**Title of the case study in Arial 12, centered, Bold and Upper-case**

SURNAME First name (team leader)

SURNAME First name (team member 2)

SURNAME First name (team member 3)

SURNAME First name (team member 4)

SURNAME First name (team member 5)

(alphabetical order for members 2 through 5)

**Abstract**

Abstract of 250 words maximum ; Arial 12, centered, single spacing.

This case study report was written for the course “E-Tourisme” taught by Andreas Munzel through <https://courses.andreasmunzel.com>.

Introduction

**Headings**

Headings must be concise, with a clear indication of the distinction between the hierarchy of headings.

The preferred format is for first level headings to be presented in upper-case and subsequent sub-headings to be presented bold in medium italics (see indications below).

Format of the text : page format A4, margins 2.5 cm (or 1’’), justified text́, single spacing, Arial 12.

**Headings (level 1)** (e.g., Introduction): centered, Arial 12, upper-case, space before 24, space after 12.

**Sub-headings (level 2)** : left-justified, Arial 12, bold, numbered related to main headings (e.g., 1.1), space before 6, space after 6.

**Sub-headings (level 3)** (to avoid if possible): left-justified, Arial 12, numbered according to level 2 (e.g., 1.2.1), space before 6, no spacing after.

1. Main heading 1

**1.1 Example for sub-heading (level 2)**

Please avoid sub-headings at level 3 if possible.

**1.2 Figures and tables**

Important figures and tables should be integrated in the main body of the manuscript. Additional figures and tables should be included in the appendix.

Please number figures and tables separately:

**Figure 1: Short description of the figure**, bold, Arial 12, centered below the figure.

**Table 1:** **Short description of the figure**, bold, Arial 12, centered below the table.

|  |  |
| --- | --- |
| **Center the table.** | **Bold letters for table headings** |
| Use single-spacing within tables; spacing before and after paragraph 6. | Arial 12. |
|  |  |

**Table 1: Short description of the table**

References

Start a new page for the references

**Guidelines** (from the Journal of Services Marketing)

References to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency.

You should cite publications in the text: (Adams, 2006) using the first named author's name or (Adams and Brown, 2006) citing both names of two, or (Adams et al., 2006), when there are three or more authors. At the end of the paper a reference list in alphabetical order should be supplied:

**For books**

Surname, Initials (year), *Title of Book*, Publisher, Place of publication.

e.g. Harrow, R. (2005), No Place to Hide, Simon & Schuster, New York, NY.

**For book chapters**

Surname, Initials (year), "Chapter title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of publication, pages.

e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), Creating the Discipline of Knowledge Management, Elsevier, New York, NY, pp. 15-20.

**For journals**

Surname, Initials (year), "Title of article", *Journal Name*, volume, number, pages.

e.g. Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", Journal of Consumer Marketing, Vol. 22 No. 2, pp. 72-80.

**For working papers**

Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date.

e.g. Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March.

**For encyclopedia entries** (with no author or editor)

Title of Encyclopedia (year) "Title of entry", volume, edition, Title of Encyclopedia, Publisher, Place of publication, pages.

e.g. Encyclopaedia Britannica (1926) "Psychology of culture contact", Vol. 1, 13th ed., Encyclopaedia Britannica, London and New York, NY, pp. 765-71.

(For authored entries please refer to book chapter guidelines above)

**For newspaper articles** (authored)

Surname, Initials (year), "Article title", Newspaper, date, pages.

e.g. Smith, A. (2008), "Money for old rope", Daily News, 21 January, pp. 1, 3-4.

**For newspaper articles** (non-authored)

Newspaper (year), "Article title", date, pages.

e.g. Daily News (2008), "Small change", 2 February, p. 7.

**For electronic sources**

If available online, the full URL should be supplied at the end of the reference, as well as a date that the resource was accessed.

e.g. Castle, B. (2005), "Introduction to web services for remote portlets", available at: http://www-128.ibm.com/developerworks/library/ws-wsrp/ (accessed 12 November 2007).

Standalone URLs, i.e. without an author or date, should be included either within parentheses within the main text, or preferably set as a note (roman numeral within square brackets within text followed by the full URL address at the end of the paper).

Appendix

Please start a new page for the appendix.

Each appendix should be numbered and referred to within the text.