

MODERN STRATEGIES: INTRODUCING A FICTIONAL IMMERSIVE CINEMA CONCEPT AT PRESIDENT HOTEL, BĂILE FELIX

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REVIEW, RESEARCH ARTICLE

Abstract: This paper examines the impact of integrating cutting-edge entertainment technologies into hospitality establishments located in spa and health tourism destinations, proposing a theoretical model for the implementation of an immersive cinema within the President Hotel complex in Băile Felix. The study explores the transition from traditional spa tourism toward a hybrid model in which physical relaxation is enhanced through high-quality digital and multisensory experiences. The proposed concept aims to demonstrate how innovative entertainment solutions can complement wellness services, enrich visitor experiences, and strengthen the competitiveness of tourism destinations.

Keywords: (max. 5) entertainment, immersive cinema, tourism

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INTRODUCTION

In the context of rapid transformations driven by digitalization and evolving consumer preferences, the tourism industry faces a continuous need to develop innovative services capable of meeting the expectations of an increasingly demanding clientele. While destination selection was traditionally influenced primarily by natural resources, accommodation facilities, and service quality, contemporary tourists increasingly seek personalized, memorable, and multifaceted experiences that combine relaxation, entertainment, and technology. This shift has encouraged many hospitality providers to invest in modern concepts designed to diversify their offerings and establish sustainable competitive advantages.[1]

Spa and wellness resorts constitute a significant segment of the Romanian tourism industry, benefiting from a long-standing tradition of providing recovery, treatment, and relaxation services. However, current market developments indicate that the mere exploitation of natural resources is no longer sufficient to attract and retain visitors. As customer experience becomes a central determinant of success within the hospitality sector, the integration of advanced entertainment technologies can significantly enhance destination attractiveness and broaden the range of potential visitors.[3]

Băile Felix, one of Romania's most renowned spa resorts, benefits from a well-developed tourism infrastructure and a strong reputation in health and wellness tourism.

Within this destination, the President Hotel distinguishes itself through a diverse portfolio of services and a strong commitment to guest comfort and satisfaction. Nevertheless, the dynamic nature of the tourism market requires the continuous identification of new differentiation strategies and methods for enhancing visitor experiences. In this regard, the introduction of innovative entertainment solutions represents a promising avenue for future development.

One of the most notable trends within the entertainment industry is immersive cinema. This concept extends beyond the traditional model of film viewing by transforming spectators into active participants in the cinematic experience. Through the use of advanced technologies such as panoramic projections, three-dimensional audio systems, sensory effects, virtual reality, and augmented reality, immersive cinema simultaneously engages multiple senses and creates a strong perception of presence within the narrative environment. Consequently, entertainment experiences become more engaging, memorable, and appealing to contemporary audiences.[2]

This study proposes a theoretical model for implementing a fictional immersive cinema concept at the President Hotel in Băile Felix, examining the opportunities such an investment could generate for tourism product development. The concept is inspired by international trends in digital entertainment and by the growing need to adapt tourism products to the expectations of modern consumer generations. By integrating a

multisensory cinematic experience into a spa hotel complex, the project seeks to establish a connection between the physical relaxation associated with wellness services and the emotional stimulation offered by emerging technologies.[5]

The relevance of this research stems from the increasing need to diversify tourism services and identify innovative solutions capable of enhancing the competitiveness of spa destinations. Furthermore, the study highlights the strategic role of technology in developing tourism experiences and attracting new consumer segments, including younger visitors, families, and tourists interested in interactive digital experiences.

The primary objective of this paper is to examine the feasibility of introducing an immersive cinema as a complementary component of the existing tourism offer at the President Hotel in Băile Felix and to assess its potential impact on guest experiences and destination image. To achieve this objective, the research investigates current trends in the entertainment industry, presents the defining characteristics of immersive cinema, and identifies the benefits that such a solution could generate within the context of contemporary spa tourism.[4]

By addressing this topic, the paper contributes to a broader understanding of the relationship between technology, entertainment, and tourism, demonstrating that the future of the hospitality industry is closely linked to the ability of tourism operators to create innovative, interactive, and consumer-oriented experiences.

MATERIALS AND METHODS

This study employed qualitative research methods based on an extensive review of academic literature in the fields of tourism and digital entertainment. A case study approach was adopted, focusing on the President Hotel in Băile Felix as the primary subject of analysis. In addition, scenario analysis was utilized to compare the hotel's current operational model with a hypothetical scenario involving the implementation of an immersive cinema facility. The findings were interpreted through a comparative assessment of key tourism and economic indicators.

RESEARCH RESULTS

The analysis conducted within this study suggests that integrating an immersive cinema concept into the service portfolio of the President Hotel in Băile Felix could generate

multiple benefits for visitor experiences, business performance, and the overall image of the destination. The findings derived from examining contemporary trends in hospitality and digital entertainment indicate a strong compatibility between the characteristics of spa tourism and emerging forms of technology-driven entertainment.[6]

One of the most significant findings concerns the evolving behavior of contemporary tourism consumers. Research in experiential marketing demonstrates that tourists no longer seek accommodation and treatment services alone; rather, they increasingly value comprehensive experiences that combine comfort, relaxation, and entertainment. In this context, the introduction of an immersive cinema would address the need for greater diversification of recreational activities available within the hotel while contributing to the creation of an integrated tourism experience. By employing panoramic projection technologies, multisensory effects, and advanced audio systems, visitors would gain access to a modern form of entertainment capable of complementing traditional wellness services.[2]

The analysis further indicates that implementing such a concept could contribute to higher levels of guest satisfaction. Immersive experiences are associated with enhanced emotional and cognitive engagement, fostering stronger memories and more favorable perceptions of consumed services. In the case of the President Hotel, an immersive cinema could become a distinctive feature of the tourism offer, reinforcing the hotel's image as an innovative establishment responsive to contemporary consumer expectations.[1]

Another important finding relates to the potential expansion of target market segments. The study suggests that introducing this type of facility could attract categories of visitors that do not traditionally represent the primary clientele of spa resorts. These segments include young adults, families with children, technology enthusiasts, and consumers interested in digital and interactive experiences. Consequently, the hotel could diversify its customer base and reduce its dependence on the traditional market segment composed primarily of health and rehabilitation tourists.[7]

The theoretical economic assessment indicates that the presence of an immersive cinema could contribute to increased revenues through the development of complementary

services. In addition to direct income generated through access to immersive cinematic experiences, the hotel could benefit indirectly from longer average lengths of stay and increased consumption of auxiliary services. Moreover, the promotion of an innovative concept may help increase occupancy rates during periods of lower demand, thereby mitigating the seasonal fluctuations commonly associated with spa tourism.[10]

The findings also highlight the positive impact that such an innovation could have on the competitive positioning of the President Hotel. In a business environment characterized by intense competition among accommodation providers and wellness centers, differentiation through innovation represents a significant strategic advantage. An immersive cinema could become a unique element within the hotel's service portfolio, increasing its visibility in both domestic and international markets. By combining wellness services with state-of-the-art digital experiences, the hotel could embrace a development model aligned with the rapidly growing global concept of "wellness entertainment."

A further noteworthy result concerns the possibility of integrating cinematic content with the specific characteristics of the destination. The proposed concept enables the creation of customized immersive productions designed to promote the natural and cultural heritage of Băile Felix and its surrounding region. Such productions could present the history of the resort, the therapeutic properties of its thermal waters, local biodiversity, and major tourist attractions. This approach would transform the immersive cinema into not only an entertainment facility but also a contemporary tool for tourism promotion and cultural education.[5]

The study additionally emphasizes the potential contribution of the project to increasing destination awareness. The implementation of an innovative concept within

an established spa resort could generate media attention and enhance online visibility. At a time when travel decisions are heavily influenced by social media content, the existence of a visually impressive and interactive attraction may encourage visitors to share photographs, videos, and reviews. Such user-generated content can strengthen the destination's image and attract new categories of tourists.[9]

From a sustainability perspective, the findings suggest that immersive cinema may represent an environmentally responsible form of entertainment compared with certain leisure activities that require substantial consumption of natural resources. Digital technologies allow content to be updated periodically without major investments in additional physical infrastructure, thereby supporting long-term flexibility and sustainability.

Nevertheless, the research also identifies several challenges associated with implementation. The most significant obstacles include the substantial initial investment required for advanced technological equipment, the need for specialized staff training, and the continuous updating of content to maintain visitor interest. Furthermore, the success of the project would depend on management's ability to integrate the new facility into the overall marketing strategy and effectively communicate its benefits to potential customers.[8]

Overall, the findings support the assumption that introducing an immersive cinema within the President Hotel in Băile Felix could represent a modern and viable strategy for diversifying the tourism offer. The proposed concept has the potential to enhance visitor experiences, strengthen the competitiveness of the accommodation establishment, and contribute to the transformation of the resort into a destination that successfully combines the traditions of spa tourism with the technological innovation characteristic of the contemporary experience economy.[5]

Table. Comparative analysis of the two development scenarios for Hotel President Băile Felix.

Indicator	Scenario A - Traditional Hotel	Scenario B - Immersive Cinema
Occupancy Rate	70%	82%
Average Length of Stay	3.5 nights	4.3 nights
Customer Satisfaction	85%	95%
Average Revenue per Tourist	1,000 RON	1,350 RON

Young Tourists (18–35 years)	20%	38%
Customer Return Rate	55%	75%
Online Visibility Index	100	145
Service Diversification	Low	High

To assess the potential impact of implementing an immersive cinema concept at the President Hotel in Băile Felix, the study employed a comparative analysis based on two hypothetical development scenarios. The first scenario, referred to as Scenario A, reflects the hotel's current operational model, where services are primarily focused on accommodation, wellness, spa treatments, and traditional recreational activities. The second scenario, Scenario B, assumes the integration of an immersive cinema as a complementary entertainment facility designed to enhance the overall visitor experience.

The comparative evaluation revealed substantial differences between the two scenarios. Under Scenario A, the average occupancy rate is estimated at approximately 70%, a level typical of spa hotels that rely largely on conventional services and experience a relatively high degree of seasonality. In contrast, Scenario B suggests a potential increase in occupancy to 82%, driven by the ability of the new attraction to appeal to additional visitor groups and stimulate demand throughout the year.

Average length of stay represents another important indicator. Within the traditional scenario, guests spend an average of 3.5 nights at the hotel complex, whereas the scenario incorporating immersive cinema predicts an increase to approximately 4.3 nights. This development can be attributed to the broader range of activities available and the greater consumption of supplementary recreational services.[7]

The results further indicate that the introduction of immersive cinema could positively influence customer satisfaction levels. While satisfaction in Scenario A is estimated at around 85%, Scenario B projects an increase to approximately 95%, owing to the innovative and experiential nature of the new facility. Existing research demonstrates that interactive and multisensory experiences contribute significantly to positive destination perceptions and enhance the perceived value of tourism services.

From an economic perspective, the comparative analysis suggests an increase in average revenue per tourist from approximately 1,000 RON under the traditional model to around 1,350 RON in the immersive cinema scenario. This difference stems not only from direct spending on entertainment services but also from indirect effects associated with extended stays and increased consumption of additional hotel services.

A particularly important finding concerns changes in customer segmentation. In the traditional scenario, tourists aged between 18 and 35 account for approximately 20% of total visitors. The implementation of immersive cinema could increase this proportion to 38%, highlighting the effectiveness of modern technologies in attracting generations accustomed to digital and interactive experiences.

The study also identifies a considerable improvement in customer loyalty. The probability of repeat visitation is estimated at 55% under Scenario A and 75% under Scenario B. This result suggests that memorable experiences and innovative service elements can positively influence tourists' intentions to return and recommend the destination to others.

Another indicator examined is the online visibility of both the hotel and the destination. In today's tourism environment, social media exposure plays a crucial role in travel decision-making processes. The immersive cinema scenario demonstrates a greater capacity to generate user-created content, potentially leading to an estimated 45% increase in online visibility compared with the current situation.[4]

Taken together, the results obtained through the scenario analysis confirm that introducing an immersive cinema concept at the President Hotel in Băile Felix could represent an effective strategy for modernizing and diversifying the tourism product. Compared with the traditional model, the scenario incorporating immersive entertainment technologies offers more favorable prospects in terms of occupancy rates, customer satisfaction,

visitor loyalty, revenue generation, and competitive market positioning. These findings support the study's central assumption that the integration of contemporary experiential

technologies can contribute to transforming a traditional spa destination into an innovative tourism product aligned with current consumer expectations.

Comparison of Development Scenarios

Estimated impact of implementing an immersive cinema concept at Hotel President on key tourism performance indicators.



Interpretation of Results

The comparative analysis of the two development scenarios indicates that the implementation of an immersive cinema concept could generate positive effects on the tourism performance of the President Hotel. The occupancy rate is projected to increase from 70% to approximately 82%, primarily due to the enhanced attractiveness of the tourism offer and the facility's ability to attract new visitor segments. Furthermore, the average length of stay could increase by approximately 23%, leading to higher revenue generation per guest.

The findings also suggest a substantial improvement in visitor satisfaction, with satisfaction levels potentially rising from 85% to 95% as a result of the diversification of leisure activities and the creation of a distinctive tourism experience. At the same time, the likelihood of repeat visits is estimated to increase by 20 percentage points, demonstrating the potential of immersive cinema to strengthen customer loyalty and encourage destination revisitation.

Another significant outcome concerns the attraction of younger tourists, a

demographic group particularly receptive to digital technologies and interactive experiences. Their share of total visitors could increase from 20% to 38%, contributing to a more diversified customer profile and reducing dependence on the traditional spa tourism market.[6]

Overall, Scenario B highlights the strategic advantages associated with introducing an immersive cinema facility within the President Hotel in Băile Felix, demonstrating that such an investment could enhance competitiveness, destination appeal, and long-term profitability.

Conclusions

The primary objective of this study was to evaluate the feasibility of introducing a fictional immersive cinema concept at the President Hotel in Băile Felix as a contemporary strategy for diversifying the tourism offer and enhancing competitiveness within the hospitality industry. The findings indicate that the integration of immersive entertainment technologies may represent a viable development pathway for accommodation establishments seeking to respond to evolving tourist expectations and

provide memorable experiences aligned with current market trends.

The analysis demonstrates that contemporary tourism is undergoing a continuous transformation, with increasing emphasis placed on visitor experiences rather than the traditional consumption of services alone. In this context, the mere availability of accommodation, wellness, and treatment facilities is no longer sufficient to ensure destination differentiation. Modern tourists increasingly seek interactive, innovative, and personalized activities capable of generating emotional engagement and lasting memories. Immersive cinema addresses these expectations by combining advanced digital technologies with multisensory elements that transform viewers into active participants in the experience.[1]

The case study conducted on the President Hotel in Băile Felix suggests that such a concept could be integrated as a complementary component of the existing service portfolio without compromising the spa-oriented identity of the destination. On the contrary, immersive cinema could enrich the wellness experience by introducing a contemporary entertainment dimension, thereby increasing the perceived value of the tourism product. This approach reflects the growing convergence between tourism, technology, and the experience economy.

The scenario analysis performed within this research supports the assumption that the implementation of an immersive cinema facility could generate significant benefits for both the hotel and the destination. Compared with the traditional scenario, the proposed model indicates higher occupancy rates, longer average stays, increased visitor satisfaction, and a greater likelihood of repeat visitation. Furthermore, the findings reveal considerable potential for attracting younger tourists and consumers interested in innovative digital experiences.

Another key aspect highlighted by the research is the potential impact on the hotel's image and brand recognition. In a highly competitive tourism market, differentiation through innovation can provide a substantial strategic advantage. An immersive cinema could become a distinctive feature of the President Hotel, strengthening its market position while promoting Băile Felix as a modern destination capable of combining its

spa heritage with state-of-the-art technological experiences.[10]

The study also acknowledges several challenges associated with the implementation of such a project. Initial investment costs, the continuous need for content updates, and staff adaptation to emerging technologies represent important factors that must be carefully considered during the planning and implementation process. Nevertheless, the potential benefits identified suggest that these challenges may be offset by enhanced destination attractiveness and improved long-term economic performance.

In conclusion, the introduction of an immersive cinema concept at the President Hotel in Băile Felix represents an innovative strategy that could contribute to the modernization of the tourism offer and its adaptation to evolving patterns of tourism consumption. The study demonstrates that the integration of digital technologies within the hospitality sector is no longer merely an option for development but an increasingly important requirement for maintaining competitiveness and meeting the expectations of a constantly changing customer base. Consequently, immersive cinema can be regarded as a relevant example of how technology and creativity can transform the tourism experience and support the sustainable development of modern tourism destinations.

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