

**Specifications and Guidelines for Accepted Case Studies & Teaching Notes**  
ICHRIE Johnson & Wales Case Studies Competition & Publication Series

**General Text Requirements for Case Studies**

- A. All case studies and teaching notes must be prepared in English and free of grammatical, spelling and/or punctuation errors. Please make sure your files are thoroughly edited and proof read before submission. The editors are not responsible for correcting grammatical/spelling and general English language. Case Studies and teaching notes that do not conform to these specifications will be automatically rejected and returned to their authors.
- B. All case studies, teaching notes and related material should be submitted through the online review and submission system, which is available at [http://scholarworks.umass.edu/ichrie\\_case\\_study\\_competition/](http://scholarworks.umass.edu/ichrie_case_study_competition/)
- C. **Include** author(s) details in the file of your case study (see below example for details).
- D. Case studies and teaching notes should be single spaced, Times New Roman font size 10, including tables, figures and references.
- E. Please use the lead author's last name as the file name.
- F. Specifications:
- Prepare your paper using Microsoft Word for Windows 6.0 or higher only.
  - Set the page margins to 2.54cm or 1in (top and bottom) and 3.17cm or 1.25in (left and right).
  - Indent the first sentence of each paragraph with 1/2 inch and align text left.
  - **Single-spaced** within each paragraph but **double-spaced** between paragraphs. Do not number the pages but make sure the pages are in the correct order. Pages will be numbered by the editors.
  - Use Times New Roman, font size 10pt.
  - **If the files do not follow these specifications, they will be automatically rejected and returned to its author(s)!**
- G. All case studies must be accompanied by a **short abstract** of not more than **100** words and a list of no more than **six key words**, which define the subject matter. (See sample for the locations of the abstract and key words on the next page.)
- H. For other details, please see the sample format attached.

**TITLE OF YOUR CASE STUDY & TEACHING NOTE FLUSHED TO THE RIGHT**

**INCLUDE AUTHOR DETAILS  
OF THE CASE STUDY HERE**

**Abstract**

Begin your copy here. Indent the first sentence of each paragraph *1/2 inch* and *align text left*. Use *Single space* within each paragraph, but *double space* between paragraphs. Do not number the pages, but make sure the pages are in the correct order. Pages will be numbered by the editors. Authors must use “*Times New Roman*”, *font size 10*.

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

**Introduction**

The case study title, author names (full names *only*; titles, e.g. Assistant Professor and degrees, e.g. Ph.D. should *not* be included), and authors’ names and affiliations must be flushed to the right as shown above. The case study and teaching note must be written in the third person and all submissions must be in English and authors should seek to use straightforward declarative sentences, making every effort to help the reader understand the concepts presented. You must not exceed **8 pages in total**, this is a firm limit.

When the case study and teaching note are completed, submit the file through the online review and submission system that is found at [http://scholarworks.umass.edu/ichrie\\_case\\_study\\_competition/](http://scholarworks.umass.edu/ichrie_case_study_competition/). Make sure that page margins are set to **2.54cm or 1in (top and bottom) and 3.17cm or 1.25in (left and right)**.

Tables and figures must appear *within* the text (*not* at the end of the text). Tables and figures should 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 explain their contents. For example:

**Table 1**  
**Profile of Typical Travel and Tourism Students**

Profile	Frequency	%
Sex		
Male	128	43%
Female	172	57%
Total	300	100%

Appendices should appear at the end of the article after the list of references.

**References**

In the text, references are cited using the author/date style following the APA Publication Manual, e.g. for single authors (Leren, 1982) or multiples up to six authors (Jeong & Lambert, 1999; Järvelä et al. 1999). Direct citations should always be placed in the text and followed by the exact reference and page number. For example “the French trade and industry ministers ... announced new financing to develop Web sites that will encourage exports and to help small and medium-sized companies participate online” (Johnson, 1998:213). The reference list, placed at the end of the text, must be single-spaced in alphabetical order of authors and 10 point font size. A referenced article should contain all authors’ names, title of article, name of publication, volume and number, inclusive page numbers and year of publication. Note the use of italics rather than underlining. A referenced book should list author name(s), title of the book, publisher, place of publication, year of publication. References must be listed at the end of the case study. List the authors’ names exactly as written in the source cited. Use no abbreviations. See examples below:

Bernstein, T.M. (1986). *The Careful Writer: A Modern Guide to English Usage*. New York: Athennum.

Gardner, H. (1981). Do travel agents listen to customer? *Journal of Today's Tourism*, 1(1), 10-15.

Jeong, M. & Lambert, C. (1999). Measuring the information quality of lodging web sites. *International Journal of Hospitality Information Technology*, 1(1), 63-75.

Johanes, T.F. (2004). The adoption of hospitality innovations. Retrieved January 2005 from <http://www.tourismabstracts.org/marketing/papers-authors/id3456>.

Rozenblit, J. & Zeigler, B.P. (1986). Entity-based structures for modeling and experimental frame construction. In M. S. Elzas, T. I. Ören, and B. P. Zeigler (Eds.), *Modeling and Simulation Methodology in the Artificial Intelligence Era*, pp. 195-210. Amsterdam: North-Holland.

Werthner, H. & Klein, S. (1999). *Information Technology and Tourism - A Challenging Relationship*. New York: Springer-Verlag.

*The 2011 ICHRIE Johnson & Wales Case Study Competition is sponsored by*

