Request for Proposals

The Heartland of the United States as Destinations for the Inbound Market from China

Proposals are being sought to conduct three empirical studies on inbound tourism from China. The overarching goal of these studies is to contribute to the economic development in the rural areas of the U.S. heartland through sustainable tourism. For the purpose of this RFP, the heartland is defined as Indiana and its adjacent states. Selected proposals will be jointly sponsored and funded through Purdue University China Center and Purdue Tourism and Hospitality Research Center.

Proposals may address one or more research questions as follows.

1) Demographic and behavioral profiles of business and leisure tourists from China to the U.S. heartland
2) Chinese tourists’ perceptions of the U.S. heartland area as a business or leisure destination
3) USPs of the U.S. heartland to different market segments from China
4) Communities’ preparedness for the inbound market from China
5) Regional and cooperative approaches to branding and marketing the heartland destinations to the inbound market from China

Other innovative research questions will be considered, as long as the topic meets the overarching goal and studies the Chinese market and falls into one of the following three themes.

1) Destination sustainability and competitiveness
2) Consumer experiences, behavior and wellness in tourism
3) Tourism branding and unique market segments

Each of the three proposals will be funded in the amount of $5,000 to $10,000. Submissions from researchers affiliated with the land-grant universities in the U.S. heartland are encouraged. The funding is for direct cost only. Please submit the proposal and direct inquiries to Liping Cai <liping@purdue.edu>.