**1st International Tea Culture and Tourism Conference – ITCTC 2025**



**Central Cultural Fund, Ministry of Buddha Sasana and Cultural Affairs, in Collaboration with the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka**

**15th - 17th November 2025**

## Full Paper Submission Guidelines

Manuscripts must be sent in MS Word (Doc/Docx) format to itctc2025@mgt.sab.ac.lk

The full paper should be between 7000 -7500 words including abstract, references, all text in tables & figures, acknowledgement, and appendices.

|  |  |
| --- | --- |
| Formatting Criteria | Guidelines |
| Page Size | B5 |
| Margins | Top, bottom, and right – 1” Left – 1.25” |
| Font | Cambria 11 (Headings -12; tables & figures 10) |
| Section headings (up to three levels) | 1. **BOLD, CAP ONLY, FONT SIZE 12, LEFT ALIGNED**    1. ***Bold, Italic, Initial Cap Only, Font Size 11,* Left Aligned**       1. *Italic, Initial Cap Only, Font Size 10, Left Aligned* |
| Paragraph Text | After 6pt, single-line spacing, justified |
| Tables | Center aligned, Heading: above the table, table Source: Below the table, font size 10, Cambria font type |
| Figures | Center aligned, Heading: below the figure, font size 10, Cambria font type |
| Referencing | Follow APA Style (7th version) in both in-text and end-text citation  End text citations (After 6pt, Single lines spacing, left aligned, Alphabetical order, No numbers please (1,2,3), Hanging indent, Cambria Font, 11 size |

# A CONCISE AND INFORMATIVE TITLE, CENTERED WITH ALL WORDS CAPITALIZED, BOLD PHASE, 12 FONT SIZE, CAMBRIA FONT

## Author name without Title like Dr., Prof. etc. 1 (Font-12, Bold)

*Affiliation with Institute Name, University, City, Country, Email ID (Font-12, Italic)*

## Author name without Title like Dr., Prof. etc. 2 (Font-12, Bold)

*Affiliation with Institute Name, University, City, Country, Email ID (Font-12, Italic)*

## Author name without Title like Dr., Prof. etc. 3 (Font-12, Bold)

*Affiliation with Institute Name, University, City, Country, Email ID (Font-12, Italic)*

# ABSTRACT

Please adhere to the formatting and layout which have been set up in this template. Indent 0.4" from both left and right sides. Keep single line spacing at after 6pt. Font type is Cambria. Font size is 11. Insert an abstract of 200-250 including keywords here. Please adhere to the formatting and layout which have been set up in this template. Indent 0.4" from both left and right. Keep single line spacing at after 6pt. Font type is Cambria. Font size is 11. Insert an abstract of 200-250 words here. Please adhere to the formatting and layout which have been set up in this template. Indent 0.4" from both left and right sides. Keep single line spacing at after 6pt. Font type is Cambria. Font size is

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**Keywords**: axxxxxxxx, byyyyyyyyy, dzzzzzzzzz, saaaaaaaaa (Maximum Five Key Words in alphabetical order)

# INTRODUCTION

Background, Research Problem, Purpose/Aims/objectives of the Study, Significance

# LITERATURE REVIEW

Critical Review of the literature which paves the way to build the present argument while addressing the gaps in the literature

# METHODOLOGY/METHODS

A description of research Philosophy/Approach, strategy, research context, sample selection, data collection methods

# RESULT AND DISCUSSION

An explanation on data analysis techniques and results while connecting to objectives/research questions

A meaningful discussion on the findings of the study by comparing and contrasting the findings with the previous research findings that enable the researcher to locate the present research in the

# CONCLUSION AND IMPLICATIONS

Summary of the main findings, novel contributions of the study (theoretical, contextual, methodological), implications to the practitioners (if any)

# REFERENCES (HEADING WITHOUT NUMBER)

**TABLES, FIGURES, & EQUATION SAMPLES**

Figures should be labeled with "Figure" and tables with "Table" and should be numbered sequentially, for example, Figure 1, Figure 2 and so on (refer to table 1 and figure 1). The figure numbers and titles should be placed below the figures, and the table numbers and titles should be placed on top of the tables. Table captions should be centered above. Avoid placing figures and tables before their first mention in the text.

**Table 1: Sample Table**

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| --- | --- | --- |
| Section | Letter style | Font |
| Sample Table | Cambria | 10 |

**Figure1: Details of figures font size 10**

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**Use only Cambria**

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P. Title Name

Abstract 1. Main 1.1 Sub

heading heading

Text

**Font size**

# ABBREVIATIONS AND ACRONYMS

Define abbreviations and acronyms the first time they are used in the text; Like, Organizational Citizenship Behaviour (OCB). Do not use abbreviations in the title and abstract unless they are unavoidable.

# EQUATIONS

Number equations consecutively with equation numbers in parentheses flush with the right margin, as in (1).

a + b = c (1)