

## **EXECUTIVE SUMMARY**

The purpose of this document is to present the design of the project feasibility for the implementation of a hostel aimed at seniors on the beach Briceño Canton San Vicente, Manabí province. The project starts with a market study conducted in the city of Quito, a sample of 107 adults aged 60 and older, who were surveyed in a random fashion, determined could identify habits, likes, preferences and characteristics of potential customers, also with field research could determine the unmet demand for service. The capacity of the lodge consists of 10 cabins, of which five are for 2 people, three cabins for 5 people and the other two are designed for three people. The constitution of the Lodge shall order Company Limited and the company name will Hosteria Briceño. After determining investments, expenses and costs proceeded with due economic and financial analysis of indicators (NPV, IRR, benefit cost ratio) being successful, so the project is profitable and feasible for implementation .

## **KEYWORDS**

**FEASIBILITY STUDY – INN SENIORS – SENIORS CARE - RECREATIONAL ACTIVITIES FOR SENIORS – BEACH BRICEÑO, MANABÍ PROVINCE.**