

Tourism Terminology

Like most industries, tourism is full of terms that can be confusing to understand, so it's best you acquaint yourself with these terms to make sure you don't get left behind.

Amenities: Features or additional services available when renting a room at an accommodation establishment. In-room amenities may include satellite TV, hairdryers, Wi-Fi, tea- and coffee-making facilities, while outside the room they may include swimming pools, bars, restaurants and gyms.

Community Experience: This refers to the type of community/local experience a tourism business provides its customers with.

DMC or DMO: Destination Marketing Company or Destination Marketing Organisation. Cape Town Tourism would be an example as it markets Cape Town as a tourist destination.

FIT: Fully Independent Traveller. This is an individual tourist travelling independently, designing their own itinerary and making their own travel arrangements without being part of any group or imposed schedule.

GIT: Group Inclusive Tour. This is a tour of a destination or event for a group of people, usually with some common affiliation (although, not always), usually with a minimum of 10 people in the group and usually (although, not exclusively) organised through a travel operator and escorted by a tour guide.

Ground Handling: The central function of a ground handling service provider is to facilitate the safe and timely transit of passengers, baggage and cargo through an airport and onto their destination.

MICE Tourism: This is an acronym which stands for Meetings,

Incentives, Conferences and Exhibitions.

Passenger Liability Insurance: This covers your liability against potential injury if you are in an accident while transporting passengers (on land, sea and air).

SATSA: South African Tourism Services Association (SATSA) is a member-driven association that offers inbound tourism services companies the highest level of quality in the tourism industry.

SAYTC: The South African Youth Travel Confederation (SAYTC) is a non-profit trade organisation representing the youth tourism industry.

STO Rates: Standard Tour Operator Rates. The total cost to you of your product, including all overheads, consumable and marketing costs plus a profit margin. Additional allowance for a commission structure should still be added on top of this figure.

Walk-ins: Customers who do not book prior to their arrival.