



The Travel and Tourism Research Association Canada Chapter is pleased to present the

Gordon Taylor Award for Undergraduate Research
Sponsored by Ryerson University's Ted Rogers School of Hospitality and Tourism Management

Deadline is May 31st, 2018

Purpose: To recognize an interest in and potential for excellence in tourism studies and to encourage undergraduate students to pursue research excellence through employment in industry and/or graduate studies.

Award: The winning student will receive a \$1,000 cash award, complimentary TTRA Canada conference registration and up to \$1,000 towards travel and accommodation (based on submitted receipts) from TTRA Canada (For group submissions only one student will receive funding.) The winner will attend the Canada conference and present a summary of his/her work.

Requirements:

Cover Letter with:

- i) Student name, institution name, phone number, email address, instructor/sponsor name and indication of his/her TTRA member or institutional status (instructor/sponsor or institute must be a TTRA member).
- ii) Evidence of tourism studies undertaken during the current academic year as part of a recognized degree or diploma-granting undergraduate program in a Canadian educational institution.
- iii) Statement of involvement with/or experience in the tourism industry.
- iv) Statement of interest to pursue tourism research and/or studies in industry or at a graduate level.
- v) Brief letter of support from a sponsor within an institution where there is a TTRA member (e.g., research project supervisor).
- vi) An original research paper (in PDF format) in the form of one of: (a) term paper, (b) research project, (c) project paper, that is methodologically sound, insightful and analytical, and that contributes to applied tourism development or management practice. Mention of the student's name and their academic institution must be redacted so that a blind review of the research paper can be conducted.

Review:

Submissions will be assessed by a panel of reviewers on a 25-point scale as follows:

Introduction, purpose, and background.....	5
Methodology (choice and execution of methodology).....	5
Analysis and Insight.....	5
Contribution to Applied Tourism Development or Management Practice.....	5
Quality (format and style).....	5

Submissions without the aforementioned requirements will not be reviewed for the award.

Submissions and questions should be directed to:

TTRA Canada Awards Coordinator

Frederic Dimanche, Ph.D.

Director, Ted Rogers School of Hospitality and Tourism Management

Ryerson University

Phone: (416) 979-5117, Email: fdimanche@ryerson.ca