



2016 TTIA-TTRA Research Council “White Paper” Challenge Undergraduate and Graduate Research

Aim: The Texas Travel Industry Association (TTIA) – Travel and Tourism Research Association (TTRA) Texas Research Council seeks to engage with the academic community by introducing a white paper challenge in which both undergraduate and graduate students may participate. This challenge will serve to open a dialogue on new research methods within the academic community, the applicability of research initiatives to industry needs, the role research has within the expanding field of travel, tourism and hospitality, and to produce research valuable to industry practitioners (destination marketing organizations, convention and visitors bureaus, hoteliers, attractions, etc.).

Eligibility: This challenge is extended to current students, both undergraduate and graduate levels, who have maintained a 3.00 GPR or higher. Eligible students will have either ongoing or tentative research projects within the field of travel, tourism, and hospitality. The criteria for eligibility are as follows:

- Passport or U.S. driver’s license as proof of permanent U.S. residency; OR U.S. Alien Registration Card as proof of residency if eligible.
- Resume.
- Official transcript (This document needs to be sent directly from your school in a sealed envelope to TTIA by 5 pm Central time on Monday August 17, 2016. A TTIA representative will verify the document and confirm its arrival to the student). Transcript should verify a 3.00 GPR or higher to confirm eligibility for award.
- White Paper should include:
 - The title of your paper
 - A short abstract (up to 150 words). Abstracts should address these prompts: *On which segment of the travel and tourism or hospitality industry does your white paper focus? Please explain proposed or ongoing research aims, methodology, any future implications of research, and demonstrated value to the industry.*
 - The body of your paper (up to 3000 words). References are not included in the word requirement.
- Submit copy of all materials (excluding official transcripts) to Janice Langlinais at janicel@ttia.org by 5 pm Central time on Monday August 17, 2016. Transcripts can be mailed to:

TTIA, ATTN: Janice Langlinais
3345 Bee Caves Rd, Suite 102A
Austin, TX 78746



2016 TTIA-TTRA Research Council “White Paper” Challenge Undergraduate and Graduate Research (continued)

Selection Process: Submissions will be evaluated as follows:

- After the application deadline, all materials will be considered by a panel of TTIA-TTRA Texas Research Council members.
- Selected white papers will receive the preliminary award of the opportunity to be published within the inaugural research anthology.
- The panel will select two applicants who will receive the monetary awards and invitations to the annual TTIA Summit conference.

Evaluation & Scoring: Priority will be given to papers addressing research topics identified as important to Texas Research Council members, including, but not limited to, economic impact, marketing research, post-event studies, hotel performance measurements, advertising effectiveness, rural tourism strategies, and technology, among other topics. However, all submissions will be accepted and considered.

Awards: Submissions have the opportunity for the following awards:

- Selected papers will be published together in an anthology to be distributed to TTIA-TTRA Texas Research Council members.
- Of these selected papers, TWO will be recognized with a monetary award.
 - One **undergraduate** level research submission will be awarded a scholarship of \$1,000 to be used towards tuition or research purposes.
 - One **graduate** level research submission will be awarded a scholarship of \$2,500 to be used towards research purposes.
- Both awardees will be invited to attend the annual TTIA Summit conference in order to be recognized for their achievement in research, as well as to network with Texas travel industry employers.

Questions: Any questions can be submitted to Janice Langlinais at janicel@ttia.org.