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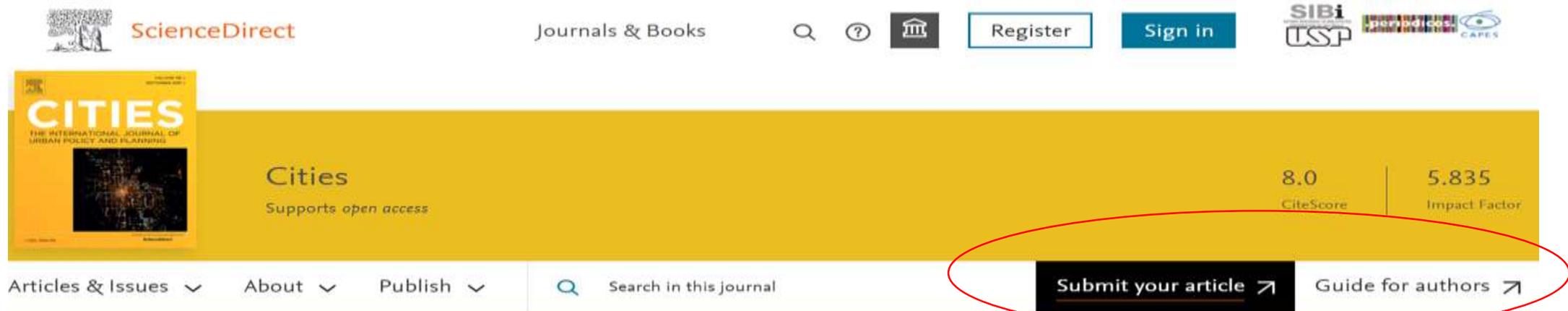
# Processo de publicação de artigo científico: recursos de formatação, processo de submissão de artigo e avaliação

Prof<sup>a</sup> Dr<sup>a</sup> Marina Toledo Lourenção Rocha



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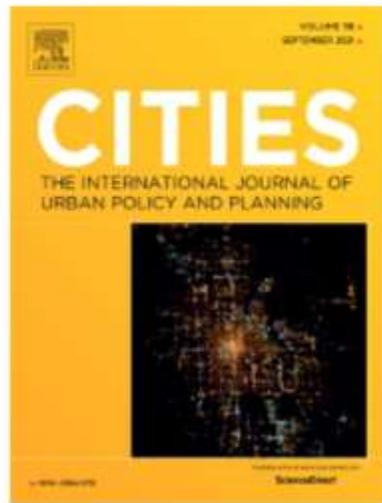
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# Submissão de artigos | Title page

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## Title page:

- As informações solicitadas na Title page podem mudar dependendo da revista.
- As informações solicitadas devem ser obtidas na seção de *guiding for authors*
- Normalmente eles pedem estas informações
- Nome dos autores na ordem de autoria
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  - Indicar quem é o *corresponding author*
- O *corresponding author* é o autor que ficará encarregado de receber os e-mails da revista.
- Normalmente o nome do corresponding author vem sucedido por um asterisco na publicação e o seu e-mail é publicado no artigo. Assim, quando algum leitor quer entrar em contato, ele escreve para o *corresponding author*.
- Em algumas áreas é importante ser o *corresponding author*

# Submissão de artigos | Cover letter

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## Cover letter:

- É muito importante escrever uma cover letter ao submeter os artigos
- A cover letter é uma carta de apresentação do artigo ao editor
- Informações importantes para conter na cover letter:
  - Quem são os autores (nomes)
  - Breve explicação do que se trata o artigo
  - Deixar muito claro qual é a contribuição teórica e prática do artigo, qual é a sua relevância
  - Indicar o motivo de os autores considerarem que aquele artigo é apropriado para a revista que ele está sendo submetido.
  - Para deixar claro que o artigo submetido está dentro do escopo da revista indicar quais artigos da revista foram citados no seu artigo.
  - Adicionar referência dos artigos citados na cover letter ao final do texto.

# Submissão de artigos | Cover letter exemplo



Marina Toledo de Arruda Lourenção,  
University of São Paulo  
Av. Bandeirantes, 3900  
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malourencao@gmail.com

Sara Dolnicar and Scott McCabe  
Editors-in-Chief  
*Annals of Tourism Research*

11 November, 2019

Dear Dr. Sara Dolnicar and Dr. Scott McCabe:

I am pleased to submit an original research article entitled “Tourists’ attention and attitude toward destination ads” for consideration for publication in *Annals of Tourism Research*. The authors are: Marina Toledo de Arruda Lourenção, Janaina de Moura Engracia Giraldi, Jorge Henrique Caldeira de Oliveira. This study verifies the influence of the communication types (induced and integrated) and of the semiotic elements (logo and slogan) used in Brazil’s destination country-brand ads on resident tourists’ visual attention and attitude. It was conducted a multi-method experiment with 97 participants using a neuroscience equipment (eye-tracker) to measure visual attention and a questionnaire to analyse attitude. It was also used the Latin square design to counterbalance the treatments presentation order.

In this manuscript, we show that the communication type influences the tourists’ attitude but does not influence visual attention. In this sense, we indicate that the ads with edited destination photographs developed by national tourism organisations (induced communication) generate a more positive tourists’ attitude than ads with TripAdvisor photos (integrated communication).

Our manuscript indicates that despite the current contribution of tourism-generated content, induced communication has a higher influence on tourists’ attitude. Thus, tourism organisations should use induced communication for their ads’ elaboration; that is, photographs should be edited because it positively influences the tourists’ attitude. Regarding the destination country-brand logo and slogan, we found that these elements do not influence the tourists’ attitude. However, they do contribute by increasing tourists’ visual attention in the whole ad area. Thus, they should be used in NTO ads.

We believe that this manuscript is appropriate for publication by *Annals of Tourism Research* because it presents studies others recent studies on destination photos with eye-tracking, destination advertising and tourist-generated content. Thus, we believe that our study is aligned with *Annals of Tourism Research* scope.

This manuscript has not been published and is not under consideration for publication elsewhere. We have no conflicts of interest to disclose.

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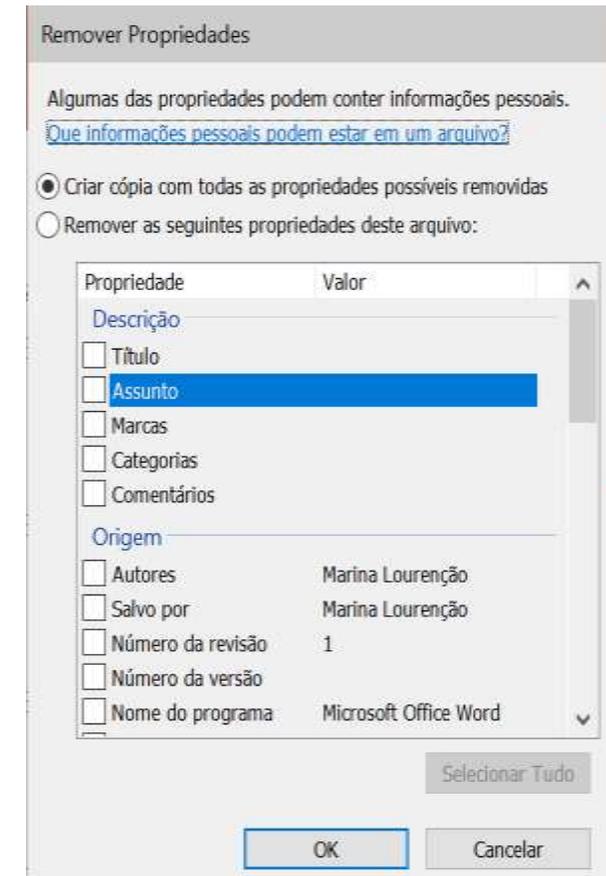
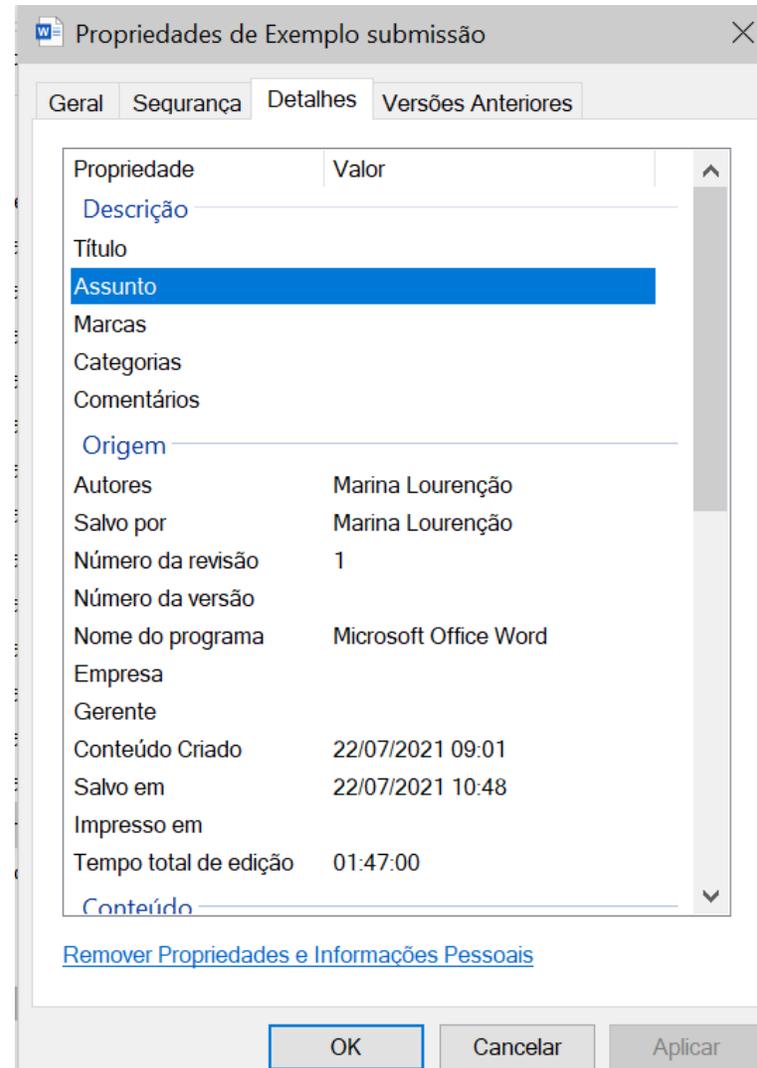
Sincerely,

Marina Lourenção,

# Submissão de artigos | Manuscript

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# Submissão de artigos | Highlights

## Highlights:

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- Normalmente estas frases não podem exceder 85 caracteres com espaçamento, é necessário conferir as normas de cada revista.



Online destination image: Comparing national tourism organisation's and tourists' perspectives



Athena H.N. Mak

Department of Tourism, Recreation and Leisure Studies, National Dong Hwa University, No. 1, Sec. 2, Da Hsueh Road, Shoufeng, Hualien, 97401, Taiwan, ROC

## HIGHLIGHTS

- Visual content analysis and mise en scène analysis were conducted on TGC and NTO photographic data.
- Content analysis and perceptual mapping analysis were performed on TGC and NTO textual data.
- Several important perceived online DI dimensions were under-represented in the NTO contents.
- TGC textual content outperformed NTO textual content in reflecting affective DI dimensions.
- Photographic content in general was more effective compared with textual content in conveying affective DI attributes.

## Response to reviewers:

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Prof<sup>a</sup> Dr<sup>a</sup> Marina Toledo Lourenção Rocha

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