CALL FOR PROPOSALS

Grant Award Program 2012

Caesars Hospitality Research Center
William F. Harrah College of Hotel Administration
University of Nevada, Las Vegas

Announcement

This announcement invites faculty members from accredited universities to submit funding proposals for the purpose of investigating emerging issues and trends in the hospitality and tourism industry. <u>Awards are non-renewable and project duration is limited to one year</u>. Grants will be considered on the basis of industry impact and may vary widely in scope and size up to a maximum of $50,000. Depending on the number of applications received and grant amounts approved, up to five awards may be offered.

The deadline for proposals is **<u>March 12, 2012</u> at 11:59 pm PST**. Applications must be received electronically. Incomplete applications will not be considered. Investigators who have already received funding from other sources in support of their specific research proposal are not eligible. The funding may not be used as a match in any matching grant program.

The Caesars Hospitality Research Center (CHRC) oversees the grant program. CHRC's mission is to contribute to the advancement of knowledge in the hospitality and tourism industry. Therefore, the center supports and promotes research projects that will benefit this industry. The faculty of the William F. Harrah College of Hotel Administration at UNLV and executives at Caesars Entertainment play a significant role in the center's research program by identifying specific grant topics every year.

This year the research proposals must be related to one of the following topics:

- **Linking human resource issues to business results**
- **Customer relationship and experience marketing in the hospitality industry**
- **Supply chain integration in the hospitality industry**
- **Economic and public policy considerations in maximizing the benefits of resort/casino development**
- **Financial modeling and operational strategies for optimal revenue management**
- **Emerging tourism platforms (such as medical tourism)**

Application Process: The application should include a proposal description, budget, budget justification narrative, letter of support, and curriculum vitae.

The application format is outlined on the Application Format page.

Selection Process: A committee composed of Harrah Hotel College research faculty and Caesars Entertainment executives will evaluate all proposals. The Associate Dean of Research, Graduate & International Programs will chair the committee.

Evaluation Criteria: Proposals will be evaluated based upon the following criteria:

- The clarity of the project's purpose
- The supporting logic/evidence (previous research & literature) that underlies and justifies the purpose
- A clear and well-developed methodology and plan of action
- A cost-effective and well-justified budget that clearly and directly supports the project
- Description of the deliverables (e.g., paper, presentation, publication, etc.)
- Supportive letter(s) from appropriate industry or research partners who could confirm participation in and support of the proposed research, including the probability of project completion (if applicable)

Authors of funded proposals will be notified by **May 1, 2012.**

Deliverables and Dissemination: The principal investigator is required to submit a mid-year progress report for the project. Recipients of awards are also required to provide the Center with a comprehensive report on the topic (i.e., Report to Sponsor) upon completion of the project. The final report is due by June 15, 2013. Reports should be submitted in a publishable format for dissemination to our constituents via hard copy and electronically. The report may be condensed and/or rewritten for multiple audiences. Additionally, an Executive Summary is required upon completion of the project according to the CHRC guidelines that will be provided. Only upon completion of these requirements may authors publish from these works. Any and all publications resulting from this grant must acknowledge funding assistance by *"Caesars Hospitality Research Center and Caesars Foundation."*

The award recipients are required to present outcomes of the study during a special session of an upcoming international conference following completion of their work. Additional information regarding this will be forthcoming.

Program and Application Questions: Dr. Seyhmus Baloglu, Assistant Dean for Research & International Programs, William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas; 702-895-3932; seyhmus.baloglu@unlv.edu

<p align="center">**APPLICATION FORMAT**</p>

I. Proposal Description

The proposal description is not to exceed five, single-spaced pages in Microsoft Word format, exclusive of reference list. The font should be 12-point Times New Roman. The entire document must be set at one-inch margins. Figures and tables should be embedded in the text where initially referenced. Organize the proposal with subheadings that best fit the specific project.

At a minimum, all proposals should contain:

- A clear and concise statement of the project's purpose
- A supporting statement of logic/evidence/prior research/literature that supports the project's purpose
- A clear and well-developed methodology, timetable, and plan for action
- A description of planned deliverables (e.g., refereed publication, report, presentation, etc.)

II. Budget

The budget should not exceed two pages in length for sections A and B. No indirect costs may be included. Please use the following format (exact subheads) when completing the budget request.

A. Item/Requested Amount:
- Graduate Assistant Wages (hourly wage or assistantship)
- Investigators' Salaries (limited to summer support; NO funding for course releases during regular semesters)
- Travel related to Data Collection and Conferences (conference travel is limited to a maximum of two conferences, including ICHRIE, for two presenters)
- Supplies
- All Other Costs (itemize each)
- Total Amount Requested

B. Budget Justification Narrative:
- Identify each item requested in the budget and provide a description
- Answer the following question in detail: Do the items in the budget support the project needs (e.g., are the budgeted items appropriate expenditures which can be adequately justified)?

III. Curriculum Vitae:

The curriculum vitae (CV) should not to exceed two, single-spaced pages for each principle investigator and co-principal investigator. The CV should be in Microsoft Word format using a 12-point, Times New Roman font with one-inch margins on all pages. The accepted CV outline is shown below:

· Educational Background: A list of the individual's undergraduate and graduate education, including the major, degree, and year
· Appointments: A list, in reverse chronological order, of all the individual's academic/professional appointments beginning with the current position
· Publications: A list of no more than 10 publications most closely related to the proposed project AND no more than five additional significant publications (whether related or not to the proposed project). Each publication identified must include the following:
  o Names of all authors (in the same sequence as they appear in publication)
  o Journal or book, and title and year of publication
  o Journal name, volume and page numbers.
  o Website address (if the document is available electronically)

IV. Current and Pending Support:

List all previous (within the last five years), current, and pending support for other ongoing projects and proposals, including subsequent funding in the case of continuing grants, from whatever source (e.g., federal, state, local, public or private foundations, etc.). Make every effort to consolidate the information on a single page, but no more than two pages.

V. Letter(s) of Support (if applicable):

If the research proposed is in collaboration with an organization or industry business partner as indicated as a component of the methodology (such as sampling and logistics for data collection), a letter of support from the organization indicating its willingness to participate should be included.

SUBMISSION

The deadline for proposals is March 12, 2012 at 11:59 pm (PST). Applications must be received electronically. Incomplete applications will not be considered. Applications are to be submitted online: http://digitalcommons.library.unlv.edu/hhrcg