





GLOSSARY OF TERMS

Advertising campaign: A planned program of advertisements shown in various media (newspapers, magazines, and television) to raise a potential buyer's awareness of the destination, product or service being sold.

Airline vocabulary: Refer to the final section of this glossary.

Attraction: Any visitor service or product which tourists would enjoy visiting or using. An attraction may not be an "attractor" but can still be an attraction. To be considered an attraction, a product must be: A. Findable (clearly located on maps and street addresses, and directions provided). If tourists can't find the facility, it is not a tourist attraction. B. Hours of operation clearly denoted in any and all promotional materials (if a tourist arrives only to find the attraction closed, it is not an attraction). Examples of attractions include everything from a theme park that attracts over a million visitors a year, to a produce stand by the side of the road.

*{Source: Glossary of Terms & Acronyms - Compiled & Contributed from Private & Public Tourism Organizations
<http://www.southeasttourism.org/research/GlossaryofTerms.htm> Hereafter referred to as "southeasterntourism.org"}*

Benchmarking: Finding the industry standard (the "benchmark") or best practice and comparing your company's performance relative to the benchmark so that you know what to improve or change.

Comment Cards: Every business needs to ask its customers "How am I doing?" One way that many hotels and restaurants use to find out is a card or form that customers can fill in to tell what they thought of the product or service. These cards are called "comment cards."

Most businesses develop their own cards with the questions that are important to their particular businesses. Restaurants ask about the service the waiter gave, the decor of the restaurant, and importantly, how did the food taste. Hotels ask such things as whether the room was clean and the bed properly made. Some businesses ask if the price is right.

Consumer Show: A public exhibition where travel companies, government tourism officials, and industry participants such as hotels, car rental companies, airlines, and others provide information on their destinations, products, and services that travelers would find interesting.

Convention and Visitors Bureau: Government or private organizations that promote their particular city or region as a place where business travelers should hold meetings, or where tourists should visit. These organizations are local tourism marketing organizations specializing in developing conventions, meetings, conferences and visitations to a city, county or region.

Country of Residence: The country where a person has established a legal residence. A person does not have to be a citizen to be considered a resident. Travelers entering a country are required to provide different types of information depending on whether they are visitors or residents. The legal requirements for residency vary from one country to another.

Cultural tourism: Travel for the purpose of learning about cultures or aspects of cultures (NEAP, 2000).

(Source: southeasterntourism.org)

Day Trippers: Business travelers or tourists who arrive and leave a destination on the same day.

Destination Marketing: The program that is developed by the Travel & Tourism industry or by governments to promote a particular destination to business travelers and tourists. (See Marketing Mix.)

Ecotourism: The International Ecotourism Society (www.ecotourism.org) defines ecotourism as: “responsible travel to natural areas that conserves the environment and improves the well-being of local people. This means that those who implement and participate in ecotourism activities should follow the following principles:

Minimize impact

Build environmental and cultural awareness and respect

Provide positive experiences for both visitors and hosts

Provide direct financial benefits for conservation

Provide financial benefits and empowerment for local people

Raise sensitivity to host countries’ political, environmental, and social climate
Support international human rights and labor agreements”

Familiarization (Fam) Trip:

A complimentary or reduced-rate travel program that is intended to familiarize the visitor with a particular destination or mode of travel. It is a marketing tool and in the past was often used to encourage journalists to visit a particular place and to write about it later. Many travel publications, however, will no longer let writers accept “fam” trips because they want to be sure the writers are objective in their reporting.

Foreign Independent Travel or Foreign Individual Travel (FIT):

An international pre-paid unescorted tour that includes several travel elements such as accommodations, rental cars and sightseeing. A FIT operator specialises in preparing FITs documents at the request of retail travel agents. FITs usually receive travel vouchers to present to on-site services as verification of pre-payment. (Source: southeasterntourism.org)

Geotourism: Defined by National Geographic Traveler magazine as: “tourism that sustains or enhances the geographical character of the place being visited—its environment, culture, aesthetics, heritage, and the well-being of its residents.”

Gross lettings: This refers to all room lettings, i.e. both paid & complimentary listings are included

(Source: *Singapore Tourism Board (Research & Statistics Department)*)



Group Tour: Travel that is undertaken by a group of people with a common interest, or by people who have joined the group tour in order to benefit from prices that are lower than the prices offered to an individual traveler. Universities, museums, and even non-profit charitable organizations plan and sell group tours to their members and other interested people. Travel & Tourism companies that offer group travel are able to negotiate lower prices because they buy in quantity.

Hospitality: A general term used in travel & tourism describing the "hospitality industry" which includes accommodations and restaurants in particular. Hospitality also refers to being a welcoming host or hostess.

Hotel Package: a package offered by a hotel, sometimes consisting of no more than a room and breakfast; sometimes, especially at resort hotels, consisting of (ground) transportation, rooms, meals, sports facilities and other components.
(Source: southeasterntourism.org)

Image: The way a country is perceived internally or externally. Products, companies and people can all have images, which means the way they are perceived by others. In Travel & Tourism, destinations work to project positive images that will attract visitors. Newspaper reports about robberies or poor service contribute to a negative image.

Inbound vs. outbound tourism:
Inbound- Tourists entering the country
Outbound- Tourists leaving the country

Incentive Tour: a trip offered as a prize, usually by a company to stimulate employee sales or productivity.

(Source: southeasterntourism.org)

Independent or inclusive: When people travel they can buy each element of their trip separately -- tickets for transportation, separate arrangements for hotels and other activities. This is "independent" travel. Or they can buy an "inclusive" package which includes transportation and accommodations and some or all meals for a fixed price.

Inquiry: A question.

International vs. domestic tourism:
Domestic- within one's own country,
International- outside one's own country

Itinerary: A chronological travel plan which describes by the day and the hour what the traveler will be doing. It typically includes information about transportation, accommodations, meals, and sightseeing.

Joint venture: When two or more companies or governmental organizations join together to conduct business, or develop a project. For example, a local government might join with a global hotel company to develop a tourist resort. The government might provide the land, while the hotel company might provide the money to build the hotel. Joint ventures include different organizations; each brings their own expertise, and often each brings money, people, and ideas as well.

Jungle tourism: Jungle tours have become a major component of green tourism in tropical destinations. A jungle is a subclimax tropical forest consisting of a tangled growth of lianas, trees and scrub which may form an almost impenetrable barrier to the tourist. Jungle tours are a relatively recent phenomenon of Western international tourism.

(Source: *Encyclopaedia of Tourism*, p341 & 342)



Key-informant survey: This involves interviewing people who are likely to have some insight into a problem: operating managers; sales staff; managers; suppliers; and consultants.

(Source: *Marketing Hospitality* (2nd ed), by Tom Powers, p98)

Keying: A social convention by which social 'reality' is transformed and seen as something else, such as the presentation of a fight as mere horseplay. In tourism, a peculiar, inverted variety of keying is frequently employed: the 'as if' situation in which participants are induced to playfully make believe that presented settings, activities or events are 'real', when as tourists they may be well aware that such occurrences are contrived. An example would be a cruise on a "pirate ship" that stages a fake fight.

(Source: *Encyclopaedia of Tourism*, p344)

Leisure tourist: Leisure travelers travel because they want to. Business travelers travel because they must perform a business function.

Length of stay: This refers to the period of time which people spend in a destination. Many definitions require that "visitors" to a destination must stay at least 24 hours or overnight, but less than one year, to be considered a tourist. Destination areas often look for means to extend tourists' length of stay in order to increase positive economic impacts.

(Source: *Encyclopaedia of Tourism*, p356)

Marketing Mix: Professional marketers refer to four elements that make up the "marketing mix." These are:

1. The actual product or service that is being sold.
2. The way that the company or organization tells people about the product; that is, how the product is "promoted". Ways to promote a product or service include telling people directly in a store or cultural venue, advertisements, stories in newspapers, press releases, passing out samples or free tickets, etc.
3. The way the product or service is priced. For example, concert tickets are priced according to where the seat is located and/or the time of day or the day of the week. Airline tickets are priced according to seasons, the time the ticket was bought.
4. Distribution, or the way the product or services is made available to the customer. A product can be distributed through a retail store, or by mail, for example. A service can be made available on-site and on TV, for example, a concert can be given in a concert hall and also shown on TV. A restaurant can serve its meals in its own facility or provide meals packaged for take away service.

Occupancy rate: A tourism business occupancy rate refers to the number of airline seats or the units of hotel room space sold. This demand is usually measured as a percentage of available seats or space occupied for a given period of time. It is calculated by dividing the number of occupied rooms/seats by the total number available for sale during the same period.

(Source: *Encyclopaedia of Tourism*, p417)



Outbound: Outbound tourism is defined as tourism involving residents of a country travelling to another country. Outbound tour operators offer package tours abroad. They either operate the tours themselves, or they commission the services of an inbound operator to handle local arrangements at the destination. The country from which the tourists originate is known as the generating market or country.

(Source: *Encyclopaedia of Tourism*, p420)

Package Tour: A planned trip offered at a set price and usually included transportation and accommodation. Some tours include meals and sightseeing. A saleable travel product offering an inclusive price with several travel elements that would otherwise be purchased separately. Usually has a predetermined price, length of time and features but can also offer options for separate purchase.

(Source: southeasterntourism.org)

Paid lettings: this refers to room lettings that are paid for by hotel guests

(Source: *Singapore Tourism Board; Research & Statistics Department*)

Quality: In tourism, the product is often intangible and quality is not apparent until after it is consumed. Quality has been defined as zero defects or defections, but still may be defined by the customer. The International Organisation for Standardisation defines quality as 'the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs'. Others believe that quality is a combination of outcome and processes, including internal and external conditions, and is obtained when the expectations and needs of customers are met.

(Source: *Encyclopedia of Tourism*, p479)

Rack Card: the typical tourism brochure sized 4" x 9" and used primarily in tourism racks. Also known as a "teaser."

(Source: southeasterntourism.org)

Rack Rate: The official price posted by hotels, attractions and rental cars.

Resident: A person who has established a legal residence in a country. A person does not have to be a citizen to be considered a resident. Travelers entering a country are required to provide different types of information depending on whether they are visitors or residents. The legal requirements for residency vary from one country to another.

Seasonality: The uneven distribution of visitors over the course of the year. For instance, many people in Western Europe take their vacation in August and so many tourist destinations receive most of their visitors from Western Europe during August. If your area is in Europe and has a lot of French visitors, for example, you can expect that August probably will be a busier time than March. On the other hand, the island of Martinique will likely have most of its visitors during the months of January - March. In Brazil or other countries South of the Equator, summer vacation comes in January and February.

Stereotype: A statement that all people in a certain group (race, age, religion, for example) always have particular characteristics.



Sustainable tourism: this is, according to the World Tourism Organisation, “envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled with maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.”

(Source: southeasterntourism.org)

Target market: A group that a marketer believes would be appropriate customers for its product or services. Target markets can be defined by a variety of factors: age, income, interests, etc.

Tourism: The business of providing and marketing services and facilities needed by tourists. Products and services include information, reservations, transportation, food, lodging, restaurants, and entertainment and activities.

Tourist: Temporary visitor. A person who travels from his or her own home to another place and then returns home again.

Tourism Receipts: Tourism Receipts (TR) measures the total revenue received by Singapore from tourism activity. It includes all payments and prepayments for goods and services made by visitors, transit passengers, air & sea crew and foreign students (staying for one year or less) during their stay in Singapore. Visitors' payments to our national carriers (SIA & Silk Air) for international transport are also included.

(Source: *Singapore Tourism Board (Research & Statistics Department)*)

Trade Show: a product showcase for a specific industry. Generally it is not open to the public. Differs from a “Consumer Show” in that a trade show targets the professional industry, while a consumer show targets consumers.

(Source: southeasterntourism.org)

Travel Agent: the individual who sells travel services, issues tickets and provides other travel services to the travel services to the traveler at the retail level.

(Source: southeasterntourism.org)

Underdevelopment: Within development theory, the concept of underdevelopment suggests that wealthy capitalist countries have held back the development of so-called Third World countries. Tourism in Third World destinations is controlled for the economic benefit of foreign owners, reinforces dependency, lacks involvement of local decision makers, leads to negative sociocultural impacts, and results in the promotion of staged attractions to capture an international tourism market.

(Source: *Encyclopedia of Tourism*, p610)

Urban recreation: the concept of urban recreation covers recreational activity that takes place in an urban environment in contrast to a rural setting. Participants in such activities are either urban residents themselves, day visitors from rural areas, or tourists. The major activities are shopping, visits to heritage sites, museums, movie theatres, operas, sport and music events, and indoor sports activities.

(Source: *Encyclopedia of Tourism*, p615)



VFR: Visiting friends and relatives.

Visitor: A person who visits for a limited time a country where he or she is not a resident and who plans to return to his or her own country.

Visitor Arrivals: Government data that includes everyone who go through the government's immigration clearance who is not a resident of the country and who is not just passing through (within 24 hours) to get to another country. Travelers who are just passing through are called "in transit." Some countries, like the USA, require even "in transit" travelers to obtain a valid USA visa. Most countries do not require a visa unless the traveler plans to stay for more than 24 hours outside the airport, port or border crossing.

Visitor Days: Number of Visitor Arrivals x Average Length of Stay

Visitor Expenditure: includes expenditure incurred during a visitor's stay in the country, but excludes international air and sea tickets paid outside the country. Typical visitor expenditures include:

- Shopping
- Accommodation, include such hotel expenditures as spa treatments
- Entertainment/sightseeing
- Food and beverage
- Local transportation

Visitors Centre: Travel information centre located at a destination to make it easier for visitors to plan their stay; often operated by a convention and visitors bureau, chamber of commerce or tourism promotion organisation.

(Source: *Glossary of Hospitality/Tourism Terms* - http://www.catalysttelecom.com/solutioncity/hospitality_files/GlossaryofHospitalityTerms.doc)

World Tourism Organisation (WTO):

The only global international organization dealing with the rules of trade between nations, called WTO agreements. Agreements are negotiated and signed by the bulk of the world's trading nations and ratified in their parliaments. The goal is to help producers of goods and services, exporters, and importers conduct their business. WTO is based in Madrid, Spain.

World Travel and Tourism Council (WTTC):

The forum for global business leaders comprising the presidents, chairs and CEOs of 100 of the world's foremost companies. It is the only body representing the private sector in all parts of the Travel & Tourism industry worldwide.

WTTC's mission is to raise awareness of the full economic impact of the world's largest generator of wealth and jobs - Travel & Tourism. Governments are encouraged to unlock the industry's potential by adopting the Council's policy framework for sustainable tourism development, known as the Blueprint for New Tourism.

Xenophobia: Xenophobia is an irrational fear or contempt of strangers or foreigners. This ancient cultural and political phenomenon is also present in contemporary tourism, mainly manifesting itself in the hostile attitudes of residents towards tourists. Xenophobia should be considered in domestic and international tourism in terms of economic, social and cultural distance, which is accentuated by the type and the number of tourists and the rate of tourism development.

(Source: *Encyclopedia of Tourism*, p632)



Yield management: the concept of maximising the revenue by raising or lowering prices in respect to demand is known as yield management. The necessary conditions for a successful application of yield management include a fairly fixed capacity, high fixed costs, low variable costs, fluctuations in demand and similarity of inventory capacity. Yield management was popularised with the deregulation of the US airline industry and it is extensively used by this and other tourism sectors.
(Source: *Encyclopedia of Tourism*, p633)

Yield percentage: To demonstrate the variable effect of both average price rates and occupancy rates, tourism managers develop a comparison focusing upon the yield rates during a given period of time. Managers can increase the yield rate (see yield management) by raising rates when demand is high.

(Source: *Encyclopedia of Tourism*, p633)

Zoning: Zoning seeks to regulate land uses by separating them based on incompatibility, or allowing like/compatible uses to co-exist. A basic principle of tourism zoning is the conservation of specific environmental features such as wetlands, archaeological and historic sites, important stands of vegetation and unusual geological features. Related to this is the maintenance of visual diversity. Also important is the achievement of successful functional groupings of resort facilities and activities, such as accommodation, commercial and cultural facilities, and recreation facilities in suitable areas. Buffer zones containing mixtures of tourism facilities and less fragile environmental preservation requirements may also be designated.

Sources: In addition to the sources named, definitions are from GTTP publications and web site (www.gttp.org), and GTTP member country publications.



AIRLINE TERMINOLOGY *

The definitions excerpted below include the original paragraph numbers from the source document to facilitate referrals to it.

ALLIANCES:

There are now over 500 airline alliances in existence involving some 200 airlines in some form of collaborative activity[16]. While these alliances take many different forms, they nearly all feature code sharing (see paragraph 47). Although considerable volatility has been seen in the makeup of these alliances, four global strategic alliances have now emerged. The two largest are the "Star" alliance, which includes Lufthansa and United Airlines, and the "Oneworld" alliance which includes American Airlines, British Airways and Cathay Pacific (for membership of these alliances see Appendix 3). The vast majority of such alliances have been formed for the purpose of circumventing national ownership and control restrictions[17] in the airline industry worldwide. Members of these alliances claim that they enable them to offer their customers a greater number of destinations than they would otherwise be able to serve, but it is also clear that they give rise to a number of anti-competitive effects.

TRAFFIC RIGHTS

Air traffic rights are based on the eight freedoms of the air: the rights of a designated carrier[18] to:

- (i) overfly a foreign country;
- (ii) land in a foreign country for technical reasons;
- (iii) carry revenue traffic from the carrier's home country to a foreign country;
- (iv) carry revenue traffic from a foreign country to the carrier's home country;
- (v) carry revenue traffic between that country and a third country provided the service originates in or is destined for the carrier's home country;
- (vi) carry revenue traffic between two countries via its home territory;
- (vii) carry revenue traffic between two countries without the need to commence the service in its home territory or to route the service via its home territory; and
- (viii) carry revenue traffic on domestic routes in a foreign country (cabotage). The framework of exchanging air traffic rights on a bilateral basis stems directly from the Chicago Convention of 1944. At this Convention the United States proposed a multilateral exchange of rights but it did not find favour with other nations. As a consequence, a bilateral system emerged involving the exchange of air traffic rights on a reciprocal basis between countries. However, at the Chicago Convention only the first two freedoms were formally adopted.

AIR SERVICES AGREEMENTS

In most parts of the world, international air transport services are constrained by the terms of bilateral air services agreements established between individual States. The system of exchanging air traffic rights on a bilateral basis was set in train by the Chicago Convention of 1944, which resulted in national airlines being designated to operate services by their respective governments. Restrictions

that a carrier must be substantially owned by nationals of a country and that effective control of the company must rest within its territory have prevented the airline industry evolving in the same way as other global industries.

OPEN SKIES AGREEMENTS

Open Skies is a term that has been used by the United States government to describe the (more) liberal air services agreements they have established on a bilateral basis with around 30 countries. While these agreements represent a partial removal of the economic regulations constraining the operation of air services between the United States and third countries, they fall well short of the multilateral regime that now exists in the air transport markets of the European Community. In particular, the right for a non-United States carrier to operate domestic services in the United States is excluded in Open Skies agreements.

CODE SHARING

Each airline is identified by a flight designator code—"BA" in the case of British Airways. Code sharing, which involves the use by one carrier of its flight code on aircraft operated by another carrier has grown rapidly in the last 20 years. An example of this practice is provided by Delta Airlines and Sabena, which offer their passengers the same two flights per day from Brussels to Atlanta. One of the flights is operated by a Sabena aircraft as SN125, but also carries Delta's passengers with flight code DL125 on their tickets. The other flight is operated by one of Delta's fleet as DL2885, with Sabena's passengers travelling on the same aircraft with the flight code SN545.

PROVISION OF AIRLINE SERVICES

A combination of code sharing and franchising has resulted in many flights, which carry a major carrier's flight designator code and in certain instances company livery, not being operated by one of that carrier's fleet. For example, Lufthansa has no fewer than 25 airlines operating services on its behalf. Lufthansa has a shareholding in a small number of these companies, but in most cases the franchisee or code share partner is fully independent. Appendix 3 shows the current position in the case of Lufthansa. Most other major carriers provide their services in a similar manner.

SLOTS

At any airport there are a limited number of available take-off and landing slots each hour of the day. This number is limited by safety considerations, such as separations between aircraft and runway/taxiway layouts as well as noise and environmental factors. At busy airports, aircraft are allocated pre-planned slots for take off and for landing. A growing number of European airports do not have enough slots to satisfy demand from airlines. In such situations, the possession and allocation of slots is a crucial issue affecting airline competition.



SLOTS—GRANDFATHER RIGHTS

Under the system established and organised by the International Air Transport Association (IATA), an airline has the right to continue to use a slot assigned to it provided the slot has been used regularly the previous year. A slot is not tied to a particular route. Once an airline operates from an airport at a specific time it obtains the right to use that slot in the future. This becomes important at airports where the demand for slots is greater than their supply with new entrants having little prospect of obtaining slots at suitable times of the day to compete with existing airlines.

COMPUTER RESERVATION SYSTEM (CRS) DISPLAYS

When booking a flight with a travel agent, information about flights is displayed on computer screens usually with between six and eight lines of data displayed on each page. One consequence of the growth of code sharing arrangements between airlines is that the same flight is often displayed more than once under a different flight code. This can result in a competing carrier's services being pushed further down the screen or onto the next or subsequent page^[19]. Research indicates that around 80 per cent of CRS bookings by travel agents are made from the first page of information and that no fewer than 50 per cent of bookings are made from the first line of this display.

*The airline definitions have been copied from a report of the UK House of Lords printed November 17, 1998 and available at the website:
<http://www.publications.parliament.uk/pa/ld199798/ldselect/ldcom/156/15601.htm>

- 16 Airline Business, June 1998.
- 17 In the United States a non-American citizen or company may own no more than 25 per cent of the voting stock of an airline. The European Union has an equivalent restriction of no more than 49.9 per cent.
- 18 A designated carrier is an airline that has been licensed by the government of the country in which it is owned to operate a route to another country under the terms of a bilateral air services agreement.
- 19 This practice is currently regulated in the European Union by Council Regulation 3089/93 which seeks to limit the repetition of flight information and other forms of bias on CRS displays.

