

O1: Case-Studies Identification Approach

PART 3: CASE-STUDY SUMMARY TEMPLATE

<i>Partner Name</i>	AOPSI ROMANIA SA	<i>Case Study Number 4</i>
<i>Case Study Title</i>	Royal Ballroom SRL – Caransebes, Caras-Severin	
<i>Sector</i>	Spa services	
<i>Problem Background</i>	Royal Ballroom SRL offers hosting services for weddings, baptism etc. as well spa and relaxations services. It has a staff of 50 people among which there are 5 young people between the ages of 20 and 30 years old. The company would like to expands its spa services to target and attract millennials. Soon-to-be the largest spa-going demographic, they take a holistic view of health that includes mental wellness. As digital natives, they love new technology, including VR/AR applications.	
<i>Application of tourism principle</i>	Youth working with the tourism sector in rural areas. Investigation into collaboration features with local tourism providers The company has tasked the 5 young people to find new ways of targeting millennials by offering new spa customized packages that can incorporate AR/VR technologies. The new packages would presents clients with various options: combining VR with existing treatments e.g. get customers relaxed and present before their massage; using it as a standalone treatment on their menu, or using it as a promotion to entice new customers or reward existing customers. The customers would be able to select from high quality videos of 12 real-world locations from around the world including beaches, forests, rivers, waterfalls, flower fields, northern lights, underwater and above the clouds.	
<i>Resulting benefits</i>	The new services would provide the young people with new knowledge and enhance and update their ICT skills. It will also provide the company with new customers and increased revenues as well as attract visitors from other parts of the country and even from other countries to spend time and resources in the Western part of Romania.	
<i>Source/Reference</i>	Personal visit/interview	