

# [Paper Title: full paper] ← 14pt, bold

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## **Abstract ← 10pt, Calibri bold**

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*The abstract should be clear, descriptive and no longer than 250 words.*

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## **Keywords: ← 10pt, Calibri bold**

Information Strategy, Digital Convergence, Visualization, IT Industry

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## **Introduction ← level 1 Heading 12pt, Bold**

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## **Methods ← level 1 Heading 12pt, Bold**

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## **Document Format ← level 2 Heading 10pt, Bold**

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### ***Fond and Spacing ← level 3 Heading 10pt, Bold, Italic***

The font used throughout the paper is **Calibri**. The paper size is A4 (i.e., 210 x 297mm) format with a **2.5cm margin at the top, a 3cm margin at the bottom, 1.5cm margins on the left and right with**. Lines are **single spaced (or 12pt)**.

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Papers accepted for presentation are limited to **15 pages**.

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## **Body Text ← level 2 Heading 10pt, Bold**

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The body of the text of the submission is a set of body text paragraphs defined as follows:

10pt Calibri font

Single space, defined as 12pt

There is no indentation for the first line

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### ***Tables ← level 3 Heading 10pt, Bold, Italic***

Tables are sequentially numbered in numeric fashion with the table title and number above the table. Table column headings should be in 10pt bold. Tables are referred to in the text by the table number as shown in Table 1.

Table 1 - Formatting rules

Object	Font	Align	Space above	Space below
Title	14pt bold	centered		
Author(s)	12pt bold	centered		
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### ***Figures ← level 3 Heading 10pt, Bold, Italic***

Figures are sequentially numbered in numeric fashion commencing at 1 with the figure title and number below the figure as shown in Figure 1.

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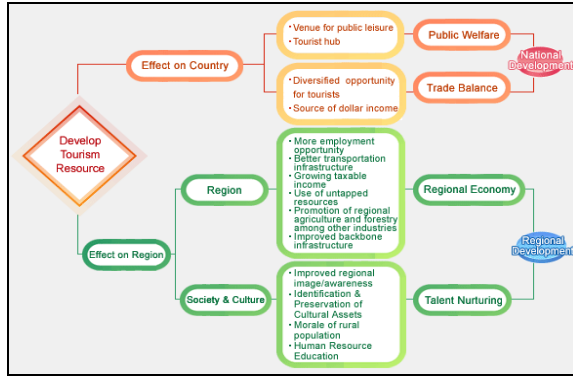


Figure 1 - A Sample Figure

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**Equations ← level 3 Heading 10pt, Bold, Italic**

Equations should be numbered serially at the right-hand side in parentheses as shown in Equation (1).

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$$(Paper) \sum_0^n Author \equiv Accept \quad (1)$$

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**Footnotes ← level 3 Heading 10pt, Bold, Italic**

Footnotes should be in 9pt Calibri and placed at the bottom of the column in which they appear<sup>1</sup>. Footnotes should be used sparingly. Footnote numbers in text should be in superscript.

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**Acknowledgments ← level 1 Heading 12pt, Bold**

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You may wish to thank those who have supported you and your work.

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**References ← level 1 Heading 12pt, Bold**

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All publications cited in the text should be included in a list of references following the text of the manuscript. Recommendations for references are:

Include ALL authors, not only the first three followed by *et al.*, for multiple author papers.

When referencing in the body of text, use 10pt Calibri in square brackets.

Format of reference listings are as follows:

- For a Book, see [1]
- For a Journal Article, see [2]
- For a Dissertation or Thesis, see [3]
- For a Proceedings Paper, see [4]
- For a University Technical Report, see [5]
- For a Forthcoming Publication, see [6]

- [1] Rupert, S., Fisher, S., and Smith, F. (2004). *Destination Branding Assessment*. London: Elsevier.
- [2] Miller, G. (2003). Consumerism in sustainable tourism: a survey of UK consumers. *Journal of Sustainable Tourism*, 11, 17–39.
- [3] Bourdeau, S. T. (2004). “Stakeholder involvement in the design of French voluntary environmental programs”, unpublished Ph.D. dissertation, Dept. of Sport, Tourism and Leisure, Perpignan University.
- [4] Magas, E.T, and Gomez, F. (2012). Why the Destination Management Organization? *3<sup>th</sup> Tourism and Hospitality Management, Conference Proceedings*, pp. 1041-1047
- [5] Lourent, R., Williams, G. and Dias, J. (2013). “The Regional Strategies of Tourism Development in the Western Countries of Europe”, Technical Report, WRY-23-11, Dept. of Tourism and Hospitality, Stanford University.

<sup>1</sup> This is a footnote.

[6] Giovanni, S. and Bartolli, J. (2015), "The Creative Tourism in Italy," Forthcoming, 2015.