**How to create your project in 6 steps**

1. Make a tourist product (work in pairs/teams and create your own tourist product e.g. the trip on sport event to Pilsner). Think about your customers. Make the itinerary (simply plan) for your product.
2. Choose the right distribution strategy.
3. Identify and characterize the target group of tourists (you can choose any segmentation attitudes).
4. Identify the 4C´s in your product and set the price for your product.
   * Customer solution,
   * Cost to the user,
   * Convenience,
   * Communication
5. Prepare SLEPTE analysis for your product and adjust your product, distribution strategy and the 4Cs according to the new information you have found
6. Create communication plans including choosing the communication channel(s).