**Your article file must not contain any author details or any information that would identify the authors**

**Title of the paper (Calibri 15, spacing: at least 13 pt., bold)**

**Abstract (Calibri 12,** **spacing: at least 13 pt., after 6 pt., bold)**

Abstract should be structured as follows: (Calibri 10, spacing: at least 13 pt.)

**Purpose.** The main purpose of the paper should be presented.

**Methodology.** Based on the paper’s type methodology or theoretical approach should be shortly described.

**Results.** The main results and findings of the research should be presented.

**The theoretical contribution.** The value and implications of the paper to the selected field, perspective or discipline should be indicated.

**Practical implications (if applicable).** This part should be included for research papers and if possible for theoretical papers as well.

Times New Roman 11, spacing: at least 13 pt.

**Key words (Calibri 12,** **spacing: at least 13 pt., after 6 pt., bold)**

**word, word, word (Calibri 10, spacing: at least 12 pt., bold)**

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**Introduction (Calibri 12,** **spacing: at least 13 pt., bold)**

Times New Roman 11, spacing: at least 13 pt.

In this part of the paper the introduction to the issues presented in the paper should be made. Also the research problem should be pointed put. **(**Times New Roman 11, spacing: at least 13 pt., indentation: first line 0,63 cm)

First line of every paragraph have indent 0,63 cm. **(**Times New Roman 11, spacing: at least 13 pt., indentation: first line 0,63 cm)

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**1. Literature review (Calibri 12,** **spacing: at least 13 pt., bold)**

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In the chapter the author should present results of the literature review indicating the [academic achievements](http://www.translatica.pl/slowniki/po-polsku/academic%20achievements/) in the field of research and research gaps, pointing to the motivation of the author for undertaking the research (Ciechorska, 1998, p. 30) or (Nowak, 1973; Malinowski, 1980; Kowalski, 1999). (Times New Roman 11, spacing: at least 13 pt., indentation: first line 0,63 cm)

First line of every paragraph have indent 0,63 cm. **(**Times New Roman 11, spacing: at least 13 pt., indentation: first line 0,63 cm)

Please apply Harvard bibliographic system: (Wesołowski, 2004; Wesołowski & Rybak, 2004; Wesołowski et al., 2004), (Strategy…, 2011), (*From idea …*, 2012), (http://www.wz.pb.edu.pl, 27.10.2015). (Times New Roman 11, spacing: at least 13 pt., indentation: first line 0,63 cm)

At direct quotations must be given parties or sources of electronic access date, for example: (Wesołowski, 2004, p. 27), (Wesołowski & Rybak, 2004, pp. 21-22), (Strategy…, 2011, p. 56), (http://www.wz.pb.edu.pl, 27.10.2015). **(**Times New Roman 11, spacing: at least 13 pt., indentation: first line 0,63 cm)

Avoid using abbreviations – e.g., etc., i.e. They should be replaced by full words: for example, and so on, that is/in other words. **(**Times New Roman 11, spacing: at least 13 pt., indentation: first line 0,63 cm)

Using the abbreviated name in the text, the author should first give its full version, for example: European Union (EU), customer relationship management (CRM). **(**Times New Roman 11, spacing: at least 13 pt., indentation: first line 0,63 cm)

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**2. Reseach methods (Calibri 12,** **spacing: at least 13 pt., bold)**

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In the chapter the author should indicate and describe the research methods applied to solve the research problem. (Times New Roman 11, spacing: at least 13 pt., indentation: first line 0,63 cm)

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**3. Research results (Calibri 12,** **spacing: at least 13 pt., bold)**

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In the chapter the author should present the obtained research results. (Times New Roman 11, spacing: at least 13 pt., indentation: first line 0,63 cm)

In the text the author should refer to each table and figure, for example: (Tab. 1), (Fig. 1), (Fig. 1 and 2). **(**Times New Roman 11, spacing: at least 13 pt., indentation: first line 0,63 cm)

Charts should be attached as separate files spreadsheets (MS Excel). Figures and photographs (black and white) in separate files in JPG, GIF or TIFF. **(**Times New Roman 11, spacing: at least 13 pt., indentation: first line 0,63 cm)

Tables should be prepared according to the example (Tab. 1).

Times New Roman 11, spacing: at least 13 pt.

Tab. 1. Title of the table (Calibri 9, line spacing: single, after 6 pt.)

| **Type of values** | **Touristic values and attractions** |
| --- | --- |
| Environmental | * natural value (Calibri 9, line spacing: single)
* natural value (Calibri 9, line spacing: single)
 |
| Cultural | * tourist attraction (Calibri 9, line spacing: single)
* tourist attraction (Calibri 9, line spacing: single)
 |

Source: author’s elaboration on the basis of (Kiryluk, 2005, p. 60). (Calibri 9, line spacing: single, before 6 pt.)

Times New Roman 11, spacing: at least 13 pt.

Figures should be prepared according to the example (Fig. 1 and 2).

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Fig. 1. Title of the picture [%] (Calibri 9, line spacing: single, before 6 pt.)

Source: author’s elaboration on the basis of (http://www.wz.pb.edu.pl, 27.10.2015). (Calibri 9, line spacing: single, before 6 pt.)

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Fig. 2.Title of the picture [%] (Calibri 9, line spacing: single)

Source: (http://www.wz.pb.edu.pl, 27.10.2015). (Calibri 9, line spacing: single, before 6 pt.)

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**4. Discussion of the results (Calibri 12,** **spacing: at least 13 pt., bold)**

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In this part of the paper the analysis of the research results should be carried out. (Times New Roman 11, spacing: at least 13 pt., indentation: first line 0,63 cm)

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**Conclusions (Calibri 12,** **spacing: at least 13 pt., bold)**

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In the chapter conclusions from the research and their implications should be presented, for instance:

* from the practical point of view; (Times New Roman 11, spacing: at least 13 pt.)
* from the scientific point of view, in the context of the literature review.

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**Literature (Calibri 11, spacing: at least 13 pt., bold)**

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