

FULL PAPER TEMPLETE

Paper title goes here:

The Branding of Village Tourism in Bali Indonesia

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Abstract

The abstract for a full paper should be around 150-200 words. Outline the aim of the study with a belief background to why it was needed, what was done, and the main findings. Avoid quotes and extensive references.

Justify to the left and have a 6 pt space after each paragraph. Use margins of 1 inch left right top and bottom and do not number the pages.

Centre the main headings, but if sub-headings are used, justify these to the left and use italics.

After the abstract, put 4-5 keywords / key terms in alphabetical order to capture the subject matter.

Keywords: Conference, Hospitality, Tourism, Research, Sustainability

Introduction

Provide a brief background to the topic, with some statistics or data to provide a background to the environment or situation. Explain why the study is needed from a research and/or practice perspective.

Literature Review

Local situation

Provide a critical review of the relevant literature in a sequential argument so it leads to the development of the research question. Review the different themes or research areas to be examined.

Note examples of in-text referencing:

(Getz & Carlsen, 2005) (Davis *et al.*, 2010) (Chen & Huang, 2007; Moss & Warnaby, 1998)

Methodology

Explain what research methods were used and why. Explain how they were applied.

Results and Discussion

Present raw data here without comment, using tables and figures if this makes the data clearer. Present by theme, hypothesis, or research question, if possible in the same order as the literature review.

Comment on the data, referring to the literature and pointing out similarities and differences, explaining these if possible. Return to the aim and research question and show how the aims have been met, and the research question answered. Conclude with some directions for future research or practice, and any limitations of the study.

References

All references should be in APA 6th. See examples:

- Gazzoli, G., Hancer, M., & Kim, B. P. (2013). An explanation of how and why customer orientation influences a customer's evaluation of interaction quality. *Journal of Service Management, 24*(4), 382-400. doi:10.1108/JOSM-09-2012-0192
- Mooney, S., & Ryan, I. (2009). A woman's place in hotel management: upstairs or downstairs? *Gender in Management, 24*(3), 195-210. doi:10.1108/17542410910950877
- Poulston, J. (2008). Hospitality workplace problems and poor training: A close relationship. *International Journal of Contemporary Hospitality Management, 20*(4), 412-427. doi:10.1108/09596110810873525

Note: For papers that are **conceptual, theoretical, or working papers:**

- Abstract and keywords
- Introduction
- Literature Review
- Methodology (if relevant)
- Other headings as appropriate
- Discussion
- References