430 Index

TT: 1 11 : 242	T. (1'' 00	1:1 11 .:
High rollers, in gaming, 242	Infomediaries, 99	Light pollution, 333
High-speed trains, 155–156	Information technology, 95, 118	Limited-stakes gaming, 241
High Up Tours and Transportation,	Infrastructure, 35, 305, 332	Line of credit, for attractions, 231
413–418	Innovators, in marketing, 45	Linkage, in economics, 310
Highway, automobile and, 158–161	Inns, 177	Live entertainment
Hilton, James, 82	Insurance, trip-interruption, 107	as attraction, 246
Historical sites, as heritage attractions,	Intangibles, 68	performing arts as, 247–248
231–232, 338t	Integrated resorts, 273	sporting activities as, 246–247
History, of tourism, 8–14	Intercity bus travel, 161–162	Load factor, 131
Holiday Inn, 126, 185	Intermediary	Local residents, tourism and, 351–352
Holiday resorts, 258	commission for, 94	Locators, of maps, 19
Homogeneous market, 48	in distribution, 126	Lodging, 180–181
Hospitality, 29	in tourism services, 92–94	as accommodations, 177–178, 184
business, 4	Intermodal transportation, 151, 152f	properties in, 186, 188–189, 192, 194,
quality and, 69	International Airline Travel Agency	195f, 196–198
		rack rate of, 196
Host community	Network (IATAN), 100	
resources of, 335–336, 336f	International Air Transport Association	room layouts in, 189f
sustainability of, 361	(IATA), 164	terminology, 188
in tourism, 14, 335	International Bureau of Exhibitions (BIE),	Logistics, 159–160
Hosted tour, 102	236	Longitude, 18
Hostel, 177	International Date Line, 19	Low rollers, 241
Hotels, 7, 176–177	International Events Management Body of	Low-stakes/new adopters, in gaming, 242
AAA Diamond rating, 190	Knowledge, 104	
accommodations, 184–186	International Pow Wow, 108	Maasdam, MS, 268f, 269f-270f
atriums of, 186	International tourism, 30–31, 302–303,	Mackinac Island, 261
best practices for, 187	302t, 303t	Major airlines, 279–284
boutique, 189	International travel, 14, 302–303	Mall of America, 244–245
chain operations, 188, 191-192	International Year of Ecotourism, 353	Malls, 244–245
classifications of, 186–187	Internet, 13, 99, 104, 109, 123	Management. See also Revenue
concierge service of, 187	for airline tickets, 285	management
distribution of, 126–127	B&B booking for, 180	in F&B, 211
fees of, 190–191	in communication, 124–125, 125t	of foodservice operations, 210–212
franchise, 188, 190–191	in distribution, 125–127	of natural attraction, 332
global reach of, 179–180, 179t	for special needs, 376	of properties, 194
historic, 187	in tourism industry, 127, 280	quality, 80
marketing, 122	user-generated content of, 128	supporting teams, 82, 210
modular, 390	Interstate Commerce Commission (ICC),	in tourism, 26–27, 80t
occupancy rates of, 196	161	Management contracts, 188, 191
operating fees for, 190t, 192	Interstate highway system, 158–159	Management information systems (MIS),
		129
perfect sell for, 198	Interstate Hotels & Resorts, 191	in efficiency, 119–122
ratings systems for, 187	Inventory, in revenue management, 129	features of, 120t
reservations, 192–193	Involuntarily denied boarding, 171	
sustainability in, 359–362, 359t	Irridex, 351–352	PMS in, 121–122, 133
terminology of, 188t	Itinerary 271	POS systems in, 120–121
timeshares and, 182	of cruise ship, 271	Maps, 16–20, 20f
Hub-and-spoke system, 167–169, 167f,	by travel agent, 97	Mardi Gras, 237, 304
279–280	T D 11 D 4 C	Marijuana tourism, 382, 412–418
Human geography, 23–24	Japan Rail Pass, 162	Marketing
Human resources	Jiuzhai Valley National Park, 333	for chain operations, 192
employees and, 77–79	Jobs, 4, 314	communications, 74
learning organizations for, 78	Joint ventures, convention centers as, 320	concept, 25, 47
in quality, 77		consumer behavior in, 37
Hyatt Hotels, 185–186	Kitchen, stations in, 207, 210	data in, 122–123
		F&B, 213
IATA. See International Air Transport	Labor unions, 79, 284	hotels, 122
Association	Landforms, on relief maps, 21	innovators in, 45
IATAN. See International Airline Travel	Latitude, 18	lodging properties, 192
Agency Network	LAUGH, 84	multiple distribution in, 107
ICC. See Interstate Commerce Commission	Laws, for alcoholic beverages, 220–221	orientations, 25
Illnesses, food-borne, 217–218	Leakage, in economics, 307–308, 310, 339	personal selling in, 108
Incentive travelers, 56, 106	Learning curve, 118	in tourism, 25–26
Inclusive price, of cruise lines, 268, 271	Learning organizations, 78	travel, 126
Independent properties, for lodging,	LEED certification, 361–362	Market segmentation
188–189	Legacy carriers, 167	bases, 48
Independent tour, 102	Legends, of maps, 19	five-step approach in, 52–53
Indexes, of maps, 19	Legs, revenue management for, 131–132,	future of, 370–371
Indirect effects, of tourism expenditures,	132f	heterogeneous, homogeneous, 48
308	Leisure	needs, wants in, 48, 51–53
Induced information, 39, 41	activities, 227, 248-249	resorts in, 274
Industrial attractions, 338	tourism as, 12, 14, 54, 227, 274,	in revenue management, 129
Industrial Revolution, 255	372–373	Market share, quality in, 70
Industry. See also Tourism industry	Leverage, in finance, 28-29	Markups, 99
airlines, 279–287	Liability, of alcoholic beverages, 220	Marriott International, 55-56, 100
ecotourism, 364	Lifestyle, in psychographic segmentation,	Maslow's hierarchy of needs, 41-44, 43f
Inelastic demands, 54	49–50	Mass customization, 382–383