

Glossary

Accommodation – A temporary lodging, where travellers may rest and sleep

Action tourism – Travel for the purpose of sport, extreme sport or adventure

Back of house – Those departments in a hotel that have no direct contact with guests

Bed and breakfast (B&B) – Accommodations provided in a private house by the owner for up to six paying guests

Bleisure – Travel for a blend of business and leisure

Brand identity – The external perception of a brand that is purposefully created by the business stakeholders to promote the product

Brand image – The external perception of a brand identity mixed with other influences, such as media reporting and personal experience, which varies between people

Brand reputation – A blend of the brand image and identity. It takes a long time to build and is easily damaged, especially in an age of social media. It is built on trust, which is hard to rebuild when broken

Business travel – Travel carried out on behalf of a business, or for the purpose of doing business with someone else

Caravanserais – Roadside inns that existed in the Middle Ages to provide travellers with rest from the day's journey, as well as caring for their camels and horses

Charter flight – A person or company rents an entire aircraft for a flight, with the departure time and final destination set out in the agreement between the hirer and the aircraft company

Commission – Money earned by a salesperson on the sale of another party's product or service; it is usually a percentage of the value of the sale

Community-based tourism (CBT) – Travel in which visitors are given the chance to meet local people and experience authentic cultural exchange, and provide employment and income-earning opportunities for the local community

Destination management organisation (DMO) – A group that leads and coordinates activities under a coherent strategy to promote a destination

Direct employment – The total number of job opportunities supported directly by travel and tourism

Domestic tourism – Where the residents of one country travel within that country for the purposes of tourism

Economic leakage – Visitor revenue that does not stay in the tourism destination, instead going to companies with headquarters in other countries

Ecotourism – Travel to natural areas that conserves the environment, wildlife and natural resources; sustains the well-being of the local people; and involves interpretation and education

Escorted tour – Tourists are accompanied in a group to various destinations from the beginning to the end of the trip; also known as package tours

Fixed costs – Costs that stay the same regardless of the number of tours sold by the operator

Food and beverage production – The department in a hotel that is responsible for producing the food and drinks, which includes the kitchens, pastry and larder staff

Food and beverage service – The department in a hotel that is responsible for serving the food and drinks, which includes restaurants, bars, banqueting and catering staff

Foreign direct investment – The investment in domestic companies and assets of another country by a foreign investor

Franchise – A form of business in which a franchisor sells the rights to use the business name and products to a franchisee who runs the new franchise

Freedom tour – A tourist plans and chooses the individual elements of their tour, which the tour operator then books

Front office – The department in a hotel that is responsible for reservations, guest registration, room arrangements, handling guest complaints and other services

Front of house – Those departments in a hotel where there is some direct contact with or service to the guests

Gratuity – A sum of money paid to service staff for good service

Greening – A hotel management approach that involves becoming more environmentally responsible and sustainable by adopting good environmental practices

Gross domestic product (GDP) – The value of all goods and services produced in a country during a specific period

Ground transportation – Refers to travel by bus, limousine, caravan, train and other modes for sightseeing and for travel between hotels, attractions and airports

Guest house – A private house converted into a lodging facility for tourists; breakfast may or may not be offered at the guest house

Health and wellness tourism – Travel for the purpose of medical treatment, to enhance personal well-being or which is accessible for anyone, regardless of physical impairments

Home stay – A guest stays with a family and immerses themselves in the family's life to facilitate a deep cultural tourism experience

Hospitality – The friendly and generous reception and entertainment of guests, visitors or strangers

Hosted tour – A tour that is conducted at the destination with the local tour operator hosting the tourists

Hotel – The most traditional type of serviced accommodation, offering a full range of services

Housekeeping – The daily cleaning of guest rooms, public areas, laundry service, linen keeping and flower arrangements in a hotel

Inbound tourism – A passenger arriving in a country that is not where they live for the purpose of tourism

Incentive tour – Vacation travel arranged by or through an employer and awarded as a motivational bonus to qualifying employees

Independent tour – Tourists want to travel independently and arrange their tour package by themselves

Indirect employment – Those employed in supporting the tourism sector, such as restaurant and hotel suppliers, construction companies that build hotels, as well as necessary infrastructure manufacturers and accounting services

Inn – An establishment that offers travellers food, drink and lodging

International tourism – Travel to another country, which can be broken down into inbound and outbound tourism

Layover – Time spent waiting between parts of a journey on an itinerary

Leisure travel – Where the primary motivation for travel is to take a vacation from everyday life

Mark-up – The difference between the cost of a product or service and its price

Motel – A form of hotel that is mostly situated along highways and roads, and designed primarily for motorists

Non-serviced accommodation – accommodation that does not offer food or cleaning

Operational costs – The costs associated with the day-to-day running of a business

Outbound tourism – A passenger travelling out of their home country for the purpose of tourism

Passenger name record (PNR) – A digital file that contains information about a passenger which is shared by different airlines that are carrying the passenger

Profit – The amount of money a business makes on a sale once all the costs of the sale have been paid

Responsible tourism – Both visitors and hosts are mindful of developing tourism in a way that makes better places for people to live in and visit

Risk assessment – The process of identifying risks and hazards in a particular setting, such as a tour

Ryokan – A Japanese inn which typically features tatami-matted rooms and communal baths

Scheduled flight – The airline sells single seats to individuals until the aircraft is full. Flights are offered on a regular, timetabled basis, with the departure times and routing fixed

Serviced accommodation – Accommodation that offers food and cleaning

Shift – A hotel staff member's duty time, usually lasting eight hours

Specialised tourism – Travel for a special purpose which appeals to a small sector of the market, such as disaster tourism, which is visiting locations that have experienced a natural or man-made disaster

Stakeholder – A party that has an interest in an issue, and can either affect or be affected by the issue

Sustainable tourism – Tourism that protects natural environments, provides an authentic tourist experience that celebrates and conserves heritage and culture, and creates socio-economic benefits for communities

Tour guide – Someone who is employed either directly by the traveller, or a tour operator or travel agent to inform, direct and advise the tourist before and during their journey

Tourism – The movement of the people from their normal place of residence to another place (with the intention to return) for a minimum period of 24 hours to a maximum of one consecutive year for different purposes

Tourism destination – A place or area that relies heavily on the economic benefits of tourism

Tourist attraction – A place that people visit for pleasure and interest, usually while they are on holiday

Tour operator – An organisation or company that buys individual travel components separately from their suppliers and combines them into a package tour. Tour operators sell only the product they created

Travel agent – Sells tour packages from tour operators and other separate services, such as transport, accommodation, attraction tickets, activities, etc.

Variable costs – Costs that change as the number of customers that book the package tour changes

Wholesale – Refers to goods bought directly from the manufacturer, usually in large quantities