

Webster Vienna Training Scholarship (WVTS):
Project Proposal

Department: Business & Management

Term: Fall 2020

Estimated weekly workload in hours: 20

Scholarship Amount: 100 % of two G (or UG) 3-credit course

Project Title: Sustainability and Tourism – Green Strategies and Practices in Hotels and in Rural Tourism

Project Leader: Dr. Pernille Eskerod

WVTS Supervisor (if different than Project Leader):

Project Outputs: (i.e. what will be the final products of this WVTS? Please specify the product of this Project that the student is expected to complete and provide a deadline.)

Tasks/Project Outputs	Deadline	Percentage of Time Spent on Responsibilities (equaling 100%)
<ul style="list-style-type: none"> Gather secondary data on hotel tourism and rural tourism in Austria and abroad. 	End of week 2	5
<ul style="list-style-type: none"> Conduct academic literature searches and reviews. 	End of week 6	25
<ul style="list-style-type: none"> Produce interview guides based on the identified literature. 	End of week 8	5
<ul style="list-style-type: none"> Conduct preliminary interviews with 'green' hotels and with rural tourism providers, e.g. farmers, as well as with stakeholders like families with children, local residents, travel agencies, local business, and more (in Austria). 	End of week 9	10
<ul style="list-style-type: none"> Revise the interview guides and conduct 10 interviews. 	End of week 11	25

• Do data analysis using Nvivo.	End of week 12	10
• Write up the findings to support for two journal papers.	End of week 16	10
• Organize and conduct 2-3 focus group workshops with relevant participants.	End of week 13	5
• Event organization and participation in the research team.	End of week 16	5

Qualifications needed to accomplish tasks and responsibilities:

- Experienced in doing literature studies
- good communication skills (in order to deal with all stakeholders)
- open, flexible, solution-oriented
- experiences with interviewing
- knowledge about sustainability and/or tourism would be an advantage
- German skills (as some of the interviewees may not speak English) would be an advantage