



## ***Sustainable Tourism Asset Management Program***

### **Request for Proposals**

**The Challenge:** Tourism is growing at 4% annually worldwide (nearly double the global GDP) and up to 10% in emerging destinations. This growth has accelerating impacts on local destinations where there are rarely any effective processes for maintaining the social and environmental value of those destinations, even as the economic value of tourism rises. The threat of degrading or destroying vital global assets, such as beaches, coral reefs, parks and protected areas, and historic monuments is a critical issue that must be addressed because of the fact that those assets form the very foundation of the global tourism industry. Without new business models that explicitly recognize the costs and impact of tourism on critical assets; evaluate and support investment that helps manage and mitigate conservation of destinations; nurture supply chains that reinforce socially (including historic and cultural), ecologically (including water, soil, and air) and economically robust destinations; and account for the true, full cost of tourism impacts and outcomes, neither local economies nor the global economy will continue to benefit from tourism growth as destination assets are diminished in value to the point that costs to restore far exceed what might have been judicious investment in maintenance. Unless we change how we maintain tourism assets, neither local economies nor the global economy will continue to benefit from tourism growth as destination assets are increasingly damaged to the point of diminishing returns from an economic, social and environmental perspective.

**Call for Proposals:** The Center for Sustainable Global Enterprise at the Cornell SC Johnson College of Business invites proposals for the Sustainable Tourism Asset Management Program (STAMP). The program seeks to support the development of applied research that will increase collective knowledge and understanding of how to more effectively manage tourism destination assets over time, to improve maintenance, ensure proper valuation and help offset the influences of poverty, ecosystem degradation, climate change, land tenure, and the lack of government investment in the vital local infrastructure in under developed economies worldwide.

Sample research topics could include, but are not limited to:

- New business models that explicitly recognize the costs and impact of tourism on the social/environmental/economic dimensions of critical destination assets, including all protected area types, heritage areas, urban areas, rural areas outside of protected areas, and community based natural and cultural resources. The destination can be in any phase of development, but must have locally available metrics available to quantify costs of managing tourism at the local level.
- Finance and investment mechanisms that help manage and mitigate conservation of destinations and the sustainable infrastructure required to manage tourism growth based on local costs, using projections verified by local stakeholders.
- Supply chains that do not diminish the value of socially (including historic and cultural), ecologically (including water, soil, and air) and economically robust

destinations using existing business metrics where possible to advance businesses beyond start-up phase, which are demonstrably part of regional, national or international supply chains.

- Accounting procedures that measure the full cost of tourism impacts and outcomes in governmental planning mechanisms using local government metrics as the basis for the research.
- Integrated reporting models for business that have moved beyond the start-up phase which advance long-term valuation of social, cultural, and environmental assets

**Funding:** Grants will be made for projects up to 12 months duration. Up to two proposals will be selected for funding in 2017. Total funding for all funded proposals will not exceed \$25,000. Indirect costs of up to 10% are acceptable for these grants.

**Application Deadline: June 15, 2017, 11:59p EST** proposals should be sent to STAMP@cornell.edu

**Funding Notification: July 15, 2017**

**Proposal Evaluation:** Proposals will be reviewed and evaluated on the basis of the following criteria:

Intellectual Merit: Will the proposed research advance understanding and address important issues related to destination assets?

Impact: Will the proposed research project have significant impact or potential impact to practice related to the more sustainable management of destination assets?

Collaborations: Does the proposal establish or leverage new, important, and/or lasting collaborations among researchers and practitioners?

Risk: Is the proposed project early in development, high risk, potentially game changing, or some combination of these factors, so that funding through traditional sources would be more difficult to attain?

Future Work: Does the research seem likely to attract follow-on funding or activity?

Metrics: Does the proposal include clear and appropriate measures of success and explicit milestones with a realistic timeline?

Practical Application: Does the project apply to existing governmental or business decisions with partners that seek to apply the results.

**Review Process:** All proposals will be reviewed and evaluated by Cornell SC Johnson College of Business Faculty and Center for Sustainable Global Enterprise STAMP program leadership team.

**Proposal Development:** Proposers are welcome to contact members of the STAMP program leadership team to discuss their ideas prior to submitting a proposal to get guidance on alignment of research ideas with STAMP program goals.

**Principal Investigators and Eligibility:** Academics, graduate students, and professionals in the private, public, and non-profit sectors. Multidisciplinary proposals are welcomed.

**Instructions:**

Proposals should include the following in a single PDF file:

- Cover page** that includes:
  - Title
  - PIs and other key project personnel + contact information
  - Total budget requested
  - Abstract in non-technical language (up to 250 words)
- Proposal narrative** with text in 12-point font, single-spaced, with at least one-inch margins. Begin each required section listed below on a new page. The narrative with supporting information must include the following sections:
  - Proposal: A proposal summary that explains the motivation for and risks associated with the project, what is novel about the proposed research, what research methods will be used, and how the project will advance sustainable management of tourism destination assets. This section must articulate a clear set of objectives and a compelling vision of what the project might achieve (three pages maximum for narrative, plus one page of references).
  - Impact: A summary of the impact or potential impact of the proposed research. Explain clearly how the proposed project will change or influence behavior, practice, procedures, or policy at significant scale to help implement sustainable solutions to the management of tourism destination assets. (one page maximum).
  - Data: This program seeks to receive proposals based on data that is gathered at the destination level or from businesses that have advanced beyond the start-up phase to ensure realistic projections based on viable scenarios are presented. Proposal must include verified sources of data for the research.
  - Collaborations: An explanation of any required collaborations/partnerships necessary to conduct proposed research. As appropriate, describe actual or prospective external partners that can apply, scale, or otherwise further the research discoveries of the project. If known, identify the external partners and their level of committed engagement as precisely as possible (one page maximum, plus up to three letters of support from external partners).

- Milestones: List project milestones that include a specific timeline of well-defined activities and measurable outcomes from the project (one page maximum).
- Metrics of success: specific, measurable indicators that are appropriate and can be used to evaluate the team's progress in advancing impact of research (half page maximum).
- Vision of future work: Overview of how researchers plan to continue work in the domain and/or expect to influence future research and practice (half page maximum).
- Curriculum vitae: A brief CV for the PI/co-PIs and any key project personnel. Strict two-page maximum per investigator. Excess CV pages will be deleted from the final review package.
- Current and pending: Information on related current and pending support from other sources. Provide this information ONLY if the support is relevant to the activity proposed for STAMP funding. Provide this information for the lead author and all co-PIs. Use any format that includes the following information: project/proposal title, funding source, award amount, award period, and relationship to proposed project (e.g., co-financing of materials or personnel, overlapping objectives, use of data or equipment, similar partnerships, etc.).
- Budget justification: Provide sufficient information for reviewers to understand the funding request. STAMP funding may be used for any legitimate research expense, but cannot be used to support tenure-track faculty or senior researcher salaries, summer or academic year (one page maximum). Note that STAMP funds carry no indirect cost.

Thank you for your interest in the Center for Sustainable Global Enterprise and the STAMP program. Please email [STAMP@cornell.edu](mailto:STAMP@cornell.edu) for a prompt response to questions regarding this RFP.