UNWTO Author Guidelines
How to Create a Manuscript in English
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**UNWTO Communications and Publications**

**UNWTO Author guidelines** – English  
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.
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:


– 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.


– 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.


Please also consult the “UNWTO writing rules” on page 57.
3 E-marketing

Introduction to each chapter

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 order 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 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.
**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.

**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 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.
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.
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 subchapter.

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

<table>
<thead>
<tr>
<th>Level</th>
<th>Title Level</th>
<th>Font Style</th>
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<td>Chapter 1</td>
<td>Main title</td>
<td>Arial, bold, 16 pt</td>
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<td>1.1</td>
<td>Subtitle</td>
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<td>Subtitle</td>
<td>Arial, bold, 14 pt</td>
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<td>Further subchapters</td>
<td>should not be numbed</td>
<td>Arial, bold, 12 pt</td>
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</table>

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.
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.

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.

Within lists avoid:
- numbers + brackets [1], [2], [3], … , ];
- 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.
The following issues should be considered when planning and executing special promotions:

- 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.

- 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.

- 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.

Example
Numbered list
Type of list: List 2, numbered:
The number of items listed is announced within the introduction to the list

Example
List 1 and List 2 in three levels

Items 1 and 2:
List 1, level 1

Item 3:
List 1, level 1

List 2 – subordinate clauses, level 2

List 2 – headwords, level 3

Item 4:
List 1, level 1

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

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.

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

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.

**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.

**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).

Choose the correct type of list.

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 [.]

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
- 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.

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.
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”.

Example:
Double and single quotation marks

Examples:
Capitalization and punctuation

Example 1:
Sentence starts with a quoted part

Examples 2:

– Sentence ends with a quoted part
– The punctuation is placed outside the quotation marks

Example 3:

– Quote within the sentence
– The punctuation placed outside the quotation marks

Example 4:

– Complete sentences are quoted
– The punctuation is placed inside the quotation marks

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.

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”.

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.

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

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.”
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."


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].

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

1. States Parties shall undertake to respect […] rules of international humanitarian law applicable to them in armed conflicts which are relevant to the child.

2. 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 preferably 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.
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.

**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.
References to publications within the text

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 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.

<table>
<thead>
<tr>
<th>wrong</th>
<th>correct</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fig.</td>
<td>→ figure</td>
</tr>
<tr>
<td>Gr.</td>
<td>→ figure [for graph]</td>
</tr>
<tr>
<td>Tab.</td>
<td>→ table</td>
</tr>
<tr>
<td>GP</td>
<td>→ good practice</td>
</tr>
<tr>
<td>CS</td>
<td>→ case study</td>
</tr>
<tr>
<td>Sec.</td>
<td>→ section</td>
</tr>
<tr>
<td>Ch.</td>
<td>→ chapter</td>
</tr>
<tr>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>
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 kastom³ 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.

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).
Table 4.5 Administrative divisions of China, December 2000

<table>
<thead>
<tr>
<th>Administrative divisions</th>
<th>Capital city</th>
<th>Density (inhabitants per km²)</th>
<th>Share of division's population (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provinces</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jilin</td>
<td>26.8</td>
<td>143¹</td>
<td>Changchun</td>
</tr>
<tr>
<td>Hainan</td>
<td>7.6</td>
<td>220²</td>
<td>Haikou</td>
</tr>
<tr>
<td>Autonomous regions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guangxi Zhuang</td>
<td>43.8</td>
<td>199</td>
<td>Nanning</td>
</tr>
<tr>
<td>Nei Mongol</td>
<td>23.3</td>
<td>20</td>
<td>Hohhot</td>
</tr>
</tbody>
</table>


Note: The STB has a website in simplified Chinese for Chinese interested in Scandinavia.

---

**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”.

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, in conjunction with The Financial Times, developed the BrandZ Top 100 Most Powerful Brands. Top brand in April 2012 was Apple with a US$ 183 billion brand value, followed by IBM and Google.

---

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) […]

Footnotes 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.

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.
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.
(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.

- **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.

- **(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.

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.
Example
Titles and headings elements

- Time periods: after the title, separated by a comma
- Measurements or units: within brackets at the end
- no abbreviations of elements
- no punctuation after the element's number
- no title format nor capitalization of titles
- no punctuation after the element's title
- only measurements within brackets

Correct:
Figure 6.10 Market share of travel agencies, 2005–2007 (%)
Figure 6.10 → Market share of travel agencies, January 2006 (%)

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).
**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
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.

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 (%)
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

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... (%)

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 (%)

Example
Numbering of elements
to chapter in another

Wrong:
continuous numbering of elements from one chapter to another

Wrong:
continuous numbering of different elements throughout the manuscript
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.
Table 2.1 Change in international tourist arrivals by purpose of visit, 2009 (%)

<table>
<thead>
<tr>
<th>Country</th>
<th>Leisure</th>
<th>Business</th>
<th>Visit to friends, family and other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>−2.2</td>
<td>−11.3</td>
<td>12.8</td>
</tr>
<tr>
<td>Nepal</td>
<td>−72.3</td>
<td>−1.2</td>
<td>n.a.</td>
</tr>
<tr>
<td>South Africa</td>
<td>5.1</td>
<td>−15.7</td>
<td>n.a.</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3.0</td>
<td>−20.0</td>
<td>−10.0</td>
</tr>
<tr>
<td>Vietnam</td>
<td>−14.8</td>
<td>−0.2</td>
<td>1.4</td>
</tr>
</tbody>
</table>

1) Data for 2008.

Note: The data of the countries not included in this table is detailed in the annex.

3) VisitBritain (2010).
National Tourism Administrations (2010).

Table 4.5 Administrative divisions of China, December 2000

<table>
<thead>
<tr>
<th>Administrative divisions</th>
<th>Capital city</th>
<th>Province Population 2000 (million)</th>
<th>Density (inhabitants per km²)</th>
<th>Capital Population 2000 (million)</th>
<th>Share of division’s population (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provinces</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jilin</td>
<td>Changchun</td>
<td>26.8</td>
<td>143¹</td>
<td>3.1</td>
<td>11.6</td>
</tr>
<tr>
<td>Hainan</td>
<td>Haikou</td>
<td>7.6</td>
<td>220²</td>
<td>0.4</td>
<td>5.3</td>
</tr>
<tr>
<td>Autonomous regions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guangxi</td>
<td>Nanning</td>
<td>43.8</td>
<td>199</td>
<td>1.3</td>
<td>3.0</td>
</tr>
<tr>
<td>Zhuang</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEI Mongol</td>
<td>Hohhot</td>
<td>23.3</td>
<td>20</td>
<td>0.9</td>
<td>3.9</td>
</tr>
</tbody>
</table>


Note: The STB has a website in simplified Chinese for Chinese interested in Scandinavia.
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\(^3\) […]

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

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

<table>
<thead>
<tr>
<th>Region</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average spending (USD)</td>
<td>Average length of stay (days)</td>
</tr>
<tr>
<td>Total</td>
<td>1,353</td>
<td>11.5</td>
</tr>
<tr>
<td>United States of America</td>
<td>1,212</td>
<td>11.0</td>
</tr>
<tr>
<td>Canada</td>
<td>1,567</td>
<td>14.3</td>
</tr>
<tr>
<td>Central America</td>
<td>969</td>
<td>6.3</td>
</tr>
<tr>
<td>Europe</td>
<td>1,752</td>
<td>14.5</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Leisure</th>
<th>Business</th>
<th>Visit to friends, family and other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>–2.2</td>
<td>–11.3</td>
<td>12.8</td>
</tr>
<tr>
<td>Nepal</td>
<td>–72.3</td>
<td>–1.2</td>
<td>n.a.</td>
</tr>
<tr>
<td>South Africa</td>
<td>5.1</td>
<td>–15.7</td>
<td>n.a.</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3.0</td>
<td>–20.0</td>
<td>–10.0</td>
</tr>
<tr>
<td>Vietnam</td>
<td>–14.8</td>
<td>–0.2</td>
<td>1.4</td>
</tr>
</tbody>
</table>

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

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

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 [%]

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
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
America = 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).
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.]

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

<table>
<thead>
<tr>
<th>Destination</th>
<th>Number of trips abroad</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(million)</td>
</tr>
<tr>
<td>Hong Kong, China</td>
<td>28.3</td>
</tr>
<tr>
<td>Macao, China</td>
<td>19.8</td>
</tr>
<tr>
<td>Republic of Korea</td>
<td>2.4</td>
</tr>
<tr>
<td>Taiwan Province of China</td>
<td>1.8</td>
</tr>
<tr>
<td>Malaysia</td>
<td>1.7</td>
</tr>
<tr>
<td>Other Asia</td>
<td>3.6</td>
</tr>
<tr>
<td>Russian Federation</td>
<td>0.8</td>
</tr>
<tr>
<td>Other Europe</td>
<td>2.3</td>
</tr>
<tr>
<td>United States of America</td>
<td>1.4</td>
</tr>
<tr>
<td>All Africa</td>
<td>1.0</td>
</tr>
<tr>
<td>Other Americas</td>
<td>0.5</td>
</tr>
<tr>
<td>Not specified</td>
<td>0.1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>70.2</strong></td>
</tr>
</tbody>
</table>
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.

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.
**Correct Images and Photos**

<table>
<thead>
<tr>
<th>Original picture size: 33.87 × 25.40 cm</th>
<th>Final picture size within publication: 5.7 × 4.3 cm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resolution: 300 dpi</td>
<td>Resolution: 300 dpi</td>
</tr>
<tr>
<td>a) Format and size: TIFF</td>
<td>18.6 MB</td>
</tr>
<tr>
<td>b) Format and size: JPG</td>
<td>7 MB</td>
</tr>
<tr>
<td>Comments:</td>
<td>Comments:</td>
</tr>
<tr>
<td>Acceptable resolution and size.</td>
<td>Acceptable resolution and size.</td>
</tr>
<tr>
<td>The picture size allows various printing sizes within the final publication, up to 33.87 × 25.40 cm.</td>
<td>The picture size does not allow a bigger size than the indicated within the final publication.</td>
</tr>
</tbody>
</table>

**Wrong Images and Photos**

<table>
<thead>
<tr>
<th>Picture size within manuscript: 5.7 × 4.3 cm</th>
<th>Final picture size within publication: 5.7 × 4.3 cm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resolution: 100 dpi</td>
<td>Resolution: 300 dpi</td>
</tr>
<tr>
<td>Format and size: JPG</td>
<td>622 KB</td>
</tr>
<tr>
<td>Comments:</td>
<td>Comments:</td>
</tr>
<tr>
<td>The resolution is too low – the image shows pixels.</td>
<td>The resolution of the images is acceptable.</td>
</tr>
<tr>
<td>In an acceptable resolution (300 dpi), the image would measure 1.9 × 1.4 cm, only.</td>
<td>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.</td>
</tr>
<tr>
<td>The picture size does not allow a bigger size than the secondly indicated within the final publication.</td>
<td>The picture size does not allow a bigger size than the indicated within the final publication.</td>
</tr>
</tbody>
</table>
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

**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.)

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.

**Correct**

**Wrong**

<table>
<thead>
<tr>
<th>Original picture size:</th>
<th>variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resolution:</td>
<td>vectorized</td>
</tr>
<tr>
<td>Format and size:</td>
<td>EPS</td>
</tr>
<tr>
<td>Comments:</td>
<td>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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Final picture size within publication:</th>
<th>5.2 × 2.8 cm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resolution:</td>
<td>300 dpi</td>
</tr>
<tr>
<td>Format and size:</td>
<td>PGN</td>
</tr>
<tr>
<td>Comments:</td>
<td>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.</td>
</tr>
</tbody>
</table>

Name of document:
*figure_5-1_.logo_UNWTO.eps*
*fig_.7-2_.flower.tif*
Example
Old UNWTO logos, not to be used any longer

UNWTO logos with full name:

UNWTO logos, acronyms only:
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.

**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.

**World Tourism Organization (UNWTO)**

The correct and complete writing is: **World Tourism Organization (UNWTO)**

Other writings:

World Tourism Organization
UNWTO

Do not use:
The UNWTO
WTO = World Trade Organization.
<table>
<thead>
<tr>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Titles of publication and chapters</strong> <em>(see page 20 f.)</em></td>
<td><strong>Titles: Publication and chapters</strong></td>
</tr>
<tr>
<td>– Publication’s title: ‘Title Case’</td>
<td>– <strong>No:</strong> CAPITALIZATION OF ANY TITLE</td>
</tr>
<tr>
<td>– Following chapter sand subchapters: ‘Sentence case’</td>
<td>– <strong>No:</strong> All Subchapters: ‘Title Case’</td>
</tr>
<tr>
<td>– Separate title from subtitle by an <em>n-dash</em> [-] including a space before and after (the hyphen [-] would be the wrong symbol to set)</td>
<td></td>
</tr>
</tbody>
</table>

**Example:**
Toolbox for Crisis Communications in Tourism -  -  - Checklist and Best Practices

<table>
<thead>
<tr>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>Numbering of subchapters <strong>up to the 3rd chapter level</strong></td>
<td>Do not include a dot [.] after the numbers of subchapters or their titles</td>
</tr>
</tbody>
</table>
Correct | Wrong
---|---
**Writing of countries**

Please use the official UN terminology for country names that you can find at:

The countries that commonly cause doubts are the following:

<table>
<thead>
<tr>
<th>Country</th>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>Russian Federation</td>
<td>Russia Federation of Russia</td>
<td>Federal Russia</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>Vietnam</td>
<td>Vietnam</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Country</th>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hong Kong, China</strong></td>
<td>Hong Kong, China</td>
<td>Hong Kong</td>
</tr>
<tr>
<td><strong>Macao, China</strong></td>
<td>Macao, China</td>
<td>Macao</td>
</tr>
<tr>
<td><strong>Taiwan Province of China</strong></td>
<td>Taiwan Province of China</td>
<td>Taiwan, province of China</td>
</tr>
</tbody>
</table>

In case there is a list of several countries and SARs within the text, they will be separated by semicolon [:], e.g.:

```plaintext
[...] Japan; China; Hong Kong, China; Macao, China; Taiwan Province of China; and the Republic of Korea [...]
```

<table>
<thead>
<tr>
<th>Country</th>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Democratic People’s Republic of Korea</strong></td>
<td>North Korea</td>
<td>North Korea</td>
</tr>
<tr>
<td><strong>Republic of Korea</strong></td>
<td>South Korea</td>
<td>South Korea</td>
</tr>
</tbody>
</table>

**Other countries:**

<table>
<thead>
<tr>
<th>Country</th>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lao People’s Democratic Republic</td>
<td>Laos</td>
<td>Laos</td>
</tr>
<tr>
<td>Philippines</td>
<td>The Philippines</td>
<td>The Philippines</td>
</tr>
</tbody>
</table>
### 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.

<table>
<thead>
<tr>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the Conference the <strong>United Arab Emirates</strong> agreed in …</td>
<td>In the Conference the <strong>UAE</strong> agreed in …</td>
</tr>
<tr>
<td>In the Conference the <strong>United States of America</strong> agreed in …</td>
<td>In the Conference the <strong>USA</strong> agreed in …</td>
</tr>
<tr>
<td>In the <strong>United States of America</strong> dogs are vaccinated.</td>
<td>In the <strong>US</strong> dogs are vaccinated.</td>
</tr>
<tr>
<td>Travel agencies of the <strong>United States of America</strong> are …</td>
<td><strong>US travel agencies</strong> are …</td>
</tr>
<tr>
<td>In the <strong>United Kingdom</strong> dogs are vaccinated.</td>
<td>In the <strong>UK</strong> dogs are vaccinated.</td>
</tr>
</tbody>
</table>

**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:

<table>
<thead>
<tr>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep. of Korea</td>
<td>South Korea</td>
</tr>
<tr>
<td>Taiwan Pr. of China</td>
<td>Taiwan</td>
</tr>
<tr>
<td>Lao PDR</td>
<td>Laos</td>
</tr>
<tr>
<td>UAE (United Arab Emirates)</td>
<td></td>
</tr>
<tr>
<td>USA (United States of America)</td>
<td></td>
</tr>
<tr>
<td>UK (United Kingdom)</td>
<td></td>
</tr>
</tbody>
</table>

### Writing of cities mentioning the country it belongs to

In English manuscripts the countries are going to be written between commas [ ], not between brackets.

<table>
<thead>
<tr>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>[…] Paris, France, […]</td>
<td>[…] Paris (France) […]</td>
</tr>
<tr>
<td>[…] London, United Kingdom, […]</td>
<td>[…] London (United Kingdom) […]</td>
</tr>
</tbody>
</table>

In case there is a list of several cities and countries within the text, they will be separated by a semicolon [:], e.g.:

<table>
<thead>
<tr>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>[…] Kyoto, Japan; Beijing, China; Hong Kong, China; Paris, France; and Madrid, Spain […]</td>
<td></td>
</tr>
<tr>
<td>Correct</td>
<td>Wrong</td>
</tr>
<tr>
<td>---------</td>
<td>-------</td>
</tr>
</tbody>
</table>
| **Geographical directions** – north, east, south, west | **Geographical directions**
| **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)* | **east, eastern** *(geographical directions)* |
| In the *east* of France,… | In the *East* of France,… |
| In *eastern* France,… | In *Eastern* France,… |
| **East, Eastern** *(major regions/political context)* | **East, Eastern** *(major regions/political context)* |
| East Africa | *east Africa* |
| Eastern Africa | *eastern Africa* |
| East-West dialogue | *East-west dialogue* |
| **north, northern** *(geographical directions)* | **north, northern** *(geographical directions)* |
| In the *north* of Europe,… | In the *North* of Europe |
| In *northern* countries,… | In *Northern* countries |
| **North, Northern** *(major regions/political context)* | **North, Northern** *(major regions/political context)* |
| North America | *north America* |
| Northern Europe | *northern Europe* |
| North-South dialogue | *North-south dialogue* |
| **south, southern** *(geographical directions)* | **south, southern** *(geographical directions)* |
| In the *south* of the hemisphere,… | In the *South* of the hemisphere,… |
| In *southern* countries,… | In *Southern* countries,… |
| **South, Southern** *(major regions/political context)* | **South, Southern** *(major regions/political context)* |
| North-South dialogue | *North-south dialogue* |
| South-East Asia | *south-east Asia* |
| South-Eastern Asia | *south-eastern Asia* |
| Southern Asia | *southern Asia* |
| **west, western** *(geographical directions)* | **west, western** *(geographical directions)* |
| In the *west*,… | In the *West*,… |
| *western* countries | *Western* countries |
| **West, Western** *(major regions/political context)* | **West, Western** *(major regions/political context)* |
| West Africa | *west Africa* |
| the *Western* Powers | the *western* Powers |
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 webpage:

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 worldwide.

Exceptional words

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

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.

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
Correct | Wrong
---|---
**Brackets (how to parenthesize)**
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.

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.)

**Quotation marks**
Use English symbols for double or single quotation marks: ["…"] or [‘…’].
You might check your word processing programme’s Preferences and Properties.

- do not use French quotation marks
- do not use inch/second nor minute symbols instead

<table>
<thead>
<tr>
<th>“word”</th>
<th>‘word’</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;word&quot;</td>
<td>'word'</td>
</tr>
<tr>
<td>French</td>
<td>minute</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>“word”</th>
<th>‘word’</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;word&quot;</td>
<td>'word'</td>
</tr>
<tr>
<td>inches / seconds</td>
<td>minute</td>
</tr>
</tbody>
</table>

**Apostrophes**
Use the correct symbol for apostrophes [’].
You might check your word processing programme’s Preferences and Properties.

- do not use minutes instead
- do not use accents

<table>
<thead>
<tr>
<th>My father’s work</th>
<th>My father’s work</th>
</tr>
</thead>
<tbody>
<tr>
<td>minute</td>
<td>My father’s work</td>
</tr>
<tr>
<td>accent</td>
<td>My father’s work</td>
</tr>
</tbody>
</table>
### Dates

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 {.}

<table>
<thead>
<tr>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 January 2007</td>
<td>17 JAN 2007</td>
</tr>
<tr>
<td>14 to 17 January 2007</td>
<td>14th to 17th of January 2007</td>
</tr>
<tr>
<td>17 JAN 2007</td>
<td>01-07-2007</td>
</tr>
<tr>
<td>17 Jan</td>
<td>1-7-07</td>
</tr>
</tbody>
</table>

**In tables | figures:**

- January 2007
- Jan. 2007

**Other abbreviations of months:**


**Correct**

**Wrong**

### Other doubts

The most important matter is to be **consistent**. In most cases there are no rules and you decide how to write, but it is important to maintain the same writing throughout the whole document.

- **e.g.:** Flights per week
- flights/week
- flights per week
<table>
<thead>
<tr>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Symbols</strong></td>
<td><strong>Symbols</strong></td>
</tr>
<tr>
<td>Use the [ ]-symbol for proper names, only:</td>
<td>Do not use [ ] as an abbreviation for “and”.</td>
</tr>
<tr>
<td>Eggs and milk</td>
<td>Eggs &amp; milk</td>
</tr>
<tr>
<td>The World Company &amp; Partners</td>
<td>The World Company and Partners</td>
</tr>
<tr>
<td>([) slashes within the text shall be written without (blanks before and after.</td>
<td></td>
</tr>
<tr>
<td>English/French</td>
<td>English-/French</td>
</tr>
<tr>
<td>Use the correct signs for degrees: [’]</td>
<td>Do not use the superscript letter “o” nor the symbol for number “No”.</td>
</tr>
<tr>
<td>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).</td>
<td></td>
</tr>
<tr>
<td>18°-C</td>
<td>18°-C [superscript letter “o”]</td>
</tr>
<tr>
<td>18°-K</td>
<td>18°-C [symbol for “number”]</td>
</tr>
<tr>
<td>It is possible to write the sign or the complete word, as long as consistency is maintained.</td>
<td></td>
</tr>
<tr>
<td>In tables and figures only the symbols will be used.</td>
<td></td>
</tr>
<tr>
<td>International symbols and signs shall be written with 1 spacing between the number and the sign:</td>
<td></td>
</tr>
<tr>
<td>250-km²</td>
<td>250-m²</td>
</tr>
<tr>
<td>250-km</td>
<td>250-m</td>
</tr>
<tr>
<td>square kilometre</td>
<td>km²</td>
</tr>
<tr>
<td>square metre</td>
<td>m²</td>
</tr>
<tr>
<td>kilometre</td>
<td>km</td>
</tr>
<tr>
<td>metre</td>
<td>m</td>
</tr>
<tr>
<td>kilogram</td>
<td>kg</td>
</tr>
<tr>
<td>gram</td>
<td>g</td>
</tr>
<tr>
<td>See also: <a href="http://dd.dgacm.org/editorialmanual/ed-guidelines/style/abbreviations.htm#General">http://dd.dgacm.org/editorialmanual/ed-guidelines/style/abbreviations.htm#General</a></td>
<td></td>
</tr>
<tr>
<td>Correct</td>
<td>Wrong</td>
</tr>
<tr>
<td>---------</td>
<td>-------</td>
</tr>
<tr>
<td><strong>Percentages</strong></td>
<td><strong>per cent</strong> %</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>35%</td>
<td>35-%</td>
</tr>
<tr>
<td>In case full numbers are treated within a text, no decimal will be set: The increase of <strong>12%</strong> of the sales [...]</td>
<td>35 per cent</td>
</tr>
<tr>
<td>The <strong>percentage</strong> is higher than last year. <strong>per cent</strong> (within a text)</td>
<td>The % is higher than last year. <strong>percent</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Distances, intervals, sections</th>
<th>Distances, intervals, sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td><strong>Distances, intervals, sections</strong></td>
</tr>
<tr>
<td>In case of page intervals within a bibliographic note, use the n-dash only and do not abbreviate the numbers.</td>
<td></td>
</tr>
<tr>
<td>from 5–8 [n-dash]</td>
<td>from 5–8 [hyphen]</td>
</tr>
<tr>
<td>from 5 to 8</td>
<td>from 2005–2006</td>
</tr>
<tr>
<td>pp. 226–229</td>
<td>pp. 226–49 [the “2” of the 249 is missing]</td>
</tr>
<tr>
<td>Use the long version or the abbreviations. In figures and tables it is favourable to use the symbols. over</td>
<td>Use the long version or the abbreviations, but do not mix. Be consistent throughout the manuscript.</td>
</tr>
<tr>
<td>more than</td>
<td>&gt;</td>
</tr>
<tr>
<td>less than</td>
<td>&lt;</td>
</tr>
<tr>
<td>equal and more than</td>
<td>≥</td>
</tr>
<tr>
<td>equal and less than</td>
<td>≤</td>
</tr>
</tbody>
</table>
### Correct | Wrong
---|---
**Numbers within text**

For the detailed use of numbers, consult the following web page:

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 | 3 days |
| 15 days | fifteen days |
| 3% | 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 [1st, 2nd, 3rd, 4th] but use them as a usual text.

2nd floor
3rd UNWTO Conference on …

Third UNWTO Conference on …

number of passengers

Do not abbreviate the word “number” in any case.

no. of passengers
Nº 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.
### Table 10.3 Active application count by category in the Apple app store, August 2012

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games</td>
<td>126,436</td>
<td>17.63%</td>
</tr>
<tr>
<td>Education</td>
<td>71,626</td>
<td>10.01%</td>
</tr>
<tr>
<td>Entertainment</td>
<td>68,745</td>
<td>9.59%</td>
</tr>
<tr>
<td>Books</td>
<td>65,344</td>
<td>9.12%</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>60,584</td>
<td>8.5%</td>
</tr>
<tr>
<td>Utilities</td>
<td>43,138</td>
<td>6.0%</td>
</tr>
<tr>
<td>Business</td>
<td>37,386</td>
<td>5.2%</td>
</tr>
<tr>
<td>Travel</td>
<td>36,390</td>
<td>5.1%</td>
</tr>
<tr>
<td>Music</td>
<td>27,698</td>
<td>3.92%</td>
</tr>
<tr>
<td>Reference</td>
<td>23,807</td>
<td>3.3%</td>
</tr>
<tr>
<td>Sports</td>
<td>20,467</td>
<td>2.9%</td>
</tr>
<tr>
<td>Total</td>
<td>717,112</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Example Decimals and per cent**

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**
## 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.

<table>
<thead>
<tr>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>The birth rate is of 1.1 children.</td>
<td>55.0 persons of 70 are blond.</td>
</tr>
<tr>
<td>55 persons of 70 are blond.</td>
<td>5.0% of the pupils are blond.</td>
</tr>
</tbody>
</table>

### Decimals within text

The birth rate is of 1.1 children.

| 55 persons of 70 are blond. | 55.0 persons of 70 are blond. |
| 5% of the pupils 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 | 96 | no decimals |
| 96.3 | 1 decimal | 96.3 | 1 decimal |
| 96.26 | 2 decimals | 96.26 | 2 decimals |

| 100% | 100.0% |
| Any time percentages should sum 100% in a total of a table, they will be written without decimals. | The sum of 100% will be written without its decimals. |
### Correct

**Thousands, millions, billions, etc.**

In English, *decimals* are divided from “full” numbers by *dots* [.], *thousands* are divided by *commas* [,].


<table>
<thead>
<tr>
<th>Thousands</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,770.20</td>
<td>3,770,20 (dots for thousands, comma for decimals)</td>
</tr>
<tr>
<td>522,568.96</td>
<td>522568.96 (thousands without commas)</td>
</tr>
</tbody>
</table>

**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 throughout 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.

### Wrong

1. **1.8 mil** people were forced to leave their homes.
2. **5.63 thousand** books needed to be restored.
3. **5.63 ths** books needed to be restored.
4. Avoid using decimals for indicating “thousands”.
5. These numbers are not too large that they could not be read in numbers:
   - **951.8 thousand** children are allowed to go to school.
6. 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.
### Table 6.1  Key figures on Chinese tourism

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

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

<table>
<thead>
<tr>
<th>Market</th>
<th>Base year 1995 (million trips)</th>
<th>Forecast 2020 (1,000,000 trips)</th>
<th>Market share, 1995 (%)</th>
<th>Market share, 2020 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>77</td>
<td>153</td>
<td>13.3</td>
<td>9.8</td>
</tr>
<tr>
<td>Japan</td>
<td>23</td>
<td>142</td>
<td>4.1</td>
<td>9.1</td>
</tr>
<tr>
<td>United States of America</td>
<td>63</td>
<td>123</td>
<td>11.1</td>
<td>7.9</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>43,954</td>
<td>45,844</td>
<td>47,656</td>
<td>57,386</td>
<td>70,250</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>39,666</td>
<td>42,068</td>
<td>47,826</td>
<td>52,597</td>
<td>64,191</td>
</tr>
<tr>
<td>Hong Kong, China</td>
<td>25,137</td>
<td>17,557</td>
<td>18,666</td>
<td>20,999</td>
<td>28,321</td>
</tr>
<tr>
<td>Macao, China</td>
<td>12,770</td>
<td>15,522</td>
<td>15,128</td>
<td>16,112</td>
<td>19,765</td>
</tr>
<tr>
<td>Taiwan Province of China</td>
<td>230</td>
<td>279</td>
<td>986</td>
<td>1,662</td>
<td>1,845</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>World</td>
<td>41.0</td>
<td>45.8</td>
<td>47.7</td>
<td>57.4</td>
<td>70.2</td>
</tr>
<tr>
<td>Asia and the Pacific</td>
<td>36.7</td>
<td>42.1</td>
<td>43.8</td>
<td>52.6</td>
<td>64.2</td>
</tr>
<tr>
<td>Hong Kong, China</td>
<td>16.1</td>
<td>17.8</td>
<td>18.7</td>
<td>23.1</td>
<td>28.3</td>
</tr>
<tr>
<td>Macao, China</td>
<td>12.8</td>
<td>15.5</td>
<td>15.1</td>
<td>16.1</td>
<td>19.8</td>
</tr>
<tr>
<td>Taiwan Province of China</td>
<td>0.2</td>
<td>0.3</td>
<td>1.0</td>
<td>1.7</td>
<td>1.8</td>
</tr>
</tbody>
</table>
### Correct

**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 [\(\times\)] 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.

#### Numbers within tables or figures

<table>
<thead>
<tr>
<th>Correct</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>((\times)1,000) or: (thousand)</td>
<td>(x1,000) nor: (x-thousands)</td>
</tr>
<tr>
<td>((\times)1,000,000) or: (million)</td>
<td>(x1,000,000) nor: (x-millions)</td>
</tr>
<tr>
<td>((\times)1,000,000,000) or: (billion)</td>
<td>(x1,000,000,000) nor: (x-billions)</td>
</tr>
<tr>
<td></td>
<td>nor: (per 1,000)</td>
</tr>
<tr>
<td></td>
<td>nor: (per million)</td>
</tr>
<tr>
<td></td>
<td>nor: (per billion)</td>
</tr>
</tbody>
</table>

Include 1 space between the symbol and the multiplier.

Indicators should not be mixed throughout the manuscript. Preferable use marked in **bold**.

### Wrong

- No "\(x\)" instead of symbol for factor [\(\times\)].
- No symbol [\(\times\)] before words.
- No pluralization of factors within tables or figures.
- Do not write the word “per” for indicating a factor: (per 1,000). See example 1.

### Abbreviations in tables or figures:

| (\(\times\) 1,000) | (\(\times\) thousand) and (\(\times\) million) or |
| (million) | (1,000) and (millions) |
| (billion) | (mil) | (m) |

Abbreviations can be mixed throughout the document but should be used consistently:

- mil | m
- bil

**Examples for different or same table/figure:**

(\(\times\) 1,000) and (\(\times\) 1,000,000) and (\(\times\) 1,000,000,000)

(\(\times\) thousand) and (\(\times\) million) and (\(\times\) billion)

(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:

(\(\times\) 1,000) → (ths)

(million) → (mn)

(billion) → (bn)
Table 6.1  Key figures on Chinese tourism

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>11/10</th>
<th>12/11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (million)</td>
<td>1,341</td>
<td>1,347</td>
<td>1,354</td>
<td>0.5</td>
<td>0.5</td>
</tr>
<tr>
<td>Gross Domestic Product (GDP) (USD billion)</td>
<td>5,930</td>
<td>7,298</td>
<td>8,250</td>
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<td>5,417</td>
<td>6,094</td>
<td>22.5</td>
<td>12.5</td>
</tr>
<tr>
<td>Exchange rate (USD to CNY)</td>
<td>6.77</td>
<td>6.46</td>
<td>6.31</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8.98</td>
<td>8.99</td>
<td>8.11</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Correct

### Currencies

Set the symbol of the currency first, then 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](http://treasury.un.org/operationalrates/OperationalRates.aspx), or use currency symbols.

<table>
<thead>
<tr>
<th>Currencies within text</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examples, preferable:</td>
<td></td>
</tr>
<tr>
<td>– Chinese travellers spent <strong>USD-102 billion</strong> in 2012.</td>
<td></td>
</tr>
<tr>
<td>– The foreseen spending power of Chinese in 2024 will be of <strong>CNY-3,879 billion</strong>.</td>
<td></td>
</tr>
<tr>
<td>– German visitors spent <strong>EUR 95 billion</strong> in 2011.</td>
<td></td>
</tr>
<tr>
<td>Examples, allowed:</td>
<td></td>
</tr>
<tr>
<td>– The foreseen spending power of Chinese in 2024 will be of <strong>RMB-3,879 billion</strong>.</td>
<td></td>
</tr>
<tr>
<td>– German visitors spent <strong>95 billion €</strong> in 2011.</td>
<td></td>
</tr>
</tbody>
</table>

### Currencies within tables or figures

As for all measurements, currencies will be placed between brackets and will always be abbreviated by its ICC.

<table>
<thead>
<tr>
<th>Currencies within tables or figures</th>
<th>Wrong</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examples:</td>
<td></td>
</tr>
<tr>
<td>– <strong>USD$</strong> has increased its influence in comparison to the <strong>EUR</strong> [...].</td>
<td></td>
</tr>
<tr>
<td>not preferable but allowed:</td>
<td></td>
</tr>
<tr>
<td>The expences were of twelve US dollar million.</td>
<td></td>
</tr>
</tbody>
</table>
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”.

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.

References
= sources used within the publication

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

General appearance and structure

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


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)

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


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


5. Sequence of book specifications:

   a. Titles of publications: in italics
   b. Specifications to the publication: in "normal" (roman) letter set
   c. Publishing house (here: acronyms of publishing organization)
   d. City where published


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


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 [.]
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


Text example: Work is published by more than one organization

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.

---

Text examples for books and monographs:

Monograph with a single author:


Monograph with two authors:


Monograph with three or more authors:


Monograph without an author:

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:

(edges.), 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:

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

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:**


**Article within a journal without author:**


**Article in a Newspaper:**


### 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:**


**Full text of an article from CD-ROM:**


**Full text of an article from electronic database:**


**Full text of an article from an electronic journal:**

Text examples: Internet sources

World Wide Web page:


Web page without author:


Web page without publication date:


Online journals and periodicals:

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).

Internet sources:
- Author of source
- Year of publication: (yyyy)
- Title of source in italics
- If existing: specifications to the publication
- 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)”
- Include “available at:”
- Principal URL of the company or organization
- Access date (dd-mm-yyyy).
- All items will be separated by a comma [,].

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 homepage.

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).

<table>
<thead>
<tr>
<th>Copied URL from the address bar (Internet address)</th>
<th>Delete web protocol, “www” remains within the bibliography</th>
<th>Web protocol (“http://” or “https://”) remains within the bibliography</th>
</tr>
</thead>
</table>
## 7 Other sources

Follow for all examples the general bibliographical guidelines.

<table>
<thead>
<tr>
<th><strong>Text examples: Special sources</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital object identifier (DOI):</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Microfiche/microform:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Personal conversation:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doe, J., lecturer at Curtin University of Technology (2000), conversation with the author (14-04-2000).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Master's and doctoral thesis (Ph.D., etc.):</th>
</tr>
</thead>
</table>
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:

<table>
<thead>
<tr>
<th>Name of style</th>
<th>Usage</th>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Titles and subtitles</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>T1_Title level 1</strong></td>
<td>Main title of the publication in ‘title case’</td>
<td>Arial, bold, 16 pt</td>
</tr>
</tbody>
</table>
| **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_Subtitle 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 |
<table>
<thead>
<tr>
<th>Name of style</th>
<th>Usage</th>
<th>Font</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Main body</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B1_Main body</td>
<td>For main text body to use throughout the complete manuscript</td>
<td>Arial, regular, 12 pt</td>
</tr>
<tr>
<td><strong>Lists</strong></td>
<td>To compose a list of different levels give the necessary command using the style indicated.</td>
<td></td>
</tr>
<tr>
<td>L1_List level 1</td>
<td>List level 1</td>
<td>Arial, regular, 12 pt</td>
</tr>
<tr>
<td></td>
<td>hanging indent: 1 cm</td>
<td></td>
</tr>
<tr>
<td>L2_List level 2</td>
<td>List level 2</td>
<td>Arial, regular, 12 pt</td>
</tr>
<tr>
<td></td>
<td>hanging indent: 2 cm</td>
<td></td>
</tr>
<tr>
<td>L3_List level 3</td>
<td>List level 3</td>
<td>Arial, regular, 12 pt</td>
</tr>
<tr>
<td></td>
<td>hanging indent: 3 cm</td>
<td></td>
</tr>
<tr>
<td>LN1_numb level 1</td>
<td>Numbered list, level 1</td>
<td>Arial, regular, 12 pt</td>
</tr>
<tr>
<td></td>
<td>hanging indent: 1 cm</td>
<td></td>
</tr>
<tr>
<td>LN2_numb level 2</td>
<td>Numbered list, level 2</td>
<td>Arial, regular, 12 pt</td>
</tr>
<tr>
<td></td>
<td>hanging indent: 2 cm</td>
<td></td>
</tr>
<tr>
<td>LN3_numb level 3</td>
<td>Numbered list, level 3</td>
<td>Arial, regular, 12 pt</td>
</tr>
<tr>
<td></td>
<td>hanging indent: 3 cm</td>
<td></td>
</tr>
<tr>
<td><strong>Block quotations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B2_block quotations</td>
<td>For longer quotations</td>
<td>Arial, italics, 12 pt</td>
</tr>
<tr>
<td></td>
<td>1 cm indent left and right</td>
<td></td>
</tr>
<tr>
<td>B2_source_block_quotations</td>
<td>Source of block quotations</td>
<td>Arial, regular, 9 pt</td>
</tr>
<tr>
<td></td>
<td>justification to the right,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>indent left and right : 1 cm</td>
<td></td>
</tr>
<tr>
<td><strong>Elements like tables, figures, boxes, etc.</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E1_element_title</td>
<td>– For element’s titles</td>
<td>Arial, bold, 9 pt</td>
</tr>
<tr>
<td></td>
<td>– For element’s headers</td>
<td></td>
</tr>
<tr>
<td>E2_element_content</td>
<td>For element’s content</td>
<td>Arial, regular, 9 pt</td>
</tr>
<tr>
<td>Name of style</td>
<td>Usage</td>
<td>Font</td>
</tr>
<tr>
<td>-----------------</td>
<td>-----------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td><strong>Footnotes</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 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 indentation  
- For any list of references and/or bibliography  
- hanging indent: 1 cm | Arial, regular, 12 pt |