**The literature review:**

The goal is present what you did, Explain the concept you would like to use in the research.

Tips:

1. How to create the demand for a touristic destination, for a country while considering the fact that the country is not enormous?
2. What are the major drivers that have been used in the past in other places to create the demand for a specific destination?
3. Why not consider Benin and why is it not on the top of the list?

The reasons (Understanding why people do not consider Benin?)

The barriers (why people don’t go there?)

What could be done? (Possible solutions)

**Question of perception**

potential destination (potential factors)

Potential factors that will influence the fact of making Benin a potential destination or create the demand for tourists going to Benin (This is something important to see in the literature review)

When you think about Benin, what pops into your mind?

**Guideline**

Two levels: Work on two levels in parallel

look for research paper on

1. Literature review: (10 to 15 pages)

Look for research papers (academic papers, the right articles and the best articles) on how to create demand on a touristic destination? It could be any country. The question is how to create a demand or how to create a certain engagement or willingness to go to a certain destination. What are the key factors, the key elements?

1. Create a questionnaire, a survey (15 to 20 questions)

Create the key questions based directly or indirectly to the findings in the literature review.

Once we have the result from the survey it would be interesting to make a comparison with the literature review