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Hospitality and Guest Services

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Hotel Intercontinental is a 5-star hotel in Bucharest, located on the University Square, sector 1. Hotel Intercontinental is the first 5-star hotel built in Romania and one of the tallest buildings in Bucharest. The building is built between the years 1968-1970, according to the plans of the architects Dinu Hariton, Gheorghe Nădrag, I. Moscu, and is one of the tallest buildings in the city and in Romania. It was the tallest building in Bucharest until 2004. The building has 90 metres high and 22 floors, being built to provide a unique perspective on the city of any of the guest rooms. The Intercontinental Hotel is the only one in Bucharest with a conference room and a swimming pool at 80 metres high. Spacious and elegant, the 283 rooms and apartments offer guests a sense of relaxation and comfort. The Imperial apartment is the only one in Bucharest equipped with a sauna and piano. In 2007, the hotel went from a franchise contract to a management contract with the Intercontinental Hotels Group chain. The inauguration of the Intercontinental Hotel in Bucharest took place in May 1971, only a few months after the opening of the Direct Line New York – Bucharest, by Pan American Airways at that time, the trademark property of Intercontinental Hotels Corp.

Intercontinental Hotels & Resorts is the first name in the international hotel industry that quickly became a symbol of luxury, complexity and success, which continues to define the world of travel. Oriented to ensure a unique and memorable experience that develops the senses and expands the horizons, Hotel Intercontinental offers services and facilities specially designed for international business tourism, maintaining the delicate ratio between Luxury desire and authentic local experience for relaxation and recreation in your leisure time. Present in over 60 countries, Intercontinental Hotels & Resorts continues its ascent with new destinations across the globe.

The Intercontinental Hotel has 283 rooms, they are divided as follows:

-174 Superior Rooms with an area of 32 square meters, suitable for guests coming for

business or holiday. The rooms have the following facilities: working space, kettle for tea and coffee, bathroom with bathtub, fully equipped, double-line telephone, safe deposit, satellite TV, high speed Internet, air conditioning, hairdryer, Minibar, iron and ironing board, free access to the Health Club.

-40 Luxury Rooms with an area of 32 square meters. The rooms also have the following facilities: working space, tea and coffee kettle, fully equipped bathroom with bathtub, double-line telephone, safe, satellite TV, high speed Internet, air conditioning, hairdryer, Minibar, iron and ironing board, free access to the Health Club.

-20 Junior Suites: 60 square meters, includes bedroom and dining room with sofa bed, high speed Internet, fully equipped bathroom with Jacuzzi, additional bathroom with shower, spacer, 2 televisions, iron and ironing board, kettle For tea and coffee, free access for Club Lounge access, direct double-line telephone, high-speed Internet, safe, satellite TV and surcharge, air conditioning, hairdryer.

48 Club Rooms recently refurbished, 32 square meters, club rooms are the best choice for business travellers. In-room facilities: working space, tea and coffee kettle, fully equipped bathroom with bathtub, double-line telephone, safe, satellite TV, high speed Internet, air conditioning, hairdryer, minibar, iron and Ironing board, free access to the Health Club, free shoe cleaning service. Guests choosing this room type have free access to the Club Lounge, where they can complete the "check-in" and "check-out" formalities and have a range of free services and facilities: Light and refreshing breakfast throughout the day, can receive a Invited, have access to a room for max. 20 people, high-speed and wireless internet, newspapers and magazines with international circulation.

-1 Imperial Apartment: 240 square meters offering ultimate comfort. Entrance hall, one main bedroom, one secondary bedroom, 2 bathrooms – The main one includes sauna, Jacuzzi, hydromassage shower-, fully equipped kitchen, dressing room, iron and ironing board, living and dinner rooms, piano, work area, 3 TVs, Club access Lounge, direct double-line telephone, safe, satellite TV and surcharge, high-speed internet, air conditioning, hairdryer.

Services and Guest Amenities in this 5 star Hotel are for all kind of guests:

- Indoor Pool
- High-speed internet access
- Fitness centre Hotel
- Centrally located
- Office Agency
- * Cocktail room
- 3 restaurants
- * Office Airline Ticket Agency
- * Rental Desk for rent a car service
- Most of the staff are speaking English, French, Italian, Spanish
- 24 h room-service
- Areas A/C for the public
- Dry cleaning/Laundry
- Express check-in/check-out
- Gift shop

- Newspaper Stand

- Take away

- Immediate access to public transport

- Safe deposit box

- Secretarial Services
- Shopping area
- Wake-up on request

For business guests there's some more services, such as:

BUSINESS SERVICES

- * Copy Services
- Email and internet
- Executive Floors
- Fax Services
- Business Centre
- PC Services
- Printing Services
- Limousine Services

Intercontinental' s marketing environment:

Companies operate in the concrete conditions they offer their external environment (marketing environment or ambient environment), the results of the activities being directly influenced on the part by the knowledge of the physiology and the mechanism of operation of Environment, and on the other hand the company's possibilities and skill to harness opportunities and avoid the dangers it provides. The marketing environment has a system character and is represented by an ensemble of factors with a complex structure that influences the ability of marketing managers to achieve and maintain profitable relationships with customers. The marketing environment comprises two categories of factors:

- Controllable factors (belonging to the internal environment of the firm and which management can control)
- Uncontrolled factors (political, economic, technological factors, competition, consumers etc.).

The main components of the marketing environment are: the marketing micro-environment (consisting of those factors that influence the ability of the company to serve the clientele: internal environment, suppliers, distributors, customers, competitors and the public; The micro-environment also comprises the internal environment which is in direct subordination of the company's management) and the marketing macroenvironment (consists of those external factors with which the firm is in indirect links and which affects its long-term activity:

- Economic factors,
- Socio-cultural factors,
- Political-legislative factors,
- Technological factors,
- Demographical factors.

Intercontinental' s marketing Microenvironment:

The microenvironment comprises those forces and factors, with which the unit enters into direct relations, which depends on the success of its activity. They are:

- Providers: The company's suppliers are of two types:
 1. Commodity suppliers – are individual companies or individuals, which provide resources (raw materials, materials, machinery, machinery, installations, etc.) necessary for the

production of goods and services.

2. Labour providers – are institutions and agents (educational establishments, labour offices, etc.), which prepare and make available the workforce, as well as non-framed persons who are in search of work.

- Buyers It constitutes the main element of the enterprise's micro-environment. There are five types of market buyers that an enterprise can operate on:

1. Consumer market, which relates to the purchase of goods and services for personal or household consumption;
2. Industrial market. Consisting of economic agents buying goods and services to produce new goods and services;
3. Distribution market, consisting of economic agents buying goods and services for sale, obtaining profit;
4. The governmental market, consisting of institutions or agencies, which buys goods and services in order to provide public service or to transfer them to other needy sectors;
5. The international market refers to external buyers, including consumers, producers, intermediaries and external public institutions.

- Competitors: in that area and in all Capital City of Bucharest there's some 4 and 5 stars hotels that they provide for guests almost the same service like The Intercontinental Hotel.

-Public bodies and institutions. According to Kotler, public bodies and institutions present the following categories:

- The financial public (banks, investment firms, etc.), which offers the possibility to obtain funds;
- Media (mass media), which include newspapers and magazines, radio broadcasting and television;
- Interest groups (Movement for consumer protection, environmentalists, movement, etc.);
- The company's own staff, etc. That is why each undertaking seeks to provide goods and services and thus carry out promotional activities that provide a favourable image among buyers.

Intercontinental' s marketing Macroenvironment:

The enterprise, alongside all the factors of its macroenvironment, acts in a large macroenvironment of forces that create favorable conditions or brake the activity of the unit. We distinguish the following components of the macroenvironment:

- Demographical Environment

The first force to be pursued is the population, because humans are the ones that form the markets.

- The economic environment in a purchasing power economy depends on current incomes, prices, savings size, debts and lending possibilities in the age of departure.
- Technological environment
- Public environment
- Cultural environment
- Institutional environment
- Natural environment.

SWOT ANALYSIS

Hospitality (Hotel) Industry SWOT Analysis One of the main reasons in preforming a SWOT analysis on or in any industry is to help form a well-built and secure business approach. A well-built approach depends on knowing the strength and weaknesses of the industry and find a way to turn those weaknesses into strengths.

The capital needs in the industry are going to be on the high end. With the everyday wear and

tear of certain items there is always a constant need of incoming capital. The industry also faces a “unique tax structure in most communities. Many rooms have a specific tax that is charged per night when they are booked. They may also face higher levels of sales tax and other fees that other industries don’t face for their goods and services” (Gaille, 2014, para. 6).

The relevant aspects of SWOT analysis are characterized by specificity, indicating the situation of the company for which it is carried out and its relations with the external micro and macroenvironment.

Strengths are distinctive features or competences that it possesses at a higher level compared to other firms, particularly competing, which gives it a certain advantage in front of them. Strengths It represents activities that the firm performs better than competing firms, or resources they possess and which exceed those of other firms.

Weaknesses of the firm are characteristics of it that determine a level of performance lower than those of competing firms. Weaknesses are activities that the company does not carry out at its own level the other competing firms or resources it needs but does not possess.

Opportunities are positive external environmental factors for the firm, in other words the environmental opportunities, the firm, to establish a new strategy or to reconsider their existing strategy for the purpose of profitable exploitation of the emerging opportunities, exist for each firm and must be identified in order to establish in time the strategy necessary for their fruition or can be created, especially on the basis of spectacular results of research-development activities, i.e. Far-reaching innovations that can generate even new industries or additional domains for the production and marketing of goods and services.

Threats are negative external environmental factors for the firm, in other words situations or events that may adversely affect the firm's ability to fully achieve its established objectives, resulting in a reduction in the Its economic-financial performance. Threats of various nits and causes permanently lurk the firm, anticipating or seizing them in time allowing the firm to reconsider its strategic plans so as to avoid or minimize their impact. Much more, when an imminent threat is seized in time, by appropriate measures it may be transformed into an opportunity.

Strengths:

- * Standard services and brand notoriety
- * Best Central Booking system
- * Occasion wide brand portfolio
- * Customer experience & relationship focus
- * Very good location in the centre of the city

Weaknesses:

- * Not an intimate hotel
- * Far away from the Airport
- * Old furniture
- * slipped to 3rd position as a worldwide brand

Opportunities:

- *Situated in City Centre
- *Join The EU
- *Organizing conferences, symposia at national and international level

Threats

- *The Bushy legal framework
- *Decreasing the purchasing power of the population

- *Strong competition
- *sharing economy in hotel industry

Conclusion:

This hotel offers it all for a great stay. It is close to the old part of the town with many attractions and restaurants. The rooms are spacious and comfortable. The staff is incredibly nice, as the Romanian hospitality. Excellent place to organize meetings and events. I would definitely come again."

The top class of luxury in Hotel Industry in Romania.

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