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# TITLE (TNR, 16, BOLD, CENTER, SINGLE SPACING, UPPERCASE)

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## Introduction – Heading 1 (TNR, 12, Bold, Align Left, Capitalize Each Word)

Tourism is one of the fastest growing development sectors in addition to other development strategic agendas such as energy, food, infrastructure ………….
(TNR, 12, single spacing, justify)

## Literature Review – Heading 1 (TNR, 12, Bold, Align Left, Capitalize Each Word)

There are five points will be discussed in LR……
(TNR, 12, single spacing, justify)

### *Definition of Rural Tourism – Heading 2 (TNR, 12, Bold, Italic, Capitalize Each Word)*

Sustainable tourism as defined by The World Tourism Organization (UNWTO) is tourism that takes full account of current and future economic, social and environmental impacts…
(TNR, 12, single spacing, justify)

#### *Rural Tourism – Heading 3 (TNR, 12, Bold, Italic, Tab Inside, Capitalize Each Word)*

The goal of sustainable tourism is to reduce poverty, respect socio-cultural authenticity……
(TNR, 12, single spacing, justify).

**Table 1: Example (TNR, 12, Single Spacing, Bold, Centre, Capitalize Each Word)**

| Example | Example | Example |
|---|---|---|
| Example | Example | Example |
| Example | Example | Example |

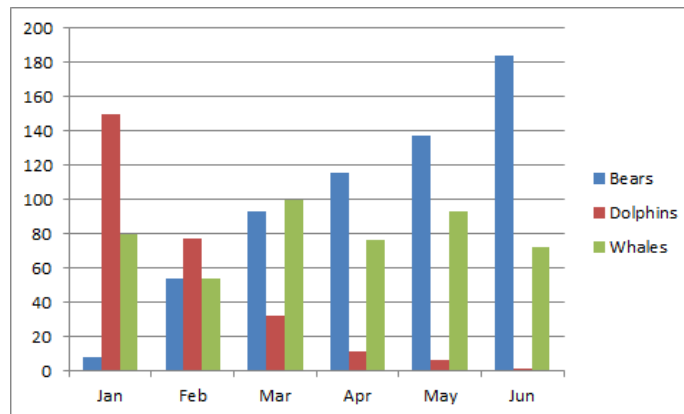Source: (TNR,10, Single Spacing, Align Left, Capitalize Each Word)

**Figure 1: Example (TNR, 12, Single Spacing, Bold, Centre, Capitalize Each Word)**
Source: (TNR,10, Single Spacing, Align Left, Capitalize Each Word)


**Conclusion – Heading 1 (TNR, 12, Bold, Align Left, Capitalize Each Word)**

This study set out to examine the relationship between digital marketing strategies and the performance of small and medium enterprises (SMEs) in Malaysia. The findings reveal that the effective use of social media, search engine optimization, and customer relationship management tools significantly enhances business visibility, customer engagement, and ultimately financial performance. Importantly, the results highlight that SMEs with proactive adoption of digital tools tend to outperform those that rely solely on traditional methods. The implications of this study are twofold. From a theoretical perspective, it contributes to the growing body of literature on SME digitalization by demonstrating the measurable impact of online strategies on organizational outcomes. From a practical standpoint, it provides entrepreneurs and policymakers with valuable insights to design training programs, incentives, and policies that encourage digital transformation among SMEs.


Note: Please fill in the information in the boxes provided. Do not delete the boxes.

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|---|---|
| | submission to the International Journal of Creative Industries (IJCREI) |
| **Ethics Statement:** | Option A (For Studies Involving Human Participants)<br>This study was conducted in accordance with ethical research standards. All procedures involving human participants were reviewed and approved by the [Name of Institutional Review Board/Ethics Committee], approval number [XXXX]. Informed consent was obtained from all participants prior to data collection. Participation was voluntary, and respondents were assured of confidentiality and anonymity. The data collected were used solely for academic purposes.<br><br>Option B (For Studies Not Involving Human or Animal Subjects)<br>This study did not involve any human participants, animals, or sensitive data requiring ethical approval. The authors confirm that the research was conducted in accordance with accepted academic integrity and ethical publishing standards. |
| **Author Contribution Statement:** | All authors contributed significantly to the development of this manuscript. [Author A] was responsible for the conceptualization, methodology, and overall supervision of the study. [Author B] handled data collection, analysis, and interpretation of results. [Author C] contributed to the literature review, drafting, and critical revision of the manuscript. All authors read and approved the final version of the manuscript prior to submission. |

## References (APA 7th Edition, Single Spacing)

*(Minimum references 15 (70% from published work)*

Grady, J. S., Her, M., Moreno, G., Perez, C., & Yelinek, J. (2019). Emotions in storybooks: A comparison of storybooks that represent ethnic and racial groups in the United States. *Psychology of Popular Media Culture*, *8*(3), 207 217. https://doi.org/10.1037/ppm0000185.

**Appendix (if needed) - Include questionnaires, additional tables, or supplementary material**

**Notes:**

\* Please remove any numbering on heading and subheading.
\* Example for numbering figure are: Figure 1, Figure 2, Figure 3 ….so on.
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