# STTC 2018 template for full papers

Please submit your paper electronically in final form in camera-ready condition. Please follow all instructions precisely.    The appropriate length of the full paper submission is 5-7pages, and 10 pages is the maximum (including title page and all figures, graphs, tables, appendices, and references.)    Use Times New Roman 12-point font, single-spaced, fully justified and do not number the pages.

Margins should be set at 3.54 cm left, 1 inch (2.54 cm) right, top and bottom and do not number the pages. Please leave a blank line between paragraphs. Set tab settings as 5-space indentation. All text should be fully justified, but headlines and subheadings should be left-justified.

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

Full papers should include:
- ✓ Abstract and keywords
- ✓ Introduction
- ✓ Literature Review
- ✓ Methodology
- ✓ Results and Discussion
- ✓ Conclusion
- ✓ References

# Style Guide for Submission of Papers to the STTC 2018

## (Paper Title: 16-point, Times new roman, bold, centered)

Author names (first name, middle initial, last name, e.g. Kai-Jhong Huang[1], Wei Huang[2]*)

(Times and New Roman, 12-point, bold, centered)
Author's affiliations (use superscript to link authors to affiliations) (e.g. Jinwen University[1], Taylor's University[2])
*Corresponding author name and email address: (e.g. Wei Huang, weihuang@gmail.com)

### Abstract

All articles must begin with an abstract. The abstract for a full paper should be around 150 words. Outline the aim of the study with a belief background to why it was needed, what was done, and the main findings.

**Keywords:** After the abstract, put maximum 6 keywords in alphabetical order to capture the subject matter.

*(Body of Paper:* Please use separate page to show the body of the paper. Begin with the first level subheading of "Introduction" after the Abstract and before the first paragraph of the body of the paper to clearly separate the two. Use 12-point type for a first level subheading and the body of the paper. *Please DO NOT insert page numbers.)*

### Introduction

Provide a brief background to the topic and explain the motivation of the research and/or practical perspective.

### Literature Review

Provide a critical review of the relevant literature in a sequential argument which leads to the development of the research aims or questions.

### Methodology

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

### Results and Discussion

Present the research results with raw data, using appropriate tables or figures if necessary.

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

**Table 1. Characteristics of Respondents** *(Note: Headings should be in 12-point)*

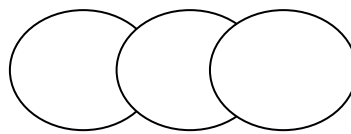| Description | N | % |
|---|---|---|
| Age | | |
| <20 | 55 | 28.2 |
| 21 to 30 | 67 | 34.4 |
| 31 to 40 | 73 | 37.4 |



**Figure 1. Differences in Demographic Characteristics**

**Conclusion**

**References**

Citations and references should conform to the Publication Manual of the American Psychological Association, APA (6th edition). See APA Guidelines at: http://www.apastyle.org/.

Davis, L. M. (1987). Tourism trends in the Asia Pacific region. In A.S. Clark & J. D. Lee (Eds.), *Global tourism review* (pp. 750-780). New York, NY: ABC Publishing.

Louis, M. C. (1995). *Lodging service today* (3rd ed.). Williamstown, NJ: JPK Publications, Inc.

Mehta, R. and Sivadas, E. (1995). Comparing response rates and response content in mail versus electronic surveys. *Journal of the Market Research Society*, 37(4), 429-439.