

- Catering** A department within a restaurant, hotel, or resort property that is charged with selling and planning special meetings and food and beverage events.
- Chain operations** Groups of properties that are affiliated with one another and have common ownership and/or management control and oversight.
- Circle-trip flight** A flight plan that includes return to city of origin but via different routing or airline.
- Code-share** An agreement allowing a regional/commuter airline to share the same two-digit code of a cooperating primary carrier in the computer reservation system.
- Commissary** Central storage area where food and supplies are received and kept until requisitioned.
- Commissions** The percentage paid to a sales agent (travel agent) by tourism suppliers for booking travel arrangements.
- Comparative advantage** The benefits of one alternative relative to another.
- Computer reservation systems (CRSs)** Computer hardware and software that allow travel agents to tap into global distribution systems.
- Concessionaires** Individuals or companies who have been granted the right to provide a particular service such as food service, guide service, sanitation service, or gift shop.
- Concessions** Retail outlets offering goods and services to customers in self-contained settings such as airports, museums, stadiums, and zoos.
- Concierge services** Services provided by employees who specialize in meeting the special requests of guests and provide guest services such as making reservations and supplying information.
- Configured (rooms)** Rooms with a well-planned design developed to meet user needs for efficiency and effectiveness.
- Connecting flight** A flight plan that includes a change of aircraft and flight number.
- Consolidators** Wholesalers who buy excess inventory of unsold airline tickets and then resell these tickets at discounted prices through travel agents or, in some cases, directly to travelers.
- Consortium** An affiliation of privately owned companies to improve business operations and gain the necessary volume of business that can lead to improved profitability.
- Constituent groups** Subgroups of citizens with a set of common needs or wants.
- Consumer behavior** The study of consumer characteristics and the processes involved when individuals or groups select, purchase, and use goods, services, or experiences to satisfy wants and needs.
- Contribution margin** What is left of the sales price after deducting operating costs.
- Convenience charges** Additional charges added to basic services that are designed to increase profitability.
- Convention and visitors bureau** An organization whose mission is to develop tourism to an area by attracting both professional and leisure travelers.
- Convention center** A property developed to serve the special needs of groups, especially regarding meetings and trade shows.
- Cooperative alliances** Long-term relationships that enhance operating efficiencies, profitability, and market share for all parties.
- Cost per key** Cost to construct and furnish each hotel room.
- Cost-benefit analysis** A method used to determine the relative impact of a development, in which total costs and total benefits are estimated and then compared.
- Cruise director** The person who plans and operates passenger entertainment and activities onboard a cruise ship.
- Cuisine** A French term pertaining to a specific style of cooking (such as Asian cuisine), or a country's food in general (such as Mexican cuisine).
- Culinary** The creative arts and crafts of preparing foods.
- Culinary tourists/tours** Travel for unique eating and drinking experiences in the context of the local culture.
- Culture** The practices of a society; its customary beliefs, social roles, and material objects.
- Curator** Person in charge of a museum.
- Customer Relationship Management** Understanding customer needs and building relationships by analyzing databases of information from multiple sources including websites, emails, social media, and other customer touch points to increase sales and profitability.
- D**
- Data** Facts and figures.
- Data mining** Analyzing information stored in computer databases with the help of statistical techniques to uncover hidden relationships and patterns.
- Deck** The equivalent on a ship to a floor or story of a hotel.
- Demographic segmentation** Dividing consumer markets based on demographic data such as age, education, income, gender, religion, race, nationality, and occupation.
- Demographics** Characteristics used to classify consumers on the basis of criteria such as age, education, income, gender, and occupation.
- Demonstration effect** Display of material goods and wealth by tourists leading to envy by local residents based on either the perception or the reality of being less fortunate.
- Dependables** Travelers who seek the comforts of familiar surroundings.
- Destination image** The detailed impression an individual or target segment has of a specific destination.
- Destination Marketing Organizations (DMOs)** Organizations that are dedicated to promoting tourism activities in a town, city, county, province, or region.
- Destination resorts** Properties that are relatively self-contained and provide a wide range of recreational and other leisure-time activities.
- Destination vision** An inspirational portrait of the ideal future that the destination hopes to bring about at some defined future time (usually in 5, 10, 20, or 50 years).
- Direct flight** A flight plan that includes one or more intermediate stops but no change of aircraft or flight number.
- Disembark** To go ashore from a ship.
- Disposable income** Household income after paying taxes that is available for personal use.