



ACADEMIA SESSION (Refereed Papers Tracks)

The World Ecotourism Conference 2010 is introducing an Academia Session in which academics, researchers and postgraduate students are given the opportunity to present their papers and posters. This novel idea is in response to the overwhelming feedback and queries from academics who felt that they could have added value to WEC2009 held in Vientiane, by presenting their latest research findings on areas related to ecotourism (ref: Vientiane Declaration on Ecotourism for Developing Countries). In this light, the Conference Convenor is calling for papers from the academic fraternity to be presented in the parallel sessions of WEC2010.

In recognition of the crucial role of academics and researchers in shaping the philosophy, theories, concepts and techniques associated with ecotourism, the Academic Session is aimed at showcasing and disseminating research findings that are focusing on moving up ecotourism along the value chain.

It is widely acknowledged that ecotourism is relatively easy to develop as long as there is a will on the part of the government and/or private sector and local community as well as the availability of nature based resources.

However, ensuring the long term viability or sustainability of ecotourism is a bigger challenge that requires sound planning and management. Central to the upscaling of ecotourism is the interface and integration between ecotourism, rural tourism and community based tourism. Scaling up ecotourism requires the community to be better empowered through advanced capacity building programmes so that local youths can have a promising career path and will not remain a menial worker in his own community based enterprise. In the same light, community tourism ecotourism and/or rural projects should mature into smart partnerships with tour operators who have international networking, to be able to attract new market segments.

Conversely such market segments are likely to demand better standards and service quality, hence upscaling of both the hard and soft infrastructure of ecotourism are essential.

Related to the main theme of moving up ecotourism along the value chain are several sub themes, which are as follows:

- Innovative Ecotourism Product Development and Packaging
- Targeted and Coordinated Marketing of Ecotourism
- Certification for Community Based Ecotourism/Rural Tourism Projects
- Dynamic Business Models for Community Based Ecotourism
- Application of Value Chain Analysis in Ecotourism
- Economic Valuation of Ecotourism Sites
- New Techniques in Visitor Impact Management
- Unlocking the Potential of Volunteer Tourism
- Minimising Carbon Footprints of Tourists at Ecotourism Sites
- Public/Private Partnerships in Managing National Parks
- Use of High Tech Gadgets and ICT at Ecotourism Sites to Enhance Tourist Experience and Satisfaction
- Application of Social Networking Mediums to Market/Promote Ecotourism.
- Advanced Training Modules For Ecotourism Interpretation and Guiding
- Branding of Ecotourism

PRESENTATION FORMATS

Paper Presentations:

(30 minute session - 20 mins presentation with 10 min discussion)

Papers related to research, practice experience or theoretical discussion relevant to the themes/subthemes outlined above. Papers are to be a maximum of 20 minutes, followed by 10 minutes of discussion and questions.

Submission Guidelines

Key Dates for Refereed Papers:

4 Jan 2010	Mon	Opening Date for Submission of Abstracts
12 Feb 2010	Fri	Closing Date for Submission of Abstracts
31 Mar 2010	Wed	Notification Date for Successful Acceptance or otherwise of Abstracts
28 May 2010	Fri	Closing Date for Submission of Presentation Paper
21 June 2010	Mon	Notification of exact Date and Time of Presentation
8, 9, 10 or 11 Jul 2010		Presentation of Papers

- An abstract of not more than 300 words should be submitted by **12 February 2010**
- Full paper should be submitted by **28 May 2010**
- The abstract and paper should be submitted to:
Prof. Amran Hamzah, Chairman of Paper Review Committee
Email: prof-amran@WorldEcotourismConference.com
- A Paper Review Committee will conduct a refereed screening of papers.

Submissions will only be published in the conference proceedings if at least one of the authors registers and attends the conference. Please note that all successful author(s) attending the Conference is/are required to pay and register for the Conference (early bird rate will be applied as a discounted benefit).

Final copies of accepted papers will be professionally published with ISSN number PRIOR to the Conference.

Specifications and Instructions for Submitting Final Papers for Conference Proceedings

A. All manuscripts must be prepared in English and **free of grammatical, spelling and/or punctuation errors**. Please make sure your paper is thoroughly edited and proof read before submission.

B. All manuscripts must be the original work not yet submitted to any other journals or publications prior to the Conference. Following the Conference, authors are free to submit the manuscript for publication in any journals.

C. The conference proceedings will be professionally reproduced with an appropriate ISBN/ISSN number. Final copies of all manuscript prepared based on the following specifications must be submitted **28 May 2010**.

D. Publication Guidelines:

Authors are to submit **a final paper of up to 20 single spaced pages inclusive of tables, figures, references and appendices**.

Prepare your paper using **Microsoft Word software on PC only**. Submit your paper to the Chairman of Paper Review, Prof. Amran Hamzah as an email attachment to:

Email: prof-amran@WorldEcotourismConference.com

- **Paper Format (also see sample below).**
- The paper should follow the following format:
Up to **20 single-sided pages** inclusive of all tables, figures, references, appendices etc. The text should be **single-spaced within each paragraph** but **double spaced between paragraphs**. **Do not number the pages** but make sure the pages are in correct order. Pages will be numbered by the editor.
- Font Type: **Times New Roman**
- Font size **11 point**.
- The paper must be formatted for **A4 size** (210mm x 297mm).
- Set the page margins exactly as follows: top, bottom, left and right for **1 inch**.

- Indent the first sentence of each paragraph with **½ inch** and align text **justify**.
- All manuscripts must be accompanied by a short **abstract of about 100 words** and a list of no more than **six key words**, which define the subject matter.
- **Consistency in presentation** must be maintained throughout the paper.
- Use tables and simple diagrams which are clearly presented. Please **do NOT use colour graphics**.
- Please **do NOT use footnotes** and **do NOT list references as footnotes** at the end of each page.
- If the paper does not follow these specifications, it will be returned!

For other details, please see the sample format below.

TITLE OF YOUR PAPER CENTERED LIKE THIS

Your Name
 Your Department's Name
 Your Organisation (University's) Name
 Your co-author's name
 Your co-author's Department Name
 Your co-author's Organisation (University's) Name and Your co-author's name
 Your co-author's Department Name
 Your co-author's Organisation (University's) Name

ABSTRACT

Starting with "Abstract," your paper needs to be typed in one column. **Indent** the first sentences of each paragraph with **½ inch**. Use **single space within each paragraph** but **double space between paragraphs** as shown in this example. **Do not number the pages** but make sure the pages are in the correct order. Pages will be numbered by the editor. **(All papers must be prepared and submitted in English).**

Key Words: identify and list key words (maximum 6) which represent the content of your paper.

INTRODUCTION

The paper title, author names (full names and institution only), titles (e.g., Assistant Professor or Assistant Dean or Head of School, etc.) and degrees (e.g., Ph.D., etc.) are not necessary. Title and author affiliations must be centred as shown above. Submit your final paper to the Director of Paper Review as indicated in the accompanying instruction sheets. All papers need to be prepared in **Microsoft Word** and submitted as an email attachment.

TABLES AND FIGURES

Tables and figures must appear **within the text** (not at the end of the text). Tables and figures need to be **numbered sequentially** (e.g., Table 1, Table 2, Table 3, etc.) and they should **bear a title** (with appropriate upper and lower case letters) which explains their contents. For example:

Table 1. Profile of Conference Participants

Profile	Frequency	Percentage
Male	110	55
Female	90	45
Total	200	100

REFERENCES

References must be listed immediately following the CONCLUSION or SUMMARY of the paper. Use **APA style** (<http://www.apastyle.org/>). Alphabetise by author, and for each author list in chronological sequence. List the author's names exactly as written in the source cited. **(Please do NOT list references as footnotes at the end of each page).**

See example below:

Bowen, F.B.. (1995), *Destination Management*, 4th. ed. John Wiley, New York.

Diaz, A. B. C. and Ruiz, F. J. M. (2002), *The Consumer's Reaction to Delays in Service*, *International Journal of Service Industry Management*, 13(2), 118-140.

Pritzker, T.J. (n.d.). *An Early Fragment from Central Nepal* [Online]. Retrieved June 8, 1995, from <http://www.ingress.com/~astanart/pritzker/pritzker.html>

ACKNOWLEDGEMENT

Acknowledgement is optional and should appear after the references and before the appendices.

Any "appendices" should appear at the end of the article after the list of references and acknowledgement (if applicable).