

## Glossary

### Unit 1: Going Places: An Overview of the Travel Industry

1. All-inclusive resort – a resort that includes lodging, food, entertainment, and many activities for one price
2. Attractions – anything that leisure travelers find interesting
3. Business travel – travel beyond one's home city for reasons related to work
4. Charter – to lease or rent
5. Consumers – people who buy products or services for their personal use
6. Convention and Visitors Bureau (CVB) – a city destination marketing organization
7. Demographics – easily measurable factors, such as age, income, gender, marital status, and the like
8. Discretionary money – money that's left over after paying for the necessities of life such as food, shelter, and clothing and that is used to buy something that a person doesn't necessarily need but certainly may want
9. Hospitality industry – the industry that encompasses the lodging and food services industries
10. Leisure travel – travel for the purpose of enjoyment
11. Psychographics – factors which are more difficult to assess, such as attitudes, preferences, and beliefs
12. Shore excursion – a tour at a port
13. Transportation – the industry that moves not just people but also things, such as cargo
14. Travel agent – a professional who analyzes a traveler's needs and then prices, recommends, arranges, and sells one or more components of a person's trip also called travel advisor, consultant, counselor, or planner
15. Travel package – a package in which several travel components are bundled together and sold as one product

## Unit 2: The Air Transportation Industry

1. Aviation – the broad term used to describe the industry that builds and flies aircraft
2. Bulkhead – a wall separating different passenger compartments on an aircraft
3. Bumped – when a passenger is not allowed to board the plane because of overbooking
4. Business class – on a three-class aircraft, the class of service between first class and coach
5. Charter flight – a flight flown by a charter airline, which usually sells seats, to or through tour operators, to mass-market vacation destinations; or a plane booked by an organization for its exclusive use
6. Coach class – the more standard level of service on a plane it features narrow seats, less pitch and recline, simple meals or snacks, or even no food service at all
7. Code-sharing – when an airline uses the code of another carrier for a scheduled flight
8. Commercial flight – a flight whose seats have been sold by an airline to the general public
9. Commuter airline – a carrier that serves a limited section of the country, usually with short flights
10. Computerized Reservation System (CRS) – a computer system that allows agents to book travel products
11. Confirmed reservation – a reservation that has been entered into an airline's computer system
12. Connecting flight – a flight in which the traveler must change planes one or more times to get to his or her destination
13. Direct flight – a flight on which a traveler goes from point A to point B on the same aircraft but the aircraft stops at an airport in between
14. Domestic hub – a hub that handles mostly domestic flights
15. Exit row – a row on an aircraft where an emergency exit is located
16. First class – the class of service in the compartment at the front of the plane which usually features wider seats, great pitch, more recline, more elaborate meals, complimentary alcoholic beverages, and free movies
17. Flight attendants – airline personnel who see to the safety, comfort, and needs of passengers on a plane
18. Flight record – the information in an airline's computer about a passenger's trip
19. Gateway – a city and/or airport that serves as an airline's departure/arrival point for international travel
20. Immigration – the process by which a government official controls movement of people across its borders

21. Interline agreement – a formal agreement between two airlines
22. International hub – a hub that features many flights to other countries
23. Nonstop flight – a flight on which a traveler goes from point A to point B on the same aircraft with no stops at an airport in between
24. One-way flight itinerary – a flight on which the traveler just goes from point A to point B, and that is all
25. Open-jaw flight itinerary – an itinerary in which the traveler flies from point A to point B, travels by ground transportation from B to C, then returns by air from point C to point A
26. Pitch – the distance between an airplane's seat rows
27. Red-eye flight – an overnight flight
28. Scheduled service – air transportation that operates regularly at set, advertised times, no matter how many people are booked on the flight
29. Skycap – a luggage handler at an airport terminal's curbside
30. Standby passenger – a person who goes to the airport to try to get on a certain flight and is placed on a waiting list
31. Unrestricted fare – a fare that permits changes to an itinerary without a penalty
32. Wide-body jet – a jet with two aisles

## Unit 3: The Hospitality Industry

1. Adjoining room – two guestrooms that are near or next to one another but that don't have a door between them
2. All-suite hotel – a hotel in which all accommodations are suites instead of conventional rooms
3. Amenities – an in-room or bathroom extra, such as shampoo, a hair dryer, an iron/ironing board, mouthwash, etc; or a hotel's facilities such as a health club, swimming pool, business center, etc (options at the hotel)
4. American Plan (AP) – a room rate that includes three meals daily
5. Bed-and-Breakfast Rate – in England, one full breakfast daily
6. Bermuda Plan (BP) – a room rate that includes a full breakfast daily
7. Business hotel – a hotel that targets the needs of business travelers
8. Casino resort – a resort that features extensive gaming opportunities in a destination where gambling is legal
9. Concept – the foot service elements that together address the needs and expectations of customers
10. Concierge – a person who helps guests with special requests, such as obtaining theater tickets, booking restaurants, reservations, providing transfer services, and giving sightseeing advice
11. Concierge level – a level of hotel guestrooms that features better amenities; it sometimes also refers to a private floor (or floors) with enhanced guestrooms and facilities
12. Connecting room – two guestrooms with an open-able door between
13. Continental Plan (CP) – a room rate that includes a daily continental breakfast (e.g., rolls, toast, muffins, pastries, and various beverages)
14. Convention and meeting hotel – a hotel with numerous meeting rooms and large ballrooms that can host groups of any size
15. Converted hotel – an old castle, monastery, commercial building, etc, that is reconfigured to accommodate tourists
16. Corporate rate – a special hotel rate offered to businesses that give the hotel volume business
17. Day rate – the cost of renting a room for the day, rather than for overnight
18. European Plan (EP) – a room rate that doesn't include any meals
19. Folio – a hotel bill
20. Food service – the industry that provides dining and food to people, usually outside their home environment

21. Hotel – a structure that provides sleeping accommodations to travelers and that usually features dining facilities and daily housekeeping service
22. Hotel occupancy – the percentage of rooms occupied in a hotel
23. Hotel representative firm – a company that provides web- and telephone-based services through which potential guests can book their reservations for independent hotels
24. Inventory – the number of a rental company's available cars or the number of rooms a hotel has available for occupancy
25. Junior suite – a large, oversized hotel room
26. Mega-resort – an especially large resort hotel, covering acres of land, which has many facilities and activities
27. Modified American Plan (MAP) – a room rate that includes two meals (usually breakfast and dinner) daily in the room rate
28. Property – a specific lodging facility
29. Rack rate – a hotel's official, published rate
30. Resort hotel – a hotel that caters primarily to leisure travelers
31. Room service – the service that provides in-room dining
32. Run-of-the House rate (ROH) – a rate guaranteeing that the guest will receive the best room available at check-in; a flat rate offered to a group, with the understanding that any rooms in the hotel may be assigned to the group members
33. Ski resort – a resort that provides a site and facilities to serve the needs of winter sports enthusiasts
34. Spa resort – a resort that provides extensive facilities for massages facials, fitness activities and healthy dining
35. Themed resort – a resort that has a strong identity, often one tied to some other place and time
36. Walking the guest – when a hotel is overbooked and the guest is transferred to another hotel

## Unit 4: The Travel Agency Industry

1. Approval code – a number issued by a credit card company to indicate its authorization of a credit card transaction
2. Consortium – a group of agencies that works together to obtain and develop marketing tools, accounting systems, training programs, and higher commissions from select, preferred suppliers
3. Corporate travel manager – a person employed by a company to arrange travel for its employees
4. Cross-selling – enhancing a sale by recommending additional products or services
5. Debit memo – a request for payment, usually from an airline, when the airline believes that a travel agent or agency made an error on a fare and provides too little money to the airline for that ticket
6. Fit – any trip assembled by an agent from scratch rather than a package
7. Host agency – an agency used by outside agents for booking travel
8. Preferred relationship – an agreement between an agency and a supplier in which the agency receives a higher commission for selling the supplier's products
9. Queues – a feature of a Computerized Reservation System (CRS) or Global Distribution System (GDS) used to remind the agent of an important action to be taken or message to be delivered
10. Tariffs – the official rules, regulations, and fares of airlines
11. Up-selling – enhancing a sale by recommending better options than the client had in mind; e.g. super-size your order

## Unit 5: The Tour Industry

1. Adventure tour – a tour that features physically active, exotic, and/or sometimes demanding experiences
2. All-inclusive tour – a tour that offers most of its features for one price
3. Customized tour – a tour tailored for a preformed affinity group at a special price
4. Day tour – a tour that lasts fewer than 24 hours
5. Deadheading – making a trip or segment of a trip without passengers; e.g. driving an empty motor coach somewhere
6. Ecotourism – tourism that is based on travelers' interest in and respect for nature
7. Escorted tour – a tour in which transportation, sightseeing, some (or all) meals, lodging, and the services of a tour manager are all prearranged
8. Fly-drive tour – a tour with two necessary ingredients only, air transportation and car rental
9. Group/tour rate – a special rate charged by a hotel to tour groups
10. Groups manager – a one-stop service-person on a cruise ship who facilitates all logistic matters for groups on the ship
11. Hosted tour – a tour in which a "host" (a tour representative) meets with the tour travelers only when they need to see him or her
12. Incentive trip – a vacation provided by a company as a reward to certain employees for achieving exceptional, pre-identified goals
13. Independent tour – a tour in which many of the travel components are prearranged but the buyer travels independently of a group or a tour manager
14. Meet-and-greet service – a service in which a guide or other greeter welcomes and escorts travelers from the airport to their hotel, assisting them with their luggage as well
15. Motor coach tour – an escorted tour in which a motor coach is the main mode of transportation to and from destinations and attractions
16. Mystery tour – a tour in which the destination and itinerary are kept secret from the clients until they embark on the tour
17. Outbound operator – a company that takes groups from a particular city or country to another city or country
18. Pied piper – a person within an organization who will spearhead the trip
19. Public tour – a tour offered to the public
20. Site tour – a tour conducted at a specific building, attraction, or limited area

21. Split itinerary – an itinerary in which part of the tour group does one thing while the other part does something else
22. Student tour – a tour involving a preformed school group that visits a destination to enhance the learning experience
23. Tour – any preplanned (and usually prepaid) package to one or more places, which includes two or more travel components
24. Tour manager – on an escorted tour, the person in charge of ensuring that the passengers have an enjoyable travel experience; this person may also be called tour conductor, courier, director, escort, guide, or leader
25. Transfer service – the industry segment that specializes in operating buses or vans between airports and hotels

## Unit 6: The Cruise Industry

1. Air-sea package – a cruise product that consists of airfare, airport-to-dock transportation, and perhaps lodging
2. Berth – a bed on a ship; the place where a ship docks
3. Bow – the front of the ship
4. Cruise consolidator – a company that buys blocks of staterooms from a cruise line and offers them to the public at a discounted price
5. Deck – a floor of a ship
6. Gangway – the walkway connecting a ship with the dock
7. Gross Registered Tonnage (GRT) – a measurement of the volume of enclosed public spaces on a ship
8. Inside stateroom – a ship's stateroom that is (usually) windowless
9. Outside stateroom – a ship's stateroom that has a window
10. PAX – an abbreviation for *passengers*
11. Port – a place a ship visits; when facing forward on the ship, the left-hand side of the ship
12. Repositioning cruise – a cruise in which a ship is moving from one general cruise area to another
13. Seating – a set mealtime for dinner and sometimes lunch on a cruise
14. Space ratio – a ship measurement that reflects the space, or "elbow room", passengers will have onboard
15. Stabilizer – an underwater device that helps reduce a ship's motion
16. Starboard – when facing forward, the right-hand side of the ship
17. Stateroom – a cabin on a ship
18. Stateroom steward – the person who maintains a ship's staterooms
19. Stern – the back of a ship
20. Tender – a small boat that transports passengers to and from shore if the ship is too large or the port is too shallow for docking directly at the pier
21. Zodiac – a large inflatable rubber boat that is often used in exotic, difficult-to-reach places such as Antarctica

## Unit 7: Other Segments of the Travel Industry

1. Convention center – a facility that provides space for conferences and the display booth needs of major associations and corporations
2. Destination Marketing Organization (DMO) – an organization whose purpose is to promote and facilitate travel to and within its districts, cities regions, state/provinces, nations or continents
3. Familiarization trip (FAM) – a low-cost, agent-only trip to familiarize agents with a destination
4. Fleet – the makes and models of cars offered by a car rental company
5. Meeting planner – a specialist who helps plan, negotiate, coordinate, operate, and conduct follow-up evaluations of a convention or relatively large meeting

## Unit 8: Geography of Travel

1. 24-hour clock system – a system in which time is expressed as a four-digit number
2. Cape – a projection of land into the water; smaller than a peninsula
3. Continent – the world's largest landforms
4. Equator – the imaginary line that encircles the earth's middle
5. Gulf – a large area of water that penetrates into land
6. Island – a landform completely surrounded by water
7. Jet stream – the high-altitude, high-velocity core of the winds that blow from west to east in temperate zones
8. Lines of latitude – the imaginary lines on a globe that go east-west
9. Lines of longitude – the imaginary lines on a globe that go north-south
10. Northern hemisphere – the half of the world north of the equator
11. Peninsula – a large projection of land into the water
12. Southern hemisphere – the half of the world south of the equator