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# LOGO, BRAND AND BRAND OF A COMPANY WITH ACTIVITY IN TOURISM AND PUBLIC FOOD

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## RESEARCH ARTICLE

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### Abstract

*This research paper explores the complex relationship between visual identity, branding strategy, and customer perception in the context of a hospitality business in Romania: Pensiunea Metropol, located in the Băile Felix resort. The study focuses on understanding how the logo and branding elements influence the visibility, reputation, and commercial performance of a company operating in tourism and food services. The analysis is based on qualitative content extracted from descriptive materials about the guesthouse's services, organization, and customer feedback. Branding in the hospitality industry plays a crucial role in building trust and loyalty. In the case of Pensiunea Metropol, the brand reflects a harmonious blend of comfort, professionalism, and therapeutic relaxation. Brand identity includes visual symbols, the ambiance of the spaces, the structure of services, and the staff's attitude. By examining communication channels, promotional elements, and guest experiences, the study identifies key factors contributing to brand development and recognition. The research shows that a coherent and consistent branding strategy not only increases visibility but also influences booking decisions, service satisfaction, and long-term loyalty. The conclusion highlights the importance of aligning the brand image with operational reality and integrating customer-oriented values at every point of the tourism experience.*

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**Keywords:** branding, logo, tourism, food services, hospitality, customer perception, visual identity, Pensiunea Metropol

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### INTRODUCTION

In today's competitive tourism market, branding and visual identity have become increasingly important. A strong brand not only reflects a company's mission and values but also creates a strong emotional connection with consumers. For businesses in tourism and food services, the brand is not merely a logo or slogan—it is a complex communication tool that reflects quality, trust, and experience.

The hospitality industry is particularly sensitive to brand perception. Tourists often choose accommodations or restaurants based not only on price or location but also on reputation, image, and the emotional impact created by branding. Therefore, companies in this sector must develop coherent brand strategies to attract and retain customers.

Pensiunea Metropol in Băile Felix is a relevant example of how a well-structured brand can contribute to business success. With a four-star classification, modern infrastructure, a wide range of services (accommodation, wellness, and dining), and positive guest reviews, Metropol has built a

well-appreciated and recognized brand image. This image is supported not only by service quality but also by visual elements such as the logo, promotional materials, online presence, and interior ambiance. The guesthouse leverages the natural environment, thermal waters, and the therapeutic potential of Băile Felix resort to strengthen its identity as a destination for relaxation and health.

The brand identity at Pensiunea Metropol is reflected in all service areas. From modern rooms with personalized details to the spacious restaurant and SPA area, each component reinforces the values of comfort, professionalism, and well-being. The staff plays a vital role, providing a friendly and attentive atmosphere that contributes to customer satisfaction. Guest reviews often highlight the alignment between brand promise and real experience.

This research analyzes how these elements contribute to the building and consolidation of the Pensiunea Metropol brand. Through qualitative analysis of available documentation, we aim to understand how branding supports customer trust, loyalty, and differentiation in a crowded tourism market.

## MATERIAL AND METHOD

The research methodology is based on a qualitative analysis of descriptive and promotional materials related to Pensiunea Metropol, extracted from an official presentation document. The approach included thematic categorization of data based on branding elements: visual identity (logo, colours, design), customer perception (reviews, promotional content), and brand strategy integration in tourism and food service activities.

Primary sources included the presentation brochure, service descriptions, information from the official website, and online customer reviews. These materials were analyzed for brand coherence, consistency, and messaging. Special attention was paid to the correlation between brand promises and actual service quality, as well as how operational structures (reception, accommodation, restaurant, SPA) contribute to the holistic brand image. Data interpretation used content analysis and comparative frameworks from tourism branding literature.

## RESULTS AND DISCUSSIONS

A distinctive element in Metropol's strategy is its focus on sustainability and social responsibility. Promoting healthy tourism, using thermal waters for treatments, and maintaining a harmonious relationship with the surrounding natural environment complement the brand identity and attract health- and ecology-conscious clients. This approach is not only a differentiator but also a strategic component addressing the needs of an emerging consumer segment focused on values.

Public review analysis provides valuable support for these observations. Customers consistently appreciate the peaceful location, impeccable cleanliness, modern facilities, and well-coordinated services. These elements translate into a high satisfaction score that supports guest loyalty. Moreover, the recurrence of reviews from the same clients demonstrates the effectiveness of the branding strategy in turning visitors into brand ambassadors—a vital phenomenon in tourism, where personal recommendations greatly impact purchasing decisions.

The interior design of common areas—including the reception, SPA area, and

restaurant—visually expresses a clear identity. Warm colors, ambient lighting, modern furniture, and the integration of natural elements (wood, stone, plants) contribute to a relaxing and elegant environment. This design aligns with brand values—balance, relaxation, and professionalism—and enhances brand recognition through visual memorability.

The outdoor spaces of the guesthouse also play an important role in the overall brand image. The courtyard, terrace, and parking lot are well-maintained, signposted, and organized to provide accessibility, safety, and comfort. This shows that the brand is defined not only by primary services but also by the quality of secondary details, which often significantly influence general perception.

Therefore, the research results indicate that the success of the Metropol brand is the result of an integrated effort combining visual aesthetics, service quality, customer relations, and value promotion. This coherence between promise and delivery determines favorable positioning in customers' minds and, implicitly, long-term commercial success.

Pensiunea Metropol demonstrates how a coherent visual identity and well-applied branding strategy can significantly influence business performance in the hospitality industry. The analysis reveals that the logo, interior design, and service architecture form a coherent narrative aligned with customer expectations. The logo is not just a visual sign but a symbol of values associated with comfort, quality, and well-being.

The reception serves as the first point of contact with the client. Its organization, staff friendliness, and clear information enhance perceptions of professionalism. Rooms equipped with modern facilities (air conditioning, internet, TV, private bathroom) reflect the brand's comfort promise. These aspects are frequently mentioned in customer reviews.

The SPA area is one of the guesthouse's strengths. The indoor thermal water pool, jacuzzi, saunas, and fitness room create a complete experience of relaxation and recovery. These facilities, coherently integrated into the brand, differentiate Metropol from other accommodations in the area.

The restaurant supports the brand experience through elegance and culinary diversity. Menus are adapted based on time of day and include buffet and à la carte options. Restaurant staff and other departments

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actively contribute to conveying the values of hospitality and attention to detail.

The guesthouse's online presence complements its brand identity with coherent visual design, authentic photos, and a clear message. The result is a trustworthy image that supports booking decisions and customer loyalty. The brand strategy is thus supported by concrete actions, authentic experiences, and a well-organized functional system.

Another significant element for strengthening the Pensiunea Metropol brand is its ability to respond to current tourism trends, including digitalization and service personalization. The guesthouse offers modern online booking and communication facilities via email or phone, as well as through social media. This meets the needs of a generation of tourists who seek clear, accessible, and real-time updated information.

Digital presence is supported by a professional website that clearly reflects the brand image. High-quality photos, detailed service descriptions, and an intuitive interface help customers make informed decisions. Notably, every visual and textual element aligns with promoted values: tranquility, elegance, comfort, and efficiency.

Another important aspect is the diversification of offerings based on customer typologies. The guesthouse offers special packages for families, seniors, school groups, and people interested in spa treatments. This strategic segmentation ensures broad addressability and adaptability to market demands. Flexibility in offerings reflects brand innovation and a desire to deliver a personalized experience.

Essential aspect that reinforces the Metropol brand identity is the way it communicates and relates with clients. Both during the booking process and the stay, the staff adopts a customer-oriented attitude that generates trust and a sense of belonging. Using a friendly tone, offering personalized tourist recommendations, being constantly available at reception, and adapting to specific client needs are signs of an organizational culture centered on customer experience. These behaviors are consistent with the brand promise and contribute to a strong positive reputation.

A relevant example is the program for children's groups, which benefits from preferential rates and access to recreational facilities. Likewise, for seniors or people with

chronic conditions, Metropol offers access to treatment facilities, flexible programs, and specialized support. This attention to specific needs is positively reflected in reviews and is a key competitive advantage.

Collaborations with local institutions, tour operators, and healthcare providers demonstrate an extended strategy of integration into the regional tourism network. This community involvement strengthens the brand not only as a lodging unit but also as a landmark in health tourism in Bihor County.

In conclusion, Pensiunea Metropol stands out for its brand built on a solid foundation: quality services, adaptability, effective communication, and customer commitment. These factors strengthen not only the brand image but also its long-term positioning in an ever-changing sector.

## CONCLUSIONS

A clear and coherent brand identity increases visibility and competitiveness in the hospitality market.

Visual elements (logo, website, promotional materials) contribute to building a trustworthy image.

Customer perception is decisively influenced by the alignment between brand promise and lived experience.

Pensiunea Metropol creates an emotional connection with guests through a well-crafted brand experience.

Service quality across all departments reflects the brand's values: professionalism and care for the client.

A clear organizational structure and staff involvement support brand sustainability.

The wellness positioning offers uniqueness to the Metropol brand within the local tourism ecosystem.

Positive customer reviews amplify the brand effect and contribute to long-term success.

Integrated branding involves both visual identity and consistent service delivery.

The Metropol brand fosters customer loyalty, repeat visits, and revenue growth.

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