

Call for Proposals

Research Grant of Hospitality and Tourism Research Centre (HTRC Grant)

School of Hotel and Tourism Management

The Hong Kong Polytechnic University

1. Announcement

The Hospitality and Tourism Research Centre (HTRC) of the School of Hotel and Tourism Management (SHTM), The Hong Kong Polytechnic University (PolyU), invites faculty members from overseas universities to submit research proposals which require interdisciplinary collaboration, and are related to hospitality and tourism. The HTRC Grant provides excellent opportunities for outstanding scholars to collaborate with academic staff of SHTM. **Successful applicants will act as Co-Investigators of the research project. The Principal Investigator must be a full-time academic staff at Assistant Professor or above at SHTM, PolyU.** Grants may vary widely in scope and size.

2. Funding Ceiling and Duration

Applicants should indicate they are applying for either one of the following two types of grant:

- (a) A medium-scale grant with funding amount from HK\$150,000 to HK\$250,000. The duration may range from 12 to 24 months.
- (b) A large-scale grant with funding amount over HK\$250,000 to HK\$500,000. The duration may range from 24 to 36 months.

3. Priority Areas

Priority will be given to the proposals related to the following focus areas which comply with the strategic direction of HTRC:

- (a) Smart Tourism
 - Artificial Intelligence
 - Robotics
 - Technology Innovation
 - Marketing
 - Branding
 - Experience Management
 - Customer Engagement

(b) Performance Measurement and Management

- Financial and Revenue Management and Measurement
- Operational Management
- Service Management
- Event Management

(c) Tourism Futures and Forecasting

- Demand Forecasting
- Emerging Products and Markets

(d) Policy and Planning

- Public Policy
- Tourism Planning and Development

4. Selection Criteria

SHTM's Hospitality and Tourism Research Center promotes applied research and knowledge transfer. Therefore, all research proposals need to **demonstrate practical contributions** clearly with specific objectives placed on **how the research will help practitioners in their policy- and business decision-makings**.

Proposals will be evaluated based upon the following criteria:

- Significant practical impacts
- Thoroughness of literature review
- Academic quality of the proposed research topic must be high
- Clear and well-developed methodology, timetable and plan for action
- Significance of the contribution to the School's strategic research direction
- Candidate's research track record and publication record

5. Proposal Format and Requirements

(a) The proposal should include the following headings: **Abstract, Aims and Objectives, Background of Research, Research Plan and Methodology, Plan of Collaboration specifying the role and responsibilities of each team member, Contributions of the Project to Teaching and Learning, Significance and Value of the Project to SHTM etc.**

(b) The proposal is not to exceed 8, single-spaced pages in Word format. Please use 12-point, Times New Roman font and one-inch margin on all pages. Each proposal should be submitted with [HTRC Application Form/1](#). Applicants should first contact a SHTM academic staff for collaboration. After obtaining the consent from the SHTM academic staff who is willing to be the Principal Investigator, applicants may approach the Principal Investigator or Ms. Sandy KEUNG (sandy.keung@polyu.edu.hk) to obtain the application form.

6. Deliverables and Dissemination

The successful applicant will act as the Co-Investigator of the project. He or she will collaborate with academic staff of the SHTM and publish the findings of the project in refereed academic journals.

7. Submission Requirements and Application Deadline

Interested individuals should first contact a SHTM academic staff who agrees to act as the Principal Investigator of the project. For details of SHTM academic staff and their research areas, please visit the link at <https://shtm.polyu.edu.hk/people/academic-staff/>. All completed forms and relevant documents indicated below should be submitted to Ms Sandy KEUNG (sandy.keung@polyu.edu.hk) by email **on or before 11 March 2019 (Monday)**. Applications must be received electronically. Incomplete applications will not be considered. Each application should contain the following documents:

- (a) [HTRC Application Form/1](#) including the project proposal (to be jointly completed and signed by a full-time SHTM academic staff as Principal Investigator and the applicant(s) as Co-Investigator(s)).
- (b) A 2-page CV of each non-PolyU applicant in Word format

8. Budget

Applicants should take note of the following guidelines when preparing the budget plan:

- (a) The funding applied for should be listed in Hong Kong dollars.
- (b) Use of funding will be subject to PolyU's disbursement and purchasing guidelines and PolyU regulations.
- (c) Funding must not be used to remunerate Principal Investigators and Co-Investigators or to subsidise their salaries, including honorarium, in any way.
- (d) Transfer of funding to Co-Investigator(s)' institution(s) is not allowed.
- (e) The budget should include 5% of the total salary as Mandatory Provident Fund (MPF) if the project will recruit any research personnel. The applicant is suggested to consult the SHTM collaborator in relation to the PolyU salary scale for research personnel. Applicants should note that recruiting research personnel at Co-Is' institutions is not feasible.
- (f) In budgeting the trip to Hong Kong, the rate of HK\$1,700 per night for hotel accommodation and subsistence of HK\$500 per day should be used as the standard rate to work out the budget amount.
- (g) No more than 15% of the total budget is allocated for conference attendance.
- (h) Non-PolyU Co-Investigators will only be supported to attend conferences hosted by SHTM. All non-PolyU Co-Investigators will be reimbursed for actual expenses for their conference trips due to PolyU regulations, and it is necessary for them to keep all original receipts. All the reimbursements must be made via the Principal Investigator.

9. CV Format and Requirements

The curriculum vitae of the applicant should include details on educational background, appointments, publications (no more than 5 publications most closely related to the proposed project AND no more than 5 additional significant publications whether related or not to the proposed project) and projects (within the last 5 years) involved. Each publication identified must include the following:

- (a) Names of all authors (in the same sequence as they appear in publication)
- (b) Book or article and title and year of publication
- (c) Journal volumes and page numbers
- (d) Link of the publication (if the document is available electronically).

The CV is not to exceed two, single-spaced pages in Word format using a 12-point, Times New Roman font and one inch margins on all pages.

10. Notification of Result

Upon acceptance of the proposal, successful applicants will be notified of the results **by end of May 2019**.

11. Enquiries

For more information of SHTM and HTRC, please visit our website at <https://shtm.polyu.edu.hk/> and <https://shtm.polyu.edu.hk/research-consultancies/hospitality-and-tourism-research-centre/>. For enquiries, please contact Ms Sandy KEUNG at sandy.keung@polyu.edu.hk.



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