

HANDOUT 1-5

UNDERSTANDING THE LANGUAGE OF TOURISM – GLOSSARY

add-on: any component of a package tour that is not included in the package price

adventure tour: a tour designed around an adventurous activity such as rafting or hiking

affinity group: a group sharing a common interest, usually from an organization. See also pre-formed group.

after-departure charge: expenses such as telephone charges that do not appear on a guest's account at check out.

agent: one who acts or has the power to act as the representative of another. Most frequently in travel anyone other than a principal, such as a retail travel agent, receiving agent, ticket agent, local operator or wholesaler (usage uncommon in No. America)

air sea: a cruise/travel program which includes both air/sea arrangements. Often combined with local hotel arrangements for pre/post stays

airline classes of service: variety of terms used to express a particular type of aircraft cabin service. Classes vary with types of compartments, seating comfort, and amenities, with variation between domestic and international flights, and denoted by a fare code on the ticket.

airline fare: price charged for an airline ticket. Some of the categories are as follows:

- **advance purchase excursion (APEX)** - heavily discounted excursion fare available on many international routes. Reservations and payment will be required well in advance of departure, with varying penalizes for cancellation.
- **excursion** - individual fares that require a round-trip within time limits, discounted from coach fare, limited availability
- **group** - discounts from regular fares for groups
- **regular or normal** - any unrestricted fare, generally good for one year such as coach, business class or first class, round trip not required

airline reporting conference (ARC): a consortium of airline companies, who by agreement, provide a method of approving authorized agency locations for the sale of transportation and cost-effective procedures for processing records and funds to carriers. Not all airlines are ARC companies.

American plan: type of rate that includes the price of the hotel room, breakfast, lunch and dinner. AP is the common abbreviation. See also room rates.

association executive: A full-time professional administrator who is employed by an association and is responsible for planning and promoting annual conventions and association meetings.

attraction: a natural or man-made facility, location, or activity which offers items of specific interest to tourists.

average room rate: the total guest room revenue for a given period divided by the number of rooms occupied for the same period. Since it can be related to investment, this statistic is frequently used as a measure of economic feasibility.

back to back: term used to describe tours operating on a consistent, continuing basis, usually without time between.

bed and breakfast: (B & B) overnight accommodations usually in a private home or boarding house, with a full American-style or continental breakfast included in the rate, often without private bath facilities

bias: preferential display on a reservations computer of a host carrier flight schedule.

block: a number of rooms, seats, or space reserved in advance, usually by wholesalers, tour operators, or receptive operators who intend to sell them as components of tour packages.

booking form: a document which tour purchasers must complete which gives the operator full particulars about who is buying the tour. It states exactly what is being purchased, (including options) and must be signed as acknowledgment that the liability clause has been read and understood.

bonding: the guarantee of protection for a supplier or consumer. In the travel industry, certain bonding programs are mandatory. The ARC insists that travel agents be bonded to protect the airlines against defaults. Professional operators and agents buy bonds voluntarily to protect their clients.

bulk fare: fare available only to tour organizers or operators who purchase a specified block of seats from a carrier at a low, non-commissionable price and then have the responsibility of selling the seats, including a commission in their marked-up price.

cafeteria: a food-service operation of a limited menu, in which customers carry their own trays to seating

carrier: transportation company such as an airline, motorcoach, cruise line, or railroad which carries passengers and/or cargo carrying capacity: the amount of tourism a destination can handle.

cash flow: monies available to meet the company's daily operating expenses, as opposed to equity, accounts receivable, or other credits not immediately accessible

Certified Tour Professional: CTP - a designation conferred upon tour professionals who have completed a prescribed course of academic study, professional service, tour employment and evaluation requirements. It is administered by the National Tour Association.

Certified Travel Counselor: CTC - a designation attesting to professional competence as a travel agent. It is conferred upon travel professional with five or more years of industry experience who complete a two year, graduate-level travel management program administered by the Institute of Certified Travel Agents.

charter: to hire the exclusive use of any aircraft, motorcoach, or other vehicle

charter operations: (1) term referring the transportation of pre-formed groups which have the exclusive use of the vehicle. (2) An operator authorized to arrange transportation, however, is not limited to dealing with pre-formed groups, but can itself form the tour group.

circle trip: a journey with stopovers that returns to the point of departure

city guide: a person who has a speciality of guiding in the city only

closeout: finalization of a tour, cruise, or similar group travel project after which time no further clients are accepted. Any unsold air or hotel space is released, and final payments are sent to all suppliers.

commercial rate: a special rate agreed upon by a company and a hotel. Usually the hotel agrees to supply rooms of a specified quality or better at a flat rate to corporate clients.

commercial recreation system: recreational products, services, and facilities created and operated by privately owned businesses or corporations as opposed to public facilities

commission: the percentage of a selling price paid to a retailer by a supplier. In the travel industry, travel agents receive commissions for selling tour packages or other services.

common carrier: a privately owned carrier which offers transportation for a fee

complimentary room: a guest room for which no charge is made. Complimentary rooms with a tour group are usually occupied by the tour manager or driver.

concessionaire : a firm which, under contract rights, operates for another party (in many cases, a government agency) food and beverage services, lodging facilities, and other services on-site at an attraction

concierge: a hotel employee who handles restaurant and tour reservations, travel arrangements, and other details for hotel guests

conditions: the section or clause of a transportation/tour contract which specifies what is not included and which may spell out the circumstances under which the contract may be invalidated

confidential tariff: a schedule of wholesale rates distributed in confidence to travel wholesalers and agents. Better known as a net rate.

configuration: the interior arrangement of a vehicle, particularly an airplane. The same airplane, for example, may be configured for 190 coach-class passengers, or it may hold 12 first-class passengers and 170 coach passengers, Configuration is also used in conjunction with how the plane is arranged such as three seats on each side or in larger planes two seats on each side with four middle seats.

confirmed reservation: an oral or written agreement by a supplier that he has received and will honor a reservation. Oral confirmations have no legal weight. Even written or telegraphed confirmations have specified or implied limitations. e.g.: a hotel not honoring a reservation after 6 pm., unless late arrival has been guaranteed in some manner.

consolidator: a person or company which forms groups to travel on air charters or at group rates on scheduled flights to increase sales, earn override commissions or reduce the possibility of tour cancellations.

consolidation: cancellation by a charter tour operator of one or more tours/flights associated with a specific charter departure or departure period, with the transfer of passengers to another charter tour/flight to depart on or near the same day.

consortium: a loosely knit group of independently owned and managed companies such as travel agencies, tour operators, hotels, or other suppliers, with a joint marketing distribution process

continental breakfast: at a minimum, a beverage (coffee, tea or milk) and rolls or toast. Fruit juice is often added.

continental plan: a hotel rate which includes a continental breakfast with the overnight room stay.

contract: a legally enforceable agreement between two or more parties

contractor: an operator who provides services to wholesalers, tour operators and travel agents

convention and visitors bureau (CVB): a non-profit local organization supported by transient room taxes, government budget allocations, private memberships, or a combination of any of these funding mechanisms. A CVB typically encourages groups to hold meetings, conventions, and trade shows in its area.

co-op tour: a tour which is sold through a number of wholesalers, cooperatives, or other outlets in order to increase sales and reduce the possibility of tour cancellations.

costing: the process of itemizing and calculating all costs the tour operator will pay on a given tour. Costing is usually the function of the operations manager.

coupon, tour: a voucher that can be exchanged for a travel product

courier: a European definition for tour manager/guide

cover charge: a fee, usually a flat amount per person, charged to patrons to cover the cost of music and entertainment

customized tour: a tour designed to fit the specific needs of a particular target market

customs: the common term for a government agency charged with collecting duty on specified items imported into that country. The agency also restricts the entry of persons and forbidden items without legal travel documents

cut-off date: designated day when the buyer must release or add commitments to their event or tour

day rate: a reduced rate granted for the use of a guest room during the daytime, not overnight occupancy. Often used when someone needs a display room, office, or is in-transit due to odd airline schedules.

deluxe tour: in travel usage, presumably of the highest standard

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

deposit: an advance payment required to obtain confirmed space

deposit policy: a specified amount or a percentage of the total bill due on a specified date prior to arrival

deregulation: the act of removing regulations from the travel industry. The Airline Deregulation Act of 1978, which amended the Federal Aviation Act of 1958, provided for the end of the Civil Aeronautics Board's regulating authority over domestic airlines on January 1, 1985, for removing travel agent exclusivity, thus paving the way for carriers to appoint and pay commissions to non-travel agents, and for the removal of antitrust immunity for travel agents. The motorcoach industry was deregulated in 1982.

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.

destination management company: (DMC) a company that provides on-the-scene meetings assistance for corporations and associations

destination marketing organization: (DMO) a category of membership of the National Tour Association which includes state or provincial tourism offices, convention and visitors bureaus, and chambers of commerce which promote a city, region, or state as a travel destination

dine-around plan: a plan that permits tourists to dine at a variety of restaurants using vouchers and coupons on a tour

director, tour: a person, usually employed or subcontracted by the tour operator, who accompanies a tour from departure to return, acting as a guide and troubleshooter and performing all functions to make the tour operate. Also see tour manager or escort.

direct spending: money that goes directly from a tourist into the economy of the destination

domestic escorted tour: a packaged, pre-planned itinerary, including the services of a tour manager (escort) within a traveler's own country

domestic independent tour: DIT - a custom-made tour of a part of the USA planned exclusively for a client by a travel agent

double-occupancy rate: the price per person for a room to be shared with another person; abbreviated ppdo and most often quoted in the industry

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

ecotour: a tour designed to focus on preserving the environment of environmentally sensitive areas

economy fares or services: in U.S. domestic airline operations, passenger carriage at a level below coach service; in international operations, carriage at a level below first class

educational tour: tour designed around an educational activity, such as studying art

errors and omissions insurance: insurance coverage equivalent to malpractice insurance, protecting an agent's or operator's staff if an act of negligence, an error, or an omission occurs which causes a client great hardship or expense.

escort: (1) a person, usually employed or subcontracted by the tour operator who accompanies a tour from departure to return, acting as a troubleshooter. This term is often incorrectly interchanged with courier, conductor, host, manager, director, or leader, since each term designates different duties although they do perform the escort function.

escorted tour: (1) a pre-arranged travel program, usually for a group, escorted by a tour manager or leader. In a fully conducted tour, the escort will also provide guide service throughout.

escrow accounts: funds placed in the custody of licensed financial institutions for safekeeping. Many contracts in travel require that agents and tour operators maintain customers deposits and prepayments in escrow accounts until the time of service.

ethnic tour: tour designed for people usually of the same heritage traveling to their native origin, or to a destination with ethnic relevance

European plan: a type of rate that consists of the price of the room only, no included meals

excursion: journey where the traveler returns to the original point of departure

executive coach: a luxury motorcoach with seating of 25 or fewer with upscale amenities

extensions : an arranged sub-tour offered optionally before or after a tour or cruise at an extra charge

FAM tour: an abbreviation for familiarization tour which is often a complimentary or reduced-rate travel program for travel agents, tour operators, travel writers or others to acquaint them with a specific destination or attraction, thereby helping to stimulate sales

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

flag carrier: a transportation carrier designated by a country to serve international routes

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

food cover: a unit of food service provided to a customer. The term is not synonymous with meal because a food cover may comprise only a cup of coffee or bowl of soup

foreign flag: any carrier not registered in the USA (applies to air and sea transportation)

franchise: the right to market a product or service, often exclusively for a specified area by a manufacturer, developer, or distributor in return for a fee

Frequent Independent Traveler: FIT - custom designed, pre-paid tour with many individualized arrangements. Also used as foreign independent traveler

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 house: a hotel with all guest rooms occupied

full-service restaurant: a food-service establishment with several menu selections and table service

function: a pre-arranged, catered group activity, usually held in private room/area

function room: room used for functions, also called banquet room

gateway: city, airport, or area from which a flight or tour departs

gateway city: city with an international airport

ground operator: a company or individual providing such services as hotel, sightseeing, transfers, and all other related services for groups. See receptive operator.

group leader: an individual, acting as liaison to a tour operator, acts as escort

group tour: a pre-arranged, pre-paid travel program for a group usually including all components. Also see packaged tour.

guaranteed tour: a tour guaranteed to operate

guest account: an itemized record of a guest's charges and credits

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

head tax: fee charged for arriving and departing passengers in some foreign countries

high season: the period of the year when occupancy/usage of a hotel or attraction is normally the highest. High usage invariably means higher prices for rooms or admission. Also referred to as on-season or peak season.

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, or (3) a representative who provides only information or greeting services or who assists at the destination with ground arrangements without actually accompanying the tour.

hotel classification: There is no official classification or accepted rating system for US hotels, but the following definitions are generally understood.

- **budget or tourist:** Budget hotels/motels are reasonably priced accommodations and are the fastest growing segment of the US lodging industry. In general, they provide a room with a bed and bath, TV set, and telephone, as well as free parking. They usually do not have room service or a restaurant.
- **moderate:** accounts for nearly 75 percent of available US hotel rooms. Offer on-site restaurants, bars, and perhaps conference rooms, as well as the basic services.
- **deluxe:** a top-grade hotel with all rooms usually having a private bath. The public rooms and services are provided and a high standard of decor and services maintained.
- **first class and luxury:** Many first class/luxury hotels in the US exist in large cities, offering a number of special services to the business/leisure traveler. They offer first-rate restaurants, banquet and conference rooms, valet service, room service cable TV and complimentary morning news.

hotel meals:

- **American Plan:** rate includes three full meals and the room (AP)
- **Bermuda Plan:** rate includes a full American-style breakfast and the room (BP) **European Plan:** No meals included with the room rate (EP)
- **Modified American Plan:** rate includes breakfast and lunch OR dinner with the room (MP) **house:** a synonym for hotel commonly used within the industry. Examples of usage include full house, house count, house income, house bank, and house charge.

hub and spoke tours: tours which utilize a central destination with side trips of varying length to nearby destinations

immigration: the process by which a government official verifies a person's passport, visa or origin of citizenship

inbound tour: group of travelers whose trip originated in another city or country

inbound tour operator: company specializing in domestic tours for foreign visitors in the strictest sense. Can also be used interchangeably with receptive operator.

incentive or incentive commission: See override.

incentive tour: (1) a trip offered as a prize, particularly to stimulate the productivity of employees or sales agents, or (2) the business of operating such travel programs

incidentals: charges incurred by participants of a tour, but are not included in the tour price

inclusive tour: tour in which all specific elements – transportation, airfare, hotels, transfers, and other costs – are offered for a flat rate. An inclusive tour does not necessarily cover all costs such as personal items and telephone.

independent contractor: a person contractually retained by another to perform certain specific tasks. The other person has no control over the independent contractor other than as provided in the contract. In the context of group travel, a tour manager is often retained by the tour operator, or tour brochure designer/writer might be hired in this capacity.

independent tour: an unescorted tour sold through agents to individuals. For one price, the client guaranteed air travel, hotel room, attraction admissions and (typically) a car rental.

indirect air carrier: generally synonymous with charter tour operator. A tour operator, travel agent, or other promoter who (under federal regulations) contracts for charter space from a carrier for resale to the public. In theory, indirect air carriers act as independent, risk-taking entrepreneurs, promoting their own product

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

IT Number: a registration number that is assigned to a tour package

intermodal tour: tour using several forms of transportation such as airplanes, motorcoaches, cruise ships, and trains to create a diversified and efficient tour package

itinerary: the travel schedule provided by a travel agent or tour operator for the client. A proposed or preliminary itinerary may be rather vague or very specific. A final itinerary spells out all details, including flight numbers, departure times, and similar data, as well as describing planned activities.

land operator: a company that provides local services, see also ground/receptive operator

lead time: advance time between initiating a tour and its departure date

leg: portion on a journey between two scheduled stops

letter of agreement: a letter from the buyer to the supplier accepting the terms of the proposal. This may also be the supplier's initial proposal that has been initialed by the buyer

load factor: average number of seats occupied, e.g. motorcoach or air

low season: that time of the year at any given destination when tourist traffic, and often rates, are at their lowest. Also referred to as off-peak or off-season.

manifest: final official listing of all passengers and/or cargo aboard a transportation vehicle or vessel

market segment: the concept of dividing a market in parts

markup: (1) difference between the cost and the selling price of a given product; (2) difference between the net rate charged by a tour operator, hotel, or other supplier and the retail selling price of the service.

master account: the guest account for a particular group or function that will be paid by the sponsoring organization

master bill: all items contracted by the operator and supplier that will be paid by the operator

meet and greet: pre-purchased service for meeting and greeting a client/group upon arrival in a city, usually at the airport, pier, or rail station. Service may include assisting the client/group with entrance formalities, collecting baggage, and obtaining transportation to the hotel

minimum charge: the amount that each customer must pay no matter what is consumed. For example: a two-drink minimum in a club

minimum land package: the minimum tour expressed in terms of cost and ingredients that must be purchased to qualify for an airline inclusive tour, or contract bulk inclusive tour fare. Such packages usually include a certain number of nights lodging, other specified ingredients such as sightseeing tours and/or entertainment and/or car rental. The minimum rate for the combined air fares and

ground package is often expressed as a percentage (often 100% or 110%) of the lowest regular fare for the air travel scheduled.

motorcoach: a large, comfortable, well-powered bus that can transport groups and their luggage over long distances

motorcoach tour operator: a company that creates tours in which group members are transported via motorcoach on a planned itinerary of stops

mystery tour: a tour to an unpublished destination -- passengers get a surprise!

nationwide tour: sold to people throughout the nation

net wholesale rate: a rate usually slightly lower than the wholesale rate, applicable to groups when components are specifically mentioned in a tour brochure. The rate is marked up by wholesale sellers to cover tour costs.

no show: guest with confirmed reservations who does not arrive and has not canceled

occupancy: the percentage of available rooms occupied for a given period. It is computed by dividing the number of rooms occupied for a period by the number of rooms available for the same period.

on-demand public transportation: transportation services, such as taxicabs that do not have regular schedules

off-peak: a period in which a hotel or attraction is not in its busiest season

open jaw: an arrangement, route, or fare, authorized in a tariff, granting the traveling public the privilege of purchasing round-trip transportation from the point of origin to one destination, at which another form of transportation is used to reach a second destination, where a passenger resumes the initial form of transportation to return to the point of origin. Used for airline travel mainly

operations: performing the practical work of operating a tour or travel program. Operations usually involves the in-house control and handling of all phases of the tour, with both suppliers and clients.

option: tour feature extension or side trip offered at extra cost

option date: the date agreed upon when a tentative agreement is to become a definite commitment by the buyer

outbound operator: a company which takes groups from a given city or country to another city or county

outbound tour: any tour that takes groups outside a given city or country, opposite of inbound

outfitter: a business that provides services or equipment at a recreational facility

overbook: accepting reservations for more space than is available

override: a commission over and above the normal base commission percentage

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) to package, meaning to combine elements as above into an all-inclusive package product

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

packager: an individual or organization that coordinates and promotes the package tours and establishes operating guidelines for the tour

pricing: The scheduling of activities within an itinerary to make for a realistic operation and give a certain balance of travel time, sightseeing, events and free time

passport: government document permitting a citizen to leave and re-enter the country

pax: industry abbreviation for passengers

peak fare, rate, or season: highest level of charges assessed during a year

port of entry: point at which persons enter a country where customs and immigration services exist

pre- and post-trip tours: optional extension packages before or after a meeting, tour or convention

pre-formed group: a tour group in existence prior to the tour, the members of which share a common destination and purpose

pricing: decision-making process of ascertaining what price to charge for a given tour, once total costs are known. Pricing involves determining the markup, studying the competition, and evaluating the tour value for the price to be charged; function performed by the operations manager.

primary market: a country in which the US Travel & Tourism Admin (USTTA) maintains an office

proof of citizenship: a document, necessary for obtaining a passport, that establishes one's nationality

protected: guarantee by a supplier or wholesaler to pay commissions, plus all refunds to clients, on pre-paid, confirmed bookings regardless of subsequent cancellation of a tour or cruise.

rack rate: regular published rate of a hotel or other travel service

release: (1) signed form giving the tour operator permission to use a person's name, picture or statement in an advertisement; (2) to give up space, as in returning unsold airline reservations

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.

retailer: (1) travel agents or (2) one who sells directly to the consumer

risk monies: funds that an agency would not recoup should a tour not take place, such as nonrefundable deposits, promotional expenses, and printing costs

room rates:

- **day rate:** usually one-half the regular rate for a room during the day up to 5 pm
- **flat rate:** a specific room rate for a group agreed upon by the hotel/group in advance
- **group rate:** rate based on an agreed upon minimum number of rooms used, also called flat rate
- **net group rate:** a wholesale rate for group business (usually a minimum of 10 and 15 people) to which an operator may add a markup if desired
- **net wholesale rate:** a rate usually lower than the group rate, applicable to groups or individuals when a hotel is specifically mentioned in a tour folder
- **published rate:** a full rate available to or advertised to the public, The rate can change, depending upon the season. Also known as rack rate.

rooming list: the list of names or passengers on a tour or other group travel program, submitted to a hotel/motel. The names are not alphabetized as on a flight manifest, but rather room by room indicating who is rooming with whom. Twin-bedded rooms, singles and triples are usually listed in separate categories.

room service: food or beverages served in a guest's room

run-of-the-house rate: flat rate for which a hotel or motel agrees to offer any of its available rooms to a group. Final assignment of the rooms is the discretion of the hotel.

series operator: a travel agent, wholesaler, tour operator, or broker who blocks space in advance for a series of movements over a given period of time, not necessarily on a back-to-back basis

service: non-physical, intangible attributes that management controls, including friendliness, efficiency, attitude, professionalism, and responsiveness.

service charge: (1) a specified percentage of a hotel's daily rate (usually 10% or 15 %) charged to the guest, who in return is relieved of the responsibility for tipping; (2) a fee charged to a client by a travel agent in addition to the commissions paid to him or her by the principals

shore excursion: a land tour, usually available at ports of call and sold by cruise lines or tour operators to cruise passengers

shoulder season: period when there is neither a high nor low demand for a destination, usually falling in the spring or fall months for most areas

single supplement: an extra charge assessed to a tour purchased for single accommodations

site destination selection company: company that investigates and suggests potential meeting sites to suit corporate or association needs

special event tour: a tour designed around a particular event, e.g.: Mardi Gras

special interest tour: a tour designed to appeal to clients with a curiosity or concern about a specific subject. Most special interest tours provide an expert tour leader and usually visit places and/or events only relevant to that interest.

special market: a foreign country with high potential for US inbound travel which does not have an office of the US Travel and Tourism Administration (USTTA).

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

step-on guide: an independent guide who comes aboard a motorcoach to give an informed overview of the city or attraction to be toured

subcontractor: a local operator who provides services for a wholesaler

supplier: the actual producer of a unit of travel merchandise or service such as a hotel or restaurant

surety bond: insurance to guarantee that an insure will carry out the specific work he or she was hired to do

tariff: (1) fare or rate from a supplier; (2) class or type of a fare or rate; (3) published list of fares or rates from a supplier; (4) official publication compiling rates or fares and conditions of service

themed tour: a tour designed around a specific theme such as fall foliage, also a special interest tour

tour: any pre-arranged journey to one or more destinations

tour basing fare: a reduced-rate excursion fare available only to those who buy pre-paid tours or packages. Tour basing fares include inclusive tours, group inclusive tours, incentive tours, contract bulk inclusive tours, and group round-trip inclusive tours.

tour broker: a person or company which organizes and markets tours

tour catalog: a publication by tour wholesalers listing their tour offerings

tour conductor: see tour manager/director

tour consultant: individual within an agency selling and advising clients regarding a tour. The consultant is sometimes a salesperson with particular expertise in escorted tour sales.

tour departure: the date of the start by any individual or group of a tour program, also used in referral to the entire operation of that single tour

tour escort: the tour company staff member or independent contractor who conducts the tour. Often called the tour manager or tour director. It is technically a person that only escorts the group and does not have charge of the commentary portion.

tour leader: usually a group leader, also see escort

tour manager: a person employed as the escort for a group of tourists, usually for the duration of the entire trip, perhaps supplemented by local guides. The terms tour director, leader, escort,

conductor, and (in Europe) courier have roughly the same meaning and are used interchangeably. A person with this title is usually at a professional well trained level.

tour manual: (1) a summary of facts about a company's rules, regulations, and official procedures; (2) a compendium of facts about a destination, including its attractions, accommodations, geography, and special events, used by destination marketing organizations to attract tour operators and visitors and their area

tour menu: a menu that limits group clients to two or three choices at a special price

tour operator: a person or company which creates and/or markets inclusive tours and subcontracts with suppliers to create a package. Most tour operators sell through travel agents and/or directly to clients.

tour option: any component of a package tour that is not included in the package price, but may be purchased as an added feature to extend the length of the package or enhance the trip.

tour order: a coupon given to the purchaser of a tour package, identifying the tour, the seller, and the fact that the tour is pre-paid. It is used as a form of proof of payment and receives vouchers for meals, portage, transfers, entrance fees, and other expenses. Also see tour vouchers.

tour organizer: person who locates and creates groups for preformed tours. The tour organizer is often compensated only with a free trip

tour vouchers: documents issued by tour operators to be exchanged for tour components, also called coupons

tourism: the business of providing and marketing services and facilities for leisure travelers. Thus, the concept of tourism is of direct concern to governments, carriers, and the lodging, restaurant, and entertainment industries, and of indirect concern to virtually every industry and business in the world.

tourist card: a kind of visa issued to tourists prior to entering a country (required in addition to a passport or other proof of citizenship).

tracking: a cause of action or method of monitoring, such as tracking the number of tours that come into a specific destination

transfer: local transportation, sometimes including portage, as from one carrier terminal to another, from terminal to a hotel, or from a hotel to an attraction

transit: process of changing planes without going through security and/or customs

transit visa: visa allowing the holder to stop over in a country to make a travel connection or brief visit

travel agent/agency: a person or firm qualified to arrange for all travel components

trip director: an escort for an incentive company. Larger companies reserve this title for the person who directs all personnel and activities for a trip.

upgrade: to move to a better accommodation or class of service

value season: a time of year when prices are lower than peak, also called low or off-season

variable cost: a cost that changes according to how many people take a tour, such as motorcoach expenses

VAT/TVA/MWS/GST: acronyms for value-added tax, a tax system which adds a fixed percentage of taxation on products and services at each step of production or service delivery. Common in Europe and Canada.

visa: stamp of approval recorded in a passport to enter a country for a specific purpose

visa waiver: a program to eliminate the visa requirement for selected countries

Visit USA fares: air tariffs offering visitors to the USA reduced fares on domestic travel, also called VUSA fares

volume incentive: see override

waitlist: list of clients awaiting transportation or accommodations at times when they are not available, confirmed as a result of subsequent cancellations

wholesaler: a company that usually creates and markets inclusive tours and FITs for sale through travel agents. Although the term is used often as a synonym for tour operator there are several distinctions: (1) presumably sells nothing at retail while a tour operator often does both; (2) does not always create his/her own products, while a tour operator always does; (3) is less inclined than a tour operator to perform local services.

Adapted from the Oregon Tour and Travel Task Force Education Committee (1997)