UNWTO Author Guidelines

How to Create a Manuscript in English

UNWTO Communications and Publications – Version 1, July 2014

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UNWTO Author Guidelines

These step-by-step **Author Guidelines** for UNWTO manuscripts aim to set a standardized style for all UNWTO publications, ensuring a positive image of the Organization while improving the current internal process of publications with the objective of making it swifter and more effective.

In this regard, we invite all UNWTO Programmes, consultants and authors to get familiar with the Guidelines as they are of mandatory use in the preparation of UNWTO publications. For easy of reference, the Guidelines include a Word template for authors (see page 103).

Please note that the Guidelines are a ‘living’ document that can be adapted whenever necessary and that we have aimed at making them easy to use as to ensure they contribute to facilitate the work of all those involved in preparing a publication at UNWTO.

If you have any comments or questions, please do not hesitate to contact
Ms. Juliana Contreras at jcontreras@unwto.org.

Thank you for your collaboration!

Sandra Carvão
Chief, Communications and Publications Programme

How to use these Guidelines

These Guidelines set a framework for all manuscripts prepared for UNWTO publications.

To make the use of the Guidelines easier, we would like to call your attention to the following:

- On the **odd-numbered** pages (right side) you will find the main topic explained in detail.
- On the **even-numbered** pages (left side) you will find useful examples. Keep in mind that these examples do not necessarily refer to existing publications or data.
- On the margin column, you will find a summary and short examples of the most common queries and the main issues to be considered.
  Summaries are marked in blue and main errors and issues are marked in red.
- From page 57 onwards, you will find the UNWTO writing rules.
- On page 85, you will find the UNWTO Bibliography Guidelines.

Blue: Summary of issues and examples

Red: Take special care!

General remarks

1. **The use of UNWTO Material:** The content of any UNWTO publication should be consistent with existing UNWTO policies and guidelines and take as much as possible into account previous UNWTO publications.

   For that purpose, all authors will be provided by UNWTO with a temporary free-of-charge access to the UNWTO **Elibrary** (www.e-unwto.org), which includes all UNWTO publications in electronic format. To be provided with a free UNWTO Elibrary access, authors are kindly asked to contact the UNWTO Programme they are working with.

2. **Data sources:** UNWTO, as well as other UN agencies and/or official country data should be the preferred data sources.

3. **Other sources:** Note that only original and official sources should be used. In case you find an interesting source of a third party within a publication, the original third party source should be investigated and used.

   Any source should be mentioned in detail within the references and/or bibliography (see page 89 for detailed information on references and bibliography).

4. **Documents' length** should be limited to a maximum of **200 pages.**

General remarks on the content:

- UNWTO Elibrary free of charge;
- Use original and official data or statistics, only;
- For third party sources: find the original source;
- Limit your manuscript to 200 pages.

Language and terminology

The United Nations has defined Oxford English as the English language to be used. As most word processing programmes (like Microsoft Word) do not have this spell check, we recommend using 'Canadian spell check', which is the closest to Oxford English.

Below is a list of useful sources:

– **United Nations Editorial Manual** – for the detailed use of the **UN dictionary:** http://dd.dgacm.org/editorialmanual/ed-guidelines/style/spelling.htm.

– **UNTerm** – for queries on **UN terminology** and nomenclature:
http://unterm.un.org.
Besides to general and specific notes, you will also find answers concerning the correct UN spelling of countries.

– Basic Glossary on tourism topics – for **UNWTO terminology:** https://s3-eu-west-1.amazonaws.com/staticunwto/Statistics/Glossary+of+terms.pdf.

– **UNWTO TourisTerm** – the database from UNWTO translators for UNWTO translators:
http://lmd.unwto.org/en/content/touristerm.
A web page not only interesting for translators. In addition to showing equivalent terms in four of the five official languages of the Organization (English, French, Russian and Spanish), some records contain definitions, links to online references and other useful information.

– **Global Code of Ethics for Tourism** – For queries on ethical issues:
http://ethics.unwto.org/content/global-code-ethics-tourism.

Please also consult the "UNWTO writing rules" on page 57.

Language and spell check:

English:
Oxford English, Canadian spell check.

Spanish:
Spanish, international sort

French:
French, France

Short links:

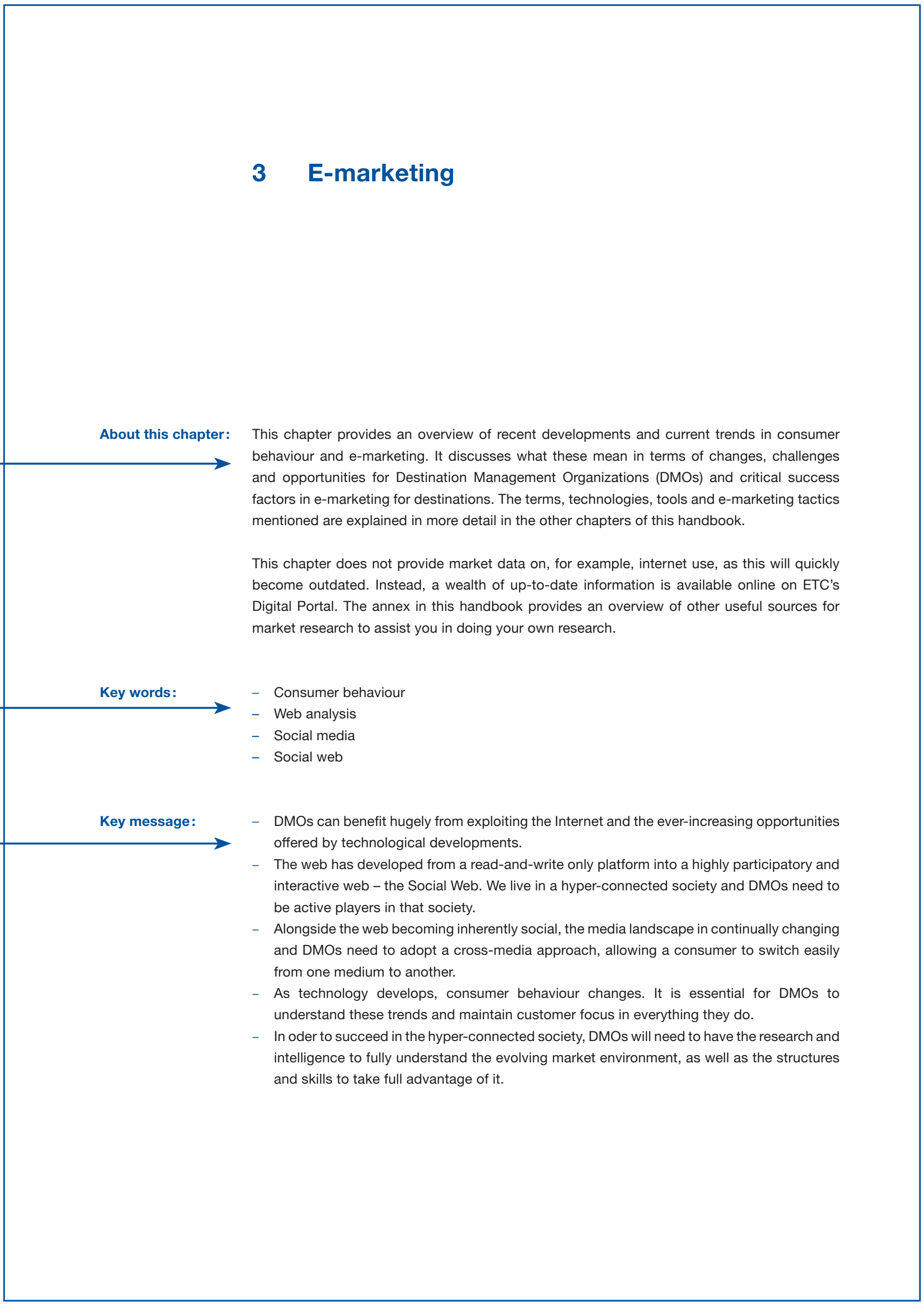
- UN Editorial Manual – dictionary
- UN terminology = UNterm (also useful for country names)
- UNWTO Glossary
- UNWTO TourisTerm – translations
- Tourism ethical issues
- UNWTO special writing rules

Example
Introduction to each chapter
first page of chapter

Brief introductory paragraph
(here called: “About this chapter”,

Key words

Key message



3 E-marketing

About this chapter: This chapter provides an overview of recent developments and current trends in consumer behaviour and e-marketing. It discusses what these mean in terms of changes, challenges and opportunities for Destination Management Organizations (DMOs) and critical success factors in e-marketing for destinations. The terms, technologies, tools and e-marketing tactics mentioned are explained in more detail in the other chapters of this handbook.

This chapter does not provide market data on, for example, internet use, as this will quickly become outdated. Instead, a wealth of up-to-date information is available online on ETC’s Digital Portal. The annex in this handbook provides an overview of other useful sources for market research to assist you in doing your own research.

Key words:

- Consumer behaviour
- Web analysis
- Social media
- Social web

Key message:

- DMOs can benefit hugely from exploiting the Internet and the ever-increasing opportunities offered by technological developments.
- The web has developed from a read-and-write only platform into a highly participatory and interactive web – the Social Web. We live in a hyper-connected society and DMOs need to be active players in that society.
- Alongside the web becoming inherently social, the media landscape in continually changing and DMOs need to adopt a cross-media approach, allowing a consumer to switch easily from one medium to another.
- As technology develops, consumer behaviour changes. It is essential for DMOs to understand these trends and maintain customer focus in everything they do.
- In oder to succeed in the hyper-connected society, DMOs will need to have the research and intelligence to fully understand the evolving market environment, as well as the structures and skills to take full advantage of it.

Structure of UNWTO publications

All UNWTO publications should have the following structure:

- Table of Contents
- Acknowledgements
- Foreword
- Executive summary
- Introduction (optional)
- Chapters
- Annexes (optional)
- Lists (optional; e.g., List of tables, List of figures, List of participants, List of abbreviations etc.)
- References/Bibliography (optional in case of Seminars/Conferences)

Structure of UNWTO publications:

- Acknowledgements
- Foreword
- Executive summary
- (Introduction)
- Chapters
- (Annexes)
- (Lists)
- References/Bibliography

Limit of pages: 200

Structure of chapters

All chapters should start in a new page.

Before starting with the main text, any chapter should include:

- A brief introduction/paragraph to the chapter (up to 100 words);
- Five to ten resuming bullets or key words; and, if possible,
- A brief key message.

See previous page for example.

It is recommended to have more or less the same number of subchapters in each chapter. In as much as possible, each subchapter should have more or less the same length.

Structure of chapters:

Start every main chapter with:

- Introductory text (100 words);
- 5 to 10 resuming bullets or key words;
- Brief key message.

See examples aside.

Subchapters:

- Same number of subchapters in each chapter;
- Subchapters should have same length.

Example
Plain text/main body

correct:

E-marketing must be an integral part of the marketing programme of a DMO, not a separate activity. · It is increasingly uncommon to develop a pure e-marketing strategy. · However, organizational goals need ‘translating’ into e-marketing goals and objectives; · e-marketing does require specific expertise and experience and, in many organizations, departments and roles are divided between online and more traditional media.

¶

The following sections in this chapter offer essentials – key concepts and building blocks – that will help you in preparing and building an e-marketing strategy. · They are not exclusive to e-marketing and, if shared across departments, they will not only assist in developing an integrated e-marketing strategy but also an integrated organizational strategy.

1 space (blank) [·] before new sentences

1 single line between paragraphs

No bleed nor indent before paragraph

wrong:

E-marketing must be an integral part of the marketing programme of a DMO, not a separate activity. · · It is increasingly uncommon to develop a pure e-marketing strategy. · · However, organizational goals need ‘translating’ into e-marketing goals and objectives; · · e-marketing does require specific expertise and experience and, in many organizations, departments and roles are divided between online and more traditional media.

✕→ The following sections in this chapter offer essentials – key concepts and building blocks – that will help you in preparing and building an e-marketing stra-tegy. · · They are not exclusive to e-marketing and, if shared across departments, they will not only assist in developing an integrated e-marketing strategy but also an integrated organizational strategy.

2 spaces (blanks) [· ·]

No bleed or indent before paragraph

no separating of syllables, write hyphen less

Plain text / main body for UNWTO manuscripts

- The complete manuscript (the main body, all kind of titles, additional elements like text boxes, tables, etc.) should be in **Arial.**

- The text should be of 12 pt and lines should have 1,5 spacing for a better legibility during the revision process.

- The text should be hyphen less (= without separating syllables) and flushed (left and right) for revision reasons.

- Paragraphs should be separated by a free single line and no double spaces (blanks) should be typed (e.g., before starting a new sentence).

- No bleed nor indent should be set before any paragraph.

Plain text/main body:

- Arial, 12 pt
- Spacing: 1.5 lines
- Hyphen less
- Justified to both sides
- 1 single line between paragraphs
- No double spaces (blanks) [· ·]
- No bleed/indent before paragraph

Example
Structure and spaces of titles –
Writing of titles within the manuscript
(in Arial, real sice)

Structure of chapters:

Start every chapter with:

- introductory text (100 words)
- 5 to 10 resuming bullets
- brief key message

(see pages 16 and 17)

Subchapters:
Include an introductory text for all subchapter.

Writing of titles:
correct:
All titles should be written in **sentence case.**

wrong:
Full stop **[.]** at the end of numbers and/or titles

CAPITAL LETTERS

Title case

Spacings:

correct:
Before next title or subchapter:
2 blank lines

correct:
After any title: 1 blank line

[main body, Arial, 12 pt]

Chapter 6
‘Sentence case’ for the first level title

Chapters should all start on a new page. Include a brief introduction/paragraph to the chapter, some five to ten resuming bullets for this chapter and a key message before starting with the main text or the following subtitle. At the end include two free lines before continuing the next part.

6.1. Use ‘sentence case’ for the second level title.

Start writing the text to the 2nd level title after a free line and include a brief introduction to this part, before starting a new subchapter. The text ends with two free lines before starting the next subchapter.

6.1.1 IN TITLES: NO CAPITAL LETTERS ONLY

Start writing the text to the 3rd level title after a free line and include a brief introduction to this part, before starting a new subtitle. The text ends with two free lines before starting the next sub chapter.

Forth Level Titles: No Numbering

Start writing the text to the 4th level title after a free line. An introduction to this part is not necessary. It ends with two free lines before starting the next subtitle.

¶

¶

6.1.2 Next subchapter

¶

Please try to maintain this structure throughout the complete document and be consistent.

Levels of chapters and subchapters

As the 'external' structure of the manuscript has been detailed already in page 17, this part refers to its 'internal' structure.

Every time a new chapter starts it should be consecutively numbered (Chapter 1; Chapter 2; Chapter 3; etc.).
The font of this 1st level title (= chapter's main title) should be **Arial, bold, 16 pt.**

All successive chapters and subchapters should be numbered consecutively until the **third level.** After the chapters' numbering and their titles, **no full stop [.]** should be set. Further subchapters should not be numbered.

The 2nd and 3rd level subchapters should be written in **Arial, bold, 14 pt,** while further subchapters should be written in **Arial, bold, 12 pt.**

See examples aside.

Levels of titles and their font use

Chapter 1	= Main title | 1st level	Arial, bold, 16 pt
1.1	= Subtitle | 2nd level	Arial, bold, 14 pt
1.1.1	= Subtitle | 3rd level	Arial, bold, 14 pt
Further subchapters should not be numbed		Arial, bold, 12 pt

Levels of titles and subtitles:

Chapter 6	Chapter 7
6.1	7.1
6.1.1	7.1.1
6.1.2	7.1.2
	7.1.3
6.2	
6.2.1	7.2
6.2.2	7.2.1

Next level of chapter without number, set in bold

No full stop [.] after the last cipher

No full stop [.] after the chapter's title

Writing and spaces

With exception of the publication's main title that should be written in 'title case' (the main words of a title start with a capital letter), **all chapters should be written in 'sentence case', only, and no capitalization should be used.**

CAPITAL LETTERS or UPPER CASES are reserved for acronyms and/or abbreviations.

Use 'sentence case' for all titles of chapters and subchapters. Do not set any full stop [.] after any chapter number nor title. Do not use tabulators for structuring the titles.

Between each title and the following text, there should be a blank line. Between the text and a new sub chapter or title there should be two blank lines.

Writing of titles:

correct:
- 'Title case' for principal title of publication
- 'Sentence case' for all other titles and subschpters

Example:
2.1.3·Example for a **t**hird **l**evel **t**itle

wrong:
- No full stop after numbering or title [.]
- NO CAPITAL LETTERS ONLY

Example for wrong writings:
2.1.3.→Example for a **T**hird **L**evel **T**itle.
2.1.3.→EXAMPLE: THIRD LEVEL TITLE.

Example
List 1 – Complete sentences

Main characteristics:

- Complete sentences
- Items can be read independently from its introductory sentence before the list starts
- First word: capitalized
- Each entrance ends with a full stop [.]

Among the different joint ventures set up to date, the following should be mentioned:

- CITS and American Express Travel Services formed a joint-venture travel company in December 2002, headquartered in Beijing.
- The TUI China Travel Company was the first controlled by foreign partners. The launch followed the signing of an initial cooperation agreement, between CTS and TUI. All companies are signatories to the joint venture.
- Among the most significant, these are the data:
  - The changing demographic profile of China from 177 million people will be around 500 million by 2025.
  - By 2015 almost half of China’s population will live in major urban centres.

Lists and their hierarchies

General remarks

All lists in all levels start with an **n-dashes** [–] (no hyphen [-]).
The first word of an item on a list will be capitalized.

General remarks on lists:

- All levels start with an **n-dashes** [–] (no hyphen [-]).
- The **first word** of an item will be **capitalized.**
- Lists can also follow a numerical order [1., 2., 3.,…].

Levels will be marked by a wider indent regarding their level:

- Level 1
- Level 1
  - Level 2
  - Level 2
    - Level 3
    - Level 3

Levels will be marked by a wider indent regarding their level:

- Level 1
- Level 1
  - Level 2
  - Level 2
    - Level 3
    - Level 3

There are three different types of lists:

1. **List 1** for complete sentences;
2. **List 2** for subordinate clauses or headwords where each entrance can be read as a continuation of the introductory text;
3. **Numbered list** where the introductory text should announce the number of points or entrances that will be listed.

Three different types of lists:

- **List 1:** complete sentences
- **List 2:** subordinate clauses or headwords (each entrance as continuation of introductory text)
- **Numbered lists**

Within lists avoid:

- numbers + brackets [1), 2), 3),…, ,];
- alphabetical lists [a), b), c),…];
- roman numbers [i), ii), iii),…];
- levels beyond level 3.

In lists avoid:

- Numbers + brackets
- Alphabetical lists [a), b), c),…];
- Roman numbers [i), ii), iii),…];
- Levels beyond level 3.

List 1 – Complete sentences

Main characteristics:

- This list is composed by complete sentences.
- The items can be read independently from its introductory sentence before the list starts.
- The first word of an item on a list should be capitalized.
- Each entrance should end with a full stop **[.]**.
- The entrances can include more than one sentence.
- Items can have secondary lists.

Example
List 1 and List 2 in three levels

The following issues should be considered when planning and executing special promotions:

Items 1 and 2:
List 1, level 1

- Special promotions could be publicized through various methods and media including consumer advertising, PR, direct mail to operator and DMO databases and viral Internet-based drives, e.g. a competition running on various Internet portals where the Internet user’s email details as well as the details of friends and relatives are captured and they are in turn sent the promotional email and so it continues.
- The more targeted the promotion, the greater the chances of success and promotions aimed at special interest clubs, associations, etc. could be very useful e.g. a golf promotion to golf clubs, a wine-tourism promotion aimed at wine-tasting clubs, a special birding experience for members of birding clubs, and so on.

Item 3:
List 1, level 1

List 2 – subordinate clauses, level 2

List 2 – headwords, level 3

- In establishing marketing partnerships with travel trade partners and pooling financial and other resources, a joint marketing agreement should be formulated to formalize the arrangement. Such agreement should express:
  - The obligations and responsibilities of each party;
  - Each party’s investment in the promotional initiative (in cash and/or in kind);
  - The exact role(s) of each party in the agreement;
  - A cooperative promotional plan that spells out:
    - Objectives;
    - Activities;
    - Time frames;
    - Evaluation and Report.

Item 4:
List 1, level 1

- Operators, travel agencies and other parties that agree to be part of the sales, distribution and fulfilment channel for the promotion should be well-versed in the destination and to ensure first hand knowledge they should be invited to information seminars and preferably be hosted for a familiarisation visit prior to the launch of the promotion.

Note: List 1 (full sentences) always ends with a full stop, not importing the level on which the item ends.

Example
Numbered list

Type of list: List 2, numbered:

The number of items listed is announced within the introduction to the list

Services for business/official overseas tours are provided by four entities:

1. The state-owned service centre or representative office;
2. The commercial consultative corporation dealing with business/official outbound tour business;
3. Companies handling personal overseas tours; and
4. Travel agencies.

List 2 – Subordinate clauses or headwords

While “List 1” is composed by complete sentences, “List 2” **outlines the main points** of an issue.

Main characteristics:
- Each item outlines the main points.
- It does not form complete sentences, only secondary clauses.
- The items cannot be read independently from its introductory sentence before the list starts.
- The first word of an item should be capitalized.
- The entrances can include more than one sentence.
- Each entrance ends with a semicolon **[;]**.
- The last item of the list should end with a full stop **[.]**.
- The List can have secondary lists.

“List 1” and “List 2” characteristics can be mixed.

(See example aside.)

List 2
Subordinate clauses or headwords

Main characteristics:
- Each item outlines the main points
- It does not form complete sentences
- The items cannot be read independently from its introduction
- First word: capitalized
- Each entrance ends with a semicolon **[;]**
- The last item ends with a full stop **[.]**

Numbered lists

Independently from the type of list (List 1 or List 2) lists can also follow a numerical order [1., 2., 3.,…].

A numerical list can be included in any kind of lists.
Mostly, a numbered list is introduced in the text, naming the number of items that will be listed, as you can see in the adjoining example.

Correct: Set a dot after the number:
1. 2. 3. 4. 5. […]

Wrong: Avoid following writings:

1) 2) 3) 4) 5) […]	numbers + brackets
i. ii. iii. iv. v. […]	roman numbers
a) b) c) d) e) […]	alphabetic orders

How to decide about which list to use

Choose the correct type of list.

In case you cannot decide what kind of list to use, the following criteria could help:

Complete sentences → List 1

Each item can be read independently from the introductory text.
The first and all the following items of the list form complete sentence (main clauses).
All items of the list end with a full stop.

This rule is independent of the item's length or the number of sentences that might compose it.

List 1: Complete sentences

- Items can be read independently from its introductory sentence before the list starts
- First word: capitalized
- Each entrance ends with a full stop [.]

Subordinate clauses or headwords → List 2

No item can be read independently from the introductory text and needs to be read as a continuation of the previous paragraph or introductory text before the list.

The first and all the following items of the list form subordinate clauses or headwords.
All items of the list end with a semicolon.
The last item of the list ends end with a full stop.

This rule is independent of the item's length or the number of sentences that might compose it.

List 2: Subordinate clauses or headwords

- Items can be read as a continuation of the introductory text
- Items cannot be read independently from its introduction
- First word: capitalized
- Each entrance ends with a semicolon [;]
- The last item ends with a full stop [.]

Numbered list

The introduction to the list names the number of items that will be listed.
A numbered list can be composed of any type of list (List 1 or List 2).

Numbered list

- Any type of list can be numbered;
- Number of items must be announced within introductory text.

Quotations, references and cross references

General remarks

Direct quotations should reproduce the original text exactly and should be carefully checked for accuracy. Only the following changes are permitted:

- The initial letter may be changed to a capital or lower-case letter as necessary.
- The final punctuation may be omitted as necessary.
- The original footnotes and footnote indicators may be omitted.
- Typographical and other clearly unintentional errors may be corrected.

Sources must be provided for all quotations as footnotes and within the bibliography. When the source is a United Nations document, paragraph numbers, not pages, should be cited.
For information on the citation of sources, see Bibliography guidelines.

English quotation marks should be used [“…” | ‘…’] for English texts.

Quotations:

English quotation marks [“…” | ‘…’] should be used.

Depending on the part of the text quoted, the quotation marks should be written as in ‘regular’ literature.

See examples.

Footnotes within quotations

Footnotes contained within quotations are omitted unless the meaning or purpose of the quotation would be obscured without the footnote. If the footnote must be retained, keep the original footnote number and place the footnote directly below the quotation. The final quotation marks should follow the footnote.

Quotations from resolutions, decisions and United Nations documents

Short passages from resolutions and decisions or from previously issued reports are normally presented as indirect quotations and are therefore not enclosed in quotation marks. It may be necessary to change the verb tenses in the indirect quotation to make them consistent with the rest of the text. While wording that is not strictly relevant to the context may be omitted, the indirect quotation should nevertheless adhere as closely as possible to the original text.

Example:
Double and single quotation marks

Rule 60 of the rules of procedure of the Council states that “the phrase ‘members present and voting’ means members casting an affirmative or negative vote”.

Examples:
Capitalization and punctuation

Example 1:
Sentence starts with a quoted part

1.
“This is a citation of a text at the beginning of a sentence” which will start with a capital letter and the punctuation is placed outside the quotation.

Examples 2:
- Sentence ends with a quoted part
- The punctuation is placed outside the quotation marks

2.
The citation at the end of a sentence should be set “between the quotation marks, and the full stop will be set at the very end after the quote”.

At the same meeting, the representative of Chile orally revised draft resolution by inserting, at the end of operative paragraph 4, the words “or at the highest level possible”.

Example 3:
- Quote within the sentence
- The punctuation placed outside the quotation marks

3.
Whenever the text quotes “a part of the quotation within the sentence”, the quoted part should be set within quotation marks and the sentence shall continue as usual.

Example 4:
- Complete sentences are quoted
- The punctuation is placed inside the quotation marks

4.
“If you wish to quote complete sentences, the quotation marks have to be placed after the full stop of the quotet sentence.”

In his report on the work of the Organization, the Secretary-General made the following observation: “When it was created more than half a century ago, in the convulsive aftermath of world war, the United Nations reflected humanity’s greatest hopes for a just and peaceful global community. It still embodies that dream.”

Double [“…”] and single [‘…’] quotation marks

Quoted words, sentences and paragraphs are enclosed within double quotation marks. Single quotation marks are used to enclose quotations within quotations.

Note: For quotations within quotations within quotations, use double quotation marks.

Double quotation marks are also used around specialized terms when they are first introduced and defined. Thereafter, these words should be written without quotation marks.

Capitalization and punctuation

The quotations should be written as in ‘regular’ literature, depending on the part of the original text quoted. Two main types of quotations exist:

1. The quotation as part of the sentence.
   If a quotation forms an essential grammatical part of a sentence, the final punctuation is placed outside the quotation marks.
   It begins with a capital letter in case the quote starts the sentence (see example 1).
   It begins with a lower-case letter in case the quote stands at the end or within the sentence (see examples 2 and 3).

2. The quotation stands for its own in a single sentence or paragraph (see example 4).
   A quotation consisting of one or more complete sentences is normally introduced by a colon [:] and begins with a capital letter. The final punctuation is placed inside the quotation marks when it coincides with the end of the sentence.

Examples:
Block quotations

Example 5:
Citation block with quotation marks

- Cited block: within quotation marks
- Before and after the block: 1 blank line
- 1 cm indent left and right
- After the block: short version of source, justified to the right
- After source: 1 blank line
- Text body continues

5.

In the publication on e-marketing in tourism the work to do is stated as follows:

¶

> “The rise of the Internet and expansion of new technologies has transformed the tourism sector in unprecedented ways. This presents immense opportunities yet also great challenges for National and Destination Marketing Organizations that need to keep pace in a constantly changing and competitive environment. As online information becomes one of the primary factors influencing travellers’ decisions, an effective e-marketing strategy is crucial to stand out on the global stage.”
>
> ¶
>
> UNWTO (2014), *Handbook on E-marketing for Tourism Destinations*.

1 cm

1 cm

¶

[The text body continues after the block, after one blank line.]

Example 6:
Citation block exceeding a page or composed by several paragraphs

- **Opening** quotation marks at the beginning of each paragraph
- **Ending** quotation marks, after the last paragraph, at the end of the quotation
- Before and after the block: 1 blank line
- 1 cm indent left and right
- Text body continues

6.

As stated in the “Statutes of the World Tourism Organization”, Article 5:

¶

> “1. Full membership of the Organization shall be open to all sovereign States.
>
> ¶
>
> “2. States whose national tourism organizations are Full Members of IUOTO shall have the right to become Full Members of the Organization, without requirement of vote”,

¶

the World Tourism Organization adopted … [text body continues].

Example 7:
Omissions

All kind of omissions will be marked by ellipsis points between squared brackets
[…]

①
Omission of quoted text within a sentence

②
Omission of paragraphs will be placed instead of the paragraph in a separate line

7.

She reminded the Committee that under article 38 of the Convention on the Rights of the Child:

¶

> “1. States Parties shall undertake to respect […] ① rules of international humanitarian law applicable to them in armed conflicts which are relevant to the child.
>
> ¶
>
> […] ②
>
> ¶
>
> “4. States Parties shall refrain from recruiting any person who has not attained the age of fifteen years into their armed forces. In recruiting among those persons who have attained the age of fifteen years but who have not attained the age of eighteen years, States Parties shall endeavour to give priority to those who are oldest.”

Block quotations

Quotations that consist of a complete paragraph or more than five typed lines are normally set off as an indented block of text (see example 5). Insert quotation marks at the beginning and end of a block quotation.

In United Nations documents, however, quotation marks may be used where necessary for the sake of clarity, for example where the quoted material exceeds a page and it is difficult to see that the material is indented or where the quoted material contains a separate set of paragraph numbers (see example 6).

Insert quotation marks in a block quotation of large citations or citations of several paragraphs as follows:

- **Opening** quotation marks:
  at the beginning of each paragraph and subparagraph (see example 6);
- **Ending** quotation marks: At the end of the last paragraph.

Quotation marks are usually not inserted before ellipsis points that mark omitted paragraphs (see "Omissions" below).

Left and right, the block indent should be of 1 cm.
Following the Bibliography guidelines, a short version of the corresponding source should be included preferable directly below the cited block, justified to the right, with a 1 cm indent (see example 5).

Before and after the block a blank line should be included.

Omissions

Ellipsis points (three dots) between squared brackets are used to mark omissions within a quotation **[...]**. They are used for omissions within a sentence and between complete sentences. It is not necessary to use ellipsis points for omissions at the beginning or end of a quotation.

To indicate the omission of one or more paragraphs within a block quotation, insert the ellipsis points on a separate line of text and align them with the normal paragraph indents.

See example 7.

Example
References to publications within the text

Example 1:
Reference to a publication
The publication's title is set in *italics*

Example 2:
Reference to an article
- The article's title is set within single quotation marks [**'**…']
- The publication's title is set in *italics*

1. As UNWTO sets out in *A Practical Guide to Tourism Destination Management,* without a proper planning or management tourism could damage the destination's environment.

2. As the author mentions in **'**Brazil and its Paths of Flavour**'** (to be read in the *Global Report on Food Tourism,* UNWTO 2012), one of the most fascinating ways of knowing the soul of a person was the gastronomy.

Example
Cross references within the manuscript

Cross references: in lower cases

Do not write cross references in capital letters:
Chapter
Section
Figure
Graph
Table

correct:
Many of the destinations considered in the Tourism Australia survey in Beijing and Shanghai (see section 6.2 for more information) were known to residents. For Europe, 11% of Beijing's and 13% of Shanghai's potential travellers had recently heard something about the destination, see figure 8.1. The potential of this increment is shown in table 1.2 of the previous chapter 1.

wrong:
Many of the destinations considered in the Tourism Australia survey in Beijing and Shanghai (see Section 6.2 for more information) were known to residents. For Europe, 11% of Beijing's and 13% of Shanghai's potential travellers had recently heard something about the destination, see Figure 8.1. The potential of this increment is shown in Table 1.2 of the previous Chapter 1.

wrong	**correct**
Fig.	→ figure
Gr.	→ figure [for graph]
Tab.	→ table
GP	→ good practice
CS	→ case study
Sec.	→ section
Ch.	→ chapter
…	
…	

References to publications within the text

References to publications are bound to UNWTO Bibliography guidelines.

The references are bound to the UNWTO Bibliography guidelines (see page 89): Book titles should be marked in *italics,* titles of articles, essays or similar should be set between single quotation marks ['…'].

Do not forget to indicate the complete source within a footnote at the bottom of the page and within "References" at the end of the publication.

Cross references within the manuscript

Cross references to additional elements should
- not be abbreviated
- be written in lower cases

Cross references to any part of the manuscript, i.e. chapters, titles, subchapters, figures, etc., shall be written in lower cases. See examples highlighted in red and blue below.

No references, whether to publications nor cross references, should be abbreviated.

wrong	**correct**
Fig.	→ figure
Gr.	→ figure [for graph]
Tab.	→ table
GP	→ good practice
CS	→ case study
Sec.	→ section
Ch.	→ chapter
…	
…	

Example
Footnotes

Take care while placing footnote references.

For bibliographical notes use UNWTO Bibliography guidelines.

Footnote 1:
The number is set **after the full stop:** This footnote gives more information about the complete concept of the sentence and/or paragraph it refers to (highlighted in blue). It includes detailed information to it and/or bibliographic references.

Footnote 2:
The number is set **after the comma:** This footnote gives more information about the complete concept of this particular part of the sentence (highlighted in blue). It includes detailed information to it and/or bibliographic references.

Footnote 3:
The number is set right **after the word** the footnote refers to (highlighted in blue). The footnote gives detailed information about this word in particular.

Example 1:
As part of a broader educational reform agenda, Brazil's president Dilma Rousseff initiated a programme in March 2011 called Science Without Borders (Ciências sem Fronteiras) to encourage Brazilian students to study abroad. The programme covers the cost of Brazilian exchange students and aims to send 100,000 of them abroad until 2014, mostly to European universities.[1]

Example 2:
Traditional handicrafts and visual arts, the subject of various international UNWTO conferences,[2] are among the most popular ICH categories with tourists. Many ICH tourism products include some kind of experience of handicrafts, while a smaller number are wholly focused on the visual arts.

Example 3:
Location/scale: The World Heritage Site of Chief Roi Mata's Domain (CRMD) consists of a triangle containing the *kastom*[3] sites of Mangaas, located on the main island Efate, Fels Cave, on Lelepa Island, the Island and fringing reef of Artok, and the stretch of sea that enables travel between these areas. They form a cultural landscape that recounts the life and deeds of Chief Roi Mata, who died in the late 16th or early 17th century.

---

1) Ciência sem fronteiras (2012), available at: http://www.cienciasemfronteiras.gov.br (27-09-2012).

2) UNWTO organised the 1st, 2nd and 3rd International Conferences on Tourism and Handicrafts, between 2006 and 2008.
For more information, see UNWTO (2008a), *Tourism and Handicrafts – A Report on the International Conference on Tourism and Handicrafts,* UNWTO, Madrid.

3) The meaning of *kastom,* an expression derived from the English word "custom", encompasses all things customary, traditional, and related to magic and sorcery.

Footnotes

Footnote references should be placed in numerical order at the bottom of the corresponding page.

Take special care while including the footnote references within the text. Depending on *where* you set them, they refer to a complete paragraph or a part of it (after comma or full stop, see example 1 and 2) or a single word (right after the word, see example 3). For a better understanding, in the examples aside the referring parts are highlighted in blue.

In case bibliographical notes are made, these will be bound to the UNWTO Bibliography guidelines (see example 2 and page 89).

Footnotes:

Take care while placing footnote references.

For bibliographical notes use UNWTO Bibliography guidelines.

Example
Footnotes within tables (or figures)

Alphabetical order;
Superscript as follows:
note[1], note[2]

Corresponding notes: right below the table (or figure) as follows:
1), 2)

Do not write the notes within the footnotes at the bottom of the page.

Table 4.5 Administrative divisions of China, December 2000

Administrative divisions			Capital city		
Name	**Population 2000 (million)**	**Density (inhabitants per km²)**	**Name**	**Population 2000 (million)**	**Share of division's population (%)**
Provinces					
Jilin	26.8	143[1]	Changchun	3.1	11.6
Hainan	7.6	220[2]	Haikou	0.4	5.3
Autonomous regions					
Guangxi Zhuang	43.8	199	Nanning	1.3	3.0
Nei Mongol	23.3	20	Hohhot	0.9	3.9

1) Average 1993–1995.
2) Average 1995–1997.
Note: The STB has a website in simplified Chinese for Chinese interested in Scandinavia.
Source: Home Publishing (2006), *Benchmarking Study on NTO Budgets*.

Example
Footnotes within text boxes (or similar)

Alphabetical order
Superscript as follows:
note[a], note[b], note[c], note[d]

corresponding notes at the end of the box, **within its margins** as follows:
a), b), c), d)

Do not write the notes within the footnotes at the bottom of the page.

Brand Equity [text box]

The value of a commercial brand to the owners is referred to as brand equity. Brand equity has been defined as a set of “brand assets or liabilities linked to a brand's name and symbol that add to or subtract from the value provided by a product or service”.[a]

The assets and liabilities will differ from context to context, but can be grouped into five categories:
1. Loyalty
2. Name awareness
3. Perceived quality
4. Associations in addition to perceived quality
5. Other proprietary assets such as trademarks or channel relationships

Based on this notion, Millward Brown Optimor,[b] in conjunction with The Financial Times, developed the BrandZ Top 100 Most Powerful Brands.[c] Top brand in April 2012 was Apple with a US$ 183 billion brand value, followed by IBM and Google.[d]

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a) Aaker, D. and Joachimsthaler, E. (2000), *Brand Leadership,* The Free Press, New York, p. 17.
b) Millward Brown Optimor, http://www.millwardbrown.com/Sites/Optimor (03-04-2012).
c) WPP (n.d.), BrandzTM (online), available http://www.brandz.com (03-04-2012).
d) Millward Brown (2012), ‘BrandzTM Top 100 Most Valuable Global Brands 2012’ (online), available: http://www.millwardbrown.com/brandz/2012/Documents/2012_BrandZ_Top100_Chart.pdf (05-06-2012).

Footnotes within tables or figures

Footnotes references within tables or figures should be placed in numerical order as superscript as follows:
note[1], note[2], note[3] […]

The corresponding notes should be placed right below the table or figure as follows:
1), 2), 3) […]

Fotnotes within a table or graph should be independent from footnotes within the text body. Therefore start by "1" in every table or graph and do not include those notes within the common footnotes at the end of the page but below the corresponding element.

See *Footnotes, notes and sources of elements* in page 47 for details.

Footnote references within tables or figures:

- New numerical order
- Superscript cases
- Corresponding note below table or figure

Footnotes within text boxes or similar

See footnotes within tables and figures. Footnotes references within text boxes or similar should be placed in alphabetical order as superscript as follows:
note[a], note[b], note[c] […]

Similar to the table/figure footnotes, the corresponding notes should be placed at the end of the box within its margins as follows:
a), b), c) […]

Do not write the notes within the common footnotes at the bottom of the page.

See *Footnotes, notes and sources of elements* in page 47 for details.

Footnote references within text boxes (or similar):

- Alphabetical order
- Superscript cases
- Corresponding note at the end of the box
- Within its margins

Example
Cross references within the manuscript

Cross references: in lower cases →

Do not write cross references in capital letters:
Chapter
Section
Figure
Graph
Table
→

correct:
Many of the destinations considered in the Tourism Australia survey in Beijing and Shanghai (see section 6.2 for more information) were known to residents. For Europe, 11% of Beijing's and 13% of Shanghai's potential travellers had recently heard something about the destination, see figure 8.1. The potential of this increment is shown in table 1.2 of the previous chapter 1.

wrong:
Many of the destinations considered in the Tourism Australia survey in Beijing and Shanghai (see Section 6.2 for more information) were known to residents. For Europe, 11% of Beijing's and 13% of Shanghai's potential travellers had recently heard something about the destination, see Figure 8.1. The potential of this increment is shown in Table 1.2 of the previous Chapter 1.

wrong	**correct**
Fig.	→ figure
Gr.	→ figure [for graph]
Tab.	→ table
GP	→ good practice
CS	→ case study
Sec.	→ section
Ch.	→ chapter
…	
…	

(Text)boxes, graphs, images, tables and similar elements

This part refers to all additional elements a manuscript might have such as graphs, tables, images, (text)boxes or similar.

General remarks

We can define the following elements commonly used in UNWTO publications:

- **Tables:** Please make sure to include them as a “table” within the word processing programme and not as text separated by tabs and paragraphs. If necessary you can include a spread sheet (e.g. in Excel) attainable by double click and/or attached as separated electronic document accompanying the manuscript’s documents.

Tables
should be integrated within the manuscript or attached to it within separate documents.

Attached documents should be named and numbered as their respective element.

- **Figures = graphs, images, logos** and similar: To reduce the number of different elements and to avoid definition problems, we shall refer to all ‘visualizing’ elements as “figure”.
  Please make sure that these elements are editable and that the necessary electronic sources are included or attached within the manuscript’s material. All of them shall have the necessary resolution and/or format for editing.

All **‘visual’ elements** shall be defined as **“figures”** and their electronic sources should be attached to the manuscript as separate **editable** documents.
graph → figure
image → figure
figure → figure

Attached documents should be named and numbered as their respective element.

- (Text)**Boxes:** The text box elements that most appear in UNWTO publications are the following: “box” (do not write “text box”), “case study”, “good practice”.
  In case none of these definitions fit, the author is free to define a name that clearly identifies the content of its text box.

Text boxes shall be defined as
- box
- case study
- good practice

All elements should be delivered in editable formats (see details in the following pages) and be attached to the manuscript as additional documents, if necessary. In these cases please make sure that the documents attached can be clearly identified and that they are named and numbered as their respective element (see page 51 onwards).

Cross references within the manuscript to any of these elements should not be abbreviated and should be written in lower cases (unless the sentence starts with one of these words). For more details see examples aside.

References within the manuscript:
- Lower cases
- No abbreviations

wrong	**correct**
Fig.	→ figure
Gr.	→ figure [for graph]
Tab.	→ table
GP	→ good practice
CS	→ case study

Example
Titles and headings elements

correct:

Figure 6.10 Market share of travel agencies, 2005–2007 (%)

Figure 6.10 → Market share of travel agencies, January 2006 (%)

Time periods: after the title,
separated by a comma

Measurements or units:
within brackets at the end

wrong:

Fig. 6.10. Market Share of Travel Agencies. (2005-2007 in %)

Fig. 6.10: MARKET SHARE OF TRAVEL AGENCIES (2005-2007 in per cent).

1 2 3 4 5 4

1 – no abbreviations of elements
2 – no punctuation after the element's
number
3 – no title format nor capitalization of titles
4 – no punctuation after the element's title
5 – only measurements within brackets

Titles/headings of elements like tables and figures

Titles should be as short as possible. Any important and additional notes can be included below the element as a separate note or comment.

The writing of titles/headings should be written in ‘sentence case’
without any full stop [.] at the end.

The title should be written right after the element’s number
without using colons [:] nor any other symbols.

If dates or time periods are to be included, this information has to be written after the title, separated by a comma.

Measurement symbols or units should be included within brackets at the end of the title.

The writing of titles/headings follows these rules:

- Use ‘sentence case’
- No colon, dot or comma after the elements numbering
  (see also chapters’ and subchapters’ rules)
- No full stop [.] at the end of the title
- Dates or time periods: after the title, separated by a comma
- Measurement symbols or units: within brackets at the very end

Titles of elements:

- Use ‘sentence case’
- No punctuation after the element’s number
- No full stop at the end or in between
- Dates or time periods:
  after the title, separated by a comma
- Measurements within brackets at the end

Example
Numbering of elements throughout the manuscript

Numbering is according to the chapter and the element.

Chapter’s number defines the elements first/main number.
After a dot each element follows a separate numeration

Within the same chapter,
element A (e.g., tables) should be numbered from 1 to n

element B (e.g., figures) from 1 to m, etc.

①
wrong:
continuous numbering of elements from one chapter to another

②
wrong:
continuous numbering of different elements throughout the manuscritp

correct:
continuous numbering within a chapter

Chapter 1

Figure 1.1 Market share of travel agencies, 2005-2007 (%)
Figure 1.2 Monthly growth of… (%)
Table 1.1 Market share of travel agencies, 2005-2007 (%)
Table 1.2 Monthly expenses of… (US$ million)
Figure 1.3 Market share of… (%)
Table 1.3 Market share of… (million)

Chapter 2

Table 2.1 Market share of travel, 2005-2007 (%)
Table 2.2 Market share of… (%)
Figure 2.1 Market share of travel agencies, 2005-2007 (%)
Figure 2.2 Monthly growth of… (%)
Figure 2.3 Market share of… (million)

wrong:
continuous numbering through all chapters

①

Chapter 1

Figure 1 Market share of travel agencies, 2005-2007 (%)
Figure 2 Monthly growth of… (%)
Figure 3 Market share of… (%)
Table 1 Market share of travel agencies, 2005-2007 (%)
Table 2 Monthly expenses of… (US$ million)

Chapter 2

Figure 4 Market share of travel… (%)
Table 3 Market share of… (%)
Table 4 Market share of travel, 2005-2007 (%)
Figure 5 Monthly growth of… (%)
Figure 6 Market share of… (%)
Table 5 Market share of… (%)

---

②

Chapter 1

Figure 1 Market share of travel agencies, 2005-2007 (%)
Figure 2 Monthly growth of… (%)
Figure 3 Market share of… (%)
Table 4 Market share of travel, 2005-2007 (%)
Table 5 Market share of… (%)
Table 6 Monthly expenses of… (US$ million)

Chapter 2

Figure 7 Market share of travel… (%)
Figure 8 Market share of… (%)
Table 9 Market share of… (%)
Table 10 Market share of travel, 2005-2007 (%)

Numbering of elements

The numbering is according to the chapter and the element. The chapter's number defines the elements first/main number. After a dot each element follows a separate numeration:
Within the same chapter, element A (e.g., tables) should be numbered from 1 to n, element B (e.g., figures) from 1 to m, and so on.

Numbering of elements:

According to the corresponding chapter and following a separate enumeration for each element.

Attached documents of elements should be named and numbered following this rule.

Example
Footnotes within tables (or figures)

alphabetical order
superscript as follows:
note[1], note[2]

corresponding notes: right below the table
(or figure) as follows:
1), 2)

Table 4.5 Administrative divisions of China, December 2000

Administrative divisions			Capital city		
Name	**Population 2000 (million)**	**Density (inhabitants per km²)**	**Name**	**Population 2000 (million)**	**Share of division's population (%)**
Provinces					
Jilin	26.8	143[1]	Changchun	3.1	11.6
Hainan	7.6	220[2]	Haikou	0.4	5.3
Autonomous regions					
Guangxi Zhuang	43.8	199	Nanning	1.3	3.0
Nei Mongol	23.3	20	Hohhot	0.9	3.9

1) Average 1993–1995.
2) Average 1995–1997.
Note: The STB has a website in simplified Chinese for Chinese interested in Scandinavia.
Source: Home Publishing (2006), *Benchmarking Study on NTO Budgets.*

Example
Footnote and several sources
for different parts of table

Include the superscripts for footnotes first,
starting with note[1]

In continuation include the superscripts for
sources to specific parts. Here: note[2], note[3]

Include notes and sources
below the element in following order:

1. first specific footnotes: 1)

2. then general notes

3. then sources:
first specific sources: 2), 3)
then general sources

Table 2.1 Change in international tourist arrivals by purpose of visit, 2009 (%)

Country	Leisure	Business	Visit to friends, family and other
Australia [2]	–2.2 [1]	–11.3	12.8
Nepal	–72.3	–1.2	n.a.
South Africa	5.1	–15.7	n.a.
United Kingdom [3]	3.0	–20.0	–10.0
Vietnam	–14.8	–0.2	1.4

1) Data for 2008.
Note: The data of the countries not included in this table is detailed in the annex.
Sources: 2) Department of Resources, Energy and Tourism, Government of Australia (2010).
3) VisitBritain (2010).
National Tourism Administrations (2010).

Footnotes, notes and sources of elements

(see also page 37)

Footnotes, notes and sources which correspond to an element should be placed right beneath the element. Any bibliographical references should follow UNWTO Bibliography guidelines (see page 89). All kind of notes and sources shall end with a full stop [.].

Order and specification of footnotes, notes and sources:

1. **Footnotes within tables or graphs**
   Footnotes references within tables or figures should be placed in numerical order as superscript as follows: note[1], note[2], note[c] […]

   The corresponding notes should be placed right below the table or figure as follows: 1), 2), 3) […]

   Fotnotes within a table or graph should be independent from footnotes within the text body. Therefore start by “1” in every table or graph and do not include those notes within the common footnotes at the end of the page.

2. **Notes**
   Notes give general information to the whole element while the footnote refers to a specific part of the element.

3. **Sources**
   Biographical sources shall follow UNWTO Bibliography guidelines.

   In case several sources were used for creating the element, start mentioning the authors in alphabetical order.

   In case different sources were used for different parts of the element (see example aside), these should be marked as a footnote **continuing** the numerical superscript and placed within the sources.

Start numbering the footnotes, notes and sources in the above mentioned order.

Footnotes within text boxes or similar

See footnotes within tables and figures. Footnotes references within text boxes or similar should be placed in alphabetical order as superscript as follows:
note[a], note[b], note[c] […]

Similar to the table footnotes, the corresponding notes should be placed at the end of the box within its margins as follows: a), b), c) […]

See also page 38.

Footnotes, notes and sources corresponding to an element should be placed beneath the element in the following order:

1. Footnotes:
Specific information to that footnote, registered in numerical supersripts

2. Notes:
General information to the element

3. Sources:
- Follow UNWTO Bibliography guidelines
- Include specific sources first, if necessary
- Then general sources
- Then

Example
Table headings with unit

Header: ‘sentence case’

Time frame, after a comma

Unit within brackets

Table 1.2 Leisure tourism – average spending per person, average length of stay and average spending per day, 2008 and 2009

Region	2008			2009		
	Average spending (USD)	Average length of stay (days)	Average spending, per day (USD)	Average spending (USD)	Average length of stay (days)	Average spending, per day (USD)
Total	1,353	11.5	118	1,205	12.5	96
United States of America	1,212	11.0	110	1,100	11.5	96
Canada	1,567	14.3	109	1,378	17.0	81
Central America	969	6.3	155	1,067	7.7	139
Europe	1,752	14.5	119	1,420	16.3	87

In case the unit is valid for the complete table, it shall be included only once within the table’s title.

Table 2.1 Change in international tourist arrivals by purpose of visit, 2009 (%)

Country	Leisure	Business	Visit to friends, family and other
Australia	–2.2	–11.3	12.8
Nepal	–72.3	–1.2	n.a.
South Africa	5.1	–15.7	n.a.
United Kingdom	3.0	–20.0	–10.0
Vietnam	–14.8	–0.2	1.4

Example
Tables with text

Follow all other rules concerning the manuscript’s text
(here: List 2)

Table 1.1 Assessment of local economic mapping and pro-poor VCA

Advantages	Disadvantages
– Puts pro-poor flows in the context of the overall tourism economy; – Able to use ‘tried and tested’ frameworks and tools from local economic development approaches; – Enables decisions for pro-poor intervention to be based on an overview and comparative enterprise-level information, rather than assumptions that a certain type of tourism is most likely to be pro-poor; – Takes a destination focus and thus can support policy making at destination level; – Highlights and explores the importance of supply chains to the poor; – VCA can examine the tourist destination in the context of a global value chain; – Studies tend to be relatively quick, market aware and policy focussed.	– Approaches still evolving and not yet standardised; – Relatively more effort goes into mapping the current situation than identifying options for future enhancement of pro-poor impact; – Focus on the destination means little can be said about the impact of tourism on the broader economy or impact on poor households outside the destination.

Tables

Please make sure to include tables **technically** as "table" within the word processing programme. That means: do not draft tables as text, separated by tabs and paragraphs or similar.

If necessary you can include spread sheets (e.g., Excel tables) attainable by double click and/or attached as separated electronic documents accompanying the manuscript's documents and clearly named for its identification and inclusion within the final publication's layout.

Consult the formatting of table titles in page 111.

The table's **headers,** as well as the contents of columns and lines of tables will follow the same rules as any other title of additional elements, this means they shall all be written in 'sentence case' and no full stop will be set.

Time frames shall be places after a comma a line below the header within the same cell.

Measurement symbols or units should be written within brackets a line below the header within the same cell.

To better distinguish the headings from the table's data during the layout, you can **bold** the header and/or include a light background.

Fillings and shadings: the less, the better – keep it simple.
Avoid fillings and do not use shadings, unless it is absolutely necessary.
Do not use 3-D options.

All tables should be set in **Arial, 9 pt, single line space.**

In general try to design your table as simple and understandable as possible and avoid repetitions.

Table's format:

- Table within word processing programme (e.g., Word) and/or
- Spread sheets (e.g., in Excel) in a separate document
- Arial, 9 pt, single line spacing
- Do not design 3-D
- Keep it simple

Headers of tables:

- 'Sentence case'
- No full stop
- Time frames and Measurement symbols or units: below the header within the same cell
- bold and/or light background

Attached tables:

If any table is attached within a seperate document, name it as indicated within the manuscript.

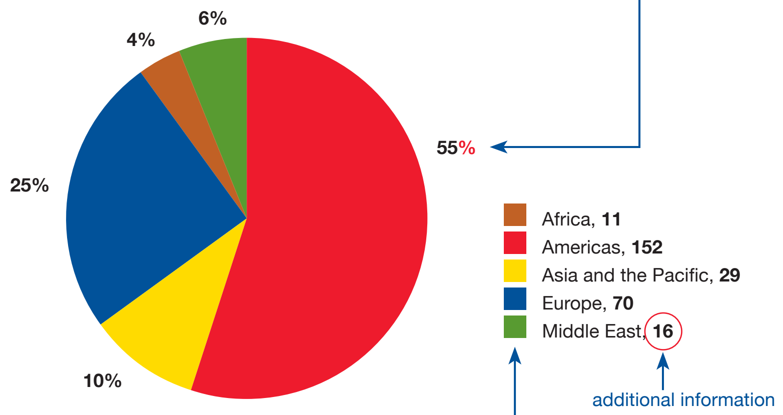
Example:
1. Type of element (here: **table/tab)**
2. Number of element within the manuscript (here: **4.5** = 4-5)
3. **short title** to identify content (here: administrative divisions)

Name of document:
table_4-5_admin_div.doc
tab_4-5_admin_div.xls

Example 1:
Graph with legend

For better legibility, you are free to repeat the measurement within the graph

Figure 3.1 Number of cooperation agreements by region (%)



additional information

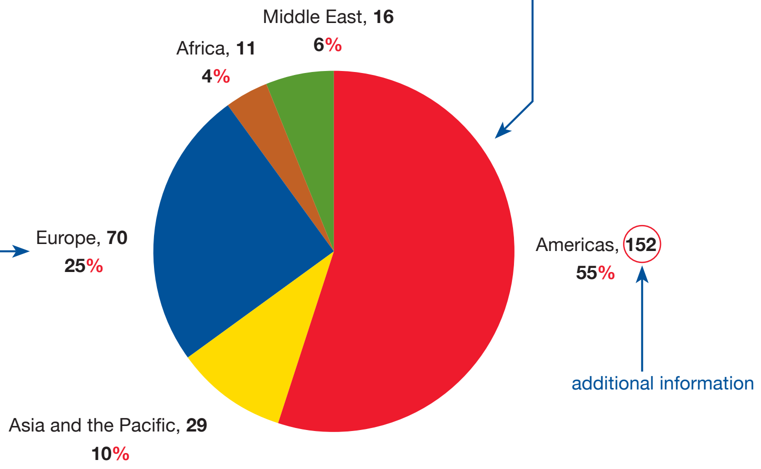
Make sure to use the same colours for same characteristics
whether you include a legend or not

and follow the same style throughout the manuscript

Example 2:
Graph without legend

Pies: Within the graph they include percentage symbols always [%]

Figure 3.1 Cooperation agreements by region (%)



additional information

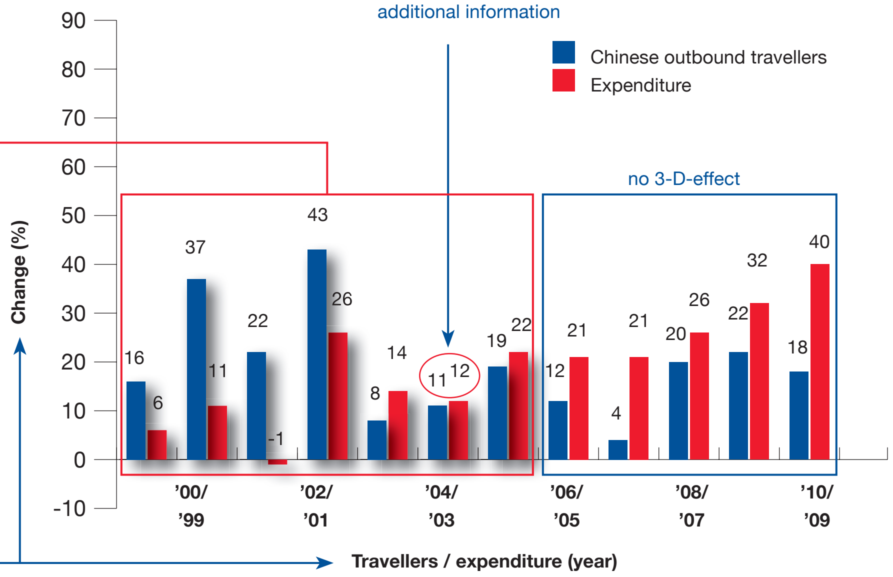
Example 3:
Headers in x- and y-axis

'Special effects' like 3-D make the graphs less legible

'Sentence case',
measurement or unit within brackets

Figure 6.2 Outbound trips from China, 1999-2010 (% change over previous year)

additional information



no 3-D-effect

Graphs, images, logos, etc. = Figures

As previously defined, all kind of ‘visual’ elements will be called **“figure”** (see page 41). To guarantee a good printing quality, all elements should be delivered in editable formats and fulfil the following standards:

Graphs

Graph data should be attainable by double click directly from the word processing document and/or delivered as a separate spread sheet (e.g., in Excel) which includes the data **and** graph.

In case Excel sheets are attached as separated electronic documents accompanying the manuscript’s documents make sure they are clearly named for its identification and inclusion within the final publication’s layout.

The headers of the x- and y-axis of graphs will be written in ‘sentence case’. The heading’s contents follow the same rules as the main other titles. In case this header or name of axis is a measurement (e.g. million, %, etc.), this item will be set between brackets and written in lower cases. All headers should be **bold.**

As many of these elements handle with a large number of data, they should be as legible as possible and therefore as simple as possible.
Hence,

- Keep it simple and try to include only those data which are indispensable;
- If you need to include a huge number of data, please design the graph big enough inserting large spaces so that the different characteristics of the graph can be read properly (see example 3 aside);
- Choose the correct graph for the data you want to visualize;
- Do not use 3D-effects in graphs – keep it simple (this makes the graph more legible and the document keeps small, see example 3);
- Once you have chosen a style, use it throughout the manuscript (e.g., use whether example 1 with legend **or** example 2 without legend)

Legends: If legends might be necessary, they should be easy to identify whether by its symbol and/or colour. In case colours are used in similar graphs within the manuscript, make sure to use the same colours for the same characteristics throughout the complete document.

See example 1 and 2: Africa = always brown
Americas = always red
Asia and the Pacific = always yellow
Europe = always blue
Middle East = always green

In case the graph’s size is appropriate and data can be easily read, you are free to include additional information for specification (see examples 1 to 3 aside).

Graphs

Titles and headers
- Same rules as other titles
- Time frame: after comma
- Measurements or units within brackets

Appearance:
- Insert only data that is indispensable
- Keep it simple: no special effects (3D, etc.)
- Use the same type of graph for same issues throughout the document
- For legends: same colours/style everywhere

Attached graphs:

Include attainable graphs within the Word document and/or attach them in a separate Excel document that includes the data and graph.

If any graph is attached within a separate document, name it as indicated within the manuscript.

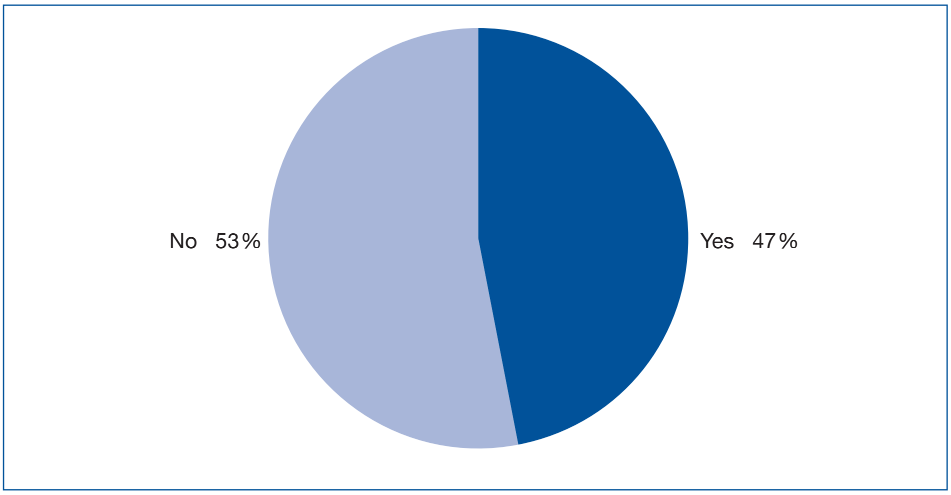
Example:
1. Type of element (here: **figure)**
2. number of element within the manuscript (here: **6.2** = 6-2)
3. **short title** to identify content (here: Outbound trips from China, 1999-2010)

Name of document:
figure_6-2_OB_china_1999.xls
fig_6-2_OB_china_expend_1999.xls

Example pie chart

Avoid having two characteristics, only…

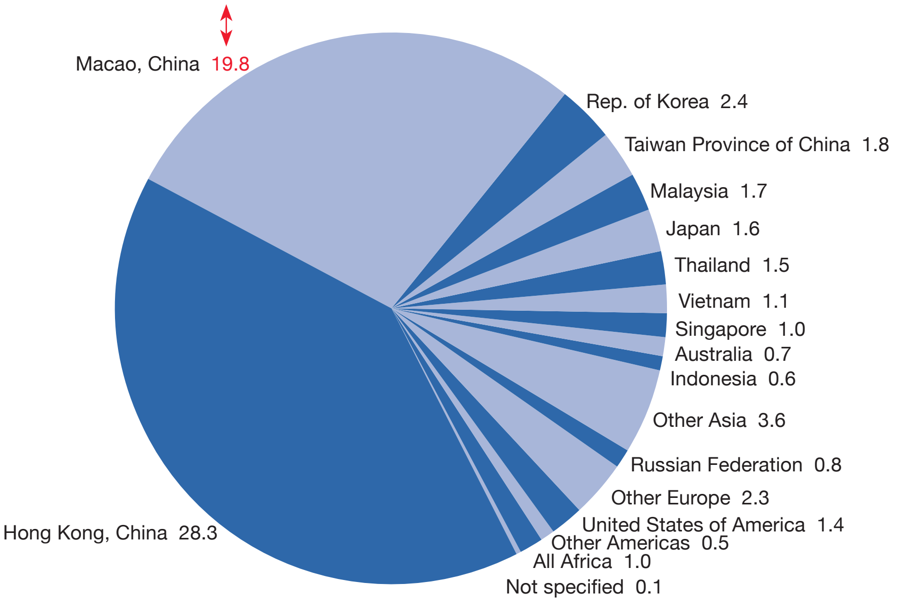
[Preferable to convert them into text.]



…or too much information within a chart

[In this example it would have been better to turn the graph into a table or another type of graph that allows a direct comparison of data.
As a pie-chart are reserved for visualizing percentages, in this case misunderstandings can occur – the chart shows the number of trips abroad.]

Figure 6.4 Breakdown of main destination visited by Chinese – number of trips abroad, 2011 (million)



By transforming the pie-chart above into a table, you can include additional information, showing not only concrete numbers but also their weight in per cent, having the possibility of direct comparison of data.

Table 6.4 Breakdown of main destination visited by Chinese – number of trips abroad, 2011

Destination	Number of trips abroad	
	(million)	(%)
Hong Kong, China	28.3	40,3
Macao, China	19.8	28,2
Republic of Korea	2.4	3,4
Taiwan Province of China	1.8	2,6
Malaysia	1.7	2,4
Total	**70.2**	**100**

Special remarks on graphs

Pie-charts: Within pie-charts, include the percentage symbol [%] always.
Avoid having two characteristics, only, or – on the other side – too many parts that could result illegible. Not more than six characteristics should be included within a graph.

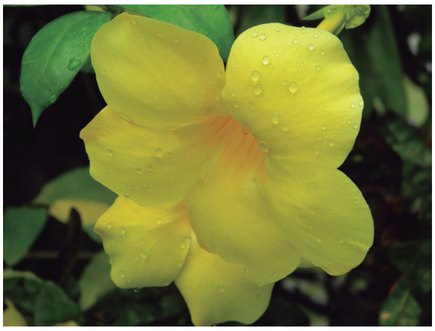
Pie-charts:
Only three to six characteristics should be visualized.

In case of having two characteristics (e.g. men/women; yes/no;), only, it is preferable to write the results within the text, in order not to make them look strange.

In cases where you would like to visualize more than six characteristics, it is preferable
- To include tables which will make the content easier to read; or
- to choose another type of graph instead.

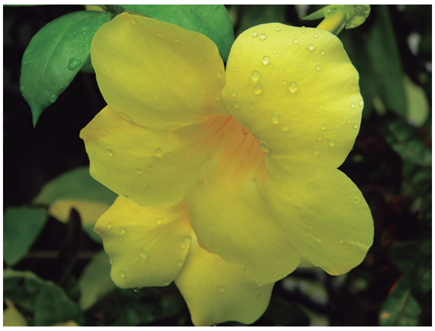
Example
Images and photos

correct



Original picture size:	33.87 × 25.40 cm
Resolution:	300 dpi
a) Format and size:	TIFF | 18.6 MB
b) Format and size:	JPG | 7 MB

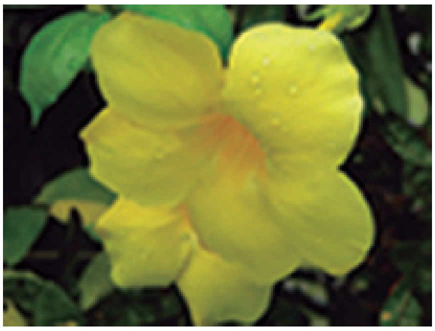
Comments:
Acceptable resolution and size.
The picture size allows various printing sizes within the final publication, up to 33.87 × 25.40 cm.



Final picture size within publication:	5.7 × 4.3 cm
Resolution:	300 dpi
a) Format and size:	TIFF | 1.4 MB
b) Format and size:	JPG | 1 MB

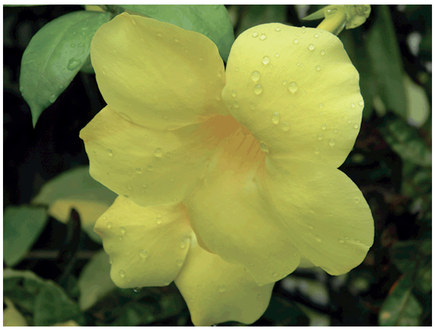
Comments:
Acceptable resolution and size.
The picture size **does not allow a bigger** size than the indicated within the final publication.

wrong



Picture size within manuscript:	5.7 × 4.3 cm
Resolution:	100 dpi
Format and size:	JPG | 622 KB

Comments:
The resolution is too low – the image shows pixels.
In an acceptable resolution (300 dpi), the image would measure **1.9 × 1.4 cm,** only.
The picture size does not allow a bigger size than the secondly indicated within the final publication.



Final picture size within publication:	5.7 × 4.3 cm
Resolution:	300 dpi
Format and size:	GIF | 210 KB

Comments:
The resolution of the images is acceptable.
Nevertheless, the GIF format reduces the colour diversity to 256 colours only. Therefore, the image loses quality and – in this example – looks pale and loses contrast.
The picture size does not allow a bigger size than the indicated within the final publication.

Photos and other images like logos

Figures which are not graphs, like photos, logos and other type of images need to be editable and have to be delivered in separate documents, named accordingly to its figure in the text.

Following characteristics are needed in order to guarantee a good printing quality:

Pictures or photos:

- TIFF or JPG format
- Final publishing size
- At least 300 dpi resolution

Photos and other images:

- TIFF or JPG
- final publishing size
- at least 300 dpi resolution

Necessary quality features for logos:
Vectorized EPS or AI (Adobe Illustrator) format.
(If the logo is not available in these formats it needs the same characteristics as pictures or photos: TIFF or JPG format, final publishing size, at least 300 dpi.)

Logos:
Preferable: vectorized EPS format.

In case you would like to include a logo within the manuscript

1. Ask the company for permission to use it;
2. Ask the company to send you a vectorized EPS of the logo;
3. Do not download any logo from a website as these are mostly PNGs, GIFs, BMPs or other formats for Internet usage that cannot be used for printing.

Attached photos, images or logos:

All these elements should be attached in seperate documents.

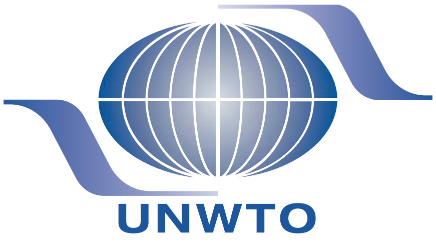
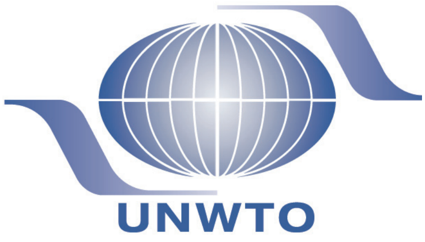
Pictures should be named as indicated within the manuscript.

Example:

1. Type of element (here: **figure)**
2. number of element within the manuscript (e.g, **6.2** = 6-2)
3. **short title** to identify content

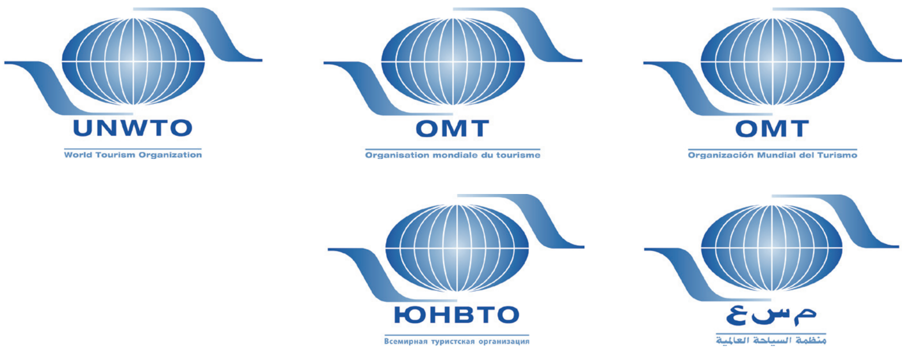
Name of document:
figure_5-1_logo_UNWTO.eps
fig_7-2_flower.tif

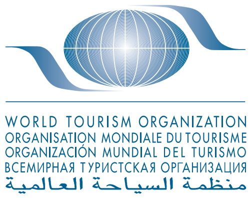
Example
Quality features: logos

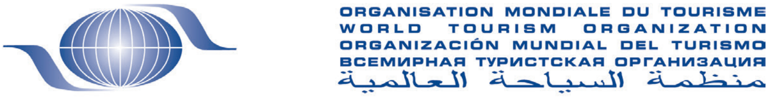
correct	wrong
	
Original picture size: variable Resolution: vectorized Format and size: EPS | 762 KB Comments: The vectorized format of the encapsulated PostScript (EPS) allows various printing sizes without losing quality as the picture is not composed by pixels. Independent from the layout, all colours and technical details of the image will be maintained.	Final picture size within publication: 5.2 × 2.8 cm Resolution: 300 dpi Format and size: PGN | 74 KB Comments: Portable Network Graphics (PNG) are less heavy than other formats as the number of colours are reduced. PNG is ideal for Internet and other electronic devises. As for the GIF example aside, the colour diversity is reduced and, therefore, the image loses quality. The picture size does not allow a bigger size than the indicated within the final publication. In the present example, the picture size is larger than allowed and pixels can be detected.

Example
Old UNWTO logos,
not to be used any longer

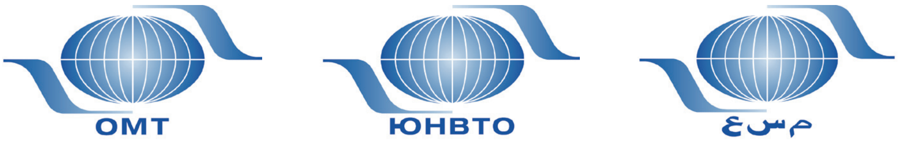
UNWTO logos with full name:

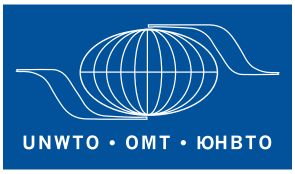

UNWTO
World Tourism Organization
OMT
Organisation mondiale du tourisme
OMT
Organización Mundial del Turismo
ЮНВТО
Всемирная туристская организация
عسم
منظمة السياحة العالمية


WORLD TOURISM ORGANIZATION
ORGANISATION MONDIALE DU TOURISME
ORGANIZACIÓN MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية


ORGANISATION MONDIALE DU TOURISME
WORLD TOURISM ORGANIZATION
ORGANIZACIÓN MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
منظمة السياحة العالمية

UNWTO logos, acronyms only:


OMT
ЮНВТО
عسم

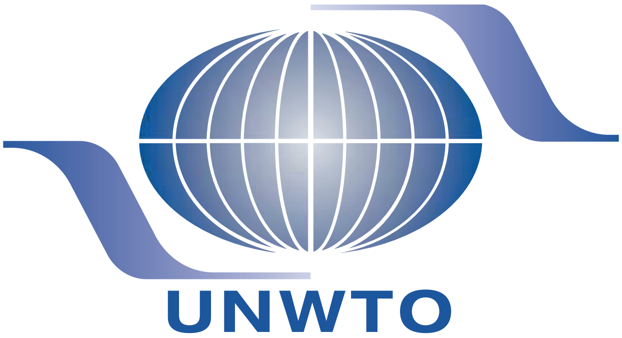

UNWTO • OMT • ЮНВТО

Usage of the UNWTO logo

In case you might need the UNWTO logo, please contact the UNWTO Programme you work with or the UNWTO Communications and Publications Programme. Both Programmes will provide you with the latest official logo.

Aside you can see older logos which should not be used.

The correct and only logo is this one:



UNWTO writing rules for manuscripts in English

In this part UNWTO writing rules for English manuscripts will be listed. These rules are essential to guarantee consistency of language and style within any kind of UNWTO publications (books, reports, conferences, leaflets, etc.).

Some of the issues have been detailed in the previous parts of this manual already but will be explained in more detail within the following list.

Orthography and language

Correct	**Wrong**
Orthography and language (see page 15)	
For the detailed use of the UN dictionary, please consult the following web page: http://dd.dgacm.org/editorialmanual/ed-guidelines/style/spelling.htm.	

– Oxford English
– use Canadian spell check in your word processing programme, which adapts best to Oxford English
– correct:
  – traveller
  – behaviour, colour, etc.
  – organization, to organize, formalize, etc.
  – analyse
  – web page [separate]
  – website [in one word]
  – Internet	

UNWTO exceptions to Oxford English: Abbreviations of titles of persons: with a dot [.]: Ph.D. | Dr. | Mr. | Ms. | etc.	**Oxford English:** PhD | Dr | Mr | Ms | etc.

UNWTO

World Tourism Organization (UNWTO)	
The correct and complete writing is: **World Tourism Organization (UNWTO)** other writings: World Tourism Organization UNWTO	UN World Tourism Organization United Nations World Tourism Organization **Do not use:** the UNWTO WTO = World Trade Organization.

Titles: Publication and chapters

Correct	**Wrong**
Titles of publication and chapters (see page 20 f.)	
– Publication’s title: ‘Title Case’ – Following chapter sand subchapters: ‘Sentence case’ – Separate title from subtitle by an n-dash [–] including a space before and after (the hyphen [-] would be the wrong symbol to set) **Example:** Toolbox for Crisis Communications in Tourism · – · Checklist and Best Practices	– No: CAPITALIZATION OF ANY TITLE – No: All Subchapters: ‘Title Case’ Toolbox for Crisis Communications in Tourism - Checklist and Best Practices (the hyphen [-] would be the wrong symbol to set)
Numbering of subchapters up to the 3rd chapter level	Do not include a dot [.] after the numbers of subchapters or their titles

Countries

Correct	Wrong
Writing of countries	
Please use the official UN terminology for country names that you can find at: UNTerm website: http://unterm.un.org or within the UN website: www.un.org/en/members/index.shtml. The countries that commonly cause doubts are the following:	
Russian Federation	Russia Federation of Russia
Viet Nam	Vietnam
Special Autonomous Regions (SAR) in China: The Chinese SARs Hong Kong and Macao must mention China within their name, set after a comma. Taiwan includes its specification within its name without comma.	
Hong Kong, China	Hong-Kong
Macao, China	Macau
Taiwan Province of China	Taiwan | Taiwan, province of China
In case there is a list of several countries and SARs within the text, they will be separated by semicolon [;], e.g.: […] Japan; China; Hong Kong, China; Macao, China; Taiwan Province of China; and the Republic of Korea […]	
Democratic People's Republic of Korea	North Korea
Republic of Korea	South Korea
Other countries:	
Lao People's Democratic Republic	Laos
Philippines	The Philippines

Abbreviations of countries…

Correct	Wrong
Abbreviations of country names (examples)	
Avoid abbreviations whenever possible. Within the main body of the manuscript there will be enough space for all the words and no abbreviations will be necessary. In extreme cases, e.g. in large tables with little space, large country names can be abbreviated, as long as the abbreviations are explained within the notes or an annexed *List of abbreviations.*	
In the Conference the United Arab Emirates agreed in …	In the Conference the UAE agreed in …
In the Conference the United States of America agreed in …	In the Conference the USA agreed in …
In the United States of America dogs are vaccinated.	In the US dogs are vaccinated.
Travel agencies of the United States of America are …	US travel agencies are …
In the United Kingdom dogs are vaccinated.	In the UK dogs are vaccinated.
Exceptions: In case large **tables or graphs** do not allow including the complete country name, long country names can be abbreviated. Common examples of allowed abbreviations:	
Rep. of Korea	South Korea
Taiwan Pr. of China	Taiwan
Lao PDR	Laos
UAE (United Arab Emirates)	
USA (United States of America)	
UK (United Kingdom)	

…in large tables and graphs with little space, only

Cities

Writing of cities mentioning the country it belongs to	
In English manuscripts the countries are going to be written **between commas** [,], not between brackets.	
[…] Paris, France, […] […] London, United Kingdom, […]	[…] Paris (France)[…] […] London (United Kingdom)[…]
In case there is a list of several cities and countries within the text, they will be separated by a semicolon [;], e.g.: […] Kyoto, Japan; Beijing, China; Hong Kong, China; Paris, France; and Madrid, Spain […]	

Geographical directions

Correct	Wrong
Geographical directions – north, east, south, west	
Geographical directions or an area within a country are written in **small cases.** In reference to **major regions** of a continent or in a political context, these words will be written in '**title case'.**	
east, eastern (geographical directions)	
In the east of France, …	In the East of France, …
In eastern France, …	In Eastern France, …
East, Eastern (mayor regions/political context)	
East Africa	east Africa
Eastern Africa	eastern Africa
East-West dialogue	East-west dialogue
	east-west dialogue
north, northern (geographical directions)	
In the north of Europe, …	In the North of Europe
In northern countries, …	In Northern countries
North, Northern (mayor regions/polit. context)	
North America	north America
Northern Europe	northern Europe
North-South dialogue	North-south dialogue
	north-south dialogue
south, southern (geographical directions)	
In the south of the hemisphere, …	In the South of the hemisphere, …
In southern countries, …	In Southern countries, …
South, Southern (mayor regions/polit. context)	
North-South dialogue	North-south dialogue
South-East Asia	north-south dialogue
South-Eastern Asia	South-east Asia
Southern Asia	south-east Asia
	South-eastern Asia
	south-eastern Asia
	southern Asia
west, western (geographical directions)	
In the west, …	In the West, …
western countries	Western countries
West, Western (mayor regions/polit. context)	
West Africa	west Africa
the Western Powers	the western Powers

Correct	Wrong

Hyphenation

Hyphenation

Your main concern in using hyphens should be to avoid ambiguity and to be consistent. The answer to most hyphenation questions can be found in any Oxford English dictionary. For the detailed use of the UN dictionary, please consult the following web page: http://dd.dgacm.org/editorialmanual/ed-guidelines/style/spelling.htm.

In case you are unsure, include a hyphen between words,

e.g.: well-known; high-level; long-term

and distinguish between nouns, adverbs and adjectives:

policy maker | policy making = noun

policy-making = adjective

Exceptions of words written without a hyphen:

Make differences between adverbs and adjectives, e.g.:

Online communication | You can consult this article on line.

The worldwide search for excellence | The search for excellence in under way world wide.

Exceptional words

Exceptional words

website

Internet

Correct		Wrong
web page	to be written two words in lower cases.	webpage | Webpage
website	to be written in one word in lower cases.	web·site | Website
Internet	to be written with capital "I"	internet

and

Correct	Wrong
A comma will be set only if the following part forms a main clause or if the comma eases the understanding of the listed words or concepts. and [without comma]: To the picnic we will take eggs, honey, milk and bread. , and [with comma]: We will have lunch with John and Michel, Monica and Claudia, and Alex.	In general , avoid the comma before the connecting word "and", as this writing is American English. To the picnic we will take eggs, honey, milk, and bread.

&

Correct	Wrong
Use the [&]-symbol for proper names, only: Eggs and milk The World Company & Partners	Do not use [&] as an abbreviation for **"and".** Eggs & milk The World Company and Partners

<table>
<tr><th>Correct</th><th>Wrong</th></tr>
<tr><td colspan="2">**Brackets (how to parenthesize)**</td></tr>
<tr><td colspan="2">The rules of how to use brackets to parenthesize is similar to the use of quotation marks (see page 29 ff.).
The main question is where to set the full stop.</td></tr>
<tr><td colspan="2">For a final part of sentence parenthesized: (…).
In case only a part of the sentence is set between brackets and this part represents the sentence’s final part, the full stop [.] will be set **after** the brackets (like this).

For a complete parenthesized sentence: (… .)
(In case a complete sentence is parenthesized, the whole sentence will be set between brackets and the full stop [.] will be set **within** the brackets.)</td></tr>
</table>

Brackets (…)

<table>
<tr><td colspan="2">**Quotation marks**</td></tr>
<tr><td colspan="2">Use English symbols for double or single quotation marks: [“…”] or [‘…’]
You might check your word processing programme’s Preferences and Properties.</td></tr>
<tr><td></td><td>– do not use French quotation marks
– do not use inch/second nor minute symbols instead</td></tr>
<tr><td>“word”</td><td>«word» French</td></tr>
<tr><td>‘word’</td><td>"word" inches / seconds</td></tr>
<tr><td></td><td>‹word› French</td></tr>
<tr><td></td><td>'word' minute</td></tr>
</table>

Quotation marks [“…”] [‘…’]

<table>
<tr><td colspan="2">**Apostrophes**</td></tr>
<tr><td colspan="2">Use the correct symbol for apstrophes [’].
You might check your word processing programme’s Preferences and Properties.</td></tr>
<tr><td></td><td>– do not use minutes instead
– do not use accents</td></tr>
<tr><td>My father’s work</td><td>My father's work minute</td></tr>
<tr><td></td><td>My father´s work accent</td></tr>
</table>

Apostrophes [’]

Dates

<table>
<tr><th>Correct</th><th>Wrong</th></tr>
<tr><td colspan="2">Dates</td></tr>
<tr><td colspan="2">The dates should be written in their long version in following order: day, month and year. Within the text body, this does not mean a problem.
In case of abbreviations of dates in numbers, please use the date format as follows:
dd-mm-yyyy separated by hyphens.
In tables or figures with little space it is allowed to abbreviate the month with a dot [.].</td></tr>
<tr><td>17 January 2007
17-01-2007
14 to 17 January 2007
14–17 January 2007

In tables | figures:
January 2007
Jan. 2007

Other abbreviations of months:
Jan. | Feb. | Mar. | Apr. | May | June
July | Aug. | Sept. | Oct. | Nov. | Dec.</td><td>17 JAN 2007
17 Jan. 2007
14th to 17th of January 200-7
January 17th 2007
01-07-2007
1-7-07

In tables | figures:
Jan 2007</td></tr>
</table>

Other doubts

<table>
<tr><td colspan="2">Other doubts</td></tr>
<tr><td colspan="2">The most important matter is to be consistent. In most cases there are no rules and <i>you</i> decide how to write, but it is important to maintain the same writing throughout the whole document.</td></tr>
<tr><td>e.g.: Flights per week
flights/week
flights per week</td><td></td></tr>
</table>

Correct	**Wrong**
Symbols	
Use the [&]-symbol for proper names, only: Eggs and milk The World Company & Partners	Do not use [&] as an abbreviation for **"and".** Eggs & milk The World Company and Partners
[/] slashes within the text shall be written without (blanks before and after. English/French	English·/·French
Use the correct signs for degrees: [°] Type the symbol right after the number without spacings and type one space between the degree's sign [°] and the C (Celsius) or K (Kelvin). 18°·C 18°·K	Do not use the superscript letter "o" nor the symbol for number "Noº". 18º·C [superscript letter "o"] 18º·C [symbol for "number"]
It is possible to write the sign **or** the complete word, as long as consistency is maintained. In tables and figures only the symbols will be used. International symbols and signs shall be written with 1 spacing between the number and the sign: 250·km^2 | 250·m^2 250·km | 250·m square kilometre | km^2 square metre | m^2 kilometre | km metre | m kilogram | kg gram | g See also: http://dd.dgacm.org/editorialmanual/ed-guidelines/style/abbreviations.htm#General	No full stop [.] after the sign.

Symbols

and &

slash /

Celsius °C
Kelvin °K

km m
km m
kg g

per cent %

Correct	Wrong
Percentages	
Whenever the percentage is connected to a concrete number, use the [%]-symbol without any spacing. You can write the words “percentage” or “per cent” within a describing text, e.g. for comparisons.	
35%	35·% 35 per cent | 35/cent
In case full numbers are treated within a text, no decimal will be set: The increase of 12% of the sales […]	The increase of 12.0% of the sales […]
The percentage is higher than last year. per cent (within a text)	The % is higher than last year. percent | /cent

Distances, intervals, sections

Distances, intervals, sections	
For marking distances, intervals or sections, it depends on the text, its context and legibility if you want to use n-dashes [–] or the word “to”. Both writings are correct but should be used consistently throughout the whole manuscript. In case of page intervals within a bibliographic note, use the n-dash only and do not abbreviate the numbers.	
from 5–8 [n-dash] from 5 to 8 from 2005–2006 pp. 226–229	from 5-8 [hyphen] from 2005-2006 pp. 226-249 pp. 226–49 [the “2” of the 249 is missing]
Use the long version **or** the abbreviations. In figures and tables it is favourable to use the symbols. over | > more than | > less than | < equal and more than | ≥ equal and less than | ≤	Use the long version **or** the abbreviations, but do not mix. Be consistent throughout the manuscript.

Numbers within text

Correct	Wrong
Numbers within text	
For the detailed use of numbers, consult the following web page: http://dd.dgacm.org/editorialmanual/ed-guidelines/style/numbers-dates-time.htm	
Writing of **numbers within the text which do not refer to data** should be written – From 1–11 in letters (one, two, three,…, twelve) – From 12 onwards in numeric characters (12, 13, 14, 125 etc.) In case data is described, please use numeric characters, only.	
three days 15 days 3%	3 days fifteen days three %
Numbers occurring together or in a series: When two numbers occur together, they should be expressed in different styles, according to the nature of the elements and the context. When two or more numbers to which different rules apply occur in a series, the rule applying to the higher or highest number applies to all. See examples below. Note: This rule does not necessarily apply if the series includes disparate items.	
– Twenty 100-mm mortars – 15 five-year-old girls – Representatives from 12 African, 8 Asian and 5 Latin American countries attended the meeting – Only 9 of the 25 countries surveyed experienced real economic growth	A total of 23 people were injured in four separate incidents.
Other numbers	
For **ordinal numbers** use numbers without superscript. 2nd floor 3rd UNWTO Conference on …	Please do not use superscripts for ordinal numbers [1$^{\text{st}}$, 2$^{\text{nd}}$, 3$^{\text{rd}}$, 4$^{\text{th}}$] but use them as a usual text. 2$^{\text{nd}}$ floor 3$^{\text{rd}}$ UNWTO Conference on … Third UNWTO Conference on …
number of passengers	Do not abbreviate the word “number” in any case. no. of passengers N° of passengers
Please take care while writing a possessive **or** a decade. **It is not the same!** 90s (decade) In the 1990s the music became more funky again.	90’s (possessive) In the 1990’s the music became more funky again.

Example
Decimals and per cent

Table 10.3 Active application count by category in the Apple app store, August 2012

Games	126,436	17.63%
Education	71,626	10.01%
Entertainment	68,745	9.59%
Books	65,344	9.12%
Lifestyle	60,584	8.5%
Utilities	43,138	6.0%
Business	37,386	5.2%
Travel	36,390	5.1%
Music	27,698	3.92%
Reference	23,807	3.3%
Sports	20,467	2.9%
[...]	[...]	[...]
Total	**717,112**	**100%**

In this example you should decide between including whether 1 or 2 decimals after the comma. Be consistent within every table and, if possible, throughout the complete manuscript.

Number of decimals after the comma should not be different

The sum of 100%: **without decimals**

Correct	**Wrong**
Decimals	
In English, **decimals** are divided from ‘full’ numbers by **points** [.], **thousands** are divided by **commas** [,].	
Decimals within a text: In case the decimals are ≠ 0 within the text you can indicate them, too. In case the decimals are = 0 they will not be written.	
The birth rate is of 1.1 children. 55 persons of 70 are blond. 5% of the pupils are blond.	55.0 persons of 70 are blond. 5.0% of the pupils are blond.
Decimals within tables or figures: The number of digits after the dot depends on the necessity of a table or figure in indicating them. Within the same table or figure they should always count always the same number of decimals and should not be mixed. Try to avoid more than 1 decimal after the comma.	
96 no decimals or 96.3 1 decimal or 96.26 2 decimals	96 no decimals and 96.3 1 decimal and 96.26 2 decimals number of decimals should not be mixed within a column of a table
100% Any time percentages should sum 100% in a total of a table, they will be written without decimals.	100,0% The sum of 100% will be written without its decimals.

Decimals

Decimals within text

Decimals within tables and figures

Correct	Wrong
Thousands, millions, billions, etc.	
In English, **decimals** are divided from ‘full’ numbers by **dots** [.], **thousands** are divided by **commas** [,]. For the detailed use numbers, please consult the following web page: http://dd.dgacm.org/editorialmanual/ed-guidelines/style/numbers-dates-time.htm.	
3,770.20 522,568.96	3.770,20 (dots for thousands, comma for decimals) 522568.96 (thousands without commas)
Numbers within text: Within the main body the words **“million**(s)**”** **“thousand**(s)**”** or similar are not going to be abbreviated and they will be written in **complete words.** To make numbers within the text more understandable, round larger numbers if possible. See also page 79.	
1.8 million people were forced to leave their homes. Thousands of books needed to be restored. 5,600 books needed to be restored. Avoid using decimals for indicating “thousands”. These numbers are not too large that they could not be read in numbers: 951,800 children are allowed to go to school. In case you might speak about several different numbers try to use the same measurement throuout the document: 1.8 million people were forced to leave their homes. Of those, at least 0.9 million could find shelter in the neighbouring villages.	1.8 mil people were forced to leave their homes. 5.63 thousand books needed to be restored. 5.63 ths books needed to be restored. Avoid using decimals for indicating “thousands”. These numbers are not too large that they could not be read in numbers: 951.8 thousand children are allowed to go to school. Try not to mix different measures: 1.8 million people were forced to leave their homes. Of those, at least 900,000 thousand could find shelter in the neighbouring villages.

Thousands, millions, billions

Numbers within text

Example 1:
Numbers in tables

Do not write the word “per” for indicating a factor within any measurement or unit

Table 6.1 Key figures on Chinese tourism

		2010	2011	2012	Change (%) 11/10	Change (%) 12/11
Population	(~~per~~ million)	1,341	1,347	1,334	0.5	0.5
Gross Domestic Product (GDP)	(USD billion)	5,930	7,298	8,250	23.1	13.0
GDP per capita	(USD)	4,423	5,417	6,094	22.5	12.5
Exchange rate	(USD to CNY)	6.77	6.46	6.31		
	(EUR to CNY)	8.98	8.99	8.11		

Example 2:
Consistency in the factors/measurements

Be consistent while choosing a factor, measurement or unit.

Choose one for the whole document.

Table 6.2 World’s leading outbound markets, 1995 and 2020 forecast

Market	Base year 1995 (million trips)	Forecast 2020 (1,000,000 trips)	Market share, 1995 (%)	Market share, 2020 (%)
Germany	**77**	**153**	**13.3**	**9.8**
Japan	**23**	**142**	**4.1**	**9.1**
United States of America	**63**	**123**	**11.1**	**7.9**

Example 3:
Consistency in the factors/measurements

use the same measurement for the same indicators throughout the manuscript

both tables show the same kind of data for different countries with the difference that

one must be multipied **by 1,000**

the other **by million**

Choose one version of units for the whole document, whenever possible.

Table 6.5 Outbound tourism, departures from China by destination (by first stop) (× 1,000)

	2007	2008	2009	2010	2011
World	**40,954**	**45,844**	**47,656**	**57,386**	**70,250**
Asia and the Pacific	36,666	42,068	43,782	52,597	64,191
Hong Kong, China	16,137	17,557	18,666	23,099	28,321
Macao, China	12,770	15,522	15,128	16,112	19,765
Taiwan Province of China	230	279	986	1,662	1,845
[…]					

Table 6.6 Outbound tourism, departures from Canada by destination (by first stop) (million)

	2007	2008	2009	2010	2011
World	**41.0**	**45.8**	**47.7**	**57.4**	**70.2**
Asia and the Pacific	36.7	42.1	43.8	52.6	64.2
Hong Kong, China	16.1	17.6	18.7	23.1	28.3
Macao, China	12.8	15.5	15.1	16.1	19.8
Taiwan Province of China	0.2	0.3	1.0	1.7	1.8
[…]					

Numbers within tables or figures

Abbreviations in tables

Correct	Wrong
Numbers within tables or figures: Be consistent while choosing the factor or measurement and use it for the same indicators throughout the manuscript (see example 2 and 3). For space reasons, it is possible to abbreviate the multiplier within tables and figures or their headers as long as the abbreviation is consistent throughout the complete manuscript. Use the mathematical symbol [×] instead of the letter "x" for indicating the factor in numbers. As long as the factor is indicated in words, the symbol shall not be placed.	
(×·1,000) or: (thousand) (×·1,000,000) or: **(million)** (×·1,000,000,000) or: **(billion)** Include 1 space between the symbol and the multiplier. Indicators should not be mixed throughout the manuscript. Preferable use marked in **bold.**	(x1,000) nor: (×·thousands) (x1,000,000) nor: (×·millions) (x1,000,000,000) nor: (×·billions) nor: (per 1,000) nor: (per million) nor: (per billion) – No "x" instead of symbol for factor [×]. – No symbol [×] before words. – No pluralization of factors within tables or figures. – Do not write the word "per" for indicating a factor: (per 1,000). See exmple 1.
Abbreviations in tables or figures: (× 1,000) (million) (billion) Abbreviations can be mixed throughout the document but should be used consistently: **Examples for different or same table/figure:** (thousand) and (million) **or** (×·1,000) and (million) (See example 2.) **Exception:** Only in case a table or graph is very large and space is very little it is allowed to abbreviate units: (× 1,000) → (ths) (million) → (mn) (billion) → (bn)	**Examples for different or same table/figure:** (× thousand) and (× million) **and** (1,000) and (millions) mil | m bil

Example
Currencies in tables

Table 6.1 Key figures on Chinese tourism

					Change (%)	
		2010	**2011**	**2012**	**11/ 10**	**12/ 11**
Population	(million)	1,341	1,347	1,354	0.5	0.5
Gross Domestic Product (GDP)	(USD billion)	5,930	7,298	8,250	23.1	13.0
GDP per capita	(USD)	4,423	5,417	6,094	22.5	12.5
Exchange rate	(USD to CNY)	6.77	6.46	6.31		
	(EUR to CNY)	8.98	8.99	8.11		

<table>
<tr><th>Correct</th><th>Wrong</th></tr>
<tr><td colspan="2">Currencies</td></tr>
<tr><td colspan="2">Set the symbol of the currency first, than the number. A single space should be introduced between the symbol of the currency and the number. Use this rule for texts and tables/graphs/figures.

Preferable, abbreviate all currencies with its International Currency Code (ICC) that can be found within the UN Operational Rates of Exchange at: http://treasury.un.org/operationalrates/OperationalRates.aspx, or use currency symbols.</td></tr>
<tr><td><table>
<tr><th>Examples:</th><th>preferable</th><th>symbol</th></tr>
<tr><td>US dollar:</td><td>USD</td><td>US$</td></tr>
<tr><td>Australian dollar:</td><td>AUD</td><td>A$</td></tr>
<tr><td>Canadian dollar:</td><td>CAD</td><td>C$</td></tr>
<tr><td>Euro:</td><td>EUR</td><td>€</td></tr>
<tr><td>British pound:</td><td>GBP</td><td>£</td></tr>
<tr><td>Chinese yuan:</td><td>CNY</td><td>RMB | ¥</td></tr>
<tr><td>Japanese yen:</td><td>JPY</td><td>¥</td></tr>
</table>

Examples, preferable:
– Chinese travellers spent USD·102 billion in 2012.
– The foreseen spending power of Chinese in 2024 will be of CNY·3,879 billion.
– German visitors spent EUR 95 billion in 2011.

Examples, allowed:
– Chinese travellers spent US$·102 billion in 2012.
– The foreseen spending power of Chinese in 2024 will be of RMB·3,879 billion.
– German visitors spent € 95 billion in 2011.</td>
<td>US·$ | $US | $·USA
A·$ | $A | $·A
C·$ | $C | $·C

Examples:
– Chinese travellers spent 102 billion US·$ in 2012.
– The foreseen spending power of Chinese in 2024 will be of 3,879 billion CNY.
– German visitors spent 95 billion euro in 2011.
– German visitors spent 95 billion € in 2011.</td></tr>
<tr><td colspan="2">Currencies within text</td></tr>
<tr><td>Currencies should be written in lower cases.
Currencies should not be written in words unless for descriptive parts
(or the numbers are written in words, which is not preferable.)

Examples:
[…] the US dollar has increased its influence in comparison to the euro […].

not preferable but allowed:
The expences were of twelve million US dollar.</td>
<td>Examples:
[…] the USD has increased its influence in comparison to the EUR […].

The expences were of twelve US dollar million.</td></tr>
<tr><td colspan="2">Currencies within tables or figures
As for all measurements, currencies will be placed between brackets and will always be abreviated by its ICC.</td></tr>
</table>

Currencies

Currencies within texts

Currencies within tables or figures

Bibliography guidelines

The publications and documents of an international organization represent a very effective and important form of communication, on which a large part of the general public relies for information. It is therefore essential to ensure the ease of access and one facet which consists in maintaining uniformity and consistency in the way content is presented.

As an initial step towards ensuring greater consistency, UNWTO has prepared this bibliography guide on how to present bibliographic information. We encourage all Programmes of UNWTO's Secretariat to apply these guidelines and to make them available, right from the outset, to external collaborators and authors who might take part in the preparation and creation of UNWTO documents or publications.

Consultants are encouraged to use UNWTO publications for investigation and to enter the UNWTO Elibrary free of charge (www.e-unwto.org). This virtual library offers all UNWTO publications and documents in electronic format for download. Please contact the UNWTO Programme you work with for details.

For data and statistical sources, use official sources only. These sources can be UNWTO, as well as sources from other UN agencies and/or official country data.

Only original and official sources should be used. In case you find an interesting source of a third party during investigation, the original third-party-source should be found, used and mentioned within the final UNWTO publication.

Any source used should be listed in detail within the references and/or bibliography of the final publication.

Introduction

A list of the works referred to in a text or consulted by the author in its production is often included in UNWTO documents and publications. Any source used shall be mentioned in detail within the references or bibliography at the end of the final manuscript.

Nomenclature:
If the list contains only those works cited in the text it is called "References". If relevant sources that are not cited in the text are included additionally, the list is called "Bibliography". In case both exist, you can include both chapters: "References", as well as "Bibliography".

References
= sources used within the publication

Bibliography
= additional, not cited sources that might be interesting to the reader

Each item on the list is called "entry", with each entry consisting of a series of bibliographical details. The bibliographic details included in each entry depend on the type of work being cited, as explained in the following sections.

Example
General appearance and structure

1. Entries are arranged in **alphabetical order** of their leading element

Office of the Status of Women (1981), *Fair Exposure,* AGPS, Canberra.

United Nations Office in Geneva (2006), *Document TD/B/COM.1/77, Trade in Services and Development Implications,* UNOG, Geneva.

World Tourism Organization (2013), *UNWTO Basic Documents, Volume I – Statutes, Rules of Procedure, Agreements,* 4th edition, UNWTO, Madrid.

2.a **Two or more works by the same author:** listed in reversed chronological order.

2.b **Same author, different works in the same year:** works in alphabetical order of the title, adding a lower case letter sequentially to the year of publication (here: 2002a, 2002b)

World Tourism Organization (2013), *UNWTO Basic Documents, Volume I – Statutes, Rules of Procedure, Agreements,* 4th edition, UNWTO, Madrid.

World Tourism Organization (2002a), *Special Report No. 19, Tourism Recovery Committee for the Mediterranean Region,* UNWTO, Madrid, pp. 20–26.

World Tourism Organization (2002b), *Tourism in the Age of Alliances, Mergers and Acquisitions,* UNWTO, Madrid, pp. 103, 105–107.

3. **Authors listed by surname.** First names will be abbreviated by their initials.

Porter, M. E. (1998), *Competitive Advantage,* Free Press, New York, p. 85.

4 **Publishing year:** always between brackets, after the author **(**yyyy**)**

World Tourism Organization (2013), *UNWTO Basic Documents, Volume I – Statutes, Rules of Procedure, Agreements,* 4th edition, UNWTO, Madrid.

5. **Sequense of book specifications:**
   - ① *Titles of publications: in italics*
   - ② Specifications to the publication: in ‘normal’ (roman) letter set
   - ③ Publishing house (here: acronyms of publishing organization)
   - ④ City where published

World Tourism Organization (2013), *UNWTO Basic Documents, Volume I – Statutes, Rules of Procedure, Agreements,* 4th edition, UNWTO, Madrid.

① ② ③ ④

6. **Pages of reference:** “p.” (singular) or “pp.” (plural). The interval, marked by an n-dash [–], not a hyphen [-].

Porter, M. E. (1998), *Competitive Advantage,* Free Press, New York, p. 85.

World Tourism Organization (2002a), *Special Report No. 19, Tourism Recovery Committee for the Mediterranean Region,* UNWTO, Madrid, pp. 20–26.

World Tourism Organization (2002b), *Tourism in the Age of Alliances, Mergers and Acquisitions,* UNWTO, Madrid, pp. 103, 105–107.

General appearance and structure

1. Bibliographic entries are arranged in alphabetical order of their leading element. In the majority of cases this is the author's surname or the full name of an organization, institute, company or similar.

   Where an item has no author, its leading element is its title.

2. If two or more works by the same author are cited, they will be listed in reversed chronological order (e.g., 2006, 2003, 1999). In case different works by the same author were published in the same year, they are given an alphabetical sequence by the addition of a lower case letter to the year of publication in alphabetical order of the title (e.g., 1998a, 1998b, etc.).

3. The author will be named by surname, only. First names will be abbreviated by their initials.

4. The publishing year will be set always between brackets, after the author: **(**yyyy**)**

5. The titles of the material will be set in *italics*…
   …followed by the publishing house and…
   …the city where the text was published.

6. The pages used for reference, will be abbreviated as "p." (singular) or "pp." (plural). The interval will be marked by an n-dash [**–**], not a hyphen [**-**]. (See page 77.)

7. To highlight the alphabetical order, the **Harvard style** requires the second and subsequent lines to be indented, as shown below in the examples.

8. For a better legibility please enter a free line space between each entry. Every entry ends with a full stop [**.**]

General appearance:
- Alphabetical order (author's surname or name of organization/institute/company…)
- One free line between entries
- Indent all entries

General bibliographical structure:
- Author, by surname
- Year of publication: **(**yyyy**)**
- *Title of publication in italics*
- Publishing house
- City of publication
- Pages of extract used: p. | pp.

All items will be separated by a comma [**,**].

If two or more works exist by the same author:
- In reversed chronological order
- Works of same year marked by lower case letters, following alphabetical order of the title of publication

Internet sources:
As most websites change their content constantly, electronic sources taken from web pages should guide you to the principal URL of the organization or company.
Any interested person might search the document mentioned in the references.

1 Publications and documents of UNWTO and other international organizations

Bibliographic details are arranged in the following order (all parts after the year of publication will be separated by a comma [,]):

- Full name of the organization which publishes the work
- Year of publication between brackets (yyyy)
- Title of publication in *italics*
- Edition of publication, if indicated
- Publisher (abbreviation/acronym of the organization, e.g., UNWTO)
- City of publication
- Pages of extract used

In case more than one organization publishes the work, in the authors part all coediting organizations will be listed in alphabetical order.

This structure serves as a basis for all the following examples.

Text examples: International organizations

Office of the Status of Women (1981), *Fair Exposure,* AGPS, Canberra.

United Nations Office in Geneva (2006), *Document TD/B/COM.1/77, Trade in Services and Development Implications,* UNOG, Geneva.

World Tourism Organization (2013), *UNWTO Basic Documents, Volume I – Statutes, Rules of Procedure, Agreements,* 4th edition, UNWTO, Madrid.

World Tourism Organization (2002a), *Special Report No. 19, Tourism Recovery Committee for the Mediterranean Region,* UNWTO, Madrid, pp. 20–26.

World Tourism Organization (2002b), *Tourism in the Age of Alliances, Mergers and Acquisitions,* UNWTO, Madrid, pp. 103, 105–107.

Text example: Work is published by more than one organization

European Travel Commission and World Tourism Organization (2014), *Handbook on E-marketing for Tourism Destinations – Fully revised and extended version 3.0,* UNWTO, Madrid, pp. 269–272.

Publications of international organizations:

- Full name of organization
- Year of publication: (yyyy)
- *Title of publication in italics*
- Edition of publication
- Publisher(s) acronym
- Place of publication
- Pages of extract used: p. | pp.

All parts will be separated by a comma [,].

2 Books and monographs

Bibliographic details for books and monographs are arranged in the following order (all parts after the year of publication will be separated by a comma [,]):

- Surname of author(s)/editor(s)
  (in alphabetical order for more than one author/editor);
- Author's first name will be abbreviated by its initials;
- If the author(s) is/are the editor(s), this will be marked between brackets: (ed./eds.);
- Year of publication between brackets (yyyy);
- Title of book in *italics;*
- Edition of publication, if indicated;
- Volume of book (in case there are several);
- Publisher;
- City of publication;
- Pages of extract used.

If a monograph has got two authors, the reference is set in alphabetical order of the surname.

For monographs written by more than two authors only the most important author will be mentioned and the additional text "et al." will be added.

If two or more places of publication are given, confine your reference to the first place mentioned. If a work is published in two places simultaneously with different publishers, give both.

Books and monographs:

- Author(s)/editor(s), by surname
- Year of publication: (yyyy)
- *Title of publication in italics*
- Edition of publication (if indicated)
- Publisher
- City of publication
- Pages of extract used: p. | pp.

All items will be separated by a comma [,].

Text examples for books and monographs:

Monograph with a single author:

Porter, M. E. (1998), *Competitive Advantage,* Free Press, New York, p. 85.

Mustermann, J. K. (ed.) (2006), *Go On and Find it Out,* London Press, Cambridge, pp. 15–19.

Monograph with two authors:

Butler, J. D. and Walbert, D. F. (1986), *Abortion, Medicine and the Law,* Facts on File Publications, New York, pp. 205–209, 310–312.

Monograph with three or more authors:

Leeder, S. R. et al. (1996), *The Australian Film Industry,* Dominion Press, Adelaide, p. 65.

Monograph without an author:

The Australian Concise Oxford Dictionary (1992), 2nd edition, Oxford University. Press, Melbourne, pp. 89–101.

3 Articles, essays or chapters within publications

Bibliographic details are arranged in the following order and separated by a comma [,]:

- Author of article, essay or chapter;
- Year of publication between brackets (yyyy);
- Title of article, essay or chapter between single quotation marks ['…'], no italics;
- Include the word "in:" and a colon [:] after it in case the following part corresponds to a monograph, book or periodical publication with an 'individual' author. Follow then the same rules as mentioned in "2 Books and monographs" in the previous page:
  - Surname of author(s)/editor(s) (in alphabetical order for more than one author/editor);
  - Author's first name will be abbreviated by its initials;
  - If the author(s) is/are the editor(s), this will be marked between brackets: (ed./eds.);
  - Title of book in *italics;*
  - Edition of publication, if indicated;
  - Volume of book (in case there are several);
  - Publisher;
  - City of publication;
  - Pages of extract used.

Text examples for articles, essays or chapters:

Article, essay or chapter within a publication:

Blaxter, M. (1976), 'Social Class and Health Inequalities', in: Carter, C. and Peel, J. (eds.), *Equalities and Inequalities in Health,* Academic Press, London, pp. 120–135.

Article, essay or chapter within a publication without author:

'Solving the Y2K Problem' (1997), in: Bowd, D. (ed.), *Technology Today and Tomorrow,* Van Nostrand Reinhold, New York, p. 27.

Article within an encyclopaedia, dictionary or periodical publication:

Stafford-Clark, D. (1987), 'Mental Disorders and their Treatment', *The New Encyclopaedia Britannica,* 5th edition, volume 23, Encyclopaedia Britannica, Chicago, pp. 956–965.

Articles, essays or chapters:

- Author(s) of article, essay or chapter, by surname
- Year of publication: (yyyy)
- Title of article, essay or chapter between single quotation marks ['…']
- include the word "in:", with colon [:]

The rest of the bibliographical details follows the same rules as "2 Books and monographs":

- Author(s)/editor(s), by surname
- *Title of publication in italics*
- Edition of publication (if indicated)
- Volume (if any): volume
- Publisher
- City of publication
- Pages of extract used: p. | pp.

All items will be separated by a comma [,].

4 Articles, essays or chapters within journals or periodicals

Bibliographic details are arranged in the following order and separated by a comma [,]:

- Author of article, essay or chapter;
- Year of publication between brackets (yyyy);
- Title of article, essay or chapter between single quotation marks ['…'], no italics;
- Title of the journal in *italics;*
- If existing:
  1. Volume of journal or periodical: volume
  2. Number of journal or periodical between brackets: volume 10 (3);
  3. The date of appearance: (dd-mm-yyyy);
- City of publication;
- Pages of extract used.

Text examples for journals:

Article within a journal:

Dewhirst, C. (1986), 'Hot air over the Himalayas', *World Geographic,* volume 1 (4), Boston, pp. 44–45.

Article within a journal without author:

'Anorexia nervosa' (1969), *British Medical Journal,* volume 1, Cambridge, pp. 529–530.

Article in a Newspaper:

Legge, K. (1987), 'Labor to cost the "Keating Factor"', *Times on Sunday,* volume 56, 01-02-1987, City of Heaven, p. 2.

Articles in a Periodical Publication
(basically same rules as in 3):

- Author(s) of article, essay or chapter
- Year of publication: (yyyy)
- Title of article, essay or chapter between single quotation marks ['…']
- Title of journal/periodical *in italics*
- If any:
  1. Volume: volume
  2. Number between brackets: (…)
  3. Publishing date: dd-mm-yyyy
- Pages of extract used: p. | pp.

All items will be separated by a comma [,].

5 Electronic sources

Bibliographic details are arranged in the following order and separated by a comma [,]:

- Author of article, essay or chapter;
- Year of publication between brackets (yyyy);
- Title of article, essay or chapter between single quotation marks ['…'], no italics;
- Title of the journal in *italics;*
- Type of medium within squared brackets […] (use the word "[electronic]" in case the source is unsure);
- If existing:
  1. Volume of journal or periodical: volume;
  2. Number of journal or periodical between brackets: volume 10 (3);
  3. The date of appearance: (dd-mm-yyyy);
- City of publication, if any;
- Pages of extract used or indication of length;
- Include the statement "available at:" (with a colon [:]) and indicate it:
  - Supplier/database;
  - Name/identifier; or
  - Number;
- Access date in parenthesis (dd-mm-yyyy).

Text examples: electronic sources

Abstract of a journal article from an electronic source:

Ryles, R. (1996), abstract of 'The impact of braille reading skills on employment', *Journal of Visual Impairment and Blindness* [electronic], 90 (3), pp. 219–226, available at: Silver Platter File: CINAHL/1996036776 (07-06-1997).

Full text of an article from CD-ROM:

La Rosa, S. M. (1992), 'Marketing slays the downsizing dragon', *Information Today* [CD-ROM], 9 (3), London, pp. 58–59, available at: UMI/Business Periodicals Ondisc/92-20889 (15-01-1999).

Full text of an article from electronic database:

Carey, D. M. and Sale, P. (1995), 'The sociometric status of students with disabilities in a full inclusion school', *Exceptional Children* [electronic database], 62 (1), Bristol, pp. 6–22, available at: Information Access/ Expanded Academic ASAP/A17435391 (12-06-1998).

Full text of an article from an electronic journal:

Öberg, B. and Skargren, E. I. (1998), 'Predictive factors for 1-year outcome of low back and neck pain in patients treated in primary care', *Pain* [electronic], 77 (2), 201 (7 pp.), available at: Elsevier/ScienceDirect/S0304-3959(98)00101-8 (08-02-1999).

Electronic sources:

- Author of source
- Year of publication: (yyyy)
- Title of article, essay or chapter between single quotation marks ['…']
- *Title of source in italics*
- Type of medium between squared brackets [CD-ROM] | [electronic]
- If any: volume, number, date of source
- If any: city of publication
- Pages of extract used: p. | pp. or indication of length
- Include "available at:"
- Supplier/database name/identifier or number
- Access date (dd-mm-yyyy).

All items will be separated by a comma [,].

Text examples: Internet sources

World Wide Web page:

European Travel Commission and World Tourism Organization (2013), *The Chinese Outbound Travel Market – 2012 Update*, p. 35–41 (online), available at: www.e-unwto.org (25-03-2014).

Web page without author:

Educating America for the 21st century: Developing a strategic plan for educational leadership for Columbia University (1994), initial workshop draft, pp. 125–128 (online), available at: ~~http://~~www.ilt.columbia.edu (16-05-2001).

Web page without publication date:

Prizker, T. J. (n.d.), *An early fragment from central Nepal* (online), available at: ~~http://~~www.ingress.com (12-12-2005).

Online journals and periodicals:

Kulish, N. (2014), ‘Rwanda Reaches for New Economic Model’, *The New York Times,* 23-03-2014 (online), available at: www.nytimes.com (25-03-2014).

Example
ULRs/Internet addresses

Web protocols like “**http://**” or “**https://**” followed by the indication of “**www**”, shall be deleted

6 Internet sources

Bibliographic details are arranged in the following order and separated by a comma [,]:

- Author of article, essay or chapter;
- Year of publication between brackets (yyyy);
- (Title of article, essay or chapter between single quotation marks ['…']);
- Title of the journal/publication in *italics;*
- For periodicals, if existing:
  1. Volume of journal or periodical: volume;
  2. Number of journal or periodical between brackets: volume 10 (3);
  3. Date of appearance: (dd-mm-yyyy);
- (Specifications to the publication (see example: "Web page without author"));
- If possible: pages of extract used or indication of length;
- Type of source between brackets: (online) [without any punctuation before it];
- Include the statement "available at:" with a colon [:];
- Indicate the principal web page of the organization or company;
- Access date in parenthesis (dd-mm-yyyy).

Citation of web pages

As most organizations and companies update their content constantly and the mentioned document might not be found in its original place, Internet sources should guide the reader to the principal URL of the organization or company.

Any interested person might then search the document within the indicated home page.

In case the Internet source specifies a web protocol like "http://" or "https://" followed by the indication of "www", the corresponding web protocol shall be deleted and only the indication to the "www" shall remain (see example 1 below).

In case the web protocol is not followed by the indication of "www" the "http://" or "https://" remain (see example 2 below).

Copied URL from the address bar (Internet address)	**Delete web protocoll,** "www" remains within the bibliography	**Web protocol** ("http://" or "https://") **remains** within the bibliography
Example 1: ~~http://~~www.un.org/en/index.shtml	www.un.org/en/index.shtml	
Example 2: http://bmb.htwk-leipzig.de/de/branche/abschlussarbeiten/		http://bmb.htwk-leipzig.de/de/branche/abschlussarbeiten/

Internet sources:

- Author of source
- Year of publication: (yyyy)
- Title of source in italics
- If existing: specifications to the publication
- If possible: pages of extract used: p. | pp.
- Type of medium "(online)"
- Include "available at:"
- **Principal URL** of the company or organization
- Access date (dd-mm-yyyy).

All items will be separated by a comma [,].

Internet sources: Journals/periodicals

- Author of source
- Year of publication: (yyyy)
- Title of article within single quotation marks: '…'
- Title of source in italics
- If any:
  1. Volume: volume
  2. Number between brackets: (…)
  3. Publishing date: dd-mm-yyyy
- Type of medium "(online)",
- If possible: pages of extract used: p. | pp.
- Include "available at:"
- **Principal URL** of the company or organization
- Access date (dd-mm-yyyy).
-

All items will be separated by a comma [,].

7 Other sources

Follow for all examples the general bibliographical guidelines.

Other sources:
Follow general guidelines.

Text examples: Special sources

Digital object identifier (DOI):

Summers, F. and Turner, G., ‘Structural Biology of HIV’, *Journal of Molecular Biology,* 285 (1), pp. 1–32, DOI: 10.1006/jmbi.1998.2354.

Microfiche/microform:

Davis, R. K. and Lombardi, T. P. (1996), ‘The quality of life of rural high school special education graduates: A follow-up study’, in: *Rural Goals 2000: Building Programs that Work* [microfiche], available at: ERIC Document: ED394765.

Personal conversation:

Doe, J., lecturer at Curtin University of Technology (2000), conversation with the author (14-04-2000).

Master’s and doctoral thesis (Ph.D., etc.):

Tuttocuore, M. G. (2001), *How Destination Image is Enhanced by Online Travel Agencies,* Ph.D. thesis, New York University, New York.

Manual to the UNWTO Word template

Name of the template file: template_UNWTO_manuscript_EN.dotx

Through this template, we offer you a tool that eases the preparation of a manuscript for UNWTO publications.

There are two ways of opening your manuscript using the this template:
1. You save template_UNWTO_manuscript_EN.dotx within any folder of your computer. This way you can access it by searching for the correct template document within that folder.
2. You save the template within the settings of your Word programme. This way you can open it through the Word programme.

Important:
In order not to loose the template,
1. Open the Word template from the folder you have saved it in and rename it; or
2. Copy the template wherever you think it is needed and rename the new document.

How to use the template (“Styles and Format” in Word)

For an easy use, we have prepared the most important and common styles that will be needed for writing the manuscript. By the moment you open the template, all those styles will appear in the tool bar at the documents head.

In case you might loose a style or it might disappear from the “Styles” tool bar, you can find it through the Word Menu Bar:

- → Format
- → Style…
  - → By clicking “Style…” a new window will open with a list of all styles created for this template.
  - → Choose the style you need and click on “Modify”.
  - → A new window opens
    - → Click then on “Add to Quick Style list”
    - → Click OK

The style will appear in the “Styles” menu within the Tool bar.

In continuation the styles created for the template will be explained in order of common usage:

Name of style	**Usage**	**Font**
Titles and subtitles Following the title and chapter structure explained at the beginning of these guidelines within “Styles” in the template there are different title options. Choose one of the available title buttons corresponding to the (sub)chapter you would like to introduce.		
T1_Title level 1	Main title of the publication in ‘title case’	Arial, bold, 16 pt
T1_Title level 1	– Main title of chapter – Title level 1 – In ‘sentence case’ – Numbering example: 1	Arial, bold, 16 pt
T2_Subtitle level 2	– Subtitle of chapter – Title level 2 – In ‘sentence case’ – Numbering example: 1.1	Arial, bold, 14 pt
T3_Subtile level 3	– Subtitle of chapter – Title level 3 – In ‘sentence case’ – Numbering example: 1.1.1	Arial, bold, 14 pt
T4_Subtitle level 4	– Subtitle of chapter – Title level 4, onwards – In ‘sentence case’ – No numbering	Arial, bold, 12 pt

Name of style	Usage	Font
Main body		
B1_Main body	For main text body to use throughout the complete manuscript	Arial, regular, 12 pt

Lists To compose a list of different levels give the necessary command using the style indicated.		
L1_List level 1	List level 1 hanging indent: 1 cm	Arial, regular, 12 pt
L2_List level 2	List level 2 hanging indent: 2 cm	Arial, regular, 12 pt
L3_List level 3	List level 3 hanging indent: 3 cm	Arial, regular, 12 pt
LN1_numb level 1	Numbered list, level 1 hanging indent: 1 cm	Arial, regular, 12 pt
LN2_numb level 2	Numbered list, level 2 hanging indent: 2 cm	Arial, regular, 12 pt
LN3_numb level 3	Numbered list, level 3 hanging indent: 3 cm	Arial, regular, 12 pt

Block quotations		
B2_block quotations	For longer quotations 1 cm indent left and right	Arial, italics, 12 pt
B2_source_block_qutations	Source of block quotations justification to the right, indent left and right : 1 cm	Arial, regular, 9 pt

Elements like tables, figures, boxes, etc.		
E1_element_title	– For element’s titles – For element’s headers	Arial, bold, 9 pt
E2_element_content	For element’s content	Arial, regular, 9 pt

Name of style	Usage	Font
Footnotes		
F1_footnotes	For all kind of notes – Footnotes – Footnotes within elements – Notes of elements – Sources of elements hanging indent: 1 cm	Arial, regular, 8 pt

References and bibliography		
B3_bibliography	– To obtain uniform bibliography references with indention – For any list of references and/or bibliography – hanging indent: 1 cm	Arial, regular, 12 pt