**Title of Paper (Paper #)**

**Last name, First name**

**Affiliation (Department, University)**

**Abstract:**

The abstract should be 20-50 words (full paper: 50-100 words). Outline the aim of the study with a brief background to explain why it was needed, what was done, and the main findings. Avoid quotes and extensive references.

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**Keywords:** Technology, Tourism, Image, Intention (3 to 6 keywords)

**1. 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 the academic and practical perspectives. Research objectives should be clearly specified.**

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**2. Literature Review**

**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: (Johnson, Key, & Son, 2021; Walker, 2022).**

***2.1. Social network***

**…………………………………………………………………………………………………**

**…………………………………………………………………………………………………**

***2.2. Conceptualization***

**…………………………………………………………………………………………………**

**3. Methodology**

**Explain what research methods were used and why. Explain how they were applied. Measurement, Data collection, and Analytical methods may be included.**

***3.1. Measurement***

**…………………………………………………………………………………………………**

**…………………………………………………………………………………………………**

**4. Results**

Present results of data analyses. Tables and Figures will be helpful to explain the findings.

***4.1.* *Profile of the respondents***

**…………………………………………………………………………………………………**

**…………………………………………………………………………………………………**

**5. Discussion and Conclusion**

**Discuss your findings by comparing those of previous studies. Address academic and practical implications. Conclude with some directions for future research or practice, and any limitations of this study.**

***5.1. Discussion and implications***

**…………………………………………………………………………………………………**

***5.2. Conclusion***

**…………………………………………………………………………………………………**

***5.3. Limitations of this study and suggestions for future studies***

**…………………………………………………………………………………………………**

**References**

All references should follow the APA guideline (7th). See examples:

Beeton, S. (2005). *Film-induced tourism*. Clevedon, UK: Channel View Publications.

Chua, B., Kim, S., Hailu, T., Yu, J., Moon, H., & Han, H. (2023). Armchair tourism: Authentic travel experience and armchair traveler stickiness. *Journal of Travel & Tourism Marketing, 40*(3), 203-220.

Hall, S. (1980). Encoding/decoding. In S. Hall, D. Hobson, A. Lowe, & P. Willis (Eds.), *Culture, media, language* (pp. 128–138). London, UK: Hutchinson.

UNWTO (2023). *UNWTO world tourism barometer and statistical annex, May 2023.*

Retrieved on 19 September 2023 from <https://www.e-unwto.org/doi/abs/10.18111/wtobarometereng.2023.21.1.2>