**Research proposal template**

1. **Background**

The answer to each of these questions will generate a 3 sentence paragraph.

* What are you studying?

The study seeks to explain how ...

* Why is this topic important in the current business/hospitality environment?

This is important as it provides new insights into how/why ...

* What trends or developments have led to the need for this research?

Previous research has discussed ...

* What is your research question?

The study seeks to answer the following research question: “... ?”

* How do you go about answering it?

Brief description of your methodology

**2. Problem statement**

* What specific issue or gap in knowledge does your research address?
* How does this problem impact stakeholders (e.g., customers, managers, industry)?
* What may be the reason that this problem exists?

For example: The use of the Internet in the hospitality sector has increased the number of customers (SOURCE). However, small firms in this sector have only registered minimum growth (SOURCE). This may be attributed to the inadequate attention the firms pay to online reviews (SOURCE).

**3. Research objectives**

List at least three specific objectives that detail what you intend to achieve.

**4. Research questions**

Derive from your objectives

**5. Scope**

* Time - What time period does your study cover (e.g., past five years, current trends)?
* Geographic - What is the geographic boundary of your research (e.g., a specific city, region, or global focus)?
* Are there any limitations on the scope that need to be acknowledged?

**6. Literature review**

* What key theories and prior studies are relevant to your research topic?
* How do these studies support or contradict your approach?
* What gaps or opportunities for further research have you identified in the literature?

**7. Methodology**

1. Research design

What type of research design will you use (exploratory, descriptive, explanatory, or mixed methods)?

Why is this design most suitable for your study?

1. Study population

Who are the participants in your study?

1. Sampling technique

Which sampling method (e.g., simple random, stratified, purposive) will you employ?

Why is this technique appropriate for your research?

1. Sample size

What is your estimated sample size?

How did you determine this size (considering statistical power, margin of error, etc.)?

1. Data sources

Will your data be primary, secondary, or both?

What specific sources (databases, organizational records, interviews) will you use?

1. Data gathering instruments

What tools or instruments (questionnaires, interview protocols, observation checklists) will you use to collect data?

**8. References**

* List all sources cited in your proposal.
* Ensure that the references adhere to the required referencing style (e.g., APA).
* Have you included both foundational and recent sources to support your research?