



ECOTOURISM RESEARCH SYMPOSIUM

The 2nd WEC 2010 held in Kuala Lumpur introduced an Academic Session that received overwhelming response from academics and researchers from all over the world, and was enthusiastically attended not only by the academic circle but also by policy makers and practitioners. WEC 2011 will further celebrate the synergy between the academic fraternity and the other key stakeholders in the sustainable development of ecotourism by having an Ecotourism Research Symposium.

The academic circle has been instrumental in formulating principles, techniques and innovative ideas in developing, managing and marketing ecotourism as a sustainable tourism product. Governments and policy makers worldwide are well aware and value the role of cutting edge research in providing a better understanding and prediction of the increasingly sophisticated demand for ecotourism, accurate techniques in measuring/predicting/monitoring impacts, dynamic business models for public/private sector partnerships etc. In turn these research findings have guided the formulation of practical ecotourism development strategies and policies worldwide.

In recognition of this vital contribution, the organisers would like to extend this invitation to esteemed academics and researchers to be present at WEC 2011 to share their knowledge, expertise and research findings among practitioners and policy makers from all over the world in order to shape the future growth of ecotourism as a rural/community development tool, platform for cultural exchange and conservation of our natural and cultural heritage.

As ecotourism is being increasingly championed as a rural empowerment tool by supranational, regional and national tourism organisations, WEC 2011 will provide the platform for the academic fraternity to take the centre stage and showcase new development paradigms, best practice and groundbreaking solutions that have been hatched through years of painstaking and laborious research. In a nutshell, the presence of academics and researchers at WEC 2011 will be a testimony to their past, present and future role not only in the intellectual capacity but more importantly as the moral and ethical custodians in ensuring the sustainable growth of ecotourism.

The following are research themes that are relevant to the objectives of WEC 2011:

- Synergies between ecotourism development and nature conservation
- Mainstreaming ecotourism through economic viability and ecological sustainability
- Harnessing the ecotourism value chain
- Collaborative approaches towards sustainable ecotourism development
- Understanding changing regional and domestic market demand for ecotourism
- Social construction of nature and implications on ecotourism planning
- Interface between volunteer tourism and ecotourism
- Enhancing public/private sector partnerships in ecotourism development
- Moving up the community based ecotourism along the value chain
- Innovative capacity building approaches in developing successful local ecotourism enterprises

- Competitive business models for ecotourism
- Branding of ecotourism destinations
- Embracing social media in marketing ecotourism
- Sustainability/Green certification of ecotourism
- Development of sustainable ecotourism indicators
- The role of ecotourism in preserving/revitalising cultural heritage

Submission Guidelines for Abstracts

- An abstract of not more than 300 words should be submitted by **8 August 2011**
- Full paper should be submitted by **15 September 2011**
- The abstract should be submitted **online** at
<https://discoverymice.wufoo.com/forms/ecotourism-research-symposium-2011call-for-papers/>
- When you submit online you will be provided with a Submission Reference number which is required to be quoted in all future correspondences. DO NOT send your abstract via email. Email submissions will not be entertained.
- A Paper Review Committee will conduct a refereed screening of papers.

Submissions will only be accepted and published in the conference proceedings if at least one or more of the authors register and attend the conference as a paying delegate. Upon acceptance, a promotional discount code is given offering a WEC2011 Speaker Discount on the conference package if 2 or more delegates register for the conference.

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 by **15 September 2011**.

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 (not Abstract) to the Chairman of Paper Review, Prof. Amran Hamzah as an email attachment or if the file is too big, send it via www.SendSpace.com. 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).