

Title (Calibri, 13 pt, Bold, Centered)

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Abstract (200-250 words)

The abstract should be presented in a single, cohesive paragraph of 200 to 250 words, written in clear and formal academic English. It must include five essential components: the background of the study, the research objective(s), the methodology employed, the key findings, and the main contributions or implications of the study. The text must be formatted using Calibri, 9 pt, single spacing, and fully justified alignment. Authors are encouraged to begin the abstract by briefly presenting the research context and highlighting the specific problem being addressed, particularly concerning tourism, hospitality, or travel management. This should be followed by a clear and concise statement of the study's objective—exploring a phenomenon, testing a hypothesis, analyzing relationships between variables, or developing a conceptual model. The methodology should then be summarized in one to two sentences, including the research approach (quantitative, qualitative, or mixed-methods), data collection techniques (e.g., surveys, interviews, case studies), sample size, and the method of data analysis (such as SEM-PLS or thematic analysis). The core part of the abstract must outline the principal results or insights derived from the study, focusing on those that directly address the research questions. Finally, the abstract should close with a sentence that articulates the theoretical or practical contributions of the research—whether for academic advancement, policy formulation, or industry practice. Citations, direct quotations, abbreviations, and excessive numerical data should be avoided. Immediately following the abstract, authors are required to list 5 to 7 keywords, separated by semicolons, that represent the core themes and concepts of the paper.

Keywords: Keyword1; Keyword2; Keyword3; Keyword4; Keyword5.

A. INTRODUCTION (Calibri, 10,5 pts, Capslock)

The Introduction should be written as a logically structured narrative consisting of four to six paragraphs, totaling 700–1000 words. It must be formatted in Calibri, 10,5 pt, 1.15 spacing, and justified alignment. This section aims to build a compelling rationale for the study—beginning with a broad understanding of the topic, narrowing to a specific research gap, and ending with clearly stated research aims.

The first paragraph should set the scene by introducing the broader topic or phenomenon and highlighting its importance in tourism, hospitality, or travel management. This is where the author justifies why the issue matters globally and locally. Authors may refer to recent industry trends, digital transformation, sustainability challenges, or shifting tourist behavior—supported by recent sources. For example: “The integration of digital tools in destination management has reshaped how travelers engage with tourism services (Tajeddini et al., 2020).”

The second paragraph should summarize relevant literature to position the research within existing academic discourse. This involves identifying what has already been studied, revealing knowledge gaps,

or pointing out methodological limitations. Authors are encouraged to cite studies published within the last five years unless they reference seminal theories such as RBV (Barney, 1991) or Dynamic Capabilities (Teece, 2007). Use only peer-reviewed journal articles or high-quality academic sources. Example: “Although previous studies have addressed intangible resources in SMEs (Osinski et al., 2017; Zhang & Ouyang, 2021), few have explored how these assets function in the context of micro-scale tourism intermediaries.”

The third paragraph should introduce the key constructs or concepts that frame the study (e.g., essential intangible resources, marketing capability, digital partnership) and briefly mention the theoretical foundation, such as the Resource-Based View or Stakeholder Theory. If a model or conceptual framework is used, mention its components and how they interrelate, but keep a detailed discussion for the literature review.

The fourth paragraph must state the research objective(s) explicitly. It should begin with clear phrases like “Therefore, this study aims to...” or “The objective of this research is to examine...”. If research questions or hypotheses are part of the paper, they can also be introduced here.

Optionally, **the fifth paragraph** may explain the theoretical and practical significance of the research. Authors should articulate how their study contributes to academic knowledge (e.g., expanding RBV to digital contexts) and its implications for policy, managerial strategy, or community-based tourism development.

A final transition paragraph may briefly outline the article's structure (optional but useful). For instance: “The remainder of this paper is organized as follows...” Throughout the Introduction, all citations must follow APA 7th edition style. This means using the author-date format for in-text citations and providing a complete reference list using hanging indents, italics for journal titles and volume numbers, and DOIs or URLs when available. Ensure that sources are recent (preferably from the last 5 years), directly relevant to the topic, and published in high-quality peer-reviewed journals. Avoid using textbooks, blogs, or non-academic sources. All in-text citations must appear in the reference list and vice versa. Use reference managers (Zotero, Mendeley, EndNote) to ensure formatting accuracy and consistency.

B. LITERATURE REVIEW (Calibri, 10,5 pts, Capslock)

Sub Section (Calibri, 10,5 pts, Italic)

The literature review should provide a well-structured, analytical narrative that synthesizes previous research and establishes a strong theoretical foundation for the study. It must be written in academic English using Calibri, 10,5 pt, 1.15 spacing, and fully justified alignment. This section typically spans 1000 to 1500 words. It should not merely summarize past studies but rather build a cohesive argument that connects theoretical concepts with empirical findings to highlight gaps in knowledge. Authors should introduce the main concepts or constructs relevant to the study, such as intangible resources, marketing capabilities, competitive advantage, or digital partnerships. Each concept should be clearly defined using credible and widely accepted academic sources, with a brief comparison of definitions if necessary, followed by a justification of the one adopted for the current research. Theoretical perspectives, such as the Resource-Based View or Dynamic Capabilities Theory, should be used to explain how these constructs operate within organizational contexts, particularly in tourism, hospitality, and small business settings. After presenting the conceptual basis, authors are expected to discuss key empirical findings related to each variable, using current literature from peer-reviewed

journal articles published preferably within the last five years. These studies should be synthesized—not listed—so the discussion reveals patterns, contradictions, or unresolved questions in the field. For instance, recent research has shown that marketing capability plays a central role in sustaining firm performance in highly competitive tourism markets (Morgan et al., 2009), while other studies have highlighted its mediating role between intangible assets and customer loyalty (Alonso-Almeida et al., 2020; Setiawan et al., 2022).

Throughout the review, authors must demonstrate how prior studies inform the current research while identifying clear gaps their study aims to fill. Such gaps may include limited research in developing economies, underexplored variables, or lack of integration between digital transformation and resource-based strategies. The literature review must consistently apply APA 7th edition citation style, using author-date formatting for all in-text references and ensuring all sources appear in the reference list with full and accurate bibliographic details. For example, a citation in the text may appear as: “Digital partnerships have been found to enhance organizational agility and trust in tourism micro-enterprises (Park & Sung, 2020).” The final paragraph of this section should summarize the key takeaways from the literature and state the theoretical or empirical gap that justifies the research. This will naturally lead to the next section's research objectives or conceptual model. By the end of the literature review, readers should clearly understand how the current study contributes to the advancement of theory and addresses a relevant gap in the tourism and hospitality field.

C. METHODS (Calibri, 10,5 pts, Capslock)

The methodology section should provide a clear, concise, and replicable explanation of how the research was conducted, enabling readers to assess the reliability and validity of the findings. It should be written in formal academic English using Calibri, 10,5 pt, 1.15 line spacing, and fully justified alignment. This section typically begins by stating the overall research approach, which may be qualitative, quantitative, or mixed-methods, depending on the nature and objective of the study. Authors should justify the choice of approach based on the research questions or hypotheses. For example, a quantitative approach may be appropriate for testing relationships between variables using structured instruments and statistical models. In contrast, a qualitative approach may be preferred for exploring in-depth phenomena or contextual insights in tourism settings. The next part should explain the research design in more detail, specifying whether it was cross-sectional, experimental, survey-based, ethnographic, or case-study oriented and why this design was suitable for the study context. Authors must describe the target population and sampling strategy, including how participants or cases were selected. For quantitative studies, mention the total population (if known), the sample size, and how the sample was calculated or justified. Sampling techniques such as purposive, stratified, or random sampling should be described along with their rationale.

The section should also detail the data collection methods, such as surveys, structured questionnaires, interviews, observations, or document reviews. Instruments or tools must be clearly explained, including whether they were developed by the author or adapted from previous studies. If a questionnaire was used, authors should describe the structure of the instrument, number of items, and measurement scales (e.g., Likert scale). The validity and reliability of the instrument should be reported, including pilot testing, Cronbach's alpha values, or expert judgment. Data collection protocols, interview guides, or field notes should be briefly introduced for qualitative studies. The data analysis procedures must then be described, with attention to how raw data were transformed into results. Quantitative studies may include descriptive statistics, inferential tests such as regression or

structural equation modeling (e.g., PLS-SEM), and software tools like SPSS, SmartPLS, or AMOS. Authors may describe thematic analysis, content analysis, or narrative coding for qualitative studies supported by software such as NVivo or Atlas. If hypotheses are tested, authors should clarify the statistical thresholds used for significance (e.g., $p < 0.05$).

Importantly, the methodology section should also briefly explain the ethical considerations observed during the research process. This includes confirming that informed consent was obtained from participants, data confidentiality was maintained, and an institutional review board granted any necessary ethical clearance. Authors are encouraged to mention the name of the ethics committee and the approval number if applicable. Finally, the methodology should demonstrate rigor and transparency, allowing for replication or comparison in future studies. Citations may be used to support methodological choices, especially when referencing established scales or analytical models. All in-text references must adhere to APA 7th edition style, and consistency in terminology and methodological reporting is expected throughout the manuscript.

D. RESULTS AND DISCUSSIONS (Calibri, 10,5 pts, Capslock)

The Results and Discussion section serves as the analytical core of the manuscript, presenting the research findings and interpreting their meaning concerning the research questions, hypotheses, and existing literature. This section should be written using Calibri, 10,5 pt, 1.15 spacing, and justified alignment. Authors must begin by clearly stating the study's results in an objective, precise, and sequential manner, following the structure of the research questions or hypotheses. Quantitative results should be presented using summary statistics, correlation matrices, regression coefficients, path models, or other relevant outputs. The findings should be structured around key themes supported by excerpts or narrative patterns for qualitative studies. Regardless of the approach, clarity and coherence are essential.

Tables and figures are critical in this section and must be used to enhance clarity, not to duplicate textual information. All tables and figures must be embedded within the Word document and fully editable (i.e., not pasted as images or screenshots). Each table must be numbered consecutively (e.g., Table 1, Table 2) and accompanied by a clear, concise title placed above the table. The table should use Calibri, 9 pt, single spacing, and be properly aligned to ensure readability. Avoid excessive color or shading, and limit the number of decimal points for numerical data to two digits unless greater precision is necessary. Each figure should also be numbered sequentially (e.g., Figure 1, Figure 2), with the caption placed below the figure. Figures must be of high resolution (minimum 300 dpi), not pixelated or blurry, and should be submitted in a way that allows resizing or editing if needed (e.g., embedded Excel charts, vector graphics, or high-quality image formats like PNG or SVG). Avoid using low-resolution screenshots or copied images from statistical software unless exported at full quality.

Table 1. Table Title (Calibri, 10,5 pts, Single Spacing)

Table Headings (Calibri 9 pts, Bold)	Table Headings (Calibri 9 pts, Bold)	Table Headings (Calibri 9 pts, Bold)
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Source: Research data, 2023



Figure 1. Table Title (Calibri, 10,5 pts, Single Spacing)

Source: Research data, 2023

Discussion (Calibri 10,5 pts, Italic)

In the discussion part, the authors must go beyond describing the results. They must interpret and contextualize the findings by comparing them with previous research and theoretical expectations. This comparison should highlight similarities, differences, and novel contributions. Authors should demonstrate critical thinking, particularly when results diverge from existing literature or offer new insights into tourism, hospitality, or travel management theory and practice. The discussion must explain the findings, why they matter, and how they align with or challenge the body of knowledge reviewed earlier. Furthermore, implications for practice, policy, or future research can be briefly noted within this section, although detailed elaboration should be reserved for the Conclusion.

Avoid over-claiming the significance of results or making generalizations unsupported by data. Also, refrain from presenting raw outputs (such as full SPSS or PLS tables) unless summarized and formatted appropriately. Citations to previous studies must follow APA 7th edition guidelines, reinforcing how the current findings fit into the scholarly conversation. All findings should be traceable to the earlier methods and linked to the study's objectives or hypotheses. The Results and Discussion section should balance data presentation and thoughtful interpretation. Tables and figures must be accurate, editable, and visually clean, while the discussion must offer insightful analysis grounded in theory and prior research.

E. CONCLUSION

The Conclusion should serve as a focused synthesis of the entire study, reaffirming its key contributions without merely repeating earlier sections. Written in formal academic English using Calibri, 10,5 pt, 1.15 spacing, and justified alignment, this section typically consists of two to four concise paragraphs. Authors should begin by restating the research purpose or questions in light of the findings, followed by a summary of the most important results. Unlike the abstract or discussion section, the Conclusion should not introduce new data or citations but rather highlight the significance of what was discovered and why it matters. It must demonstrate a clear and logical connection between the findings and the broader issues raised in the Introduction and literature review. After summarizing the core outcomes, authors are expected to discuss the theoretical implications of their research. This includes articulating how the study has contributed to advancing, refining, or extending existing theories relevant to tourism, hospitality, or management science. For example, suppose the study draws on the Resource-Based View or Dynamic Capabilities Theory. In that case, the Conclusion should explain how the findings validate, challenge, or add nuance to these frameworks in the context of tourism micro-enterprises or digital transformation. Authors should avoid vague statements about contribution and specify what was added to the field conceptually.

The next part of the Conclusion should address the practical implications. These are actionable recommendations for practitioners, policymakers, tourism managers, or local entrepreneurs. Practical insights may include improving strategic planning, enhancing marketing capability, fostering inclusive tourism, or leveraging digital tools more effectively. The discussion should be grounded in the study's context and adaptable to similar environments. This portion should be written in a constructive and solution-oriented tone without becoming prescriptive or speculative. If applicable, the Conclusion may also include a brief reflection on the study's limitations and suggest directions for future research. This demonstrates academic humility and openness to further exploration. Limitations may include sample size, geographic focus, methodological constraints, or data access. Future studies could be recommended to test the model in other tourism contexts, adopt longitudinal designs, or incorporate different stakeholder perspectives.

To conclude effectively, the final paragraph should give the reader a clear sense of the study's value—its originality, applicability, and relevance in academic and real-world settings. Authors should ensure the tone remains analytical and evidence-based, avoiding exaggerated claims or rhetorical flourishes. The Conclusion must feel like a natural closure to the study, reinforcing its importance while opening space for further scholarly inquiry.

REFERENCES

Example:

Af'idah, D. I., Anggraeni, P. D., Rizki, M., Setiawan, A. B., & Handayani, S. F. (2023). Aspect-Based Sentiment Analysis for Indonesian Tourist Attraction Reviews Using Bidirectional Long Short-Term Memory. *Juita Jurnal Informatika*, 11(1), 27. <https://doi.org/10.30595/juita.v11i1.15341>