GLOSSARY

**Accommodation capacity:** The measure of accommodation stock at a defined destination may be given by various different measures e.g. number of establishments; number of main units within an establishment (e.g. rooms) capacity in terms of residents (e.g. bed spaces).

**Affinity group:** a group sharing a common interest, usually from an organization.

**Artifact:** An object; an item of material culture.

**Auditing:** A process to measure and verify the practices of a business.

**Bed and breakfast:** (B & B) (home stays) overnight accommodations usually in a private home or boarding house, with a full American-style or continental.

**Best Practice:** Operational standards considered the most effective and efficient means of achieving desired outcomes.

**Biodiversity:** A variety of wildlife in an area.

**Biological diversity (biodiversity):** The variety of life forms and genes they contain and the ecosystems they form. Biodiversity is usually considered at four levels; genetic diversity, species diversity, community diversity and ecosystem diversity.

**Boosterism:** is the act of "boosting," or promoting, one's town, city, or organization, with the goal of improving public perception of it. Boosting can be as simple as "talking up" the entity at a party or as elaborate as establishing a visitors' bureau.

**Conservation:** Can be broadly interpreted as action taken to protect and preserve the natural world from harmful features of tourism, including pollution and overexploitation of resources. The protection and maintenance of nature while allowing for its ecologically sustainable use.

**Cost-benefit analysis:** Full analysis of public and private costs and benefits of project.
Demographic Profile: Characteristics used in research such as age, gender, occupation, income, marital status, place of residence, etc.

Departure tax: fee collected from the traveler by the host country at the time of departure.

Destination: the place to which a traveler is going. In the travel industry, any city, area, or country which can be marketed as a single entity for tourists.

Discretionary income: Money received from employment or other sources which can be freely spent on leisure pursuits (such as travel and tourism) after general living costs, taxation etc. are taken into consideration.

Domestic tourism: Travel within the country of residence.

Dominant scenic alteration: An alteration in the scenic landscape that is visually obtrusive.

Double-occupancy rate: the price per person for a room to be shared with another person.

Double-room rate: the full price of a room for two people (twice the double-occupancy rate).

Downgrade: To move to a lesser level of accommodations or a lower class of service.

Due diligence: Taking what is considered in law to be reasonable care.

Dwell time: Length of time a visitor spends at an attraction or destination. Dwell time is often taken into consideration when setting admission fees as a way of ensuring perceived value for money.

Ecologically sustainable: Using, conserving and enhancing the community’s resources so that ecological development is maintained, and the total quality of life can be sustained now and in the future.
**E Commerce:** Internet facilitated commerce, using electronic means for promoting, selling, distributing and servicing products.

**Ecosystem:** An area where living and non-living things interact.

**Ecosystem:** A dynamic system of plant, animal, fungal and micro-organism communities and the associated non-living physical and chemical factors.

**Eco tour:** A tour designed to focus on preserving the environment of environmentally sensitive areas.

**Endangered species:** In severe danger of becoming extinct in the near future unless immediate steps are taken to protect the species.

**Environmental education:** Formal and informal learning processes that are designed to raise awareness and teach new values, knowledge and skills, in order to encourage more sustainable behaviour.

**Environmental impact assessment:** A study undertaken to assess the effect of an action upon a specific environment or the social or cultural integrity of a community.

**Environmental impact statement:** The report resulting from an environmental impact assessment.

**Environmental impact:** The effects that a community has on the environment as a consequence of its activities.

**Environmental management systems:** Systems established by tourism organisations with the aim of mitigating negative environmental impacts.

**Environmental scanning:** The process of collecting information to carry out a systematic analysis of the forces effecting the organization and identifying potential threats and opportunities with view to generating future strategies.
**Ethnography:** Ethnography is a qualitative research method often used in the social sciences. It is often employed for gathering empirical data on human societies/cultures. Data collection is often done through participant observation, interviews, questionnaires, etc. Ethnography aims to describe the nature of those who are studied (i.e. to describe a people, an *ethnos*) through writing. In the biological sciences, this type of study might be called a "field study" or a "case report," both of which are used as common synonyms for "ethnography".

**Evolutionary theories:** Theories of tourism which see destinations evolving, in the sense that the types of tourists change, or evolve, over time.

**Exotic plants:** Plants whose genetic stock comes from beyond the area in which they are found.

**Extension:** An arranged sub-tour offered optionally before or after a tour or cruise at an extra charge.

**Externalities:** Those costs or benefits arising from production or consumption of goods and services which are not reflected in market prices.

**Fauna:** All the animals of a particular area.

**Fixed expense:** An expense related to the tour as a whole, which does not vary with the number of passengers such as a meal or a per person entrance to an attraction.

**Flora:** All the plants of a particular area.

**Folio:** An itemized record of a guest’s charges and credits, maintained in the front office till departure and can be referred to as guest bill or guest statement.

**Front office:** Office situated in the lobby of a hotel, the main functions of which are (1) control/sale of guest rooms, (2) providing keys, mail, and information, (3) keeping guest accounts, rendering bills/payments, and (4) providing information to other departments.
**Full-service restaurant:** A food-service establishment with several menu selections and table service.

**Globalisation:** Generally defined as the network of connections of organisations and people across national, geographic and cultural borders and boundaries. These global networks are creating a shrinking world where local differences and national boundaries are being subsumed into global identities. Within the field of tourism, globalisation is also viewed in terms of the revolutions in telecommunications, finance and transport that are key factors currently influencing the nature and pace of growth of tourism in developing nations.


**Guide:** (1) A person qualified to conduct tours of specific localities or attractions (many reliable guides are licensed), (2) an airline, bus, railroad, or ship manual of schedules and fares, usually printed seasonally.

**Guided tour:** A local sightseeing trip conducted by a guide.

**Heritage site:** A place that capitalizes on its connection with heritage.

**Heritage:** Things of value that are inherited which people want to keep. Heritage can be natural, cultural, tangible, intangible, personal or collective. Natural heritage is often conserved in places such as reserves and national parks. Cultural heritage practices are often conserved through ongoing traditions and practices.

**Host:** (1) A representative of the group (organizer) that may arrange optional excursions and answer questions but does not have escort authority (2) liaison to the tour operator or tour manager, (3) a representative who provides only information or greeting services or
who assists at the destination with ground arrangements without actually accompanying the tour.

**HRM:** Human Resource Management, concerned with the strategic management of human resources to achieve a competitive advantage.

**Infrastructure:** Construction needed to support economic development.

**Intermediary:** An organization within the chain of distribution whose function is to facilitate the supply of a given product from producers to consumers. In the travel industry examples are travel agencies and tourism information offices.

**Intermediate carrier:** A carrier that transports a passenger or piece of baggage as part of an inter-line movement, but on which neither the point of origin or destination is located.

**Intermodal tour:** Tour using several forms of transportation such as airplanes, motor coaches, cruise ships and trains to create a diversified and efficient tour package.

**Leisure travel:** Travel undertaken for pleasure and unrelated to paid work time.

**Length of stay:** Number of nights spent in one destination. Most tourist boards seek to find ways of increasing visitors’ length of stay.

**Lifecycle:** The particular pattern through which a destination evolves.

**Monitoring:** The ongoing review and assessment of the natural or cultural integrity of a place in order to detect changes in its condition with reference to a baseline condition.

**On-demand public transportation:** Transportation services, such as taxicabs.

**Package tour:** A combination of several travel components provided by different suppliers, which are sold to the consumer as a single product at a single price.
**Package:** (1) Pre-arranged combination of elements such as air, hotel, sightseeing and social events put together and sold at an all-inclusive package price. (2) Package means to combine elements as above into an all-inclusive package product.

**Personal disposable income:** The amount an individual has left over for personal expenditure on goods and services, after payment of personal direct taxes, national insurance and pension contributions.

**Pollution:** Harmful effects on the environment as a by-product of tourism activity. Types include: air; noise, water and aesthetic.

**Price elasticity of demand:** A measure of the variability that can be expected in sales when prices are changed. Unity elasticity would see equal increase in sales to in reaction to a decrease in price. Inelastic demand would not change when prices went down or up.

**Profit:** The excess of revenue over expenses, if expenses exceed revenues in a given period the organization will make a loss.

**Protected area:** Any area of land and/or sea dedicated to the conservation, protection and maintenance of biodiversity and natural and cultural resources, which is managed through legal or other means.

**Quality:** The degree to which a set of inherent characteristics of a product fulfils customer requirements.

**Renewable energy:** Energy sources that is practically inexhaustible. For example solar, hydro and wind energy.

**Resort:** A hotel, motel or condominium complex located in an area associated with recreation and leisure, such as the mountains or the seashore. Normally offer facilities for sports and recreational activities.
**Responsibility clause:** That section of a brochure that spells out the conditions under which a tour is sold. The clause should name the party responsible for the tour financially.

**Restoration:** Returning existing habitats to a known past state, or to an approximation of the natural condition, through repairing degradation, removing introduced species and revegetating using native locally occurring species.

**Scuba diving** is nothing but swimming underwater while using self-contained breathing equipment. By carrying a source of compressed air, the scuba diver is able to stay underwater longer than with the simple breath-holding techniques and is not hindered by air-lines to a remote air source. The scuba diver typically swims underwater by using fins attached to the feet.

**Snorkeling** (also spelled snorkelling) is the practice of swimming at the surface of a body of water while equipped with a diving mask, a shaped tube called a snorkel and usually swim fins. Combining these tools allows the snorkeler to observe underwater attractions for extended periods of time with relatively little effort. The primary attraction of snorkeling is the opportunity to observe underwater life in a natural setting. This may include coral reefs and their denizens, such as fish, cephalopods, starfish, sea urchins and mollusks. Snorkeling in sandy areas may allow sighting of rays and various flatfish. Other organisms that can be seen while snorkeling include various forms of seaweed, jellyfish, shrimp, sea turtles and occasionally anything else which may be found in the ocean. Many of the organisms found in reef locations are vibrantly coloured and very abundant, making for an engrossing experience.

**Seasonality:** A phenomenon created by either tourism supply or demand (or both) changing according to the time of the year.

**Service provider:** A person or company that supplies a particular service.

**Service:** Non-physical, intangible attributes that management controls, including friendliness, efficiency, attitude, professionalism and responsiveness.
**Skills gaps:** Employers perceive existing employees have lower skill levels than needed to achieve business objectives or where new apparently trained and qualified for specific occupations, entrants still lack requisite skills.

**Skills shortages:** Lack of adequately skilled individuals in the labour market due to low unemployment, sufficiently skilled people in the labour market but not easily geographically accessible or insufficient appropriately-skilled individuals.

**Small business:** A small business is one which has a small number of employees, profit and/or revenue. Often these are owner-managed, with few specialist managers. Some definitions of small businesses distinguish between businesses with fewer than 10 employees which are micro-businesses and those with 10-49 employees which are classified as small businesses.

**SME(s):** Small and Medium Enterprises.

**Stakeholder:** Any person, group or organization with an interest in, or who may be affected by the activities of another organization.

**State travel office:** An official government agency or privately run, non-profit organization responsible for travel development and promotion of a state or province.

**State:** 'The state' is a set of officials with their own preferences and capacities to effect public policy, or in more structural terms a relatively permanent set of political institutions operating in relation to civil society' (Nordlinger 1981, in Hall and Jenkins 1995). The state includes elected politicians, interest or pressure groups, law enforcement agencies, the bureaucracy and a plethora of rules, regulations, laws, conventions and policies.

**Tourism Employment:** Tourism Employment is a measure of employment in tourism and non-tourism industries. It is based on an estimate of jobs rather than “hours of work”. Thus, someone who works 10 hours a week counts for as much, by this measure, as someone who works 50 hours a week.
Tourism Exports: Tourism Exports is spending by foreign visitors on Indian produced goods and services. It includes spending that may take place outside of India, for instance, the purchase of an airline ticket from an Indian international carrier to travel to India.

Tourism flows: The major movements of tourists from specific home areas to destinations.

Tourism infrastructure: Roads, railway lines, harbours, airport runways, water, electricity, other power supplies, sewerage disposal systems and other utilities to serve not only the local residents but also the tourist influx (suitable accommodation, restaurants and passenger transport terminals form the superstructure of the region).

Tourism satellite account: System of accounting at national or regional level which reveals the total direct impact of tourism on the economy.

Tourist attractions: Tourist attractions are defined as being destinations for visitors’ excursions which are routinely accessible to visitors during opening hours. Visitors can include local residents, day-trippers or people who are travelling for business or leisure purposes. Formal definitions exclude shops, sports stadia, theatres and cinemas, as these meet a wider purpose, although in practice tourists may consider the excluded categories to be tourist attractions.

Tourist card: A kind of visa issued to tourists prior to entering a country.

Tourist facility: A feature created for utilization by tourists.

Tourist route: A route developed to attract tourists to an area to view or experience something unique to that area (e.g. wine route, whale route, heritage route, and battlefield route).

Tourist trend: A general tendency to visit a country, region or destination or to pursue a specific tourist activity.
**Tourist:** Anyone who spends at least one night away from home, no matter what the purpose.

**TOWS matrix:** Uses a SWOT analysis to develop strategies by matching strengths with opportunities, using opportunities to reduce weaknesses, using strengths to overcome threats and reducing weaknesses and avoiding threats.

**World Heritage Area:** Land of cultural and/or natural significance inscribed on the World Heritage List.

**World heritage site:** A site designated by UNESCO as being of special historical, cultural or natural importance.

**Zoning:** Different eco-systems may be zoned in terms of their robustness to pressures from tourism in an attempt to mitigate environmental damage.