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S'autoritza la Universitat a incloure aquest treball en el Repositori Institucional per a la seva consulta en accés obert i difusió en línia, amb finalitats exclusivament acadèmiques i d'investigació

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INTRODUCTION

INTRODUCTION

Since the 60's, Balearic Islands have become a destination so desirable for tourists around the world. According to the IBESTAT, the main number of tourists come from Germany (4.158.992), United Kingdom (2.335.501) and Nordic countries (767.590) (*Tourist: visitor that spends at least one night in a collective or private establishment in the visited place. The National Statistics Institute (INE) and the Balearic Islands Institute of Statistics (IBESTAT) 2016*)

At the beginning, the tourism in Balearic Islands was characterized by sun and beach model and all-inclusive packages. Nowadays, this concept has been modified. The tourists are not looking for massive and standardized packages, and the interest in sun and beach model was decrease significantly. In this tourism change, can be founded modifications according to the seasonality, shorter duration of the holidays, less booking anticipatory and more holidays customization.

It is very important take a look to different types of tourism and different types of supply. This situation could be see as an opportunity in order to create new types of accommodations and activities, so in this way try to improve the quality and the quantity of tourism in our islands. Tourism is the only activity that is increasing year per year in Balearic Island, and in our country, Spain. It means that we must to adjust to new types of demand and offer the necessary things to understand the new tourism phenomenon.

So, the importance of tourism not only in Balearic Islands but only in our country, the new type of demand, the opportunities of creating new accommodations and activities, and the constant growth of tourism are the main reasons of why I decided to do this theme and prove it could improve the actual situation in our land.

My dissertation will show a new type of accommodation, very innovative, in which the supply can be adjusted to the new type of tourist demand. The tree houses will suppose a different option for visitors who are looking for adventure, nature and relaxing. It will be contrary to the standardized and massive packages, because our hotel will rely on a different tourism, in which the customization will be one of the most important characteristics.

TREE HOUSES HISTORY

All people, when they were children, dreamed of live in a tree house, and their dream is how the concept of this new type of accommodation born. It has been a long-storied fantasy, were it could be find in different cartoons from “The Simpsons” to “Peter Pan”.

But their history isn't only for fantasy, considering that the tree houses date back to the South Pacific and Southeast Asia dweller, who lived in trees. There, they felt secure and their families can be protected. In addition, in some areas of Asia where inundations can be a risk, it is still useful.

During the Middle Ages, tree rooms were used by Fransiscan monks for meditation, and the Hindu monks lived in tree houses to free themselves, specially from earthbound thoughts.

In England, during the seventeenth century, treehouses became in an indispensable accessorize to the formal gardens. For example, the Duke of Bedford's had a tree houses in his garden in Woburn. It has been used for some dinners or for relaxing.

At the beggining of 19th Century, tree houses became to a luxury requirement in different cities of Europe. Specially, in a city called Plessy Robinson, located in west of Paris. There, the tree restaurants were the most important attraction for chic Parisians who went to spend their leisure time drinking and eating something. Plessy Robinson city became famous for the new type of restaurants, and it was the origin of the touristic and pleasure used of tree houses. The restaurants were built in chestnut trees, and the number of tables wasn't more than two hundred.



As Emilie Sennebogen explains in her webpage, “British nobility also enjoyed their tree houses, and they became an important part of the culture in Tudor England. It was said that Queen Elizabeth I dined in a massive linden tree. One of the oldest tree houses still in existence is in a 500-year-old lime tree in Pitchford and is known as The Tree with a House in It.”

Nowadays, the tree house uses have changed a little. It's used for leisure and is one of the best options to be in touch with the nature in a sustainable way while you get lost in this childhood fantasy.

The idea of hosting people in a tree born in China, where can be found the first tree hotel "Nanshan Treehouses", located in Hainan island. The next one was *Out N'About Treesort* hotel, located in Oregon, United States. Nowadays, can be considerer the most attractive and demanded tree houses around the world. This trend has been extended in different countries, as Germany where can be founded *Treehotels*, the *Tranquil Resort* in India or *Tree House Lodge* in Costa Rica. An innovative idea is the tree attraction located in Vancouver, Canada where you can swing in a Christmas tree.

In Spain this new style has arrive and can be founded different offers to enjoy the tree house experience. The most popular tree houses are located in Girona, Barcelona or Lizaso, Navarra.

Sant Hilari de Sacalm, is the company who offers this experience in Girona. It was pioneer in Spain, and nowadays the demand for enjoy stay in this hotel is high. According to their web page, is necessary to book between six months and one year before.

In Navarra is *Basoa Suites*, where five suites are offered for guests who are looking for this adventure. Each suite offers different accommodations, from bathrooms inside the tree house to breakfast service in the bed through a tackle. In the service house the guest can have a shower or a restaurant to have lunch or dinner. It's open the whole year.



Source: www.cabanesalsarbres.com

As we can see, the treehouses history is really long, and there are different uses of this new tendency. For this reason, the creation of a tree houses service in Mallorca, could be an opportunity to the island and through the history can be guaranteed his success.

LOCALITATION

Porreres is the chosen municipality where build our project. It's located in south central of Mallorca and it belongs to "El pla". Historically, Porreres was a village dedicated to agriculture, so we can find different areas where fruits and vegetables are seed. The soil is productive, and it could be perfect to create different services to our guest, for example a private vegetable garden where they can choose the aliments for their dinner, lunch or breakfast.

In addition, next to Porreres, there are some touristic areas where the customers can enjoy different activities. In less than 35min by car, the offers for customers are plentiful. Due to Porreres is located in the middle of the island, the possibility of visit different villages and areas of Mallorca is so attractive. One of the most interesting areas which the clients can visit are:

- **Sa Rápita:** is an amazing village, where can be founded a relay long beach, which it looks like a Caribbean beach. Every year, a lot of tourist and locals go there to enjoy a beach day and have fun.
- **Colonia de Sant Jordi:** Located next to Es Trenc and Sa Rapita, is a village from where the tourists can visit Cabrera, the smallest island of the Balearic Islands.
- **Caló d'es Moro/ Cala s'Almonia:** These beaches are one of the most popular in Mallorca. A lot of people are interesting of them, and they used to be used for advertisement and publicity of the island.
- **Parc natural Mondrago.**
- **Porto Petro:** A typical sea village where the people can be relaxed and found a lot of restaurants where to eat fresh fish while they enjoy the overview of the sea.
- **Cuevas del Drach**
- **Binissalem :** In this village, can be founded many wine cellar. Binissalem is the perfect place for the wine lovers, where they can taste different type of wines made it in Mallorca, and eat typical from Mallorca as "*Fideus de bermà*".

ENVIRONMENTAL AND SPATIAL ASPECTS

Puig de Son Drago – Porreres, Balearic Islands.

We choose Puig de Son Drago because according to Environmental Balearic Committee, it's viable (in terms of environmental aspects) build the "Tree houses".

First of all, in this area we don't find protected environmental figures for two reasons:

1. Puig de Son Drago is called as "Suelo rústico general" and "Suelo rústico forestal general". It means that protected environmental figures as "Lugares de importancia comunitaria" (LIC), "Zonas de Especial Protección para las Aves" (ZEPA), ANP, "Área natural de especial interés" (ANEI) or "Áreas rurales de intereses paisajístico" (ARIP) don't interfere.
2. As our project is focusing to offer less than 30 touristic capacity, the project only must to present a "**Informe ambiental**" (**EIA**). In this way, it's not necessary elaborate a "**Estudio de impacto ambiental**" (**EIA**).

So, we are going to take the law 12/2016, art 15 (Projectes excepcionables i exceptuables de la evaluació turística), which said that it's only necessary present a EIA and where our project has the requirement to be located. It will suppose a reduction of time and expense for the project, and it will be easier obtain the necessary permissions for build them.

When the environmental aspect is fixed, we must move to the spatial aspects. Regarding to this theme, we need to ask directly to the town hall which the subsidiary rules of the municipality are. In this case, we should ask to the town hall of Porreres.

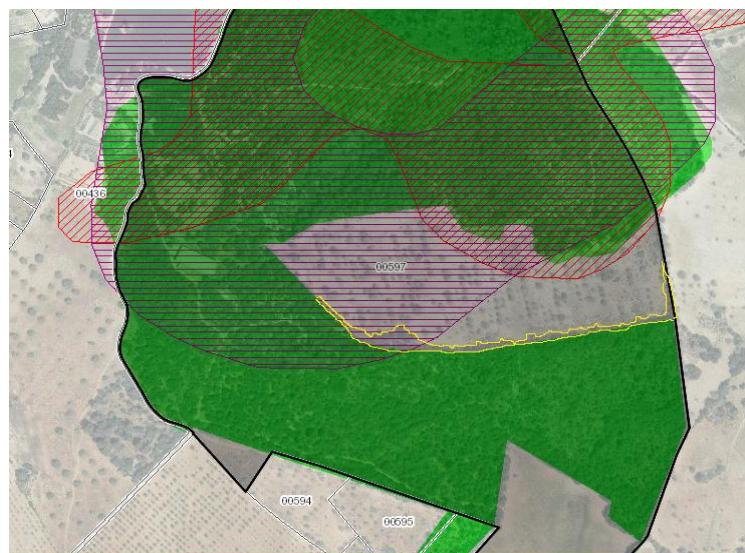
To find the required information, it's necessary to check *BOCAIB núm 27 26/02/1998*, where the rules of the "Suelo rústico" are located. Concretely, in the page 2648, we can find the constraints for building. As we said before, in "Puig de Son Drago" we can find two different areas regarding to spatial terms.

- Suelo rústico general: the area with this type of ground is the best option in terms of availability. The minimum plot is 14.206 m², and

Puig de Son Drago has 143.901,6 m². In addition, the law let us build 1.500 m³, and the distance between each tree house is just 50 m.

- Suelo rústico forestall: according to the law, is not possible build in this area. The maximum level of occupation is the 0,005% of the total plot meters. It means that we just can build and use 18 m².

In the map, we can distinguish the two areas. The green area is “Suelo rústico forestall”, where is not possible build. It's true that this theme creates us some problems and reduce thoughtfully our plot. Then the white area is “Suelo rústico general”, where is easier create our project. As we can see, there aren't too much trees, and it complicate the creation of the houses



Source:www.conselldemallorca.net

But inside the white area, we can find a small yellow zone in which there are enough trees for building the tree houses, and where we will exploit our project.

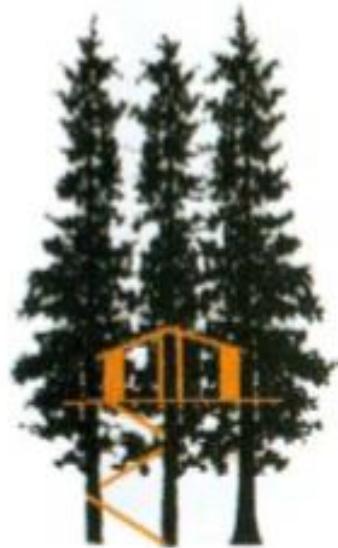
CHARACTERISTICS OF THE TREE HOUSES

After thinking about suitable trees for buildings (maximum height, resistance and dimensions of the tree house) we look for the possibility to found them in the island and, concretely, in Son Drago.

The pine tree is a perennial tree, which we can find in our plot. It's strong, straight and it quickly grows. In addition, this tree doesn't have any rule in Balearic Island which protect it, so it means that we can use it for build the houses.

The branches of the tree are a characteristic of the pine because they are limited. Therefore, we will need more than one pine for each house. Concretely, the main idea will be use three for each house, but it will depend according the dimension of each pine. In this photo we can see an idea of how we are going to try to build the houses, and as we can see one pine isn't enough.

In one hand, the pine gives us an advantage; the height. It let us to decide the altitude of the house, so we aren't limited. It's a very important characteristic due to the elevation of the houses one of the main charms of this type of hotels.



In the other hand we find a disadvantage, the processionary moth. It's an insect which lives in the pine trees and it is fueled by the pine leaf. During the end of the winter, when temperatures are increasing, the good weather arrives and the precipitations decreased, the processionary moth appears because they are looking for a place where bury itself and the end of the summer, become to a butterfly. The main problem is that the contact of this insect with the skin produces an intensive stinging, hives and dermatitis.

For this reason, we will create a plan and take steps in order to avoid these issues and solve the problem. Through the chronogram of the forest safety service of the Balearic Islands, which can be founded in CAIB, we can create a plan for avoid them. Also, can be checked in **the Annex 1**.

FACILITIES OF THE TREE HOUSES

First of all, we must distinguish two areas of the land. In one hand the service building, where some performances will be produced as the dinner, the bathrooms, etc. On the other one, the rooms where the guest will host, located on the pine.

Service building: Son Drago has an old building where we can offer some services for our customers. These ones will be:

- **Reception**, where the guest can do the check in/ check out, make reservations for other activities, and ask for information.
- Next to the reception, will be a little **bar** where the customers can ask for drinks and some snacks
- **Restaurant** for dinning, lunching or have the breakfast.
- **Bathrooms** and showers, because in the suites is not possible to have flowing water.
- **Living room**, where TV, press news and magazines can be founded.
- **Swimming pool**.
- **Vegetable patch**, accessible for the guests.
- **Parking**

Rooms: As we see in the environmental section, our company can't offer more than thirty hotel vacancies. For this reason, we are going to organize the suites in this way; we will offer seven rooms with a capacity of two persons, and three rooms for four persons. In this way, the total number of rooms will be ten, and the maximum number of guests will twenty-six.

Each room will offer the same facilities:

- **Double bed**, in case of the rooms for four people, will be two double beds.
- **Blankets**, bed sheets, eiderdown and cushions.
- **Dry WC** with soap, a pitcher with water, towels and mirror.
- **Fire place**
- **Walkie-talkie**, due to Wi-fi can't arrive to the rooms.
- **Hand and headlights**. Electricity in the suites isn't available.
- **Candles**.
- **Mosquito net**

SERVICES

Sa Branca company will bring to the customers some special customers in order to create a wonderful and unique experience for them. Through them, will try to increase the satisfaction of the clients, and also increase the total benefits.

Eco-garden: To our customer, we want to offer them the opportunity of choosing the fruit and vegetables for their breakfast from our garden. It will complete ecological.

Restaurant: The restaurant will be focus in an eco-friendly menu, and specially in vegetarian products. We want to promote healthy life through the environmental sustainability. Also, we will offer some dishes with meat and fish, which will be fresh and healthy.

The service will be complementary, so the client would pay for enjoy it. In addition, people who is not our customers could come to our restaurant.

Horse-back riding: In our land, there's the possibility to offer the service of the horse-back experience. For animal lovers, it could an amazing opportunity to be in touch with the nature, and addition have a good time.

For this service, we are going to employ an external company, in order to reduce the fixed costs. So, we will contract the service according to the customer demand.

Rent a bike: Nowadays, the cycle tourism increases in our island. The reasons are the good weather and the distances between the main interest places. In addition, the good infrastructures make easier for the cyclists practice this sport. For all these things, offer bikes could be an opportunity for our company. The benefit will be high, due to the cost for the company are low, and the amortization of the bikes will be low.

PROMOTION / MKT PROJECT

Mission→ Create a unique experience for our guest to be in touch with the nature in a relaxing way

Vision→ Our supply is focused on the eco-products from the rooms materials to the removable energy. In this way, we want to be leader in this sector, obtaining profitability respecting the environment.

Target group → Young people, from 18 to 35 years, interested in nature and eco-life style. Attaching to people with medium-high income, not looking for low cost travelers.

We want young people, because our facilities aren't accessible to everyone. Lack of electricity in the rooms, no elevators to arrive to the cabins or the water flow scarcity can be difficulties for some adults and old people. For this reason, we think that our services can attract more young people.

The main characteristic of our rooms is that they are hanging from a tree. The guest should be people fall in love with nature and adventure. Not scare about sleeping in the middle of the forest, loving eco-life style and enjoying new and different ways of tourism. Are people who likes different things, and they are boring of traditional things.

People who comes don't need to have a high income, but it's true that our company is not like hostels. We sell private rooms, really special ones. It's true that the services that are included aren't so high, but this is the key of the company. Be in touch with nature.

Communication objectives→ As we are a new company, our main goal is to penetrate and attach our target market. We need to be recognized by the potential clients and be in their minds.

Also, we want to send them our main message, who we are. We are a company offering an innovative way of accommodation, which has an ecological agreement without losing quality for our guests. In addition, we want to introduce the clients to Mallorca essence, transfer to them the culture of the island and enjoy the different characteristics which made Mallorca different.



Ways of promotion

As we explained before, the promotion is one of the most important objectives during the first years of the business. Sa Branca is a new company, which must to arrive to the different potential customers, and the most effective way to achieve it is through the promotion.

In order to increase the number of clients, we will focus our forces in four ways of promotion:

1. Fairs

Nowadays, tourism fairs are increasing around the world. It's an opportunity to expand business dedicated to this important sector such as is tourism. There, people can find from TT. OO (Tour Operators) or Travel agencies leaders in the sector to little hotel companies or online business. For these reasons, appear in some fairs could be a good way to arrive to potential customers and made trades with other companies to achieve it.

- ITB Berlin: one of the most important fairs regarding to tourism. Each year attend more than 200.000 persons, and all the new tendencies and opportunities for tourism business are showed during these days.
- FITUR: located in Madrid, is the second fair specialized in tourism. There, the hoteliers and companies which work in tourism sector can take advantage for the possible opportunities and let to people know their business.
- Tour.it 2017 Carrara: specialized in camping and cabins
- Feria Votre Nature 2017 Lyon: specialized in nature and environment.

2. Social media: Instagram, youtube and facebook

Nowadays, social media is the most important channel in order to arrive to potential consumers. Through the online marketing, the business can appear in the first positions in internet and also, obtain data regarding to the needs and desires of the consumers.

To sum up, social media will be an important effort for our business. We will spend time and efforts to create strong accounts in the different apps and let us to know.

3. Magazines

This channel is focus to consumers who read specialized magazines regarding to the different type of tourism, and especially eco-tourism. Probably, it will arrive to less customers, but they will be more interested in our hotel than others.

4. Booking

It is very important for any hotel, and we could say that it is essential in its first years of life. Booking charges a commission for the sales it gets for the hotel, so it will not be necessary to make any extraordinary expenses in this regard.

INITIAL INVESTMENT

Non-current assets:

Tangible fixed assets: "A tangible asset is an asset that has a physical form. Tangible assets include both fixed assets, such as machinery, buildings and land, and current assets, such as inventory" (www.investopedia.com).

Furniture: where we will include beds, chairs, bikes for our extra service, candle, etc.

Computer equipment: computers, walky talkies, etc.

Intangible assets: "Nonphysical assets, such as patents, trademarks, copyrights, goodwill and brand recognition, are all examples of intangible assets." (www.invertopedia.com)

Computer programs: specially, for the computer of the reception.

Investment property

- Construction of the treehouses: According to the budget realized through the web page www.casasenlosarboles.com, we can adjust the budget to our needs:

Double tree houses – Luxury model

High: 7 meters; Space: 20 m² (House 14 m²/ Terrace 6 m²)
Double glazing; thermal isolation; possibility of water and light.

Price: 23.000/tree house

So, if we want to offer seven double rooms, the total price will be 161.000 euros

Tree houses/ 4 pax – Luxury model

High: 7 meters; Space: 35 m² (House 27 m²/ Terrace 8 m²)
Double glazing; thermal isolation; possibility of water and light.

Price: 42.000/tree house

As we know, our company will have three group rooms, so the price will be 126.000 euros.

Current assets: Cash and bank will form it.

In **annex 2**, can be founded more details regarding to the initial investment.

FINANCE

For the purpose of obtain finance of the initial investment, we think that the best option could be ICO (Instituto de Crédito Oficial). "The Official Credit Institute is a public bank with legal form of public business entity, attached to the Ministry of Economy, Industry and Competitiveness through the State Secretariat of Economy and Business Support." (www.ico.es)

ICO offers different way and options for the funding of entrepreneurs, and also for the remodeling and the rehabilitation of dwellings.

Following, can be founded the lines of intervention for the 2018:

- ICO business and entrepreneurs 2018: "Aimed at self-employed workers, companies and private public entities that make productive investments in the national territory. As well as individuals and communities of owners in the rehabilitation of their homes" (www.ico.es).
- ICO guaranty SGR/ SAECA 2018: "Financing aimed at self-employed workers and companies that have the endorsement of a Reciprocal Guarantee Corporation (SGR) or SAECA that make investments in Spain or outside the national territory and / or want to cover their liquidity needs" (www.ico.es).
- ICO commercial credit
- ICO IDAE energetic efficiency 2018

According to our needs and the options that ICO offers, we decide to aim for ICO business and entrepreneurs. This category has an amount maximum of 12'5m €, so we regarding to our loan which is 300.000, it fix to our aspiration.

ICO will take on an annual interest rate of 4,271% (Maximum fixed APR for the period from 07/05/18 to 20/05/18), and the duration of the loan will be four years.

SELLS PROVISION

One of the most important parts of the project is trying to predict how many rooms will be booked during the whole year, in other words, estimate the company income. In this way, we can have a prevision of how will work our business in the future.

In order to estimate the company income, we must take a look to different variables: number of the different rooms booked, the total amount for each room and guests expenses in the extra services, as the restaurant, bar or bikes.

First of all, we are going to estimate the number of rooms booked through the information of occupancy rate of Mallorca during the last year. In the next table, obtained from Balearic Islands Government (www.caib.es), we can see the occupancy rate of each month during the 2017 in Mallorca.

January	39,71%
February	46,11%
March	55,59%
April	71,93%
May	70,20%
June	84,91%
July	90,67%
August	91,13%
September	84,92%
October	66,86%
November	49,72%
December	37,61%

Information: www.caib.es

With this information, is easier to predict how many rooms will be booked during the next years. But, taking account information of our competitors, companies which offer just tree houses and not hotel rooms, the occupancy rate is higher than this one.

As the estimation of the occupancy is unpredictable, we will base our study in the occupancy rate of Mallorca, and during the next years we will see if it works like this or not.

Occupied room estimation		
January	Double room	$7 * 39,71\% = 2,7797 \rightarrow 3$
	Group room	$3 * 39,71\% = 1,1913 \rightarrow 1$
February	Double room	$7 * 46,11\% = 3,2277 \rightarrow 3$
	Group room	$3 * 46,11\% = 1,3833 \rightarrow 1$
March	Double room	$7 * 55,59\% = 3,8913 \rightarrow 4$
	Group room	$3 * 55,59\% = 1,6677 \rightarrow 2$
April	Double room	$7 * 71,93\% = 5,0351 \rightarrow 5$
	Group room	$3 * 71,93\% = 2,1579 \rightarrow 2$
May	Double room	$7 * 70,20\% = 4,9140 \rightarrow 5$
	Group room	$3 * 70,20\% = 2,1060 \rightarrow 2$
June	Double room	$7 * 84,92\% = 5,9444 \rightarrow 6$
	Group room	$3 * 84,92\% = 2,5476 \rightarrow 3$
July	Double room	$7 * 90,67\% = 6,3469 \rightarrow 6$
	Group room	$3 * 90,67\% = 2,7201 \rightarrow 3$
August	Double room	$7 * 91,13\% = 6,3791 \rightarrow 6$
	Group room	$3 * 91,13\% = 2,7339 \rightarrow 3$
September	Double room	$7 * 84,92\% = 5,9555 \rightarrow 6$
	Group room	$3 * 84,92\% = 2,5476 \rightarrow 3$
October	Double room	$7 * 66,86\% = 4,6802 \rightarrow 5$
	Group room	$3 * 66,86\% = 2,0058 \rightarrow 2$
November	Double room	$7 * 49,72\% = 3,4804 \rightarrow 3$
	Group room	$3 * 49,72\% = 1,5916 \rightarrow 2$
December	Double room	$7 * 37,61\% = 2,6327 \rightarrow 3$
	Group room	$3 * 37,61\% = 1,1283 \rightarrow 1$

Price

The next step is set the prices. This part is one of the most difficult, due to there are many factors to take account and the competition is relevant.

First, we decide to set three different prices according the season. As we know, Mallorca suffers seasonality, high demand in summer and low during the winter. For this reason, the best option will be divided the price in three seasons, which are explained in the next table:

Low season	January, February, March, November and December
Middle season	April, May and October
High season	June, July, August and September

In addition, not all the rooms are booked directly from the own company. The TT.OO, the travel agencies, online travel agencies and metasearch are key players for selling touristic rooms.

- TT.OO: is a company who offers a package where it's included the transport, the hotel and sometimes activities. In this case, the client can't differentiate the prices of the hotel or the transport separately.
- Travel agencies: Is a physic company who looks for clients interested in their destinations, and the hotels who they offer.
- Online travel agencies (OTA): Booking
- Metasearch: Expedia, Kayak, Trivago... Webpages who compares different prices of the same rooms of the hotel.

In the next table, it's explained which the estimate percentages are regarding to the sells of each selling way:

Own way	Web page, email and telephone	15%
Extern ways	TT.OO	10%
	Travel agencies	10%
	OTA and Metaserach	65%

In addition, the use of these different ways of selling has a cost for the company. According to *Hotelerum* webpage, the standard percentage that TT.OO and Online travel agencies obtained from the hotel is around the 18,2 %. It includes appear in the, for example, web page of Booking, and use some tools to promote the hotel. For this reason, we must to discount the percentage to the sell price, because is what we are going to obtain.

So, in order to attract customer to purchase through our webpage, we must to offer them some advantages or benefits, and for this reason we will offer a more competitive price, which will be 18,2% less than the Booking price.

To sum up, the finale price for own sell ways and external ways will be the same, in order to make easier the benefit calculation.

	Double rooms	Group rooms
Low season	120€	200€
Middle season	130€	210€
High season	140€	220€

To fine more details, in the **annex 3** is showed how we calculate the total income of the rooms, and the total amount per year.

Regarding to calculate the income of the bar and restaurant service, is more difficult to obtain it. In order to try to estimate it, we are going to multiple the medium day expenses per person, and then multiply it per the number days of the month. After that, we will multiply the total amount per the medium expense day percentage used it in restaurants and bars, which is 29,20% (www.caib.es)

The number of person will be calculated multiplying the number of rooms occupied per the number of persons who will be enjoy it, it means that the double rooms will be multiply per two and the group rooms per four. Finally, regarding to obtain the medium day expenses, it will be fix during a whole year, and the quantity is 127,9 € (www.caib.es).

The calculation is explained better in the **annex 4**, where we obtained the total amount of the income of these services during a whole year.

EXPENSES

After calculating the estimated profit, we should analyze the costs of the activity.

First of all, we should differentiate the two types of cost:

Fixed costs: A periodic cost that remains more or less unchanged irrespective of the output level or sales revenue, such as depreciation, insurance, interest, rent, salaries, and wages. (www.businessdictionary.com)

- Building rent: Our rent contract is per ten years, where can be checked every three years the payment according to the CPI. The original payment will be 11.000€ per month.
- Fixed supplies: water, internet, light and natural gas.
- Personal cost: The total amount of the workers wages.
- Social security: The company should pay the 29,9% of the gross monthly salary per worker.
- Marketing maintenance service: specially, regarding to the web page.
- Management and insures: due to the own company does not realize this activity, we should employ an external business.

Variable costs: A periodic cost that varies in step with the output or the sales revenue of a company. (www.businessdictionary.com)

- Raw material: from the restaurant, bar, etc.
- Laundry service: In order to calculate it, we are going to pay 1,55€ per each Kg.
- Other activities: expenses not covered by the cleaning and maintenance part but derived from them.

In the **Annex 5 and 6**, can we find the total fixed and variable costs during a whole year. There can be founded more details regarding how we calculated and the total amount of them.

PROFIT

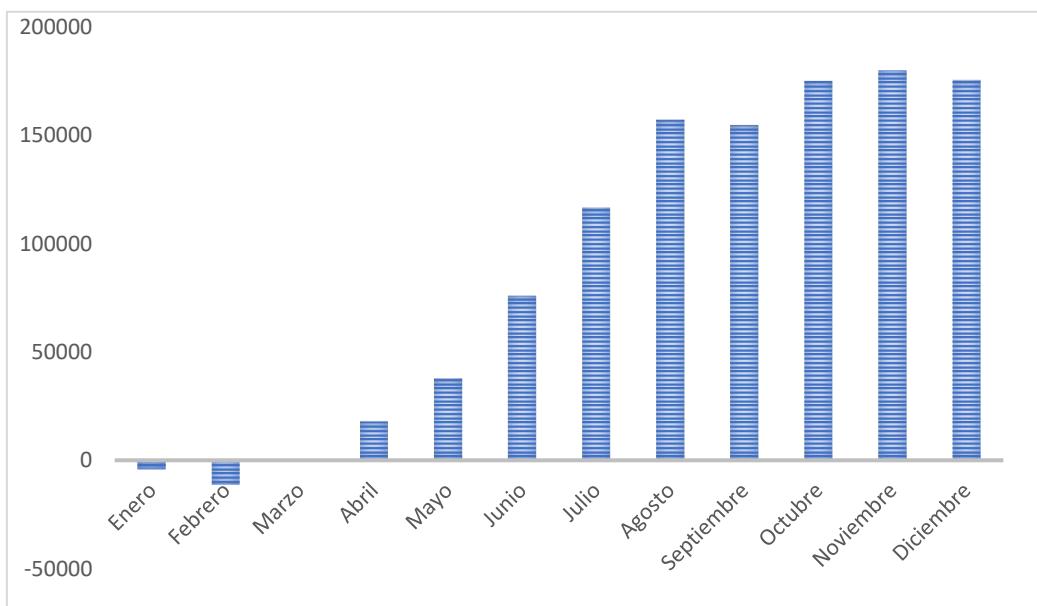
Finally, we are going to calculate the total estimated profit during the four first years.

In order to calculate it, we deduct the total expenses (fixed costs and variable costs) from the total benefits. In this way, we can have an overview of how will work our business and if it will be profitable.

During the first three months, we can see that the profit is negative, due to the high expenses and the low benefits. We must take in mind that the three first months are included in the low season, so it is not really strange that this number be negative.

In addition, the profit is just illustrative because we do not know if during the four years, the occupation rate will be the same, if we will need more employees, the prices will change or the variable costs will move.

According to our expectations, the total profit at the end of the 4th year will be 701.817€ , which can be invest in company improvement or new business.



In this table, we can see how the total benefits of the first years moves during the months. In this way, we can observe that at the end of the year, the benefits of the business are considerable.

For more information regarding to this section, please check the annex **7,8,9 and 10**.

TEST RESULT

CONCLUSIONS

Our Project has an objective which is the creation of a new type of hotel in Mallorca, where at the beginning has some difficulties regarding the environmental law and the uncertainty of be new. Finally, we decide to create take an advantage from the are founded where it is possible to manage the tree houses, where the loan is not really high and where we must invest money on the creation of the tree rooms.

As we see, is an opportunity due it's a unique experience in Mallorca, and the total costs are low, due to the light, internet, water and gas expenses are really low. As our rooms are in the middle of nature, the costs are reduced, and the benefits increase.

In addition, Mallorca offers a lot of interest places to attract visitors. So the location is an incredible strength for the business. The tourism is the main motor of the Mallorca economy, so the success of a hotel company in the island is very likely.

Finally, after analyzing all the aspects in order to create our business, specially the economic aspects, we can demonstrate that our project is viable. The benefits during the years will increase and the opportunities of this new company will be higher.

In conclusion, through this thesis and its documentation, it is possible to realize and corroborate the success of the three houses hotel in Mallorca.

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ANNEX

Annex 1

CRONOGRAMA DE ACTUACIONES DE CONTROL DE LA PROCESSIONARIA DEL PINO

ACTUACIONES	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Sept.	Oct.	Nov.	Dic.
Colocación de trampas - dispositivos de captura												
Revisiones de trampas - dispositivos de captura												
Retirada de trampas - dispositivos de captura												
Revisiones de eclosión de puestas												
Colocación de cajas nido de aves insectívoras					Cria							
Revisión de cajas nido de aves insectívoras												
Limpieza cajas nido aves insectívoras												
Colocación de cajas nido de murciélagos					Cria sp1	Cria sp1				Cria sp2		
Revisión de cajas refugio y murciélagos												
Eliminación manual y disparos a bolsones												
Inspección pinares y elaboración mapa de niveles de afectación												
Tratamientos aéreos											*	
Bacillus thuringiensis var. kurstaki												
Tratamientos terrestres											*	
Bacillus thuringiensis var. kurstaki												
Tratamientos aéreos: Inhibidor de Producción de Quítina												**
Tratamientos terrestres: Inhibidor de Producción de Quítina												**
Seguimiento de tratamientos aéreos y terrestres												

*El mes óptimo es octubre. Se marca también noviembre porque, si hubiera mucha superficie a tratar y coincide con días de mal tiempo, el tratamiento puede alargarse.

**En función del ciclo de la especie en Baleares, se recomienda como fecha límite de aplicación el 10 de diciembre. Más tarde las orugas ya suelen ser demasiado grandes.

Annex 2

ACTIVO NO CORRIENTE

12460	Inmovilizado material	Cantidad	Precio	Total
	Camas y colchón	13	300	3900
	Cómodas	10	80	800
	Sillas	26	40	1040
	Juego de sabanas	26	20	520
	Mesas terraza	10	70	700
	Cortinas	20	20	400
	Decoración	10	100	1000
	Cojines	30	15	450
	Ordenadores	3	400	1200
	Televisión	1	650	650
	Walky-talkies	15	120	1800
360	Inmovilizado inmaterial			
	Porgramas informáticos	3	120	360

Annex 3

Mes	Grado ocupación	Tipo habitación	Nº hab. Ocupadas	Precio	Dias mes	TOTAL
Enero	39,71%	Doble	3	120 €	31	17360
		Grupo	1	200 €		
Febrero	46,11%	Doble	3	120 €	28	15680
		Grupo	1	200 €		
Marzo	55,59%	Doble	4	120 €	30	26400
		Grupo	2	200 €		
Abril	71,93%	Doble	5	130 €	30	32100
		Grupo	2	210 €		
Mayo	70,20%	Doble	5	130 €	31	33170
		Grupo	2	210 €		
Junio	84,91%	Doble	6	140 €	30	45000
		Grupo	3	220 €		
Julio	90,67%	Doble	6	140 €	31	46500
		Grupo	3	220 €		
Agosto	91,13%	Doble	6	140 €	31	46500
		Grupo	3	220 €		
Septiembre	84,92%	Doble	6	140 €	30	45000
		Grupo	3	220 €		
Octubre	66,86%	Doble	5	130 €	31	33170
		Grupo	2	210 €		
Noviembre	49,72%	Doble	3	120 €	30	22800
		Grupo	2	200 €		
Diciembre	37,61%	Doble	3	120 €	31	17360
		Grupo	1	200 €		
						381040

Annex 4

Mes	Nº dias	Nº Personas	Gasto m. diario	% Rest. y bar
Enero	31	10	127,90 €	29,20%
Febrero	28	10	127,90 €	29,20%
Marzo	30	16	127,90 €	29,20%
Abril	30	18	127,90 €	29,20%
Mayo	31	18	127,90 €	29,20%
Junio	30	24	127,90 €	29,20%
Julio	31	24	127,90 €	29,20%
Agosto	31	24	127,90 €	29,20%
Septiembre	30	24	127,90 €	29,20%
Octubre	31	18	127,90 €	29,20%
Noviembre	30	14	127,90 €	29,20%
Diciembre	31	10	127,90 €	29,20%

Annex 5

Annex 6

	Materia prima	Servicio lavanderia	Gastos Varios	Total
Enero	906,3888889	98,65	179,7222222	1184,76111
Febrero	1000,555556	125,21	198,3333333	1324,09889
Marzo	1233,333333	132,1	183,6111111	1549,04444
Abril	1482,777778	157,46	294,1666667	1934,40444
Mayo	1603,333333	175,59	315,2777778	2094,20111
Junio	1346,388889	155,85	302,7777778	1805,01667
Julio	1260	178,14	309,6138889	1747,75389
Agosto	1098,611111	223,12	268,6111111	1590,34222
Septiembre	1527,222222	221,3	248,3333333	1996,85556
Octubre	1560,555556	162,42	218,0555556	1941,03111
Noviembre	1262,5	145,17	250,2777778	1657,94778
Diciembre	1125,833333	139,98	223,3944444	1489,20778