



**PROPOSAL TEMPLATE**  
**NELSON MANDELA UNIVERSITY**  
**TOURISM DEPARTMENT**

## **PRESCRIBED TEXTBOOK**



**Altinay, L., Paraskevas, A. and Jang, S. (2016). *Planning Research in Hospitality and Tourism*. 2<sup>nd</sup> edition. Abington: Routledge**

## **FRONT PAGE**

**Proposed Title:** The title must be within the tourism and hospitality ambit/scope (must be shorter than 11 words).

**Student Name:**

**Qualification applied for: M Com: Tourism Management**

**MPhil: Tourism Management**

**DPhil: Tourism Management**

## STRUCTURE OF THE PROPOSAL

### 1. INTRODUCTION

- This is a paragraph or two informing the reader what to expect from the proposal.

### 2. BACKGROUND AND RATIONALE

- Must provide the context of the study.
- Must focus on the broader research area.
- Must unveil what the current literature says about the research area.
- Must reveal the research gaps in existing studies preferably from the last 5 years, unless it is seminal work.
- Must show clearly how this led to the research gap you intend to examine in your study.
- Justification for undertaking a given study must be provided.
- Reason(s) why a researcher chooses to focus on the topic in question.
- What gaps the research intends to fill.

### 3. PROBLEM STATEMENT

- The problem statement must be clear and linked to the discipline registered for.
- The problem statement must be supported by literature.
- Indicate the Author, Date and Page number of the identified gap in literature that foregrounds the Problem Statement.
- Write the Problem Statement in one or two sentences.
- A Problem Statement can be an area of concern, a gap in the existing knowledge, a deviation in the norm or standard that points to the need for further investigation, or an area of further research as indicated by previous studies.
- Optional: Sub-problems

#### A convincing problem statement must describe:

- The ideal- What the situation should be like without the problem.
- The reality- Because of the problem what is actually happening.
- The consequences- If not solved what is likely to happen-describing how you can improve the situation.
- One must be able to answer these questions- what is the problem? how is it a problem? why is it a problem? how is the problem perpetuated?

## 4. RESEARCH QUESTION

- Must be clear and must be designed to address your problem.
- Optional: Sub – Research Questions

### 4.1 Research Aim

- Describes the main goal or the major purpose of your research project.
- It acts as a focal point for your research and provides your readers with clarity as to what your study is all about.

### 4.2 Research Objectives

- Must be linked to or in line with the research questions.
- Must be realistic.
- Must be attainable.

### 4.3 Hypothesis (Optional)

- Must be in line with the objectives of the study.
- Normally used when a study is designed to test relationships between variables (Quantitative).

## 5. SIGNIFICANCE OR CONTRIBUTION OF THE STUDY

### Significance for Masters research

- It must be clearly outlined.
- It represents the importance of your research which will prove its impact on your research field, the people who will benefit from it.

### Contribution for PhD research

- It must be clearly outlined.
- Academic contribution - generation of new knowledge (empirical, theoretical or methodological contributions)
- Practical contribution - How can the results be applied in solving real life problems.

## 6. PRELIMINARY LITERATURE REVIEW

- Define any terminology required as applicable to the topic or area of study.
- Who are the main authors (also supply dates) on the topic or area of study?
- What policies inform the topic or area of study?
- What theory/theories informs the topic area?
- Provide a brief overview of empirical literature conducted within the last 5 years.

- **Conceptual Framework** (Optional) - this should be accompanied by a visual illustration.

## 7. RESEARCH DESIGN AND METHODOLOGY

### 7.1 Research Philosophy

- Select a philosophy that suits your study.
- The commonly used philosophies include [positivism](#), [interpretivism](#), [pragmatism](#) and [realism](#).

### 7.2 Research Design

- Select the design that suits your study.
- The design is normally determined by the philosophy selected.
- Provide a justification/motivation for selecting that particular design.
- The three main research designs include [Qualitative design](#), [Quantitative design](#), [Mixed method approach/ Multimethodology](#).

### 7.3 Data Collection Techniques

- How you intend collecting primary data - this is guided by the ~~followed~~ research design to be followed.
- [Interviews](#), [questionnaires](#), [observations](#), [documents](#) and [records](#), [focus groups](#), [oral histories](#) are some of the commonly used techniques.

### 7.4 Research Context and Participants

- Specify the target population and explain the sampling techniques to be used; how the sample size will be determined.

### 7.5 Data Analysis

- How do you intend to analyse the primary data?
- This is informed by the research design to be followed, e.g. [content analysis](#), [thematic analysis](#) etc are associated with qualitative research design and statistical analysis such as [regression](#), [structural equation modelling](#) etc are associated with quantitative design.

### 7.6 Research Ethics

- Each research study has ethical considerations and it is good that a student considers this from the outset. The School RMC decides whether Faculty or Institutional Ethics will be required for the study.

## 7.7 Data presentation

- Include a paragraph that will indicate to the reader how the findings of your Thesis or Dissertation will be presented.

## 8. STRUCTURE OF THE DISSERTATION OR THESIS

- Outline all the chapters and specify the focus/purpose of each chapter. What is also important in this section is an explanation of what will be covered in each chapter.

## 9. TIMELINE FOR ACTIVITIES

- Plan dates as you accurately envisage completion of the various sections and activities bearing in mind that no chapter or section is completely satisfactory after one attempt and may require several drafts/corrections.
- This should be in a table format.
- Ethics approval could take up to three months, if there are queries.
- Note:
  - M-studies: Full-Time = 2 years  
Part-Time = 4 years
  - D-studies: Full-Time = 2 years  
Part-time = 6 years (maximum)

## 10. BUDGET FOR THE STUDY

- Add a brief budget for your research.
- Anticipate the total cost of your whole project, e.g. data collection (this could include flights or car hire to respondents, catering for focus groups or other, purchase of secondary data or documents, telephone calls, data, visits to supervisor, etc.)
- Printing and stationary cost; language and structural editing; and anything else pertaining to your research. This must be in table format. Check the example below:

<b>COSTS OF STUDY</b>	<b>R</b>
Travelling cost (e.g. to see supervisors(s))	
Accommodation (e.g. to see supervisor(s))	

Data collection	
<ul style="list-style-type: none"> <li>• Printing and distribution (e.g. travelling) of questionnaires.</li> <li>• Fieldworkers (e.g. training and payment)</li> </ul>	
Data analysis	
Proof reading and language editing	
Cost of local and international conference	
Printing and ring-binding for assessment purposes only	
CD for final submission	
Other expenses	
<b>TOTAL</b>	

*A statement stating that the cost will be met by the student if it is not covered by the bursary must inserted just after this table.*

## 11. SUMMARY

- Conclude your proposal by summarising the most important points.

## REFERENCES

- Make sure that the references used are recent and as up to date as possible (not older than 5 years).
- All sources used in text must be included in the reference list
- As per Harvard Method

### Please take note of the following:

- The proposal should be a maximum of **25** pages in total.
- Arial 12 or Times New Roman 12 font size
- Headings must be numbered accordingly distinguishing main headings from sub-headings.