**Outline**

**Introduction**

* Sustainable marketing issue
* Problem we are addressing
  + Social + environmental issues with tourism
    - introduced
* What we are marketing (slow tourism)
* Who would benefit from slow tourism? -target customer

**Industry that we are analyzing**

* Go into more depth with social and environmental issues with tourism

**Overview of at least five sources**

* Ask Carlo if this can be woven in throughout paper?

**Identify target market**

* Ideal customer
  + Young adults, retired adults
    - Exclusivity,
    - Environmentally conscious
    - More time, money
* Why would this market benefit from this product?

**Implementation**

* How would we approach a tour companies (like Contiki) to convince them that our solution is valuable?
  + Value of product?
  + Why should companies adopt this approach?
  + Marketing elements from class?
    - Refine/come back to after review of course material
  + How does this give the company we are consulting an edge against competition?

**Conclusion**

* Summarize/review

**Appendices**

* Graphics/statistics supporting previous statements

Tara + Nick

Candace

Murad + Oliver

All