Tourism Marketing research Academic Level : Undergraduate Paper details research information about Boston's tourism History, Ways to Enhance Boston Waterfront activities, how restaurants benefit from the waterfront, TARGET MARKET for locals, tourists of all ages. General background and context relevant to Leisure market (operationalize, general information, comprehensive and relevant details to inform the reader about leisure market, data, statistics, etc…), TOURISM ASSESSMENT: include SWOT Analysis chart, 3 Competitive cities data in relation to Boston with a focus on strengths and weakness. RECOMMENDATIONS A. Recommend strategies—including attractions, events, opportunities (create an inventory) specific to your target market. B. Research what should tourism stakeholders consider for future tourism development to be sustainable and provide economic and social well-being with new tourism markets (e.g. recommend strategies, goals, actions, evaluation, media and communications plan, infrastructure, attractions, etc…) REFERENCES cited page (APA style) Minimum of 10 credible sources Include a mix of Reports from online, Google Scholar( mainly), Media/News sites, Reliable Websites. this is basically just gathering information for a team project 12 page paper. please use basic terms.