

Research Proposal Template

A research proposal is a plan that provides the foundation for developing a research study. Applicants are requested to prepare a research proposal examining a tourism, hospitality, or culture-related topic and problem, following the structure outlined below as a template for submission. The word limit is 3,000 to 5,000 words.

The **research proposal** should include the following:

1. **Title** - a concise statement which clearly identifies the nature and topic of the research study.
2. **Problem Statement** - a clear outline of the questions and issues which lead to the research and make it relevant.
3. **Objectives of the Research Study** - operational statements which indicate the nature of the reasonable outcomes and feasibility of the study to be undertaken.
4. **Theoretical Background / Literature Review** – Involves a review of the relevant literature relating to the selected topic and, where appropriate, identification of the central concepts or a conceptual framework used to guide the study.
5. **Methodology** – This section describes how the study will be conducted and you must demonstrate to the examiner or reader whether the procedures and steps to be adopted are appropriate.
6. **Potential contributions of the research** - clearly articulates how the study will advance theoretical understanding, inform practice, and provide value to society or other stakeholders.
7. **References** - Provide a listing of sources of information and ideas which are used to support the study in APA (7th version) style.

Formatting:

- Format: A4 pages, Times New Roman font size 12; page margin of 2.5 - 3 cm on all sides; 1.5-line spacing; with page numbers clearly visible.
- If illustrations are used, then every illustration (images, maps, tables, etc.) should be properly captioned and credited. The caption and credit should appear above the illustration (according to APA 7th edition). Credit yourself if you are the original photographer for the illustration.

Note:

- Please do not mention your preferred supervisor's name on the cover page
- Please include a declaration statement on the cover page specifying if you have used Artificial Intelligence (AI) tools in this research proposal and the reasons for their use.