

trademarks, training, standardized supplies, operating manual, and procedures of the franchiser. A contractual agreement providing for the use of a recognized brand name, access to a central reservation system, training, documented operating procedures, quantity purchasing discounts, and technical assistance in return for royalties and fees.

G

Galley The kitchen or food preparation area of a ship.

Geographic segmentation Dividing consumer markets along different geographical boundaries such as nations, states, and communities.

Geotourism Tourism that sustains or enhances the geographic character of the place being visited, including its environment, culture, aesthetics, heritage, and the well-being of its residents.

Global distribution systems (GDSs) Worldwide interorganization information systems that travel agencies use in selling tourism services.

Gross gambling revenues (GGR) The amount wagered minus the winnings returned to players.

Gross registered tons (GRT) A measure of the interior size of a ship determined by volume of public space.

Ground transfers Short-distance transportation between service providers, most frequently provided as part of a tour.

H

Hard ecotourist Physically active travelers with a strong environmental commitment who seek specialized trips with an emphasis on personal experiences.

Heritage attractions Places, structures, and activities with historical and cultural significance.

Heterogeneous Having differing characteristics and needs.

Homogeneous Having similar characteristics and needs.

Host community A town or a city that welcome visitors and provide them with desired services.

Hosted tour A tour in which a host is available at each major tour destination to welcome guests, solve problems, and answer questions.

Hotel personnel All individuals responsible for the care and service of cruise ship passengers.

Hub-and-spoke system The primary airline route pattern in the United States. By designating primary hubs, airlines are able to funnel traffic into these centers to feed their trunk point-to-point routes between major market cities.

Human (cultural) geography The human activities that shape the face of a location and shared experiences, including the cultural aspects of language, religion, and political and social structures.

I

Import A good or service purchased in one country but produced in another country; the opposite of "export."

Incentive tour operators Tour operators who specialize in organizing, promoting, and conducting incentive tours.

Incentive travel Motivational programs designed to create competition, with the winner(s) receiving travel awards.

Inclusive price A single price for a package of services such as accommodations, food, and activities.

Independent properties Facilities that are owned and operated as single units with no chain affiliation or common identification.

Independent tour A tour that allows the flexibility to travel independently while taking advantage of prearranged services and rates based on volume discounts.

Induced information Information and messaging that is controlled by the supplier.

Inelastic demand A change in the quantity of goods or services used that is not in direct proportion to changes in prices.

Information technology Computer systems that provide for the storage and retrieval of data.

Infrastructure The foundation utilities and other systems necessary for an economy, such as roads, electricity, and water and sewage systems.

Intermediary Firms that help tourism suppliers locate customers and make sales to them, including tour operators and travel agencies.

Intermodal A trip requiring the use of two or more forms of transportation.

International Air Transport Association (IATA) Association for airlines offering international air service that provides a means of resolving problems for mutual benefit.

Involuntarily denied boarding A situation that occurs when airline passengers with confirmed reservations are denied boarding on scheduled flights due to overbooking. Passengers may either voluntarily give up their reserved space or be involuntarily denied boarding in exchange for compensation.

Itinerary A detailed schedule of a trip.

J

Joint venture Combined efforts of two or more partners, usually organizations.

L

Leakage Purchasing power that is spent on imports to an area, resulting in a transfer of income out of the local economy.

Learning curve The rate at which people learn over time.

Learning organization An organization committed to identifying best practices and creating systems to achieve high-quality standards.

LEED An alliteration for Leadership in Energy and Environmental Design, a certification program sponsored by the nonprofit U.S. Green Building Council recognizing sustainable practice in building design, construction, and renovation.

Leg The segment of a flight between two consecutive stops.

Legacy carrier Established and comprehensive carriers offering varying classes of services with global networks that include alliance partners, which allow passengers to earn and redeem frequent-flier miles across these networks.

Leisure activities Activities performed during one's free time away from work.