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

**Gordon Taylor Award for Undergraduate Research**

*Sponsored by Toronto Metropolitan University*

**Deadline is July 14th, 2023**

**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(s)/group will receive a $1,000 cash award and complimentary TTRA Canada conference registration. The winner will attend the Canada conference and present a summary of his/her/their work.

**Requirements:**

i) Cover Letter with: Student name(s), institution name, phone number, email address, instructor/sponsor name, and an indication of his/her/their TTRA member or institutional status (instructor/sponsor or institute must be a TTRA member).

ii) Evidence of tourism studies undertaken by a full-time student 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) A 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) (15-page maximum) 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(s) 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:

Kelley A. McClinchey, PhD
Membership/Awards Sub-Committee
1st Vice President TTRA Canada
kmcclinchey@wlu.ca