



## **Nepal Tourism Board**

### **Research, Planning and Monitoring Department**

#### **Terms of Reference (ToR)/Guidelines for Research Grant Opportunity for University Students**

##### **Background**

Nepal Tourism Board (NTB) is an autonomous organization established in 1998 by an act of Parliament in the form of partnership between the Government of Nepal and private sector of tourism industry to develop and promote Nepal as an attractive tourist destination. The Board provides platform for vision-drawn leadership for Nepal's tourism sector by integrating Government commitment with the dynamism of private sector. NTB is promoting Nepal in the domestic and international market.

NTB provides platform to researchers, policy specialists, development practitioners to disseminate research and scholarly work on various thematic issues related with tourism and development as an impetus to form knowledge based discipline. In this regard NTB invites initial application from the Masters level students of different faculties to conduct research/thesis as a requirement of fulfillment of academic degree. The applicant must be a Nepali Citizen studying Masters Level in University of Nepal. The research/thesis must be carried out within Nepal and should be oriented towards supporting further development and promotion of entire tourism sector of Nepal.

As per the budget and program of Fiscal year 2075/76, NTB intends to provide support for Masters level students in conducting the study in different tourism related themes.

##### **Objectives**

Broad objectives of the program is to facilitate and support the University level students related to tourism and other tourism related disciplines in conducting thesis writing

Specifically the objectives are as follows:

- To support the students in conducting research in the specific themes related to tourism.
- To motivate students in tourism related researches and applications and streamline the capacity building in tourism studies and researches.
- To collect the data and information required for the different tourism development and promotional activities implemented by the Board.

##### **Thematic Areas for Thesis**

Following are the major themes compatible for research grant.

1. Impact of Social Media/ Digital Marketing on Tourism Promotion
2. Eco Tourism/ Community Based Tourism/ Homestay
3. Application of GIS in Tourism
4. Corporate Social Responsibility in Tourism
5. Economic Impact of Tourism

6. Tourism and Employment
7. Domestic Tourism in Nepal
8. Gap Analysis in Tourism Services in Nepal
9. Culture and Pilgrimage Tourism
10. Tourism in the Protected Areas

### **Required Document**

Following are the required documents to be submitted.

1. Cover letter/Letter of Intent
2. Acceptance and Recommendation Letter from University/Department
3. Research Proposal in desired format
4. CV and Copy of Citizenship Certificate

### **Research Proposal Format**

Proposal should be within 8-10 pages. (Times New Roman font, single spacing, font size 12) It should be in following format.

1. Cover Page (Title, Details of Application, Name of Institution, Proposed Supervisor)
2. Background: (1 page)
3. Literature Review: (2 page maximum)
4. Rationale: (1 page)
5. Objectives (Broad and Specific):(1/2 page)
6. Methodology (Study Area, Data Collection Methods, Statistical Analysis) (2 page)
7. Expected Outcomes and its relevancy to tourism (1/2 page)
8. Work plan(1/2 page)
9. Budget(1/2 page)
10. Reference

### **Grant Information**

- Thesis grant shall be of maximum NRs 25,000 inclusive of Tax as per the rules of Nepal Government.
- Twenty grants (two from each theme) will be awarded to the qualified applicant..
- Thesis grant amount will be provided after the submission of both soft copy and hard copy of thesis to the Research, Planning and Monitoring Department, Nepal Tourism Board.

### **Evaluation Criteria:**

- University/Department should recommend the proposal to Nepal Tourism Board.
- Submitted proposal shall be evaluated by the proposal evaluation committee at NTB. However, NTB exclusively reserves right to accept or reject the proposal to maintain the quality and adherence to the thematic areas and research proposal format.
- Proposals are evaluated on the basis of research relevancy, clarity in methodology, importance, applicability and relationship with tourism fraternity/industry.
- Selected Candidates shall be informed through email.

**Submission**

Both hardcopy and soft copy is acceptable. For electronic submission, PDF copy (single file) should be sent to [researchgrant@ntb.org.np](mailto:researchgrant@ntb.org.np) with subject heading Research Grant Submission and research theme.

**Contact Detail**

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