eHotelier

Editorial Guidelines

eHotelier welcomes the contribution of articles on the theory and practice of Hotel Management, general survey articles and research reports. We also welcome brief reports on interesting products, websites, books, conferences, and industry news.

In selecting articles for publication, we give preference to those that are well-written, well-organized and have broad appeal and applicability to the *Ehotelier.com* audience, being Hotel Professionals globally. *Ehotelier.com* publishes original articles that are reasonably self-contained and aimed at a broad spectrum of the Hotel Industry.

Manuscripts are considered appropriate for our readership if they:

- discuss strategic or practical issues in Hotel Management and the user experience.

- discuss the economic impact of usability and present techniques or methodology appropriate to practitioners and other interested parties.

- present case studies of interest; review products and books of interest to our readership

- discuss the history of Hotel Management

- evaluate economic, social, political, and technological trends and forces.

We particularly encourage submissions reflecting original analysis supported by well-researched examples and case studies.

We do not generally accept articles published elsewhere in whole or in part. However, in some cases, *Ehotelier.com* may publish excerpts from books authored by, or of particular significance to, our members.

Ehotelier.com Style

Ehotelier.com is a professional portal for sharing ideas and experiences.

First drafts must be accurate and read well. Articles not meeting the stylistic criteria will be edited or returned to the author for rework.

- Emphasis on "real people, real problems, real solutions."

- Style is passionate and energetic.

- Write everything in a consistent tense, as appropriate to the topic, or as guided by the Editor.

- Write in the active voice.

- Anecdotes are entirely appropriate. They provide a human context to your research and a vehicle that interests the reader.

Remember that the *Ehotelier.com* audience is multidisciplinary. Readers must first learn the context of your subject before they can understand how your work affects practice or changes the field.

Finally, be sure to place your article into a broader context. Emphasize the implications of your research and the new issues that might arise from your research.

Instructions for submitting an article.

All submissions to *Ehotelier.com* are assigned to the editor to determine whether to publish or decline a submission.

Articles are typically between 400 and 800 words.

- Tables should be inserted within the text as close as possible to the point they are referenced.

- Charts, diagrams, figures, and photographs can be embedded in the document with their captions, but the originals must also be sent with the manuscript as named separate files. Picture quality should be at least 300 dpi, and the pictures should be in JPG or PNG format.

To accompany your article, we will require:

- A brief biographical note (100 words or less) for each author

- A photograph ("headshot") of each author. Picture quality should be at least 300 dpi, and the pictures should be in JPG or PNG format.

- A 200-word abstract

- The title of the article should be concise and informative. The editors may change titles and headings to match the eHotelier.com style or for SEO optimization.

- Use headings to separate major sections of your article but use them judiciously. Too many headings distract the reader. Because we are not an academic journal, we do not use footnotes. Instead, work the reference into the text of the article. For example, instead of "recently Jones (1) suggested that…" use "in her book, Usability is Fun, Sara Jones suggested that…" However, if you provide them, we may include a list of references "for further reading" on the ehotelier.com website.

- Company references. If the article reports on research done under the auspices of your company, you may refer to the company name within the article.

- Any promotional sentences or direct marketing information/addresses unrelated to the Tech.eX member may be removed or sent back to the contributor for removal before publishing.

Images

When authors have graphic images and photos for inclusion in the article, they must be of high quality and the author must be able to document ownership and clearance for publication. Please include the artist's or photographer's full name so that we can provide the appropriate credit. We do not encourage authors to supply "decorative" art since that is done by our design team.