Please Write the Title of your Research Paper here

[Do not include any information about author(s) in the submitted document!]

Abstract

Please use this template for submitting your research paper for the ISCONTOUR 2025 conference. Obey these guidelines carefully; technically unsuitable manuscripts may be rejected. Simply replace the text in this document with your own text – using the styles provided as far as possible. This abstract, for example, is 10-point Times New Roman and single-spaced. Papers should be structured as follows: introduction; theoretical background; methodology; results; conclusions; references. We recommend that you replace this template’s headings and content with your text! The abstract should have between 150 and 200 words.

**Keywords:** keyword 1; keyword 2; keyword 3 (3-5 keywords must be included here).

# Originality

Research papers are invited across the widest spectrum of Marketing & Management, Tourism Product Development & Sustainability, Information and Communication Technologies in tourism by students and graduates of Bachelor- or Master Degree programmes. Submitted papers must be based on either approved Bachelor- and Master-theses, evaluated seminar papers, which were submitted between 2022 and 2024, or work-in-progress PhD theses.

Papers should be innovative in order to advance the body of knowledge of the related fields. All submissions will be evaluated for novelty, significance and soundness by a scientific committee. Papers should clearly state the introduction, background, purpose, theory, methodology, results, conclusions and managerial / industry / social implications of the study, and be fully referenced with appropriate citations.

# Writing Style

The papers should be written in clear English and any technical jargon should be explained; complex issues should be defined. The paper must be written in the third person and preferably in British English (i.e. colour rather than color or organisation rather than organization). Authors should use straightforward declarative sentences, making every effort to help readers understand the concepts presented. Please explain any acronyms or abbreviations clearly.

# Length of the Paper

Your research paper should comprise 12 pages. Please use this template for your article. At least two lines of text should follow headings at the bottom of each page; otherwise the heading should be moved to the subsequent page. There should be no running headers or footers.

# Typeface and Size

Authors must use **Times New Roman** typeface. For running text, please use 12‑point type size and single line spacing. Small print (abstract, figure legend, table legend) should be in 10‑point type size with single line spacing. Please use italics (rather than bold or underlining) to emphasise words in running text.

## Formatting of Headings

Please see the table below for details of how to format headings.

**Table 1.** Formatting of Headings

|  |  |  |  |
| --- | --- | --- | --- |
| Heading level | Example | Type size, style and line spacing | Paragraph Spacing |
| Title (centred) | Type Theory | Times New Roman, 14 point, bold font | 0 point before, 6 point after, single spacing |
| Author's name (centred) | C. Maurer | Times New Roman, 12 point, normal font | 6 point before and after, single spacing |
| Abstract | **Abstract** | Times New Roman, 12 point, bold font | 12 point before, 6 after |
| Abstract Text | This is abstract text | Times New Roman, 11 point, normal font | 0 point before and after, single spacing. |
| 1st‑level heading | **1 INTRODUCTION** | Times New Roman, 12 point, bold font in capital letters | 18 point before and 6 point after, single spacing, hanging indent 0,6 cm |
| 2nd‑level heading | **2.1 Heading** | Times New Roman, 12 point, bold font | 12 point before and 6 point after, single spacing, hanging indent 0,6 cm |
| 3rd‑level heading | **Heading 3rd Level.** Text follows | Times New Roman, 12 point, bold font | 6 point before and after, single spacing |
| Normal text | This is an example of normal text. | Sentence case, 12 point, normal font | 6 point before, single spacing |
| Figure heading (centred) | **Fig. 2.** Figure text | Times New Roman, 11 point, bold font for word “Fig.” and number | 12 point before and 6 after, single spacing, added at the bottom of the figure, source (if applicable) included in brackets |
| Table heading (centred) | **Table 1.** Table text | Times New Roman, 11 point, bold font for word “Table” and number | 12 point before and 6 after, single spacing, added at the top of the table, source (if applicable) included in brackets |
| Table text | This is an example of text in a table. | Times New Roman, 11 point, normal font | 0 point before and after |
| Reference text | Maurer, C. & Lutz, V. (2012). Strategic Implications for Overcoming [...] | Times New Roman, 11 point | 6 point before and 6 after, single line spacing, hanging indent 1 cm |
|  |  |  |  |

**Tables and figures** should be incorporated directly into the text and **centred**. All tables, figures or other illustrations should be original. Do not use illustrations scanned from other sources. A figure or table should precede the reference to it in the text. Only use black & white illustrations and charts.

## Bulleted Lists

“Bulleted lists” may be used sparingly in the following format:

* First list item.
* Second list item.
* Last list item.

## Page Numbering

Do not include page numbers!

# References and Citation

References should be checked for completeness, accuracy and consistency. Publications in the text should be cited using the author's surname such as (Castle, 2005) or (Echtner and Ritchie, 1993) citing both names, or (Beaverstock, et al., 1999), when there are three or more authors. At the end of the paper a reference list in alphabetical order should be supplied according to the Harvard System of Referencing (Anglia Ruskin University, 2014). All citations mentioned in the text should be included in the reference list, and vice-versa. Citations such as “personal communication” should not be in the reference list, but should be added parenthetically in the text.

The reference list should be single line spaced, with a hanging indent of 1cm and use a 11-point Times New Roman font size. Please use italics rather than underlining for emphasis.

**REFERENCES**

# Anglia Ruskin University, 2014. Harvard System. [online] Available at: <http://libweb.anglia.ac.uk/referencing/harvard.htm> [Accessed 14 October 2014].

# Egger, R., 2010. Theorizing Web 2.0 Phenomena in Tourism: A Sociological Signpost. *Journal of Information Technology & Tourism*, 12 (2), pp.125-137.

# Egger, R., Jooss, M. and Schmeisser, S., 2010. Caracteristicas interculturales especificas en la distribucion online. *Novatica* , 203, pp.12-16.

Egger, R. and Buhalis, D., 2008. Mobile Systems. In R. Egger and D. Buhalis, eds. 2008. *eTourism Casestudies*. London: Butterworth Heinemann. pp.417-425.

Maurer, C. and Lutz, V., 2012. Strategic Implications for Overcoming Communication Gaps in Tourism Caused by Digital Divide. *Journal of Information Technology & Tourism*, 13, pp.205-214.

Maurer, C. and Lutz, V., 2011. The Impact of Digital Divide on Global Tourism: Strategic Implications of Overcoming Communication Gaps Caused by Digital Inequalities. In: R. Law, M. Fuchs and F. Ricci, eds. 2011. *Information and Communication Technologies in Tourism 2011.* Wien: Springer. pp.265-277.

Maurer, C. and Wiegmann, R., 2011. Effectiveness of Advertising on Social Network Sites: A Case Study on Facebook. In R. Law, M. Fuchs and F. Ricci, eds. 2011. *Information and Communication Technologies in Tourism 2011*. Wien: Springer. pp.485-498.