

- Cartography, 16–18
 Carver, George Washington, 205
 Casino, 314
 gambling, 240–241
 resorts, 272–273
 revenue of, 243t
 Catering, 213
 Center for Disease Control and Prevention, 219
 Central reservation systems (CRSs), 126
 Certification, environmental
 for ecotourism, 357–359
 LEED as, 361–362
 Certification for Sustainable Tourism (CST), 358
 Certified Hotel Administrator (CHA), 4
 Chain operations
 of hotels/motels, 188, 191–192
 marketing for, 192
 ownership of, 191–192
 parent companies of, 191
 Chambers of commerce, 108
 Channels, distribution. *See* One-level distribution channels; Three-level distribution channels; Two-level distribution channels
 Charter/tour groups, motorcoach for, 161
 Checkout penalties, 198
 Circle-trip, 169
 Civil Aeronautics Board (CAB), 165, 167
 Classification systems, for hotels, 186–187
 Client, in personal selling, 110–112
 Climate change, 334, 349–350. *See also* Environment; Weather patterns
 Closing, in personal selling, 111, 111t
 Code-share agreement, 168
 Coffee, 221
 Cognition, in destination image, 316
 Commercial attractions
 amusement parks as, 238–239
 theme parks as, 239–240
 Commissary, 211
 Commissions
 for intermediary, 94
 by travel agents, 99
 Communication
 Internet in, 124–125, 125t
 marketing, 74
 Communication technology, 377
 Commuter airlines. *See* Regional carriers
 Company culture, 139
 Comparative advantage, in economics, 304
 Computer reservation system (CRS), 91
 Conation, in destination image, 316
 Concessionaires, 235
 Concessions, 170
 Concierge service, of hotels, 187
 Condos, 181–183
 Configuration, of rooms, 383
 Connecting service, 169
 Consolidation, in tourism industry, 385–387
 Consolidators, 103
 Consortium, of travel agencies, 100
 Constituent groups, 321–322
 Consultant, travel agent as, 96
 Consumer behavior, 37
 Consumer orientation, in marketing, 25
 Continents, 16t
 Contribution margin, of rooms, 212
 Convenience charges, 28
 Convention and visitors bureaus, 317
 Convention centers, 317–319, 319t, 320
 Conversion ability, 99–100
 Cook, Thomas, 12, 92, 96
 Cooperative alliances, 386
 Cost-benefit analysis, of tourism, 313
 Cost per key, 196
 Credit cards, 13, 94
 Crime, 341
 Crisis events, 312, 389
 CRS. *See* Computer reservation system
 CRSs. *See* Central reservation systems
 Cruise director, 267
 Cruise lines, 96, 123, 177, 258, 312
 future of, 383–384
 inclusive price of, 268, 271
 passengers, 266, 268, 271–272, 384
 pricing, 272
 profits of, 272
 repositioning, 154
 ship categories of, 266–267
 trends in, 272
 for vacations, 265
 Cruise ships. *See also* Megaships
 accessibility of, 376
 berths on, 271
 categories of, 266–267
 director of, 267
 galley on, 271
 itinerary of, 171
 purser of, 267
 as resorts, 267
 space ration of, 267
 staff of, 267
 staterooms on, 268
 weather patterns and, 268
 Crusades, 11
 CST. *See* Certification for Sustainable Tourism
 CTO. *See* Colorado Tourism Office
 Cuisine, 205, 207
La Cuisine Classique (Carême), 207
 Culinary
 heritage, 206–214
 history, 205
 tours, 204, 214, 221–222
 Cultural geography. *See* Human geography
 Culture, 335. *See also* Multiculturalism
 authenticity in, 339
 company, 139
 society and, 336–338
 in tourism, 23–24, 29, 336–342
 Curators, of museums, 232
 Currency, exchange rate of, 305
 Customer. *See also* National Customer Satisfaction Index
 employee and, 80–81
 loyalty, 165
 needs, wants of, 80–81
 Customer relationship management, 109
 Customer satisfaction
 quality and, 76–77
 service for, 84
 Customization, mass, 382–383
 Dark Ages, 205
 Dark sky tourism, 333
 Data, 6, 112, 122–123
 Data mining, 122t, 123
 DATO. *See* Durango Area Tourism Office
 Day-trippers, 242
 Decision
 of destination, 37–40
 in travel, 37–38, 38f
 Decks, of megaships, 266
 Demand
 for attractions, 231
 low, 181–182
 in revenue management, 129
 Demographics, 49
 baby boomers in, 371
 ethnic diversity of, 373
 Demographic segmentation, 49
 Demonstration effect, 339–340
 Department of Homeland Security, 281
 Department of Transportation, U.S. (DOT), 167
 Dependables, in travel, 44–45, 47
 Design, 332
 of menus, 208–210, 210t
 Destination, 7–8, 275
 arrivals at, 303
 classifying, 255–259, 256f
 on continents, 16t
 geography of, 254
 immersion in, 371
 pilgrimages to, 259
 positioning of, 317
 in psychocentric-allocentric model, 44–46
 resorts, 255, 258
 seasonality of, 257
 secondary seasons of, 260
 strategic grouping of, 257
 tourism supplier and, 254
 urban areas as, 273–274
 vision, 316
 weather in, 258–260
 Destination image, 316–317
 Destination marketing organizations (DMOs), 316
 Diners Club, 13
 Direct service, 169
 Disabilities, 375–376
 Discounter airlines, 279–284
 Disembarking, 266
 Disney, 47, 78, 111, 311
 as amusement park, 238
 as resort, 181
 Distillation, 219
 Distressed inventory, 54
 Distribution
 airlines and, 125–126
 channels, 94–106
 of hotels, 126–127
 intermediary in, 126
 Internet in, 125–127
 multiple, 107
 DITs. *See* Domestic independent tours
 DMOs. *See* Destination marketing organizations
 Docents, in museums, 232
 Domestic independent tours (DITs), 102
 Domestic travel, 306–308
 DOT. *See* Department of Transportation, U.S.
 Durango Area Tourism Office (DATO), 417–418
 Durango & Silverton Narrow Gauge (D&SNG), 403–406
 Dynamic packaging, 104, 130
 EAA. *See* Experimental Aircraft Association
 Ecological capacity, 329
 Economic impact analysis (EIA), 309–311, 394
 Economics, 8
 comparative advantage in, 304
 leakage in, 307–308, 310, 339
 linkage in, 310
 multiplier concept in, 305–310, 307f, 322
 politics and, 313–314, 322
 of tourism industry, 311–313, 322
 Economies of scale, 167
 Ecotechniques, 353, 355
 Ecotourism, 334, 355–356, 363, 380
 certification for, 357–359
 in industry, 364