

## *Cultural Heritage Tourism Glossary of Terms*

**Advisory Council on Historic Preservation:** The Advisory Council on Historic Preservation works to promote the preservation, enhancement, and productive use of our Nation's historic resources, and advises the President and Congress on national historic preservation policy. [www.achp.gov](http://www.achp.gov)

**Alliance of National Heritage Areas:** Informal organization of federally-designated heritage areas and corridors. [www.nationalheritageareas.com](http://www.nationalheritageareas.com)

**American Association for State & Local History- AASLH:** Nonprofit organization provides leadership, service and support for its members who preserve and interpret state and local history in order to make the past more meaningful in American society. [www.aaslh.org/](http://www.aaslh.org/)

**American Association of Museums – AAM:** National organization representing the museum community – including cultural, historic and natural museums – and addressing its needs, and enhancing the ability of museums to serve the public interest. [www.aam-us.org](http://www.aam-us.org)

**American Automobile Association – AAA:** Membership organization providing information relating to owning and operating automobiles. Also operates retail travel agencies. [www.aaa.org](http://www.aaa.org)

**American Bus Association – ABA:** Trade association representing charter and intercity bus companies. [www.buses.org](http://www.buses.org)

**American Craft Council:** National, nonprofit educational organization dedicated to fostering an environment in which craft is understood and valued. [www.craftcouncil.org](http://www.craftcouncil.org)

**American Hotel & Motel Association – AHMA:** Trade association for accommodations. [www.ahma.com](http://www.ahma.com)

**American Society of Travel Agents – ASTA:** Trade association of retail travel agents. [www.astanet.com](http://www.astanet.com)

**Americans for the Arts:** National organization that strives to make arts more accessible to every adult and child in American by working with cultural organizations, arts and business leaders and individuals to foster leadership, education and information that will encourage support for the arts and culture in U.S. communities. [www.artsusa.org](http://www.artsusa.org)

**Association of Retail Travel Agents – ARTA:** Trade association of American travel retailers. *www.artaonline.com*

**Bed and Breakfast:** Overnight accommodations, usually in a private home or boarding house, with a full American-style breakfast included in the rate.

**Business Enterprises for Sustainable Tourism – B.E.S.T.:** An initiative of The Conference Board in association with the World Travel & Tourism Council, B.E.S.T. serves as a repository for information on global “best practices” in sustainable tourism.  
*www.sustainabletravel.org*

**Blocked Space:** Reservations made with suppliers by wholesalers or travel agents in anticipation of resale.

**Booking/Reservation Form:** Signed by customers purchasing tours stating exactly which tour is being purchased. The form also outlines all liability.

**Certificate of Appropriateness:** Permit granted by a historic preservation commission or design review board under local law in some communities recognizing that proposed work to an officially designated local landmark or historic district conforms to community guidelines for historic preservation projects.

**Certified Local Governments – CLG:** Participants in a program that provides preservation assistance and grants to communities who have passed laws to encourage preservation of historic places and set up a commission of qualified citizens to advise on preservation of local historic resources.

**Charter Flight:** A flight booked exclusively for the use of a specific group or groups who are traveling on an inclusive tour charter program.

**Commission (Preservation):** A governmental body appropriated by the mayor or city council under local law in some communities to advise on matters affective historic resources. To recommend official designation of significant historic properties and historic districts as local landmarks, and to review proposed work to the community’s officially designated local landmarks and in its official historic districts. Although the responsibilities and composition of commissions vary by local law, most have five to 10 members representing a variety of interests and areas of expertise related to preservation and revitalization of historic properties.

**Commission (Travel):** The amount which travel agents receive from a supplier for selling transportation, accommodations or other services.

**Confidential Tariff:** A schedule of wholesale rates distributed in confidence to travel wholesalers and travel agents.

**Consolidator:** A person or company which forms groups to travel on air charters or at group fares on scheduled flights to increase sales, earn override commissions or reduce the possibility of tour cancellations.

**Cultural & Heritage Tourism Alliance:** Informal group of U.S. practitioners responsible for cultural and heritage tourism programs in states, cities and regions.

**Cultural Heritage Tourism:** Cultural heritage tourism is traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources.

**Design Review:** A tool used by many communities to ensure that changes to local landmarks are made in a way that is sympathetic to the buildings' historic character, and in the best interest of conserving the buildings' historic fabric.

**Destination:** The place to which a traveler is going; or any city, area, region or country being marketed as a single entity to tourists.

**Double Occupancy Rate:** The price per person for a room shared with another person.

**Easement:** Tool for preserving historic properties. An owner may donate a part of his/her historic property to a nonprofit organization, granting the organization permission to see that the features on which it holds the rights are maintained and preserved by the owner and any future owners. The nonprofit organization monitors the property to ensure compliance with preservation standards and/or guidelines.

**Escort:** A person, usually employed by a tour operator, who accompanies a tour from departure to return as guide or trouble-shooter; or a person who performs such functions only at the destination. The terms *host-escort* or *host* are often used, and are preferred, to describe this service.

**Escorted Tour:** A prearranged travel program, usually for a group, with escort service. Fully escorted tours may also use local guide services.

**Familiarization Tour:** A complimentary or reduced-rate travel program for travel agents, airline or rail employees or other travel buyers, designed to acquaint participants with specific destinations or suppliers and to stimulate the sale of travel. Familiarization tours, also called *fam tours*, are sometimes offered to travel journalists as *research trips* for the purpose of cultivating media coverage of specific travel products.

**Foreign Independent Travel or Foreign Individual Travel – FIT:** An international pre-paid unescorted tour that includes several travel elements such as accommodations, rental cars and sightseeing. An FIT operator specializes in preparing FIT documents at the request of retail travel agents. FITs usually receive travel vouchers to present to on-site services as verification of pre-payment.

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

**Ground Operator:** A company that provides local travel services, including transportation or guide services.

**Historic Guidelines:** A set of parameters for making decisions about the appropriateness of alterations to historic properties or districts. Historic preservation commissions charged with reviewing the appropriateness of proposed alterations to historic properties in their communities use written design guidelines to help them make fair and consistent decisions that allow change to take place while preserving and enhancing the historic character of local landmarks.

**Historic Property:** A site which has qualities that make it significant in history, architecture, archaeology, engineering or culture; sometimes more specifically a site which is eligible for or listed on the National Register of Historic Places, or on a local or state register of significant sites.

**Historic District:** A defined geographical area which may be as small as a few contiguous buildings, or as large as an entire neighborhood, central business district, or community, within which historic properties associated with a particular time or theme in a community's history predominate. Often the collective significance of the district may be greater than that of any one building or archaeological site. As a planning tool, historic district designation is often used to ensure the preservation of historic properties within the defined boundary, or to encourage reinvestment of the buildings.

**Historic Resource:** A historic building, site, structure, object or district which has the potential to benefit the community economically, educationally or in some other way if it is preserved.

**Hostel:** An inexpensive, supervised lodging, particularly used by young people or elders.

**Hotel package:** A package offered by a hotel, sometimes consisting of no more than a room and breakfast; sometimes, especially at resort hotels, consisting of (ground) transportation, room, meals, sports facilities and other components.

**House Museum:** A residence which has been preserved or restored to represent a particular point in time or a particular theme in history, and which is open to the public as a museum.

**Incentive Tour:** A trip offered as a prize, usually by a company to stimulate employee sales or productivity.

**Institute of Museum and Library Services – IMLS:** An independent federal agency that fosters leadership, innovation and lifetime of learning through support of all types of museums and libraries. [www.imls.fed.us](http://www.imls.fed.us)

**International Association of Amusement Parks & Attractions - IAAPA:** The trade association of theme parks, zoos, resorts, tourist attractions and other fixed-location entertainment facilities. [www.iaapa.org](http://www.iaapa.org)

**International Association of Convention & Visitors Bureaus – IACVB:** Worldwide association of convention and visitors bureaus, based in Washington, D.C. [www.iacvb.org](http://www.iacvb.org)

**Itinerary:** Travel schedule provided by a travel agent for his/her customer. A proposed or preliminary itinerary may be rather vague or specific. A final itinerary, however, provides all details – flight numbers, departure times, reservation confirmation numbers– and describes planned activities.

**Landmark:** A building, structure or object that marks the land – the familiar old building or other property – that provides orientation to a community or region.

**Motorcoach:** A large highway passenger vehicle used to perform any travel service other than scheduled transportation for individually-ticketed passengers.

**Museum:** Institution devoted to the procurement, care, study and display of objects of lasting value or interest.

**Museum Store Association:** International organization representing museum store professionals worldwide from more than 1,900 institutions.

**National Association of State Arts Agencies – NASAA:** Membership organization of the nation’s state and jurisdictional arts agencies that advances and promotes a meaningful role for the arts in the lives of individuals, families and communities throughout the United States. [www.nasaa-arts.org](http://www.nasaa-arts.org)

**National Endowment for the Arts:** Independent agency of the United States federal government serving the public good by nurturing human creativity, supporting community spirit and fostering appreciation of the excellence and diversity of America’s artistic accomplishments through grantmaking, leadership initiatives, partnerships, and public information. [www.arts.endow.gov](http://www.arts.endow.gov)

**National Endowment for the Humanities:** Independent grant-making agency of the United States government dedicated to supporting research, education and public programs in the humanities. [www.neh.fed.us](http://www.neh.fed.us)

**National Heritage Area:** A place designated by the United States Congress, where natural, cultural, historic and recreational resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity shaped by geography.

**National Park Service – NPS:** A division of the U.S. Department of Interior, the National Park Service administers the joint federal-state-local historic preservation program established by Congress in the National Historic Preservation Act of 1966. It also oversees

the National Register of Historic Places and assists federally-designated national heritage areas. [www.nps.gov](http://www.nps.gov)

**National Register of Historic Places:** The nation's official roster of properties that should be preserved because of their significance in American history, architecture, archaeology, engineering or culture. The National Register recognizes important historic buildings, sites, structures, objects and districts. It includes properties of local, state or national importance. [www.cr.nps.gov/nr/](http://www.cr.nps.gov/nr/)

**National Tour Association – NTA:** A trade association of motorcoach tour operators and group travel buyers. [www.nta.org](http://www.nta.org)

**National Trust for Historic Preservation – NTHP:** National nonprofit organization chartered by Congress to protect and preserve the nation's historic resources and cultural heritage. The National Trust operates historic properties and provides advice and assistance to communities in preserving historic properties. It also manages the nation's first cultural heritage tourism program and the National Main Street Center. [www.nthp.org](http://www.nthp.org)

**Net Rate:** Price of goods to be marked up for eventual resale to the consumer.

**Packager:** Anyone organizing a tour including prepaid transportation and travel services, usually to more than one destination.

**Package Tour:** A saleable travel product offering an inclusive price with several travel elements that would otherwise be purchased separately. Usually has a pre-determined price, length of time and features but can also offer options for separate purchase.

**Partners in Tourism:** Coalition among national service organizations and federal agencies broadly representing the arts, humanities, heritage and tourism organizations around the country. Partners in Tourism include: Advisory Council on Historic Preservation, Alliance for National Heritage Areas, American Association of Museums, Americans for the Arts, Cultural & Heritage Tourism Alliance, Federation of State Humanities Councils, National Assembly of State Arts Agencies, National Conference of State Historic Preservation Officers, National Geographic Society, National Trust for Historic Preservation, Travel Industry Association of America, National Endowment for the Arts, National Endowment for the Humanities, Institute for Museum and Library Services, and the President's Committee on the Arts and Humanities, U.S. Department of Agriculture (Forest Service and Natural Resource Conservation Service, U.S. Department of Interior (Bureau of Land Management and National Park Service).

**Person-trip:** The research term for one person taking one trip of 100 or more miles, one-way, away from home.

**Preservation:** The conservation of the qualities and materials that make historic buildings, sites, structures, objects and districts significant. Approaches to preservation include stabilization, restoration, rehabilitation, and reconstruction.

**Preservation Ordinance:** A local law enacted to protect a community's historic resources. Although such ordinances vary in specifics from community to community, typically they establish the preservation of a community's historic resources as being in the public interest, provide for the creation of a historic preservation commission to advise the mayor and council on historic preservation matters, establish a procedure for designating local landmarks and historic districts and authorize the commission to review proposed alterations, additions and demolitions affecting local landmarks and historic districts to see that they are in accord with a set of broad community guidelines for such work which are part of the ordinance.

**Preservation Plan:** A document which evaluates a community's historic resources and makes recommendations on steps which may be taken to ensure that they are preserved and reused to the community's economic and social benefit.

**President Committee on the Arts and Humanities:** The President's Committee on the Arts and the Humanities helps to incorporate the arts and humanities into White House objectives. The committee bridges federal agencies and the private sector. It recognizes cultural excellence, engages in research; initiates special projects; and stimulates private funding.  
*www.pcah.gov*

**Rack Rate:** The official cost posted by a hotel, attraction or rental car, but not used by tour operators.

**Receptive Operator:** A tour operator or travel agent specializing in services for incoming visitors, such as meeting them at the airport and facilitating their transfer to lodging facilities.

**Reconstruction:** The recreation of a historic building or feature that has been demolished or destroyed, based on documentation or research. The product resembles its historic predecessor, but is not historic.

**Restoration:** The act of returning a historic property as closely as possible to its exact appearance at a particular point in time, based on careful research. Few buildings call for this kind of treatment, which often involves removing modern systems, technological improvements and additions.

**Retail Agency:** Travel company selling directly to the public, sometimes a subdivision of a wholesale and/or retail travel organization.

**Revolving Fund:** Fund established for acquisition and rehabilitation of historic properties. When the acquisition and rehabilitation of a historic property has been completed, the property is sold, and the proceeds of the sale go back in to the revolving fund, which is then used to acquire and rehabilitate additional properties.

**Secretary of the Interior's Standards for Rehabilitation:** A broad set of guidelines for the rehabilitation of historic properties designated to encourage work which is in keeping with

the historic character of the building, and which does not do damage to the building's historic fabric. Projects receiving federal tax credits or grants from the federal Historic Preservation Fund must conform to the Secretary of Interior's Standards for Rehabilitation; however, the Standards are also widely accepted among professionals in historic preservation as sound strategies for people working with any historic property.

**Section 106:** A portion of the National Historic Preservation Act of 1966 directing agencies of the federal government and peoples using federal funds, permits or licenses to consider the effects of their proposed projects on properties eligible for listing on the National Register of Historic Places during the planning stage of their project, and to allow the State Historic Preservation Officer and the federal Advisory Council on Historic Preservation to comment on their findings. A Section 106 Review is a routine part of the planning phase that is federally assisted and is meant to ensure that federal funds are being spent in a way which is consistent with the policy of preserving historic properties whenever possible set forth by Congress in the National Historic Preservation Act.

**Single Supplement:** An extra charge assessed to individuals traveling alone who do not want to share accommodations.

**Society of American Travel Writers – SATW:** An association of journalists whose primary occupation is writing about or photographing travel destinations. [www.satw.org](http://www.satw.org)

**Stabilization:** Short-term measures to halt deterioration of a historic property.

**Supplier:** The actual producer of a unit of travel merchandise, such as a carrier, hotel or sightseeing operator.

**Survey:** A study of historic properties or historic resources within a defined geographic area such as a neighborhood, community or township. A survey often serves as the foundation for a historic preservation plan for a neighborhood, community or region.

**Tax credit:** The 20% Rehabilitation Investment Tax Credit available to owners of properties listed on the National Register of Historic Places who invest in a substantial rehabilitation of their buildings, provided the work they do is certified by the National Park Service as conforming to the Secretary of the Interior's Standards for Rehabilitation.

**Technical Visit:** Tour designed for a special interest group, usually to visit a place of business with a common interest. The tour usually includes part business/part leisure and is customized for the group.

**Tour:** Any prearranged (but not necessarily prepaid) journey to one or more places and back to the point of origin.

**Tourism:** The business of providing and marketing services and facilities for pleasure travelers. Thus, the concept of tourism is of direct concern to governments, carriers and the lodging, restaurant and entertainment industries and of indirect concern to virtually every industry and business in the world.

**Tour Leader:** A person with special qualifications to conduct a particular travel group, such as a botanist who conducts a garden tour.

**Tour Operator:** A company that creates and/or markets inclusive tours and/or performs tour services.

**Tourism Industries, U.S. Department of Commerce:** The federal agency responsible for tracking and analyzing international visitation to the United States. [tinet.ita.doc.gov/](http://tinet.ita.doc.gov/)

**Travel Agent:** The individual who sells travel services, issues tickets and provides other travel services to the traveler at the retail level.

**Travel Industry Association of America – TIA:** The nonprofit umbrella trade organization of companies and government agencies representing all segments of the travel industry formed to promote travel to and within the US. [www.tia.org](http://www.tia.org)

**Travel & Tourism Research Association – TTRA:** A professional society of market research specializing in the travel industry. [www.ttra.com](http://www.ttra.com)

**Vouchers:** Documents issued by a tour operator to be exchanged for accommodations, meals, sightseeing, admission tickets, etc.

**Wholesaler:** A company that usually creates and markets inclusive tours and FITs for sale through travel agents. Usually sells nothing at retail, but also does not always create his/her own product; also less likely to perform local services.

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