2008) (especially Israel) using the services of the International Conference Center to organize business meetings.

As main areas in the country, for the flows of tourists having as holiday destination the resort Neptun [7] and implicitly the Hotel Complex Doina \*\*\*, are:

**Table nr. 1 Areas of origin of Romanian tourists arriving within the complex**

<b>Nr. crt.</b>	<b>Romanian Tourists</b>	<b>Provenance</b>
<b>1.</b>	BIBI TOURNING	IALOMIȚA
<b>2.</b>	DIMM TRAVEL	CLUJ NAPOCA
<b>3.</b>	TOUROPA	TIMIȘOARA
<b>4.</b>	ATT DROBETA	DROBETA TURNU SEVERIN
<b>5.</b>	ATT BRĂILA	BRĂILA
<b>6</b>	ATT SLATINA	SLATINA

Source – („Capital”, 2018)

At present, known as a relatively favorable situation for Romanian tourism, the offer of the Doina Hotel Complex in Neptun resort, is suitable to be sold in weekend forms which, most often, exclude the existence of intermediaries in the canals. distribution of the tourist product. This is also due to its location near large tourist broadcasters: Bucharest, Brasov, Tulcea, Braila, Galati.

The degree of occupancy of accommodation capacities varies, depending on the specific seasonality of the tourism activity, in general and of the coastal tourism in particular, seasonality manifested by the types of tourism practiced. Thus, the highest demand is between July 10 and September 1, (Anuarul Statistic al României 2019, 2020).during which, in general, the holidays coincide for all members of a family.

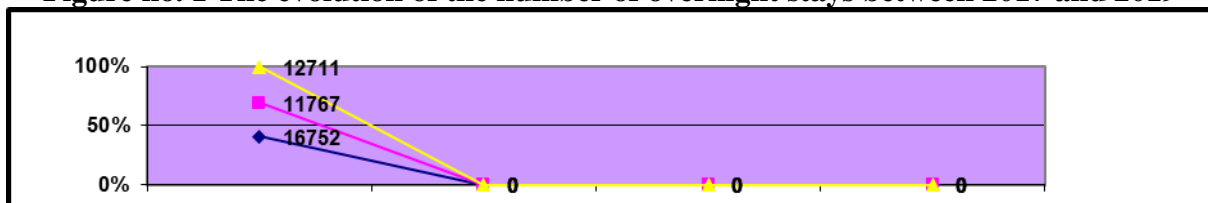
**Table no. 2 Tourist traffic within the Doina Hotel, during 2017-2019 (total)**

<b>Month</b>	<b>days / tourist</b>			<b>Number of nights</b>		
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
MAY	5511	4955	5773	5637	2310	2577
JUNE	4659	4166	4328	2025	1791	1748
JULY	6317	9016	8905	2711	2781	2686
AUGUST	12401	11074	9636	3132	2552	2942
SEPTEMBRE	8472	6551	8524	3247	2333	2758
<b>TOTAL</b>	<b>37.360</b>	<b>35.762</b>	<b>37.166</b>	<b>16.752</b>	<b>11.767</b>	<b>12.711</b>

Source – Marketing Department Doina- Neptun Hotel Complex

In correlation with the specifics of the resort, with the characteristics of the accommodation capacity, there is generally the average length of stay. (Dep.Mk., 2019) However, the effects of Romania's general economic situation (erosion of the population's purchasing power, decrease in tourist attraction, especially due to the rather low quality of comfort and services compared to international standards) distorted this correlation, so that the average length of stay reflects, rather, the specificity of a weekend tourism, (Capital, 2019) than what is mainly the resort of Neptune - a holiday destination.

**Figure no. 1 The evolution of the number of overnight stays between 2017 and 2019**



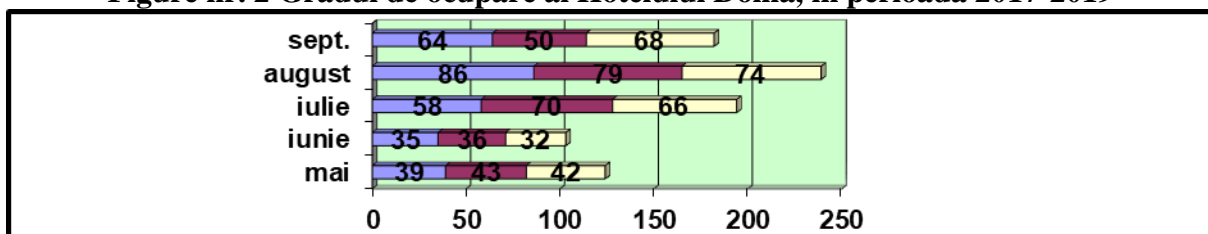
Source - Marketing Department Doina- Neptun Hotel Complex

**Table no. 3 Occupancy rate of Doina Hotel, during 2017-2019**

Month	GRADUL DE OCUPARE		
	2017	2018	2019
MAY	39%	43%	42%
JUNE	35%	36%	32%
JULY	58%	70%	66%
AUGUST	86%	79%	74%
SEPTEMBRE	64%	50%	68%

Sursa - Departamentul de marketing al Complexul Hotelier Doina-Neptun

**Figure nr. 2 Gradul de ocupare al Hotelului Doina, în perioada 2017-2019**



Source - Marketing Department Doina- Neptun Hotel Complex

**Table no. 4. Tourist traffic within the Doina Hotel, during 2017-2019(Romanian and foreign tourists)**

Year	ROMANIANS		FOREIGNER	
	Toursts	Days/ tourist	Tourists	Days/tourist
2017	29928	71599	3643	16223
2018	22948	58372	5219	19552
2019	21074	48724	7104	24811
<b>Total</b>	<b>73.950</b>	<b>178.695</b>	<b>15.966</b>	<b>60.586</b>

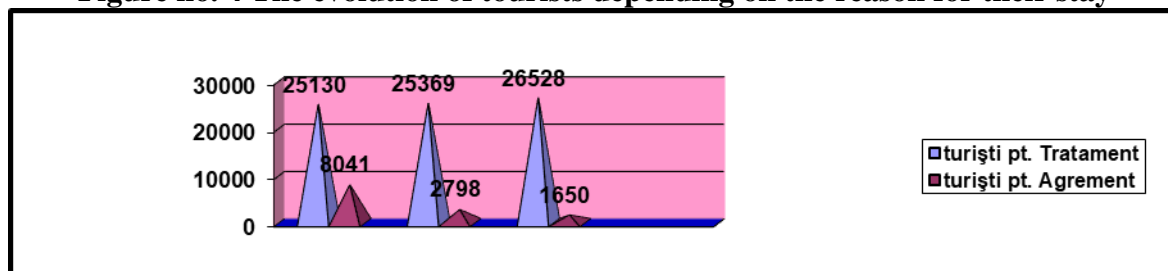
Source - Marketing Department Doina- Neptun Hotel Complex

**Table no. 5 Clients structure according to the reason for stay (2015-2017)**

Clients	Period					
	2017		2018		2019	
	Value abs.	%	Value abs	%	Value abs	%
Tourists for treatment	25130	76,1	25369	77,9	26528	82,4
Leisure tourists	8.041	23,9	2.798	22,1	1.650	17,6
<b>Total</b>	<b>33.171</b>	<b>100</b>	<b>28.167</b>	<b>100</b>	<b>28.178</b>	<b>100</b>

Source - Marketing Department Doina- Neptun Hotel Complex

**Figure no. 4 The evolution of tourists depending on the reason for their stay**



Source - Marketing Department Doina- Neptun Hotel Complex

The main customers are, in fact, those for whom the hotel complex operates, namely, leisure tourists and those who use the existing medical services. Thus, only in 2017, out of a total of 28,178 tourists, 26,528, ie 82.4% were tourists arriving for the purpose of performing various medical treatments, (S.C Balneoterapia Neptun S.R.L., 2019) the remaining 17.6% arriving, only for leisure. (Dep. Mk, 2019)

Of these, ie among tourists for treatment, 73.8% were Romanians, which means 21,074 people, and 26.2% - 7,104 visitors were foreigners.

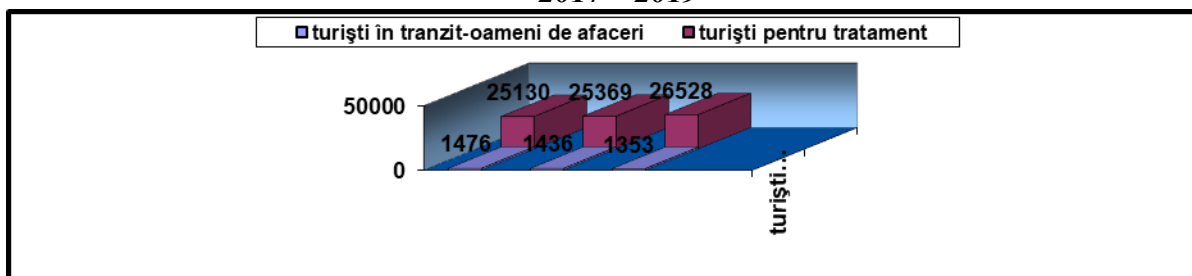
Calculating a total, from these statistics, it can be concluded that, during 2019, the structure of customers is: 1,650 tourists for leisure, 26,528 tourists for treatment, respectively 21,074 Romanians and 7,104 foreigners. (S.C Balneoterapia Neptun S.R.L., 2019) Most of the foreigners come, also from the groups of tourists, following the reciprocity contracts, concluded by the Doina Hotel Complex, from abroad. (Dep. Mk. 2019)

**Table no. 6 Evolution of the number of tourists for treatment and in transit - 2017-2019**

Clients	Years		
	2017	2018	2019
Tourists for treatment	25130	25369	26528
Tourists in transit	1476	1436	1353

Source – SC Balneotherapy Neptun SRL

**Figure nr. 5 Evolution of the number of tourists for treatment and in transit – 2017 – 2019**



Source - SC Balneotherapy Neptun SRL

### 3. The company's collaboration with travel agencies

In previous years, the number of customers of the complex were 28,167 in 2018 and 33,171 in 2019. According to their travel motivation, their structure is defined as follows:

- in 2017, the tourists who arrived within the hotel complex, for treatment, owned 76.1%, being in number of 25,130, out of which 70.2% Romanians and 29.8% foreigners,
- tourists arriving for leisure, who were only in transit or who stayed here, were 23.9% of the total number of customers, of which 76.1% Romanians and 23.9% foreigners.

In 2018, the number of customers was lower, tourists for treatment, holding the largest share, of 77.9 (25,369), and tourists for leisure, a share of 22.1% (2,798). Of these, 81% were Romanians and 19% and 91.2% of Romanians and 7.8% of foreigners arrived for leisure. (Dep. Mk., 2019)

It can be seen that out of the total number of tourists arriving within the Doina Hotel Complex, 76.1% represent the tourists arriving for treatment and 4.44% represent the tourists in transit (business people), for 2017, 77.9% and 5.09% for 2018, respectively 82.4% and 4.80% for 2019. The evolution of the presence of businessmen in the Doina-Neptun International Conference Center, experienced in 2019 a small decrease, by 0.29% .(Dep/ Mk, 2019).

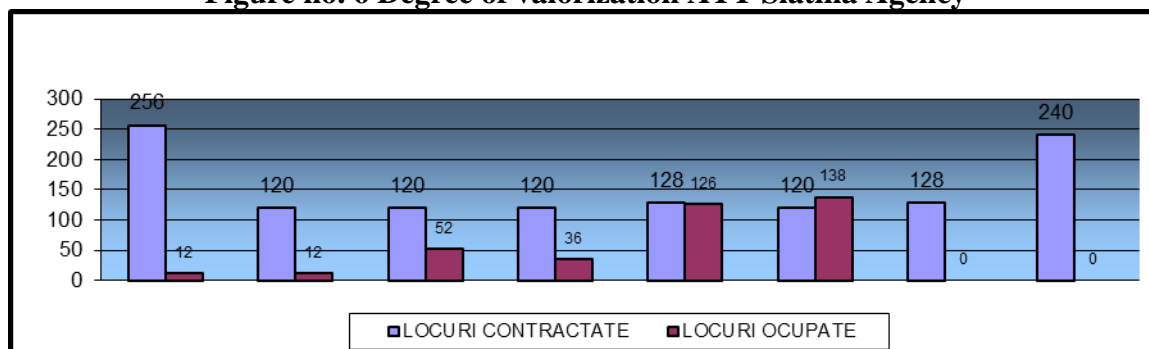
Each travel agency that collaborates with the Doina Hotel Complex in Neptun resort, has the obligation to communicate to the marketing department of the complex, before 7 days, how many of the contracted places are to be capitalized. Places that remain undervalued will be offered "free" to individuals. (Ziarul Financiar, 2018) The largest share of customers has individuals, followed by customers accommodated by companies, as follows:

**Table no 7 Contracted places / day - ATT Slatina Agency**

PERIOD	OCCUPIED SEATS	CONTRACTED SEATS	VALORIZATION DEGREE
30.04.19 - 31.05.19	12	256	4,69%
01.06.19 - 15.06.19	12	120	10,00%
16.06.19 - 30.06.19	52	120	43,33%
01.07.19 - 15.07.19	36	120	30,00%
16.07.19 - 31.07.19	126	128	98,44%
01.08.19 - 15.08.19	138	120	115,00%
16.08.19 - 31.08.19	0	128	0,00%
01.09.19 - 30.09.19	0	240	0,00%
<b>TOTAL</b>	<b>376</b>	<b>1232</b>	<b>30,52%</b>

Source - Marketing Department Doina- Neptun Hotel Complex

**Figure no. 6 Degree of valorization ATT Slatina Agency**



Source - Marketing Department Doina- Neptun Hotel Complex

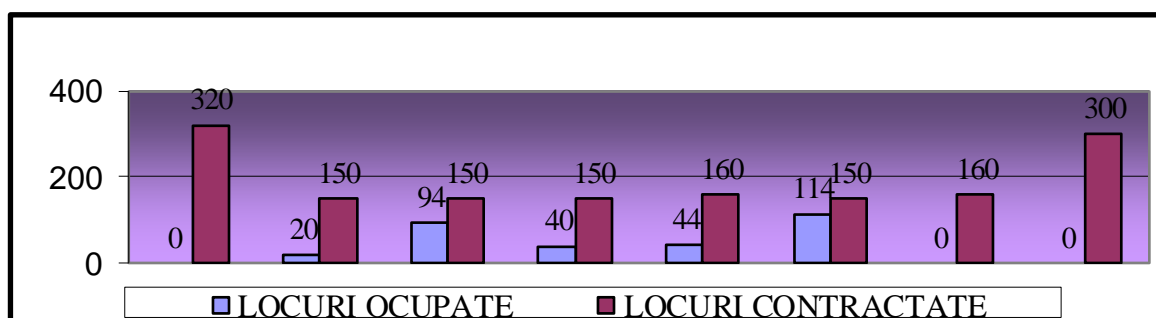
The travel agency ATT Slatina registered in the period 01.08.15–15.08.15 the highest degree of capitalization of the accommodation places, from the contracted ones (115%), compared to the periods 16.08.17-31.08.17 and 01.09.17-30.09.17 when no place was valorized.

**Table no. 8 Contracted places / day - CMB Travel Agency**

PERIOD	OCCUPIED SEATS	CONTRACTED SEATS	CAPITALIZATION DEGREE
30.04.19 - 31.05.19	0	320	0,00%
01.06.19 - 15.06.19	20	150	13,33%
16.06.19 - 30.06.19	94	150	62,67%
01.07.19 - 15.07.19	40	150	26,67%
16.07.19 - 31.07.19	44	160	27,50%
01.08.19 - 15.08.19	114	150	76,00%
16.08.19 - 31.08.19	0	160	0,00%
01.09.19 - 30.09.19	0	300	0,00%
<b>TOTAL</b>	<b>312</b>	<b>1540</b>	<b>20,26%</b>

Source - Marketing Department Doina- Neptun Hotel Complex

**Figure no. 7 Degree of valorization - CMB Travel Agency**



Source - Marketing Department Doina- Neptun Hotel Complex

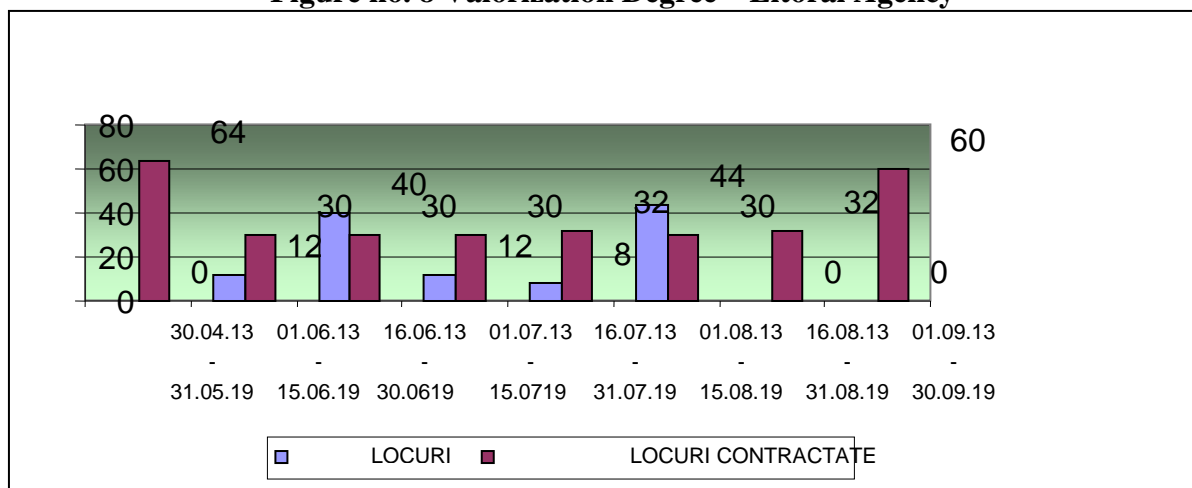
The travel agency CMB Travel registered in the period 01.08.19 - 15.08.19 the highest degree of capitalization of the accommodation places from the contracted ones (76%) compared to the periods: 16.08.19 - 31.08.19, 01.09.19 - 30.09.19 and 01.09.19 - 30.09.19 when no place was used. (Dep. Mk., 2019)

**Table nr. 9 Contracted seats/day – Litoral Agency**

PERIOD	OCCUPIED SEATS	CONTRACTED SEATS	VALORIZATION DEGREE
30.04.19 - 31.05.19	0	64	0,00%
01.06.19 - 15.06.19	12	30	40,00%
16.06.19 - 30.06.19	40	30	133,33%
01.07.19 - 15.07.19	12	30	40,00%
16.07.19 - 31.07.19	8	32	25,00%
01.08.19 - 15.08.19	44	30	146,67%
16.08.19 - 31.08.19	0	32	0,00%
01.09.19 - 30.09.19	0	60	0,00%
<b>TOTAL</b>	<b>116</b>	<b>308</b>	<b>37,66%</b>

Source - Marketing Department Doina- Neptun Hotel Complex

**Figure no. 8 Valorization Degree – Litoral Agency**



Source - Marketing Department Doina- Neptun Hotel Complex

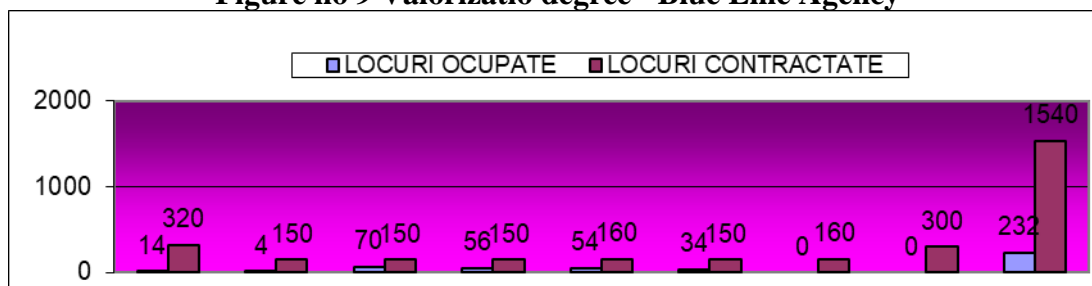
The Litoral travel agency registered in the periods 16.06.19 - 30.06.19 and 01.08.19 - 15.08.19 the highest degrees of capitalization of the accommodation places, from the contracted ones (133.33% and 146.67% respectively), compared to the periods 30.04.19 - 31.05.19, 16.08.19 - 31.08.19 and 01.09.19 - 30.09.19, when no place was capitalized. (Dep.Mk., 2019)

**Table no.10 Contracted seats/day - Blue Line Agency**

PERIOD	OCCUPIED SEATS	CONTRACTED SEATS	VALORIZATION DEGREE
30.04.19 - 31.05.19	14	320	4,38%
01.06.19 - 15.06.19	40	150	2,67%
16.06.19 - 30.06.19	70	150	46,67%
01.07.19 - 15.07.19	56	150	37,33%
16.07.19 - 31.07.19	54	160	33,75%
01.08.19 - 15.08.19	34	150	22,67%
16.08.19 - 31.08.19	0	160	0,00%
01.09.19 - 30.09.19	0	300	0,00%
<b>TOTAL</b>	<b>232</b>	<b>1540</b>	<b>15,06%</b>

Source - Marketing Department Doina- Neptun Hotel Complex

**Figure no 9 Valorizatio degree - Blue Line Agency**



Source - Marketing Department Doina- Neptun Hotel Complex

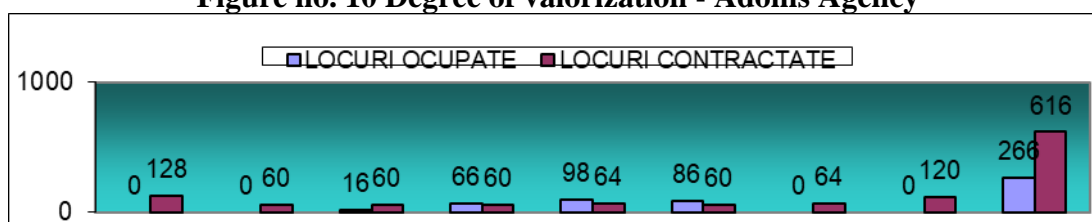
The Blue Line travel agency registered between 16.06.19 - 30.06.19 the highest degree of capitalization of the accommodation places from the contracted ones (46.67%), compared to the periods 16.08.19 - 31.08.19 and 01.09.19 - 30.09.19 when no place was used. [2]

**Table no. 11 Contracted seats/day – Adonis Agency**

PERIOD	OCCUPIED SEATS	CONTRACTED SEATS	VALORIZATION DEGREE
30.04.19 - 31.05.19	0	128	0,00%
01.06.19 - 15.06.19	0	60	0,00%
16.06.19 - 30.06.19	16	60	26,67%
01.07.19 - 15.07.19	66	60	110,00%
16.07.19 - 31.07.19	98	64	153,13%
01.08.19 - 15.08.19	86	60	143,33%
16.08.19 - 31.08.19	0	64	0,00%
01.09.19 - 30.09.19	0	120	0,00%
TOTAL	266	616	43,18%

Source - Marketing Department Doina- Neptun Hotel Complex

**Figure no. 10 Degree of valorization - Adonis Agency**



Sursa - Departamentul de marketing al Complexului Hotelier Doina-Neptun

The Blue Line travel agency registered in the period 16.07.19-31.07.19 the highest degree of capitalization of the accommodation places from the contracted ones (153.13%), compared to the periods 30.04.19-31.05.19, 01.06.19 - 15.06.19, 16.08.19 - 31.08.19 and 01.09.19 - 30.09.17 when no place was capitalized. (Dep.Mk., 2019)

#### 4. Competition of the Doina-Neptun Hotel Complex

On the spa tourism market, the Doina Hotel Complex enters into direct competition, for the market segment that uses medical or leisure services, with the Hora, Cerna and Balada Hotel Complexes, from Saturn resort, followed by SC Mangalia. ([[http://www.litoralulromanesc.ro/neptun\\_doina.htm](http://www.litoralulromanesc.ro/neptun_doina.htm)])

There is also a competitive base with an unspecified potential, especially for the villas sector, represented by the private sector. It is estimated a possible "increase in the degree of organization of the offer represented by individuals in the area, through the actions of small private companies" (Bocanete, 2010) with tourism activity, but without their own accommodation base. The estimate is based on both the large number of new constructions that appeared in the resort and the large number of potential accommodation capacities renovated or under renovation in the last period.

At the level of 2019, the market share of Doina Hotel, on the market of Neptun resort, amounted to 26%, calculated on the basis of the "number of tourists" indicator. (Bocănete, 2010)

#### 5. Suppliers of the Hotelulier Doina - Neptun Complex

The role of service personnel gives labor providers a special place in the business microenvironment.

The Doina Hotel Complex pays special attention to the staff training process, in order to provide the company with highly qualified staff. (DRU; 2019) In this sense, the company organizes the practice of pupils and students specializing in tourism, and residents in medical practice. During these actions the complex has the opportunity to contribute to the training, knowledge and selection of the workforce, in accordance with its general objectives.(DRU, 2019)



As we showed in the previous chapter, the Doina Hotel Complex collaborates and has concluded contracts with companies providing services and products, necessary for a good development of the complex's activity. (DCb, 2019)

Recently, the Doina Hotel Complex in Neptun has carried out an extensive program to modernize accommodation, food and treatment capacities, for which it has concluded service contracts with various categories of suppliers. The most important companies can be classified as follows:

Agenția de turism Blue Line a înregistrat în perioada 16.07.19-31.07.19 cel mai mare grad de valorificare a locurilor de cazare din cele contractate (153,13%), comparativ cu perioadele 30.04.19-31.05.19, 01.06.19 - 15.06.19, 16.08.19 - 31.08.19 și 01.09.19 - 30.09.17 când nu s-a valorificat nici un loc. (Dep. Mk., 2019)

**Table no. 12 Service providers**

<b>Nr. crt.</b>	<b>Company name</b>	<b>Field of activity</b>
1	SC. Nicos Invest SRL	Central heating
2	SC Comtel SA	Telephone exchanges
3	SC Semar SRL	Fire warning
4	SC Kasta Metal SRL	Elevator maintenance
5	SC Elmas Trading	Pool maintenance
6	SC RomGuard group SRL	Security and protection

Source - Marketing Department Doina- Neptun Hotel Complex

**Table no 13 Investment providers**

<b>Nr.crt.</b>	<b>Name companuy</b>	<b>Field of activity</b>
1	SC Expo Conti SA	Construction
2	SC Semar SA	Constructions
3	Commercial Bank- Brances Cta	Investment loans
4	Banca Transilvania – Brances C- ta	Investment loans

Source - Marketing Department Doina- Neptun Hotel Complex

**Table no. 14 Cargo suppliers**

<b>Nr.crt.</b>	<b>providers</b>	<b>Cargo</b>
1	Parma Euxim-C&D Impex	Luxury alcoholic beverages
2	Quadrant Amroq Beverage	Non-carbonated beverages
3	Coca Cola-Transilvania General Import-Export	Carbonated beverages
4	Danone	Dairy products
5	Tabco Campofrio	Meat
6	Aquila	Coffee

Source - Marketing Department Doina- Neptun Hotel Complex

**Table no. 15 Utility providers**

<b>Nr. crt</b>	<b>Company name</b>	<b>Field of activity</b>
1	SC Electrica SA	Electricity
2	SC Congaz SA	Gas
3	SC DIGI RCS&RDS SA	Telephone lines
4	SC Vodafone SA	Telephone lines
5	SC Polaris SA	Sanitation
6	SC Raja SA	Cold and hot water

<b>Nr. crt</b>	<b>Company name</b>	<b>Field of activity</b>
7	SC Ingopiscine SRL	Pool materials
8	SC Best Cleaning SRL	Own laundry
9	SC Palas SRL	Napkins
10	SC Metro SA	Foods
11	SC ASCENSION SRL	Security and protection

Source - Marketing Department Doina- Neptun Hotel Complex

**Table no. 16 Medical device suppliers**

<b>Nr crt</b>	<b>Company name</b>	<b>Destination</b>
1	SC Inter-Medico Servicii SRL	Medical laboratory equipment and supplies
2	SC Gamedica SRL	Measuring devices, control and diagnosis
3	SC Belix-MED SRL	Spa therapy equipment
4	SC Sadcom Prest SRL	Body care and beauty products
5	SC Medical MOB SRL	Medical furniture
6	SC Rowe SRL	Electrostimulation medical devices
7	SC Polimed Import-Export SRL	Medical instruments and medicines for diseases

Source - Marketing Department Doina- Neptun Hotel Complex

The role of suppliers of goods and services gives the Doina Hotel Complex in Neptun resort, a special place in the microenvironment, they are permanently available to the complex offering quality products and services, which determines the satisfaction of both loyal and potential customers who arrive with different purposes: either for leisure or treatment.

## **6. Conclusions**

Under normal and optimal conditions, the development of spa tourism in the resorts on the Romanian Black Sea coast will continue to be determined by the action of specific factors such as:

- deterioration of the health of the population, as a result of changes in people's lifestyles, the rapid pace of existence, increasing physical and mental demands and more complex, on the one hand, and the presence of harmful factors of modern civilization (stress , pollution, sedentary lifestyle, etc.), on the other hand;
- increase in average life expectancy, knowing that the frequency of chronic diseases increases with age, due to reduced exercise capacity and adaptation of the body in old age and the appearance of wear and tear diseases (rheumatic, degenerative, cardiovascular, metabolic, respiratory , nutrition etc);
- intensifying individual and collective efforts to care for health and prevent disease.

Spa treatments have thus become an integral part of the health care system, with natural cure factors representing - through prophylactic, therapeutic and recovery effects - a noteworthy alternative to pharmacotherapy.

An aspect that characterizes the modern spa location is the formula "everything under one roof", which is also found in the case of Doina-Neptun and which involves the realization of complex facilities, able to offer spa services and classic tourist services (accommodation, meals, leisure ).

Also of a general nature, there is a concern to make as much space as possible - through the management of space - for leisure equipment. This concern materialized in the creation of amusement parks and other leisure facilities (swimming pools, children's clubs) in the immediate vicinity of the Doina Hotel Complex.

The restructuring of the spa resort is notable internationally, in recent years by applying the following principles of redevelopment of spas:

- the formation in resorts of two distinct, at the same time synergistic spa sectors: therapeutic and recovery balneology and “wellness” balneology (health belts);

- capitalization, in spas for a national and international clientele, of natural therapeutic factors not only for treating body ailments in the intensive care system, but also for mental relaxation, restoring psycho-physical balance and creating relaxation spaces that ensure a stay with entertainment and recreation;

The Doina-Neptun Hotel Complex is prefigured as a Multipurpose Center composed of:

- health center with multidisciplinary medical vocations where the type of health based on the medical composition is practiced,
- recovery center with medical-sanitary vocations for the application of secondary prophylactic, therapeutic and medical recovery cures,
- "beauty" and beauty center,
- reception, entertainment and cultural center, synergistic and complementary to other centers, with reception and information activities, entertainment, bar-restaurant, relaxation, various shops, including spas and cosmetics, health education and medical scientific activities.

These centers aim to achieve an alternative between "healthy" and "good".

Modern spas, through the complex activities they offer visitors (therapeutic and recovery spas, health treatments, prophylactic treatments, body strengthening) can become true centers of reference for meeting the need for physical and mental recovery and relaxation of people.

Calculating the real liquidity values with those considered normal, it results that the company does not have enough liquidity to pay current debts, but is still solvent and has a good potential for recovery because it makes a profit annually, which creates favorable conditions for continuing business.

However, the Doina Hotel Complex in Neptun resort has created a notable image on the tourist market of Neptun resort, offering the guarantee of a superior quality both in terms of the actual construction and the services offered to tourists during their stay: permanent services Room Service, Secretarial Services, Banquet Facilities, Banquet Facilities.

The success of the hotel complex is determined by the permanent adaptation of the offer, to the situation on the tourist market and by putting in the center of its activity the client, offer .

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