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 ofbusiness 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 ismostly 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