

The hotel sea glow in bulgaria tourism essay

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About the hotelThe main objective of the creation of the company is building a hotel complex " Sea Glow " and its subsequent operation. The owners of the company have extensive experience in the tourism business. After several successful years of managing tourist decided to create a luxury hotel in one of the most attractive areas of the resort Sunny Beach. Marketing StrategyHotel " Sea Glow" is designed to replace the leader in the segment of luxury hotels and impose a new standard for radical renewal of the oldest seaside resort in accordance with current requirements of international tourism. In beds provided 908 beds in 354 basic double rooms and 50 suites. " Sea Glow " will offer all related services typical of hotels in this category - restaurants, indoor and outdoor pools, SPA center, a beauty center, fitness center, conference center, etc. Strategic ObjectivesThe long-term goal of the hotel " Sea Glow " is to become a leader in several strategic segments, organized visits of strangers offering luxury hotels and services, attracting tourists with medium and high incomes, offering comprehensive tourism product, offering year-round tourism Services. Our strategic objectives are: Hotel " Sea Glow" to accept the first tourists in the summer of 2009; To achieve employment hotel facilities over 80% in the summer season (May 1 to October 30); It can become a new leader in the prestigious Sunny Beach resort, offering the best quality of the tourism product; To achieve the highest European quality standards. Means to achieve objectivesWith the realization of the strategic goals, " Sea Glow " Ltd. started talks with IFA Hotel & Touristik AG * hotel management in the period from May to October for an initial period of five years with an option to extend the term of ten years. This is one of the leading German tour operators who successfully manage four other luxury hotels on the Bulgarian Black Sea coast (one in <https://assignbuster.com/the-hotel-sea-glow-in-bulgaria-tourism-essay/>

Sunny Beach and Nessebar three). Hotel " Sea Glow" will rely on these competitive advantages to achieve its strategic goals: Offering an attractive range of services than any other resort hotels Sunny Beach can offer in its entirety; Ability to attract different groups of customers with a very wide range of requirements, tastes and preferences; Achieving the highest European quality standards; Maximum use of spare capacity by offering preferential prices for Bulgarians who prefer shorter holidays - 2, 3 to 7 days. This may increase the employment of hotel facilities in high seasons and weekends if for short periods of the accommodation vacant in tour contracts; Contract with a leading European tour operator to manage the hotel during the summer, while " Donchev Ivanova Vacheva" Ltd. reserves independence in determining pricing. Market Analysis Over the past two years the amount of the investments in Bulgarian Black Sea marks a prolonged and sustained growth. Bulgaria's ability to offer profitable investment or vacation at the seaside constantly evolving. The fact that European and international specialized magazines advertise Bulgarian properties. Tourism has a solid foundation in Bulgaria, especially on the coast. This area is popular due to its natural beauty - beautiful beaches, unique forests and thermal sources, which are a prerequisite for the existence and future development of new resorts with spa facilities operating throughout the year. The tourists who visit Bulgaria are available trips to typical colorful villages in the interior, offering the opportunity to observe Bulgarian folk traditions alive, to illustrate crafts. In recent years, international tourism in Bulgaria has steadily sustained increase in the number of foreign tourists choose Bulgaria as a place to rest. During the last 2006 Bulgaria was visited by a total of 5, 158, 117 foreigners (excluding transit passengers). These are tourists, according <https://assignbuster.com/the-hotel-sea-glow-in-bulgaria-tourism-essay/>

to data of the World Tourism Organization and the European Commission for Tourism in the EU. Their number has increased by + 6. 64% compared to the same period in 2005A total of 4, 364, 557 foreign tourists visited the country for holiday and vacation (without children entered in the passport of their parents) in January-December 2006 (6. 70% compared to the same period in 2005). The entry of Bulgaria and Romania to the EU this year will support the tourism industry in Eastern Europe, and especially - in the Balkans, predicted leading UK online travel company directline-holidays. co. uk. According to her, in Bulgaria the number of tourists will increase by 10 percent in 2007 - a total of 5. 6 million and expects the trend to increase of tourists in the country in coming years. Accession to the EU increased its popularity as a tourist destination. Presentation of the " Sea Glow " Ltd. Property" Sea Glow " Ltd. is owned by Dzhuneylya Emin who represent and govern. So far she directly govern the preparation and conclusion of commercial contracts, planning and financial activities, control investment and legal services. Company History" Sea Glow " Ltd. is registered in Sofia City Court on 03. 05. 2007, the company's scope of business of hotels, restaurants, tour agency and tour operator, purchase of goods for resale in original or processed form, sale of goods own production, commercial representation and brokerage, commissions, freight forwarding, transportation, advertising and other services, purchasing, construction and furnishing of properties for sale, lease or other activities prohibited by law. The main objective of the creation of the company is building a hotel " Sea Glow" in Golden Sunny Beach and operation. The Company is the owner of the hotel and the yard on which the complex is built. Presentation of the hotel and servicesThe hotel " Sea Glow" Hotel " Sea Glow" is built in the central part of the eastern area of the resort <https://assignbuster.com/the-hotel-sea-glow-in-bulgaria-tourism-essay/>

Sunny Beach. Access to the hotel and the main communication paths of the resort are very comfortable. The beach is only 50 meters away. The complex is located in an area with well-established hotels, attractions and businesses - hotels " Freshness", " Iskar" I and II, " Cranes", " Chrysanthemum", restaurants, bar and casino showgirl " Sunny Beach". Capacity of the hotel

The complex consists of five buildings: four hotel housing one single housing residential apartments and shops

Building A has eight floors. The first floor has shops facing the street and Patio - Room for organized games and entertainment at the hotel with 520 seats. On the upper floors is developing a hotel that includes 98 rooms and 14 housekeeping office. Building C is seven floors plus three additional floors, which are designed for a casino. The first floor has reception, lobby bar and two internal trade street. The upper six floors developed hotel with 72 rooms and 36 suites. Building D is 9 floors. The first floor has shops. The second restaurant is à la carte. The next seven storey hotel has 28 rooms and 14 suites. Building E has 10 floors. On the first floor are the kitchen and fast food (snacks). The second floor has the main restaurant with about 870 seats per shift. Upper eight floors develops hotel with 144 rooms and 8 housekeeping office. The inner courtyard is built swimming pool with aqua park and a fast food restaurant with 490 seats. The restaurant is on the pool level. All rooms at the resort are double rooms and apartments - two bedrooms and living room. Rooms and suites have balconies a " loggia". Furniture and equipment will be luxurious and will include air conditioning, TV, telephone, fridge, satellite TV. Services

The tourism product offered by the hotel " Sea Siyaniv" will focus on foreign and Bulgarian tourists with medium and high incomes. In keeping with the established tradition of resort Sunny Beach, considered one of the best

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places for a family vacation, the hotel will offer excellent opportunities for families with young children in terms of activities, food and entertainment for children. In accordance with the categorization hotel will offer excellent conditions for congresses events, and prevention of health in physiotherapy and rehabilitation center. In the summer season the hotel will offer services based on the " all inclusive", the package will include: food - full board, breakfast lunch and dinner, some soft and alcoholic drinks during meals at bars and snack pool bar, hot and cold snacks - from 12: 00 to 15: 00, tea, coffee and cake - from 14: 00 to 17: 00; Cleaning and change of towels - every day; change of linen - two days; entertainment (pool, gym); organization of entertainment, music and shows. Outside package " all inclusive" will be offered for a fee or additional services: organizing cruises, tours, visits to cultural events in nearby urban settlements medical care. Will be paid separately following services: use of telephone, sauna, massage, whirlpool, sun beds and umbrellas on the beach. Any additional needs of hotel guests and outside visitors will be met by a variety of goods and services offered in the stores inside and outside of the complex - cosmetics, beach accessories, artwork and memorabilia, optics, pharmacy, exchange office, hairdresser and beautician. With the casino in Hull will operate year round. It is expected to be a major source of income during the winter season. " Sea Glow " Ltd. has already received offers from several casino owners in Bulgaria to rent and / or purchase of the casino. Positioning the hotel " Sea Glow " PositioningServices offered by the hotel " Sea Glow" will focus on the following distinct market segments: organized visits of foreigners; Offering luxury hotels and services; attract tourists with medium and high incomes; Offering a comprehensive tourism product; year supply of

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tourist services. Main competitorsIn terms of immediate market environment within the resort Sunny Beach, direct competitors of the new complex " Sea Glow" will be: The " Helena Beach": The complex has a 868 main and 350 additional beds in two hotels (four and five stars); Hotel " Chaika": five-star hotel has 1, 230 beds; Hotel " Victoria Palace": the five-star hotel offers 1, 100 basic and 400 additional beds; Hotel " Neptun": four-star hotel has 600 general beds. Strategy against direct competitors is presented in detail in the next section. At the national level, " Sea Glow " LTD defined as rivals of the main tourist sites of national significance companies for Bulgarian tourism:" Albena" AD company is the largest owner with 40 seaside hotel with nearly 19 thousand and 100 beds catering. So far, the investments of " Albena" SA totaled \$ 60 million, with the majority of them are financed by bank loans. The Company owns and operates three major seaside resorts - Albena, International Youth Center " Primorsko" and " White lagoon". MG Corporation: Corporation enters targeted in tourism in the mid 90s and currently has 18 hotels in the country and abroad. It has a newly built with financial support from ITS and now operating four-star hotel complex " Paradise Beach" with a total capacity of 800 beds. The complex is located above the famous beach " Robinson" 5 km from Sunny Beach, which has taken on a concession by MG Corporation. By 2012, the complex will be guaranteed with the use of ITS." Victoria Holding Group": the company has a majority stake in the capital of resort Deer, and the owner of the hotel " Chaika" in Golden Sunny Beach. The total investment in tourism made by the company is 100 million Levs." Golden Sands" AD company is the owner and manager of the resort. Controlling shareholding in the company is held by a consortium of RMD " Gold", " Agrima" and Condor & Nekerman Touristik.

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Currently the company has a total of 2, 373 beds, this year opened the first five-star hotel - " Admiral" with 618 beds. All market leaders are providing the tourists with the high quality product, the emerging trend for more extensive collaboration with major European tour operators. Typical of these is the construction of resorts and hotels, which have the potential to offer " all inclusive" service, meeting the high demands of the modern consumer demand in the European market. Apart from high quality services, professional attitude of the big players in the market is evident from the flexible discount policy to Bulgarian tourists. Typical of these market leaders is that they have already made large expenditures in the intensive investment programs and their high debt to Bulgarian and foreign banks will soon begin to restrict their opportunities for further renovation and expansion of business. In many cases, the investment costs are justified in terms of efficiency and quality of tourist services. Strategy against competitorsIt will rely on the following key advantages over its direct competitors: Consideration of the project and its implementation with the most stringent European standards for the design, implementation and operation: hotel " Sea Glow" will excel most hotels in Sunny Beach hotel in terms of facilities and the standard of safety systems; Compliance with the most demanding quality standards of the tourism product, range of services and enable them to be satisfied within a complex of a hotel: the new luxury hotels, high-quality service, perfect conditions for recreation and leisure guests will enable service prices to be determined by the highest category; The large scale of the hotel complex " Sea Glow" also presents significant advantages: the size of the database will allow for the complete satisfaction of the diverse needs of our guests for economies of scale; Ability to

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effectively use year-round beds: the hotel will rely both on contract with a tour operator, and the development of its own marketing activities. This will maximize the sealing beds and seize opportunities for development of services in the field of congress tourism; Independence in the formation of pricing: Unlike most of its competitors, construction and building of the hotel " Sea Glow " is financially independent from the German tour operator. This provides additional opportunities for hotel owners in reshaping the pricing policy. These advantages of the hotel " Sea Glow " will be even more important in the near future when the quality criteria of the European market of tourist services and the gradual acceptance of Bulgaria regulations in force in the European Union will impose sudden change of standards Bulgarian tourism industry. Then most of the major market participants will face increasing difficulties of marketing, technology and investment character ineffective because, although too large existing investments in new construction and modernization of hotels sea resorts. Some of the key weaknesses of the new building in Golden Sunny Beach and reconstruction of old hotels before, which may be a large negative value in the future are relatively small area of the room, the discrepancy in the number of elevators in the building, under-performance standard for fire safety system. Pricing StrategyThe management of the hotel will be assigned to one of the largest German tour operators - IFA Hotel & Touristik AG.