Universitat de les
Illes Balears

Facultat de turisme

Pla de comercialització i viabilitat d'una idea de negoci

Ana Ferrer Esteva

Grau de turisme

Any acadèmic 2015-16

DNI de l'alumne: 43217636S

Treball tutelat per Joan B. Garau Vadell
Departament d'Economia de l'empresa

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1. ABSTRACT

Tourism plays an important role in the Balearic Islands. Therefore, society has to provide the necessary technology to the tourism according to its importance and the world's evolution.

This project develops a business plan study of a mobile App, which guides you through the city automatically by voice, substituting a real tour guide. It won't be necessary fiddling with small text on your screen. It also locates points of interest nearby offering the tourists exclusive offers thanks to GPS's functionality.

My study starts with an analysis of the environment, which looks at a brief situation on the Balearic Islands and a competition analysis.

Afterwards, you will find a market research, in which I analyse my potential and real market, and the forecast market development through the observation technique. Subsequently, I continue analysing my market through a market survey.

Finally, I will study the specific marketing mix of a mobile App that consists of the 4 P's: product, placement, price and promotion.

Essentially, this work addresses the issue of the necessary research to determine whether the mobile App is feasible or not.

2. INTRODUCTION/JUSTIFICATION

The tourism sector in the Balearic Islands is established as the most important as it is the sector contributes the most in the Island's GDP (Gross Domestic Product). This sector key has contributed an average of 43% of GDP in the economy of Balearic Islands since 2010. It is also noteworthy the continued growth of employment linked to tourism in recent years. In fact, the tourism sector has become the main generator of employment in the community with approximately 32% of all jobs.

At the national level, these islands are the autonomous community with more relevance in tourism in Spain: the 12,003 million euros generated in 2014 represent 10% of the total economic impact of tourism in the whole of Spain.[1]

The *archipelago* is home to tourist companies with international projection, hotel chains, airline overhead lines, tour operators, catering, software providers, etc.

On the other hand, seasonality affecting Mallorca takes forever because tourism is based mainly on tourism of sun and beach with the pick from April until October.

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[1] Balance de 2014, El PIB turístico de Baleares crece un 2,9%. (2015). *Hosteltur*. Retrieved from http://www.hosteltur.com/113133_pib-turistico-baleares-crece-29.html

It is important to mention that the Balearic Islands faced for some years a challenge of sustainable and diversified growth. The aim is to complement the offer of sun and beach with new forms of tourism, in order to create a new quality demand, which also contributes to increasing tourist spending.

With this commitment and with the mobile APP I would like contribute to the offer of a quality cultural tourism.

I consider it as a future investment, for this reason I have chosen this topic as work degree final project. Besides, I wanted to approach myself to a business plan and learn how to make a marketing strategy.

I have focused on a mobile APP as I think that this will be the future management and the e-commerce has been increasing significantly in recent years.

3. CONTEXTUALIZATION AND OBJECT OF THE STUDY

Tourism plays an important role in the Balearic Islands.

Palma de Mallorca was named 'best place to live' the last year. According to the newspaper 'The Sunday Times', 'The capital of the Balearics, Palma de Mallorca, has much the same allure as Barcelona — a picturesque old town, beaches within walking distance and a great climate — and it's an easy place to assimilate as a Briton abroad. It's also a short drive (10 minutes) from the airport, with plenty of cheap flights taking you back to the UK in about two hours. This is making it an increasingly popular "commuter" destination.'[2]

As a Balearic resident I think that the residents do not know enough about themselves and that tourists visiting the islands do not discover all the charm they have.

The object of the study is to determine if my business idea fits currently considering the circumstances, the market and competitors. Besides, to be able to create a proper marketing mix analysis based on the study of these factors and thus, to adapt them.

The objectives that I set throughout the work are many:

❖ Market research helped me to identify different segments and thus to be able to make a marketing plan focused on my target market.

❖ I also wanted to find the value I can offer —something different from my competitors— and for that I have to use to the competence. (what the competence offers)

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[2] Davies, H. (2015). Best Places to Live in the World. *THE SUNDAY TIMES*

❖ To collect market information with which the APP will be perfectly adapted to demand.

❖ The marketing mix allows to me focus on messages and campaigns directly and specifically to each target segment.

❖ To divide the market into more homogeneous subgroups each other and thus to apply a differentiated business strategy in each one: I have used the segmentation strategy as a marketing tool.

• **Description of the methodology employed**

First of all, I have identified competitors searching through google, google play and app store keywords about my product. I had to ask myself if this idea was invented.

My first search was more general than the second one: 'app tour guide' in which I founded 'PocketGuide' and 'Tourpal'. I saw that there was tough competition to beat. Besides, 'Tourpal' does not include tours around the islands. So, I continued my search joining 'Balearic Islands' to my first search. This way, I could find my truly competence.

Then I compiled the substitutive elements of my competitors' products and afterwards, I divided my competence depending on where tours are located in the world into the APP and their weaknesses.

I continue with the market research. Among the main techniques of market research we can find: survey, interview, observation technique, market testing, focus groups and polling. The observation technique and survey techniques have been my market research's conductors.

Below we will overview the survey questions:

1. Question nº 1 and 2: provide basic consumer information such as your age and gender.
2. Question nº 3: general question, which serves to introduce the people to the topic.
3. Question nº 4: which serves to know their motivations
4. Question nº5, 6 and 7: which serves to find out their interest on the issue
5. Question nº 8 and 9: in reference to the competitors from the point of view of the consumer.
6. Question nº10: Business model
7. Question nº11: Price
8. Question nº12: Price
9. Question nº13: Distribution channels
10. Question nº14: Suggestions for the APP

After I have observed the market research, the market survey and the competence, I must take a time to focus on the 4P's of the marketing mix (product, placement, price and promotion).

4. DEVELOPMENT

4.1 Environment analysis

4.1.1 The external environment

- Politics

The general elections were held on December 20 leaving few alternatives to form a government in Spain. Currently government pacts have not been made and new elections are foreseen at the end of June.

The uncertainty has caused banks and investment funds, domestic and foreign, paralyze some of its operations in Spain pending the complicated political situation is resolved.

Meanwhile, Francina Armengol, PSOE's leader, is the president of the Government of the Balearic Islands. This government is dominated by a leftist coalition after the three bands pact among Podem, MÉS and PSOE (Partido Socialista Obrero Español).

The president offered TSMEDIA[3] an interview in which she said that monoculture "Sun and Beach" is no longer such in our Islands. Since 1999, when the eco-tax was introduced, it has managed to place environmental values as our main demand in the showcase of world tourism. A recognition of this effort came in 2011 when UNESCO declared World Heritage Site 'Sierra de Tramuntana'.

They also want that the Balearic Islands increase its share as a sports destination, in particular, as a reference area of touring by bicycle or as present in this year's edition of Fitur (Feria Internacional de Turismo), with a commitment to cultural and gastronomic tourism.

- Economic

Balearics has become, along with Valencia, one of the regions, which are leading the GDP growth in Spain during the first quarter. The Balearic economy grew by 4.2% compared to an average growth of 3.2% recorded by the Spanish

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[3] Ramón, I. (2016). Entrevista a Francina Armengol, Presidenta de las Islas Baleares. [Blog] *TSMEDIA, Turismo Sostenible Media*. Available at: http://turismososteniblemedia.com/entrevista-a-francina-armengol-presidenta-de-las-islas-baleares/

economy in the same period, according to the latest data released by Airef ('Autoridad Independiente de Responsabilidad Fiscal').[4]

- Business

Business confidence indicators in the Balearic Islands

Reference period: From 2013T1 to 2016T2
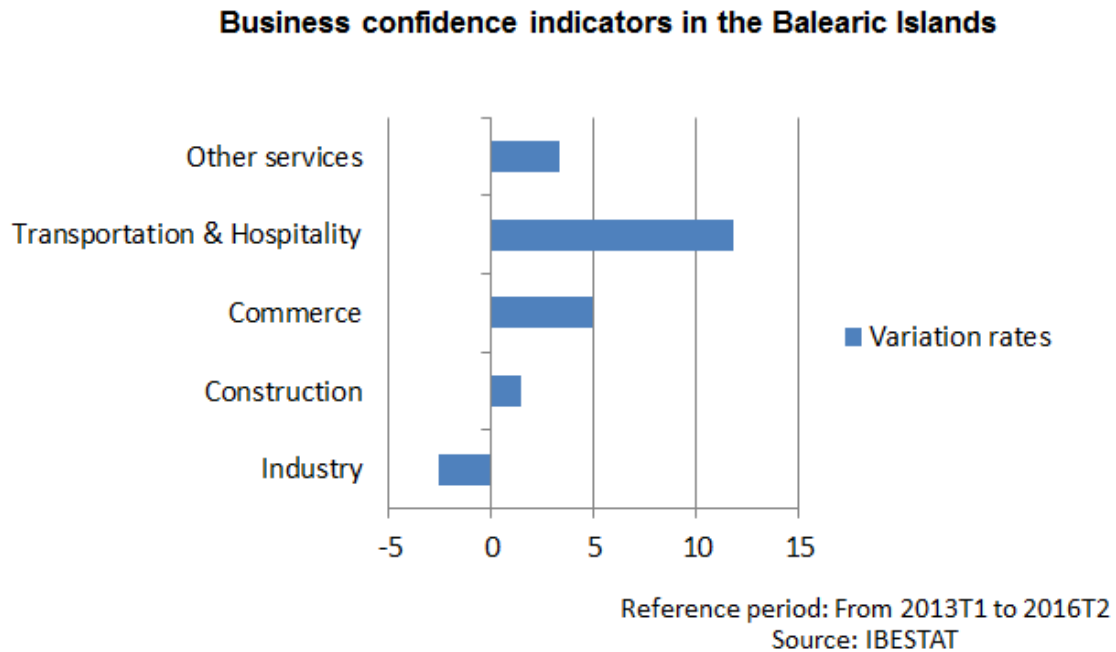Source: IBESTAT

Fig.1

The graph shows the confidence of the investors in the Balearic Islands in different sectors. There is no doubt that 2016 has a good start for this territory. The business confidence indicators have increased in this region in all sectors less in the industry's sector. It is noteworthy the higher increased in Tourism.

- Demography

The Balearic Islands are recognized as a tourist brand worldwide. These are a leading cultural haven, thanks to their rich historical legacy, as well as their architecture and heritage. This explains the positioning as a benchmark for international cultures. In fact, the 'Sierra de Tramuntana' was declared World Heritage by UNESCO in the category of Cultural Landscape.

The Islands are one of the most popular tourism destinations in Spain, with over 68.1 million international tourists in 2015.[5]

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[4] Autoridad Independiente de Responsabilidad Fiscal (AIREF), (2016). *Estimación PIB Trimestral por CCAA*. [online] Available at: http://www.airef.es/es/contenidos/carrusel-home/638-la-airef-publica-la-estimacion-del-primer-trimestre-de-la-composicion-por-ccaa-del-pib-nacional

[5] Instituto Nacional de Estadística (INE), (2016). *Estadística de Movimientos Turísticos en Fronteras (FRONTUR)*. [online] Available at: http://www.ine.es/daco/daco42/frontur/frontur1215.pdf

The airport of Son Sant Joan, located 8 km from de center, is one of those who has the biggest direct air connections from all over Europe, which promotes relevance as a nerve centre in the Mediterranean for the aviation world. Palma de Mallorca's airport operates up to 50 domestic and international airlines and has connections with a great quantity of airports, most airports in Europe and in smaller size in Africa (Morocco and Algeria). Fewer airlines operate in Menorca and Ibiza.

What abounds in the Balearic Islands are natural parks of vast ecological, aesthetic, educational and scientific value. Mallorca has S'Albufera in the north of the island, the natural parks of Cala Mondragó, the Península de Llevant in the municipal area of Artà, and the natural park of Sa Dragonera. Menorca stands out for its nature reserve S'Albufera des Grau; and Eivissa includes Es Vedra, Es Vedranell and the islets Illots de Ponent, as well as the natural park of Ses Salines. Mention must also be made of the archipelago's marine reserves: in Mallorca, the Badia de Palma de Mallorca, El Migjorn, Illa del Toro, Les Illes Malgrats, Cala Rajada and Llevant; the Nord de Menorca reserve in Menorca's territory; and Es Freus, between Eivissa and Formentera.

4.1.2 Competence analysis

It has to take into account the competitors. An analysis of competitors has helped me to identify business opportunities.

First of all, I have elaborated a chart with the information more relevant about my competitors:

COMPETENCE	Audio Tour Guide	Roaming	Channel of distribution	Business model
Pocket Guide	√	√	Google play · App Store	sales of advertising
Watch about	√	√	Google play · App Store Windows phone	sales of advertising
GoodWalk Mallorca	√	√	Google play · App Store	sales

Fig.2

COMPETENCE	Price	Downloads	Provider	Reputation	Promotion
Pocket Guide	Free	4.000.000	customers	4,2/5	web, facebook, twitter, video
Watch about	Free	1.000	itself	3,6/5	web, video
GoodWalk Mallorca	19,95 €	Beta(1-5)	itself	✕	Launching offers

Fig.3

All of my main rivals work automatically guiding you through the city by voice and they also include detailed digital maps. Other plus is that once you have downloaded the tour, the application can work in offline mode so that you don't have to pay roaming charges. The APP are in 4 languages minimum.

Once I compiled the substitutive elements of my competitors' products. I divided my competence depending on where tours are located in the world into the APP; weaknesses and strengths of them.

At the international level:

- Pocket Guide

Weakness: reading the comments made by consumers in the App store, I can observe that there aren't tours made in Spanish language.

Strengths: you can create a 3D video throughout photos, videos, personal commentary…

Regionally:

- Watch about

Weakness: It does not have a enough promotion, just tatty web and video.

Strengths: very simple and easy to use

- GoodWalk Mallorca

Weakness: 5 different routes

Strengths: To start, it has launched a discount, 50% OFF for a limited time. This indicates a good promotion.

4.2   Market research

4.2.1 The observation technique

a) Potential Market

My potential market will be anyone holding a Smartphone and nowadays there are a greater number of mobile devices than people on the Earth.

Exactly, according to the report by the ITU (International Telecommunication Union), United Nations agency, the demand for new mobile connections by consumers is increasing and apparently there are no signs that this trend will change.[6]
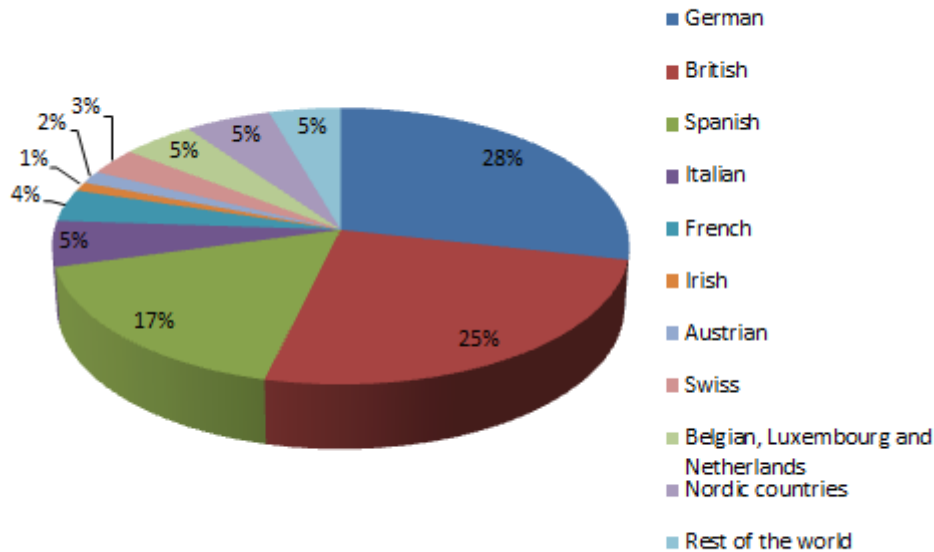
b) Real Market

- **Tourists by country of residence**

It is important to analyse the tourists coming to the islands since they will be the maximum interested in the product.

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[6] ICT, International Telecommunication Union,. (2016). *Mobile-cellular subscriptions*. Retrieved from http://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx

Balearic Islands tourists by country of residence, 2015

Legend:
- German
- British
- Spanish
- Italian
- French
- Irish
- Austrian
- Swiss
- Belgian, Luxembourg and Netherlands
- Nordic countries
- Rest of the world

Source: IBESTAT

Fig.4

This graph shows that the Germans, the British and Spanish residents themselves take up almost 3/4 of the tourists from the territory.

The tourist market of the Balearic has not undergone major changes over time. The main markets have always been the German and British markets, and as shown in Fig.1 remains so.

There is no indication that makes us think that a possible future evolution will vary greatly.

• The German market

According to the Travel Report (Reise Analyse, 2016) the German Institute for Tourism Research (FUR), in 2015 77% of Germans made a long trip (at least 5 days).

The average age of the German tourist is 45 years old for those who prefer traveling abroad and 52 for those who prefer spending their holidays in Germany. The trip duration is 12.1 days, but in recent years this travel time has been reduced this is associated with the increase in the number of annual tourist trips, while high summer seasonality is maintained. In the case of tourists traveling to Spain, the average age is 42 years (EGATUR- Turespaña).

German tourists show a predisposition to repeat the type of trip (family, sun and sand, etc.) and apply it to a new destination. The most consumed tourist products are sun and sand (62%), urban tourism (7%), itineraries / routes (6%),

active tourism, sport (4%) and cruises (4%). In sun and beach trips German tourist is also interested in the following activities: cultural visits, nature, food, water activities, walks around the area, spending time with family, shopping and hiking. In the coming months expected growth in segments long-haul travel and cruises, showing a growing interest in tourism city, and a slight decrease of wellness segment.

• The British market

The main reason for the British to travel is sun and beach, which still represent more than 80% of British tourism to Spain. Moreover, increasingly they are seeking sports experiences, contact with nature, and enjoy the cuisine and wines. Spain is perceived as a plus beach destination where the sun and beach is the base element, which is complemented by other activities or experiences. According to data from EGATUR -Turespaña, the average age of British tourists stood at 44 years.

Regarding overnight stays, the year closed with an increase of + 9.3% advance intensifies in the first two months of 2016 (Reise Analyse, 2016).

c) Forecast market developments

• Expectations of markets APP

According to Statistics and Studies from more than 18,000 Sources "This statistic presents information on the projected mobile app revenues from 2015 to 2020. In 2015, global mobile app revenues amounted to 41.1 billion U.S. dollars. In 2020, consumers are projected to spend over 101 billion U.S. dollars on mobile apps via app stores."

Worldwide mobile app revenues 2015-2020
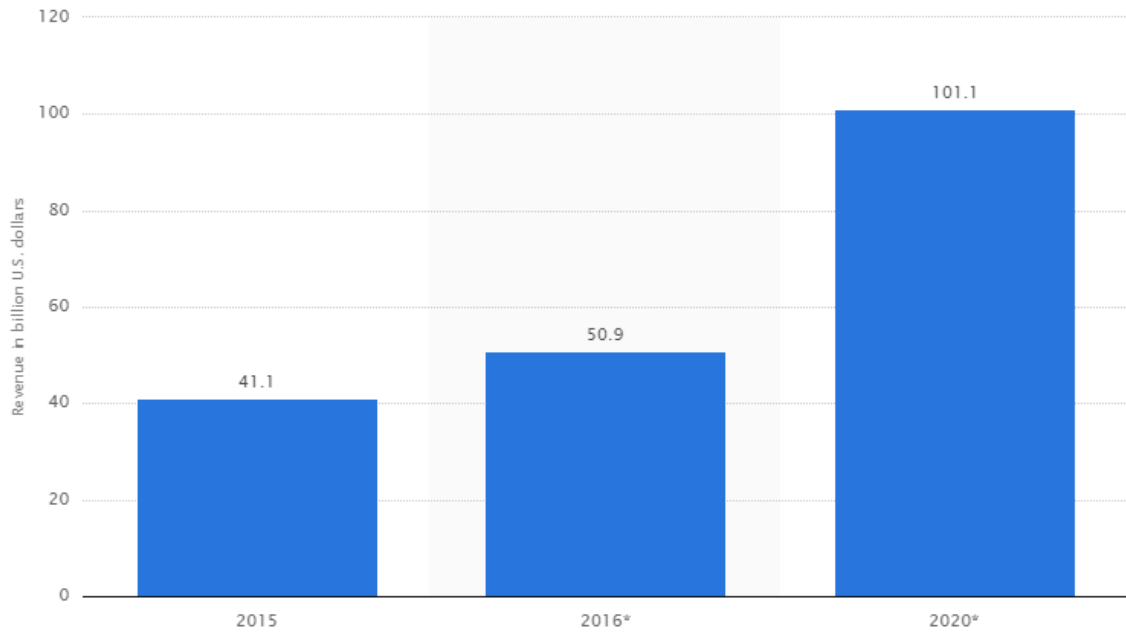

Fig.5   Source: Statista 2016

The APP's market is in constant growth. As can be seen on the graph, everything indicates that the mobile app revenues will be the double 4 years later.

Number of mobile app downloads worldwide from 2009 to 2017 (in millions)
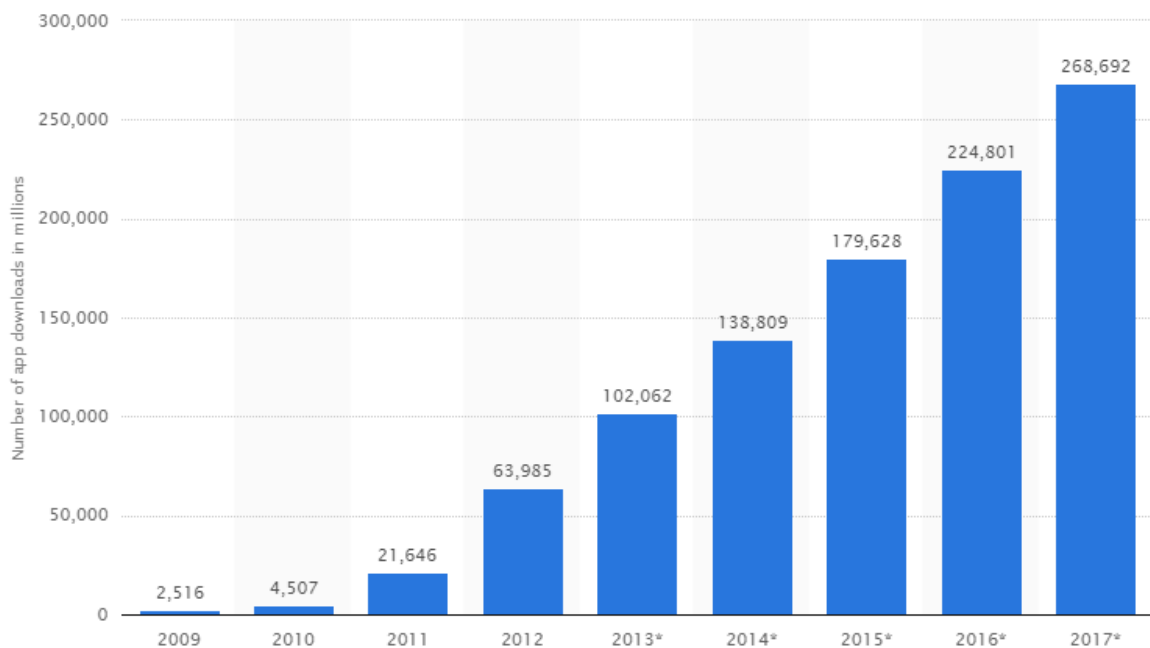

Fig.6   Source: Statista 2016

This statistic shows a forecast for the number of mobile app downloads from 2009 to 2017. In 2009, worldwide mobile app downloads amounted to approximately 2.52 billion and are expected to reach 268.69 billion in 2017. In 2010,earnings of mobile apps providers amounted to 6.8 billion U.S. dollars.

4.2.2 Market survey

The survey has been performance in three languages: in English (appendix 1); in Spanish (appendix 2); and in German (appendix 3), as my main markets are the Britain, German and Spanish.

Social networks and hotels spread the survey. My mother works in a hotel in Paguera and I was able to spread the survey in that concrete hotel and the hotels around.

The survey consists of 15 questions, most of them with a possible answer except of some open answers.

The results started to be analysed from question 4 (see appendix), because the questions number 1 and 2 are related with basic information of the people who are making the survey (age and origin).

It has been used the circular graph model in most cases. The results are shown in percentages, in order to observe and appreciate better the data.

Below it is found the results of the market research survey:

Question nº5:

Would you perform a guided tour around the best areas of the islands?

11%

89%

Yes
No
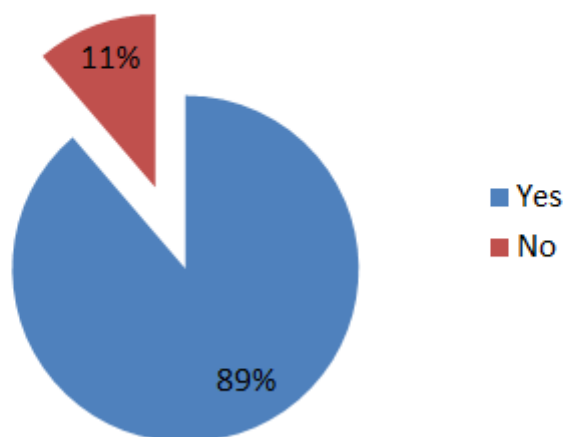
Fig.7

I can appreciate the interest generated by the islands and this is essential to carry out my study.

Question nº8:

Do you know any APP with these features?

18%

82%

■ Yes

■ No
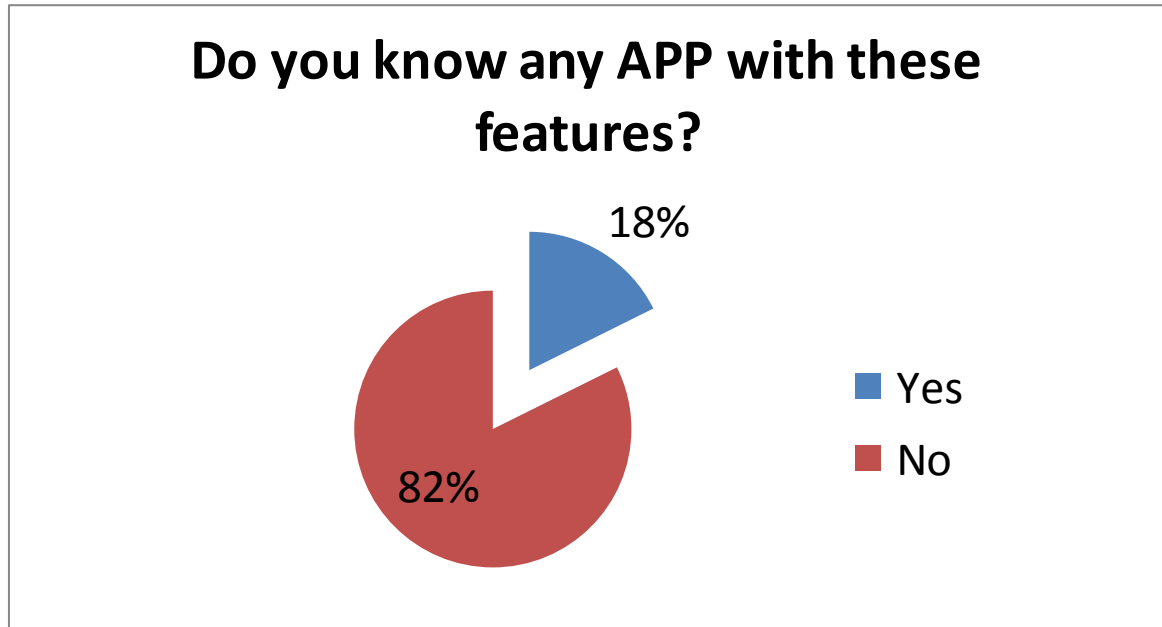
Fig.8

The whole my target market don't know about the existence of my competitors, just the 18% know them.

Question nº11:

Britain market

How much would you be willing to pay for a tour?

6%

16%

34%

44%

- Up to 2€
- 2 to 4 €
- 4 to 6 €
- It would not be willing to pay

Fig.9

German market:

6%

How much would you be willing to pay for a tour?

52%

39%

- Up to 2€
- 2 to 4 €
- 4 to 6 €
- It would not be willing to pay
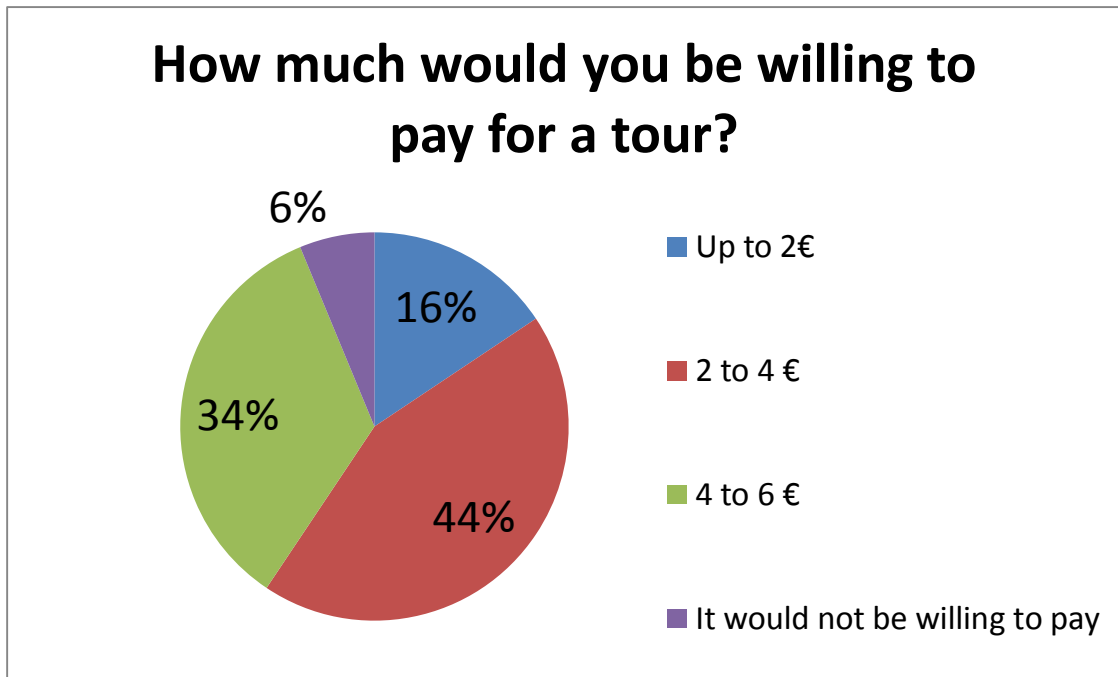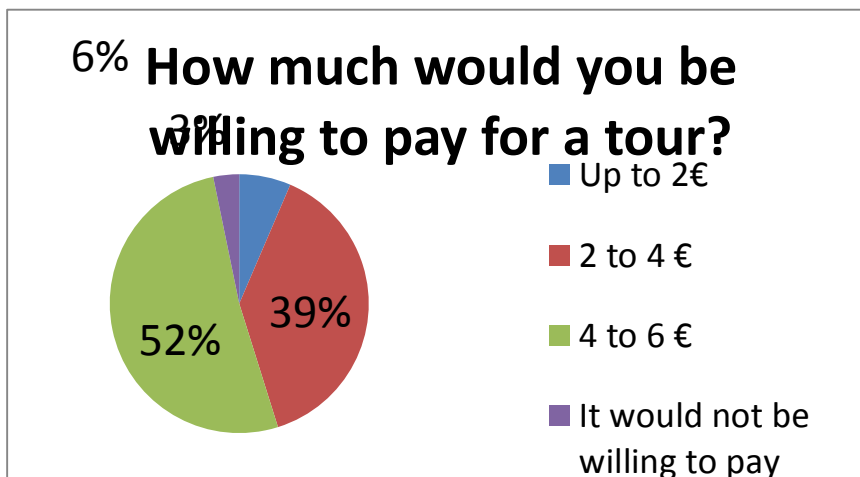
Fig.10

Spain market:

How much would you be willing to pay for a tour?

18-30 years old

- Up to 2€
- 2 to 4 €
- 4 to 6 €
- It would not be willing to pay

34% 33% 13% 20%

Fig.11

More than 30 years old

- Up to 2€
- 2 to 4 €

14% 25% 39% 22%
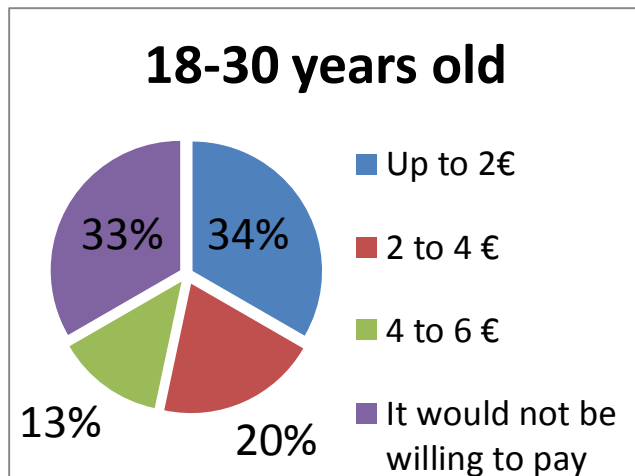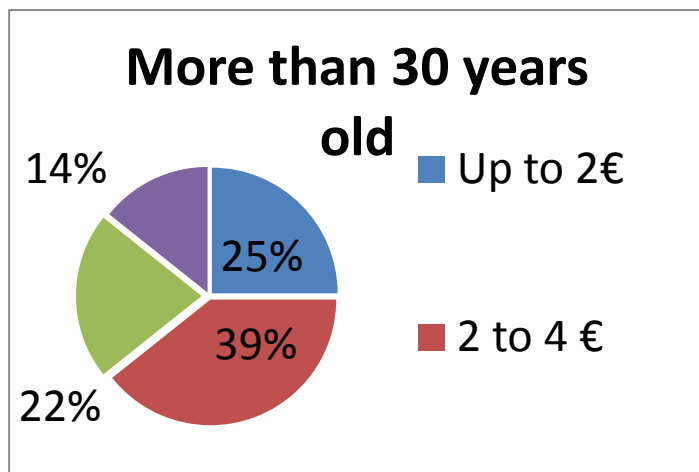
Fig.12

I have decided to segment this question depending on the age of the Spain market. I observed that the results were very different and wanted to highlight them.

Question nº 12

Which social network do you use the most?

30% 44% 15% 11%

■ Faceb ook
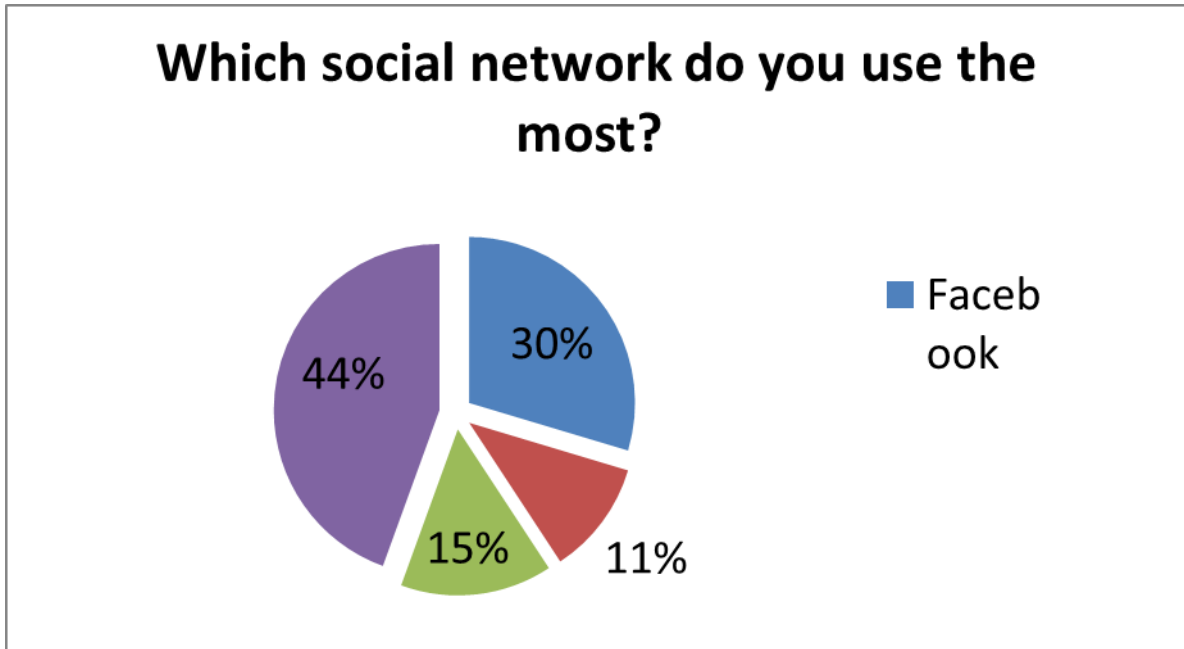
Fig.13

I haven't had to segment for the country as the results has been similar so I have collect in only one.

4.2 Segmentation strategy

Thanks to the market research survey (look appendix) I am able to perform customer segmentation. The first two questions in the survey are the determinants of our consumer groups.

Segmenting the market depending on the age and the country of origin as the British, German and Spanish have a significant weight in the islands.

4.7 Marketing Mix

Marketing plan has been developed from the 0 day. It is necessary to generate expectation, for that reason is such important to make the marketing plan as soon as possible. *'It is never too early to talk about what you're doing'*.

4.7.1 Product

Analysing potential market it has been found where the product should be focused: the German market, the UK market and the Spanish market.
Thus, the languages which the APP will be focalised will be Germany, English and Spanish.

4.7.2 Price

The key question: Is my app download going to be free in the app markets or is the user going to pay for it?

There are many models available for getting money out of an app: you can ask for a price to download the app (premium), you can give it for free, you can give the user a free version but they must pay for specific uses or extras (freemium), you can try to monetize your app with ads.

Global Mobile Revenues
PAID CONTENT VERSUS ADVERTISING

Fig.15

Source: Flurry Analytics, Apple, eMarketer.

Mobile apps are generating a significant amount of revenue in the last years. This shows the two sources of higher revenue from mobile revenues.

Due to fact and according to the market survey, the APP will be freemium price model. The Fig.15 shows the freemium business model is that will produce more benefits over the time.
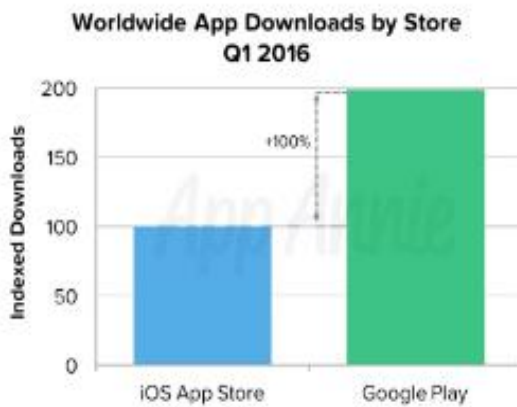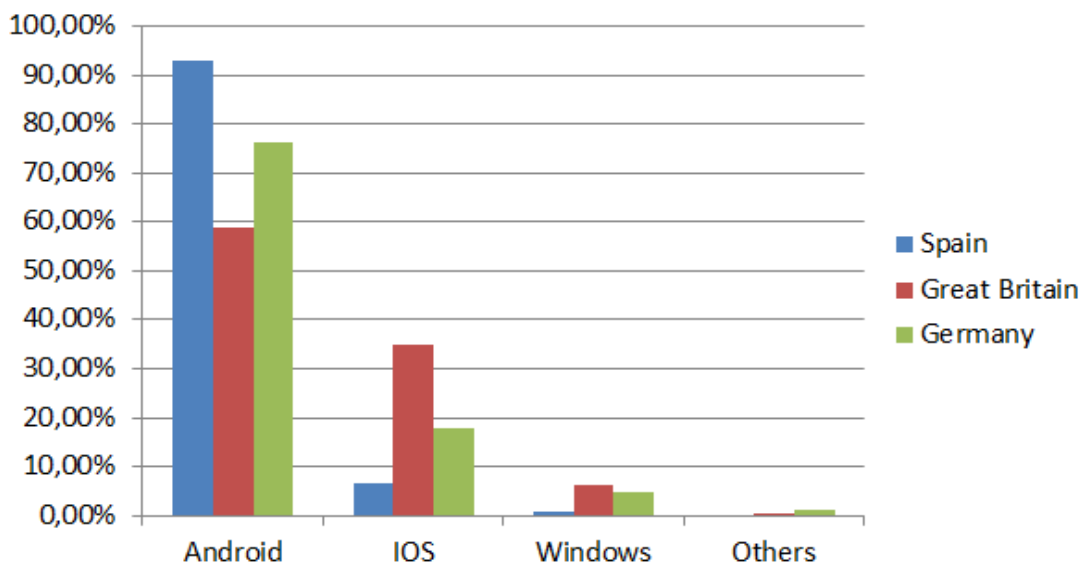
4.7.3 Placement

Fig.16   Fig.17

Fig.17

The graph (Fig.5) establishes which are the main Smartphones OS (Operating System) sales market share the first quarter 2016.

Android market dominates Spain, Great Britain and Germany with more than 50% of sales.

Finally, windows and others have not significant weight without reaching 3% in any of the countries studied

It would be difficult to decide which first channel of distribution is better to launch the APP as there a contrast among Fig.15 and Fig.14 with Fig.17

4.7.4 Promotion

Currently there are many means by which to promote an app.

One of the best ways are the social media and PR because they will help get the word out about the app, and the feedback you receive from users will help make improvements, and ultimately increase your revenue.

The promotion and advertising carried out to promote my App are as follows:

- Mobile advertising

Promoting a mobile APP using the mobile ads take directly targets users while they're using their device and instantly prompts app download and usage.

- SEO

Google Adwords is a tool really important for SEO (Search Engine Optimization). This lets you know the most searched words on google. Thereby, It knows which words should be used most on the website and thus achieving a wider target group.

I focused on the keywords that my target audience are looking for a product with the same characteristics as mine such as tourism guide.

- Website

The website is an important site because is the landing page of the product. The design has to be clear and simple to understand

- Social media

It has to take an account the bloggers and influentiers.

It's important to mention that once I have published content on social media, this should be analysed since we can find which are the social media more effectives (this depends on each target market).

5. CONCLUSIONS

Definitely, the most effective way to launch a product and this drive on success is making a business plan.

First of all, thanks to the external environmental analysis I can verify that the Balearic Islands have plenty of resources to enable an App with these features.

It has been demonstrated that the Balearics Islands are a competitive market with a very high number of tourists and with an incredible topography. Definitely, It is a good place where the can APP be applied.

On the one hand, getting to know about my competence has helped me to differentiate better my product for which I have included exclusive offers for example differentiating element.

On the other hand, It should be noted that, as the research has shown, even if I have competitors, my specific market doesn't know them and this competitive advantage must be exploited to emphasize my energies into promoting.

Afterwards, I have the knowledge about how to reach my object market thanks to the fact that I have divided it into segments and to the entire study.

It is important to take into account the question nº12 for the promotion because this allows me to make most effective campaigns on social media.

In conclusion, before carrying out the execution of a business idea, it is necessary to carry out a business plan. This allows you to be more effective with your product. In fact, I have done all conclusions thanks to my study.

Finally, the efforts to study marketing will be rewarded with "market-oriented" strategies which are more likely to be successful.

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7. ANNEXES

Appendix A

Market survey (EN)

Marketing plan of a business idea
*Required

1) How old are you? *
- ○ Under 18 years old
- ○ 18-30 years old
- ○ 30-40 years old
- ○ More than 40 years old

2) Which country / city do you come from? *
- ○ Germany
- ○ United Kingdom
- ○ Spain
- ○ Majorca
- ○ Other: [＿＿＿＿]

3) Have you ever travelled to the Balearic Islands?
- ○ Yes
- ○ No
- ○ I would like to

4) What has been or would be your motivation to travel to the Islands?
- ○ Sun and beach tourism
- ○ Cultural tourism
- ○ Sports Tourism
- ○ Other: [＿＿＿＿]

5) Would you perform a guided tour around the best areas of the islands (excursions, sightseeing, coves ...)? *
- ○ Yes
- ○ No

6) Would you download an APP (also available offline) which explained through audio anecdotes and stories of the tour? *
- ○ Yes

○ No

7) If your answer was 'No'. If the APP also had features such as: the nearest rent a cars, gas stations, the best restaurants ..., and a variety of exclusive offers. Would you download it? *

○ Yes

○ No

8) Do you know any APP with these features? *

○ Yes

○ No

9) If your answer was 'Yes', which one? (If you don't remember the name of the APP you must answer 'I don't remember')

[   ]

10) After having tried the APP with a guided tour, would you be willing to pay for another one? *

○ Yes

○ No

11) How much would you be willing to pay for a tour?

○ Up to 2€

○ 2 to 4 €

○ 4 to 6 €

○ It would not be willing to pay

12) Which social network do you use the most? *

○ Facebook

○ Twitter

○ Instagram

○ Youtube

○ I don't use

○ Other: [   ]

13) What operating system is your mobile phone? *

○ Android

○ Iphone

○ Other: [   ]

14) Any suggestions to improve the APP?

[   ]

Appendix B

Market survey (ES)

Plan de comercialización y viabilidad de una idea de negocio

*Obligatorio

1) ¿Qué edad tienes? *

- ○ Menos de 18 años
- ○ Entre 18 y 30 años
- ○ Entre 30 y 40 años
- ○ Más de 40 años

2) ¿De qué país/ciudad provienes? *

- ○ Alemania
- ○ Reino Unido
- ○ España
- ○ Mallorca
- ○ Otro: [ ]

3) ¿Has viajado alguna vez a las Islas Baleares? (Solo en esta pregunta, los mallorquines absténganse de contestar)

- ○ Sí
- ○ No
- ○ Me gustaría

4) ¿Cuál ha sido o sería tu motivación para viajar a las Islas?

- ○ Turismo de sol y playa
- ○ Turismo cultural
- ○ Turismo de deporte
- ○ Otro: [ ]

5) ¿Realizarías un tour guiado por las mejores zonas de las islas (excursiones, visitas turísticas, calitas...)? *

- ○ Sí
- ○ No
- ○ Me da igual

6) ¿Te descargarías una APP que dispusiese (disponible también offline) de esos tours guiados explicándote por audio las anécdotas e historias del lugar por el que estés pasando en ese momento? *

- ○ Sí

○ No

○ Me da igual

7) Si tu respuesta fue 'No'. Si la APP tuviese además información clave para un turista como puede ser: el alquiler de coches más cercano, gasolineras, los mejores restaurantes…, y una variedad de ofertas exclusivas. ¿Te la descargarías? *

○ Sí

○ No

○ Me da igual

8) ¿Conoces alguna APP con estas características? *

○ Sí

○ No

9) Si tu respuesta ha sido 'Si' ¿Cuál? (si no se acuerdan del nombre de la APP contesten 'No me acuerdo')

[   ]

10) Una vez que hubieses probado un tour y el funcionamiento de la APP ¿estarías dispuesto a pagar por otro tour? *

◉ Sí

○ No

11) ¿Hasta cuánto estarías dispuesto a pagar por tour?

○ Hasta 2€

○ De 2 a 4€

○ De 4 a 6€

○ No estaría dispuesto a pagar

12) ¿Qué red social/plataforma online utiliza más? *

○ Facebook

○ Twitter

○ Instagram

○ Youtube

○ No uso redes sociales

○ Otro: [   ]

13) ¿Qué sistema operativo es su móvil? *

○ Android

○ Iphone

○ Otro: [   ]

14) ¿Alguna sugerencia que mejorase la APP?

[   ]

Appendix C

Market survey (DE)

Marketing-Plan und die Durchführbarkeit einer Geschäftsidee

*Zwingend

1) Wie alt sind Sie? *
- ○ Weniger als 18 Jahre
- ○ Zwischen 18 und 30 Jahre
- ○ Zwischen 30 und 40 Jahre
- ○ Mehr als 40 Jahre

2) Aus welchen Land / Stadt kommen Sie? *
- ○ Deutschland
- ○ Grobbritannien
- ○ Spanien
- ○ Mallorca
- ○ Andere

3) Waren Sie Schonmal auf den Balearen?
- ○ Ja
- ○ Nein
- ○ Ich würde Gerne

4) Was war oder wäre Ihre Motivation zu den Inseln zu reisen?
- ○ Tourismus Sonne un Strand
- ○ Kulturtourismus
- ○ Sporttourismus
- ○ Andere

5) Würden Sie eine geführte Tour um die schönnen teile der Insel zu besichtigen(Ausflüge, Besichtigungen..) Tour? *
- ○ Ja
- ○ Nein
- ○ Ich würde Gerne

6) Würden Sie sich eine App herunterladen (auch offline) die Ihnen über die Kopfhörer die Ausflüge erklärt? *
- ○ Ja
- ○ Nein
- ○ Ich würde Gerne

7) Wenn Ihre Antwort 'Nein' war. Wenn die App auch wichtige Informationen für Touristen hätte, wie: der nächste Mietwagen, Tankstellen, Restaurants... die besten, und eine Vielzahl von exklusiven Angeboten. Würden Sie die App herunterladen? *

- ⚪ Ja
- ⚪ Nein
- ⚪ Ich würde Gerne

8) Kennen Sie eine App mit diesen Eigenschaften? *

- ⚪ Ja
- ⚪ Nein

9) Wenn Ihre Antwort 'Ja' war, welche?

☐

10) Wenn Sie eine Tour und den Betrieb der App versucht haben, wären Sie bereit, für eine Tour zu bezahlen? *

- ⚪ Ja
- ⚪ Nein

11) Wie viel währen Sie bereit, für eine Tour zu bezhalen?

- ⚪ Bis zu 2€
- ⚪ Von 2 bis 4€
- ⚪ Von 4 bis 6€
- ⚪ Nicht bereit sind zu zahlen

12) Welche sozialen Netzwerk / Online-Plattform nutzt mehr? *

- ⚪ Facebook
- ⚪ Twitter
- ⚪ Instagram
- ⚪ Youtube
- ⚪ Keine Nutzung sozialer Netzwerke
- ⚪ Andere

13) Was OS ist Ihr Handy? *

- ⚪ Android
- ⚪ Iphone
- ⚪ Andere

14) Alle Vorschläge, die App zu verbessern?

☐