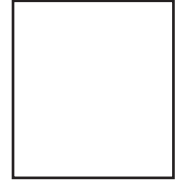


Understanding the Sustainable Development of Tourism



Glossary

 Published by Goodfellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ
<http://www.goodfellowpublishers.com>

Copyright © Goodfellow Publishers 2010

All rights reserved by Goodfellow Publishers Limited. The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without prior permission of the publisher.



Design and setting by P.K. McBride



Glossary

Baseline indicator: a measurement, calculation, or location used as a basis for comparison.

Benchmarking: the use of information about competitors in the same industry used for comparisons and to set standards and goals

Best practice: the measurement of an organisation's specific tasks and activities against best-in-industry or best-in-world performers

Brainstorming: a process of generation of ideas in individual ways or in a group, avoiding immediate evaluations

Career mobility: The upward or downward mobility in an occupation or the change from one occupation to another.

Commodification: the process in which the final outcome of a product is solely defined by its economic value.

Community development: an empowering process that identifies resources and services that enable community members to meet their own needs.

Community profiling: activity that seeks to understand the current social condition of a destination and the people in the community who are likely to be affected by a proposed development.

Conservation: planned management of natural resources to prevent exploitation, destruction or neglect

Corporate citizenship: – often used as synonym to Corporate social responsibility; concerning the role of the enterprise as 'good citizen' in its interactions with the community.

Corporate social responsibility (CSR): – is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis.

CSR integration in tourism: – the process by which tourism enterprises integrate the CSR concept into their business, by voluntarily implementing social and environmental responsibilities into their operations, and by interacting with their stakeholders.

Cultural resources: includes heritage, museums, zoological and botanical gardens, literature, libraries and archives, music, performing arts, visual arts, film, radio, video, television

Culture shock: the ebbing and flowing of emotions in reaction to situational stress, brought on by being placed in a context different or unfamiliar to the one a person is used to.

Destination marketing organisation (DMO): any organisation at any level which is responsible for the marketing of an identifiable destination excluding separate government departments that are responsible for planning and policy

Economic accountability: the liability to shareholders and stakeholders for corporate performance and action

Environmental management system (EMS): an integrated system which incorporates ISO 1400 and ISO 14001.

Environmental practices: practices which reduce negative and promote positive outcomes on the environment

Ethics: the systematic study of value concepts, 'good', 'bad', 'right', 'wrong' and the general principles that justify applying these concepts.

Evaluation: the process of critically observing, measuring and monitoring the implementation of an FME to assess its outcomes accurately

Facilitation strategy: creating marketing collaboration bridges between DMOs and individual travel and tourism firms and between the umbrella campaigns organised by the DMOs and industry marketing expenditure

Global citizenship: the concept that citizenship is not bound by nations, but that people of all nations and cultures need to develop a culture of tolerance based on our shared humanity and peaceful co-existence.

Globalised tourism: There is a growing trend for airlines, cruise companies, travel agents, tour operators and accommodation providers to agglomerate on a global scale. This is reflected by the growth of global tourism associations including the UN World Tourism Organization, the World Travel and Tourism Council, the International Hotels and Restaurants Association and the United Federation of Travel Agents just to name a small number of global tourism organisations.

Green jobs: Broadly, a green job is one that reduces negative impact on the environment.

Heritage resources: includes any relict physical survival of the past, idea of individual and collective memories in terms of non-physical aspects of the past when viewed from the present, accumulated cultural and artistic productivity, natural environment and industrial heritage

Host community: the place and people with which the volunteer tourists engage in their projects. 'Community' refers to a group of people who share a common identity, or who share a special interest.

Human factors: the role of humans in man-machine systems and how systems can be designed to work well with people, particularly in regard to safety and efficiency

Impact assessment: to predict the likely economic, social, and environmental effects of alternative tourism plans

International community: Sustainable human communities meet their current needs without compromising other species and future generations. Cities and counties make day-to-day decisions affecting the sustainability of both their community and the planet.

International Institute for Sustainable Development (IISD): A policy research institute dedicated to effective communication of their findings. They engage decision-makers in government, business, NGOs and other sectors in the development and implementation of policies that are simultaneously beneficial to the global economy, the global environment and to social well-being.

4 Understanding the Sustainable Development of Tourism

Marketing: a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

Master marketing strategy: a strategy that reviews the strengths, weaknesses, opportunities and threats of the business and shapes its long-range marketing objectives.

Monitoring: (1) the evaluation of tourism plans against key criteria to determine the extent to which they continue to promote sustainability including: ecological integrity; social integrity, cultural integrity; economic contribution; equity; community participation; and visitor satisfaction.

Monitoring: (2) the systematic collection and analysis of information as an FME progresses

Natural resources: include topography, climate, water, wildlife, vegetation and location.

NGOs: non-government organisations

Othering: a process of focusing on the differences between the self and other people or cultures, regarding the culture, beliefs, a features of the self to be normal, and the differences in others to be alien, deficient or of less worth.

Sense of place: the mental construct of the temporal–spatial experience that occurs as an individual ascribes meaning to settings, through environmental perception and cognition

Shareholder activism: – a way in which the shareholders of a company can assert their influence as co-owners in order to influence and modify its behaviour. It can cover a wide set of activities, from selling the shares, private or public dialogue with the managing board, putting forward shareholder resolutions and ultimately replacing individual directors or the entire board.

Social planning: a task-focused process that emphasises efficiency and rationality and is well suited to large-scale planning.

Socially responsible: a strategy that seeks to achieve social as well as financial returns by functioning ethically.

Stakeholder group: Groups of constituents for an organisation who affect or can be affected by an organisation's actions

Stakeholders: all individuals who have an interest in the event, such as the various business organisations, guests, vendors, media, the community, etc

Strategic marketing system: the open system of strategies that flows from the corporate mission or vision through each level with two feedback control loops

Strategic marketing: all the decisions and actions used to formulate and implement strategies designed to achieve the marketing objectives of an organisation or a destination

Sustainable tourism: tourism which leads to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life-support systems

Tourism audit: a demand- and supply-side analysis of a destination to assess its capacity to both host tourism and attract tourists.

Tourism crisis: an event or a set of circumstances which severely undermines the viability and marketability of a tourism destination or a tourism enterprise

Tourism operators: private sector firms which supply goods and services to tourists

Tourism planning: is about determining 'what should be as well as what is'.

Tourism security: Each element of the tourism industry is vulnerable to varying security threats. Some are physically obvious including terrorist attacks. Others are less obvious including cyber crime or cyber-terrorism. Each element of the tourism industry has varying areas of preparedness. Airlines and airports have a high level of security consciousness and have increasingly become harder targets. On the other hand, restaurants and tourist attractions have little defence and minimal security presence and have increasingly become targets for both terrorism and crime.

Value-added: the enhancement added to a product or service before the product is offered to customers

Visioning: the task of planning to visualise the area, that is the product, as visitors and managers and the community wish it to be in the future

Volunteer tourist: tourists who, for various reasons, volunteer in an organised way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments or research into aspects of society or environment.

Volunteering: an activity that takes place in not-for-profit organisations or projects and is of benefit to the community and undertaken of the volunteer's own free will, without coercion; for no financial payment; and in designated volunteer positions only.

Work intensity: An increase in workload usually attributed to efficiency measures, and shortages of trained staff.

Work/life balance: broad concept including proper prioritising between career and ambition, compared with pleasure, leisure and family.

Chapter extract

**To buy the full file, and for copyright
information, click here**

[http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&st](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=234)

[oryID=234](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=234)



All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recorded or otherwise, without the written permission of Goodfellow Publishers Ltd

All requests should be sent in the first instance to

rights@goodfellowpublishers.com

www.goodfellowpublishers.com