



## TOURISM CARES GRADUATE RESEARCH SCHOLARSHIP

### ELIGIBILITY CRITERIA AND REQUIREMENTS

**Two scholarships are available for graduate level students conducting research with a tourism focus.**

- **ASTA Holland American Line Graduate Research Scholarship (one @ \$4,000)**
- **NTA Luray Caverns Graduate Research Scholarship (one @ \$3,000)**

Applicants complete one general application. The review committee's scores determine the scholarship recipient selection.

*Please note the awards will be made in two equal payments; one at the outset and the other after submission of final research paper to Tourism Cares.*

#### **Eligibility Criteria:**

- citizen or permanent resident of any country
- enrolled as a full-time or part-time graduate student, who can demonstrate a clear focus on and commitment to the tourism-subject area, at a college or university in the United States or Canada
- conducting research on a topic with a tourism focus
- cumulative, or overall, 3.0 grade point average (GPA), or greater, on a U. S. 4.0 scale
- enrolled at an accredited four-year college or university, and entering any year of graduate study in the fall of the calendar year of application

#### **Required Items and Essay:**

- Resume
- Letter of recommendation from your academic or research advisor
- Graduate Research Faculty Advisor Confirmation Form (to download within online application)
- Unofficial transcript (uploaded with application; if selected for award then an official transcript must be sent directly from your school to Tourism Cares)
- Research proposal (five pages) which includes: *the purpose or problem statement, hypothesis (if appropriate), objectives, scope, brief literature review, methodology, and applicability of results. The following are suggested research topics of interest (but are not limited to those on this list): overcoming consumers' objections to purchasing a cruise; how travel agents could market to adventure and special interest travel buyers; the future composition of the travel agency distribution channel and suggested strategies for retailers and suppliers; and consolidation as a survival strategy and possible productive partnerships with non-traditional organizations inside and outside the travel industry.*
  - All topics submitted to Tourism Cares will be considered for their relevance to the tourism industry.
- Reflection essay (one page): *Explain how you expect your career to serve the travel and tourism or hospitality industry, and/or how the practical application of the findings of your proposed research study will serve the travel and tourism or hospitality industry.*