

Glossary of common terms and key definitions

The following is a selection of the most common terms and definitions that you will come across during the BTEC National Travel and Tourism course. They are taken from *The Complete A-Z Travel and Leisure Handbook 2nd edition*, which lists more than 2,000 entries. Further details of this book can be found at:

http://www.tandtpublishing.co.uk/acatalog/completea_z.htm

accommodation is one of the three major components of the travel and tourism industry, along with transportation and attractions/entertainment. It employs around 20 per cent of the total UK tourism workforce and is a significant revenue-earner; VisitBritain estimates that more than one-third of all expenditure by overseas visitors to Britain and by UK residents is for accommodation. The accommodation sector comprises a wide range of establishments, including city centre hotels, motels, cottages, caravans, lodges, farm guesthouses and country house hotels.

activity holidays have grown in popularity in the UK and abroad in recent years, due to an increased concern for health, exercise and fitness in the population generally. Activity holidays range from the very intensive, e.g. off-road mountain biking, orienteering and water-skiing, to the relatively leisurely, e.g. walking and golf. Activity holidays are set to be one of the growth sectors of the travel and tourism industry in the 21st century.

adventure tourism: the term used to describe a particular type of tourist activity that focuses on exploration and discovery, rather than a passive experience. Trekking in the Himalayas, walking in the jungles of Borneo and white-water canoeing in the Rocky Mountains would all be classified as adventure tourism.

advertising is the most visible part of an organisation's promotional mix. It seeks to inform existing and potential customers about products and services, and persuade them to buy. Advertising is carried out using a wide range of media, including television, commercial radio, newspapers, magazines, billboards and transport.

ageing population is a phenomenon of most Western industrialised nations, whose people are generally living longer and more active lifestyles. Figures from the Office for National Statistics (ONS) show that, for the first time ever, there are now more people aged over 65 than under 16 in the UK. The ageing of the population offers opportunities for the travel and tourism industry in terms of developing new products and services for a growing market.

AIDA stands for attention, interest, desire and action. It is a principle that should be followed when carrying out any promotional work involved with marketing communications.

Air Travel Organiser's Licence (ATOL): a licence issued by the Civil Aviation Authority (CAA) and required by an individual or company selling holidays or seats

on charter flights. Applicants must show that they are fit to hold an ATOL, have adequate financial arrangements and must lodge a bond with the CAA.

attractions are one of the three core components of the tourism industry, along with transportation and accommodation; indeed they are often the very reason why visitors decide to venture out. Attractions can be classified into those that are naturally-occurring and those that are man-made.

back office is a term used to denote certain organisational functions that are carried out 'behind the scenes', away from direct contact with customers and the public in general. Sometimes referred to as 'back of house', these functions include accounting, security, maintenance, stock control and marketing.

Bank Holidays were first introduced in the UK during the Industrial Revolution, under the Bank Holiday Act of 1871, which created four public holidays per year.

Belbin's team types: a theory concerned with the development of effective teams. Based on research with over 200 teams conducting management games at the Administrative Staff College at Henley, Belbin identified the following nine team types – co-ordinator, resource investigator, team worker, shaper, company worker/implementer, complete finisher, plant, monitor/evaluator and specialist.

bonding is concerned with providing financial security in order to compensate travellers in the event of a company failure. ABTA tour operators and travel agents, for example, must deposit a bond on joining the Association, so that travellers can be financially compensated should there be a problem with a holiday.

branding is the practice of giving a product or service a distinctive name or logo, in the hope that it will become easily identifiable from its competitors and take on a certain identity. Branding is linked to the concept of market segmentation, with brands being developed to meet the needs of different segments of the market. Popular brands in travel and tourism include easyJet, British Airways, Holiday Inn, Avis and Virgin.

Brundtland Report: an influential document which resulted from the World Commission on Environment and Development, organised by the United Nations in 1987, which focused on the concept of global sustainability and the threats to the world environment. The report, named after the Norwegian Prime Minister who chaired the Commission, defined sustainable development as '*meeting the needs of the present without compromising the ability of future generations to meet their own needs*'. The report is significant in being the first attempt to address global environmental problems and has influenced the growth of sustainable tourism.

budget hotel: a type of accommodation that has grown rapidly in recent years, a result of low prices, flexibility and convenience. Aimed at both leisure travellers and the business market, successful brands include Travelodge, Holiday Inn Express and Premier Travel Inn.

business tourism is the category of the travel and tourism industry concerned with travel for business purposes, rather than travel for leisure purposes (leisure tourism). Business tourism includes travel for meetings, exhibitions, trade fairs, conferences, conventions and incentive travel.

charter flight: an aircraft commissioned for a set period of time, flying to a particular destination and able to offer reduced fares by setting high load factors. Most