

Resorts Destination locations that are distinguished by the combination of attractions and amenities for the express purpose of attracting and serving large numbers of visitors.

Restitution An amount of money or other item given to make up for some mistake or wrongdoing.

Return on investment (ROI) A measure of management's efficiency, showing the return on all of an organization's assets.

Revenue management (yield management) The process of allocating the right type of capacity to the right kind of customer at the right price so as to maximize revenue or yield.

Revenue passenger miles (RPMs) One seat on an airplane, railroad, or motorcoach traveling one mile with a revenue-producing passenger.

Right-to-use A type of lease in which legal title does not pass to the buyer. The buyer has the right to occupy and utilize the facilities for a particular time period.

Rolling hubs Connecting flights are spread over longer periods of time to reduce congestion and facility and equipment demands.

Round-trip flight A flight plan that includes return to city of origin via identical routing.

Royalties Payment (usually a percentage of sales) for the use of a franchiser's brand name and operating systems.

Russian service A style of service in which the entrée, vegetables, and starches are served by the waitstaff directly from a platter to a guest's plate.

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Seat (table) turnover The number of successive diners sitting in one seat or at one table during each dining period, breakfast, lunch, and dinner.

Secondary seasons Periods when tourism activities are either increasing toward peak levels or declining from peak levels; also called "shoulder seasons."

Service encounter A single episode during which a customer and service personnel interact; often also called a "moment of truth."

Service expectations The quality level of the five dimensions of service expected by a customer.

Service guarantee Providing assurances in writing that the level of service promised is provided and, if not, what specific responses will be made in correct to the service failure and make the customer whole.

Service recovery The process of reversing a service problem.

Service script Learned patterns of behavior that guide interactions during a service encounter.

Services The performance of actions or efforts on behalf of another.

Servicescape The physical (tangible) aspects of the service encounter.

Sex tourism Travel to a foreign country usually by males from developed countries to underdeveloped or developing countries for the purpose of engaging in sex, especially with children.

Ship personnel All individuals responsible for the safety and navigation of cruise ships.

Shopping tourism Shopping is the main purpose of the trip.

Shoulder season The period of time between high and low or closed seasons when demand for services decreases.

Single supplement The additional charge added to the price of a tour or cruise when a traveler does not share accommodations with another traveler; often, 25% to 100% of the double occupancy rate is added to arrive at a single occupancy rate.

Single traveler A person who lives alone and travels with or without a companion.

Slow tourism Trips with a slower pace during which travelers step back from everyday experiences, allowing time and opportunities for immersion.

SMERF An acronym for the market comprising social, military, educational, religious, and fraternal groups.

Social carrying capacity The number of outsiders to an area that can be accepted without having damaging psychological effects on the locals of the area.

Social networking Individuals tied together by a common interest or theme who share bookmarked Web links and conversations.

Society A community, nation, or broad grouping of people who have common traditions, institutions, activities, and interests.

Soft ecotourist Physically passive travelers with moderate environmental commitment who seek multipurpose trips with an emphasis on interpretation and physical comfort.

Spa resorts A resort property dedicated to fitness and the development of healthy lifestyles.

Space ratio A statistical measure of the GRT of a ship to the number of passenger it can carry.

Special-interest tourism (SIT) Tourism undertaken for a distinct and specific personal reason.

Specification A detailed written description of a procedure or ingredient.

Spoke routes Air service provided from smaller secondary markets to feed passengers into primary hub markets.

Sport tourism Travel to participate in, watch, or visit sporting events, venues, and attractions.

Sports tourism visitors People who travel to participate in or view sporting activities.

Standard A predetermined procedure or amount of an ingredient.

Staterooms Guest rooms on a ship. Also called cabins.

Station A designated work area or department in a kitchen.

Stock The strained liquid that is the result of cooking vegetables, meat, or fish and other seasonings and ingredients in water.

Strategic grouping Groups that share common interests.

Subcontracting The hiring of another organization to perform one or more operational functions or services.

Subsegments A group within a larger market segment; sometimes called a "microsegment."

Superstructure The facilities needed to serve the specific needs of tourists, such as hotels, restaurants, and attractions.