



UNIVERSITY OF NEVADA LAS VEGAS

**CALL FOR PROPOSALS**

**William F. Harrah College of Hotel Administration  
Harrah Hospitality Research Center Grant Award Program**

**Announcement:** This announcement invites faculty members from accredited universities to submit funding proposals for the purpose of investigating emerging issues and trends in hospitality industry. Awards are non-renewable and project duration is limited to one year. Grants will be considered on basis of industry impact and may vary widely in scope and size. Grants range in size from \$20,000 to \$50,000. Depending on the number of applications received, up to 5 awards may be offered.

The deadline for proposals is May 2, 2008 and applications must be received electronically. Incomplete applications will not be considered. **Investigators who have already received other funding 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 Harrah Hospitality Research Center (HHRC) oversees the grant program. HHRC mission is to contribute to the advancement of knowledge in the hospitality industry. Therefore, the Center supports and promotes research projects that will benefit the hospitality industry. The faculty of Harrah Hotel College at UNLV and Harrah's Entertainment executives 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:

**1) Recruitment and retention challenges in large growth markets; 2) Self-service technologies and trends in a resort environment; 3) Online gaming; and 4) Impact of casino gaming taxes on economic development and sustainability.**

**Application:** The application should include a proposal description, budget form, budget justification narrative, letters of support, and curriculum vitae. Please use MS Word with a 12-point, Times New Roman font. All pages should be single-spaced and have one inch margins. Please see the application form attached.

**Selection Process:** Proposals will be evaluated by an Advisory Committee composed of Harrah Hotel College faculty and Harrah's Entertainment executives, and chaired by Associate Dean of Research.

**Evaluation Criteria:** Proposals will be evaluated based upon the criteria listed below:

- The clarity of the project's purpose
- The supporting logic/evidence 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 (i.e., paper, presentation, publication, etc.)
- Supportive letter(s) from appropriate university administrators who could speak to the anticipated success of the project, the probability of project completion, and the probability of production of appropriate deliverables.

Upon acceptance of the proposal, the applicant will receive notice of receipt by June 1, 2008

**Deliverables and Dissemination:** The principal investigator of successful projects is required to submit a mid-year progress report for the project. Recipient(s) of the award is also required to provide the Center with a comprehensive report on the topic (e.g. Report to Sponsor) upon completion of the project. The final report is due by May 31, 2009. Report would be submitted in a publishable format and disseminated to our constituents via hard-copy and electronic means. Report could be condensed and/or rewritten for multiple audiences. Findings from report would then be published by authors in academic journals providing acknowledgement of funding to "Harrah Research Endowment."

The award recipients are invited to present outcomes of the study at Harrah's International Hospitality and Convention Summit held annually during the month of June in Las Vegas.

**Program and Application Questions:** Contact Professor Seyhmus Baloglu, Ph.D., Associate Dean for Research, William F. Harrah College of Hotel Administration, UNLV at 895-3932 or e-mail [seyhmus.baloglu@unlv.edu](mailto:seyhmus.baloglu@unlv.edu).

**William F. Harrah College of Hotel Administration, UNLV  
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**APPLICATION FORMAT**

**I. Proposal Description:**

The proposal description is not to exceed 5, **single-spaced pages** in Word format. Please use 12-point, Times New Roman font and one inch margins on all pages. Figures and tables should be embedded in the text where initially referenced. Organize your discussion by use of subheadings that best fit your specific project.

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

**II. Budget:**

Not to exceed **two pages** in length for sections A and B. No indirect cost may be included. Please use the following format (exact subheads) when completing the budget request.

**A. Item / Requested Amount:**

- Graduate Assistant Wages
- Investigators' Salaries
- Travel
- Supplies
- All Other Costs (itemize each)
- Total Amount Requested

**B. Budget Justification Narrative:**

- Identify each item requested in the budget and provide a description of it.
- Do the items in the budget support the project needs (*e.g.*, are they appropriate expenditures which can be adequately justified)?

**III. Curriculum Vitae:**

Not to exceed **two, single-spaced pages for each PI and Co-PI** in Word format using a 12-point, Times New Roman font and one inch margins on all pages. Please follow the outline provided below on each CV.

- **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 5 publications most closely related to the proposed project **AND** no more than 5 additional significant publications (whether related or not to the proposed project). Each publication identified must include the following:
  1. Names of all authors (in the same sequence as they appear in publication).
  2. Book or article and title and year of publication.
  3. Journal volume and page numbers.
  4. Website address (if the document is available electronically).

For unpublished manuscripts, list only those submitted or accepted for future publication (along with the likely date of publication).

**IV. Current and Pending Support:**

List all previous (within the last 5 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; no more than two pages.

**V. Letter(s) of Support:**

Letter(s) should describe the anticipated success of the project, the probability of project completion, and the probability of production of appropriate deliverables.