

GLOSSARY

Tourism

The United Nations World Tourism Organisation (UNWTO) defines tourism as the activity of visitors and specifies that “a visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited” (<https://www.unwto.org/glossary-tourism-terms>).

Traveller

Someone who moves between different geographic locations, for any purpose and any duration (<https://www.unwto.org/glossary-tourism-terms>).

Tourist (or overnight visitor)

A visitor is classified as a **tourist** (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise (<https://www.unwto.org/glossary-tourism-terms>).

Visitor

Traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited (<https://www.unwto.org/glossary-tourism-terms>).

Tourism services

Services provided for visitors.

Tourism value chain

A tourism value chain can be defined as a system that describes how private sector firms in collaboration with government and civil society receive or access resources as inputs, add value through various processes (planning, development, financing, marketing, distribution, pricing, positioning, among others) and sell the resulting products to customers. https://sustainablelabels.eu/wp-content/uploads/2021/07/2_Value-chain_K.Milicevic.pdf

VET

Vocational and Educational Training

Persons with Disabilities

Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which in interaction with various barriers may hinder their full and effective participation in society on an equal basis with others (UNCRPD 2006).

Persons with specific access requirements

Term referring to persons with disabilities and also to others such as seniors with age-related impairments, persons with temporary impairments, persons with dietary requirements and families with small children.

PRMs

Persons with Reduced Mobility: Term used specifically in the passenger transport sector (air/rail/ferry/bus and coach), referring to all persons with disabilities.

Gross Domestic Product (GDP)

Gross domestic product (GDP) is the total monetary or market value of all the finished goods and services produced within a country's borders in a specific time period.

Hospitality industry

The hospitality industry consists of a broad group of businesses that provide services to guests and travellers. It goes from serving food and beverage in restaurants, bars and cafés to offering accommodation through hotels and entertainment via late-nights entertainment establishments. Hospitality is by nature diverse from micro-enterprises, small and medium enterprises to large chains. The hospitality industry is the backbone of the European economy providing 12 million jobs and representing together with tourism, 10% of the European Union GDP (see definition of GDP above).

EU digital COVID certificate

An EU Digital COVID Certificate is a digital proof that a person has either been: vaccinated against COVID-19; received a negative test result or recovered from COVID-19. The EU Digital COVID Certificate Regulation entered into application on 1 July 2021. EU citizens and residents will now be able to have their Digital COVID Certificates issued and verified across the EU. More: [EU Digital COVID Certificate | European Commission \(europa.eu\)](https://ec.europa.eu/eu-digital-certificate/)

Apprenticeship

An apprenticeship is a scheme that aims to prepare students for a specific type of job while meeting a company's need for highly skilled employees. It often combines on-the-job practical training (sometimes paid) with some accompanying study. Apprenticeships encompass a wide variety of career paths and industries.

Overtourism

Overtourism is "the impact of tourism on a destination, or parts thereof, that excessively influences perceived quality of life of citizens and/or quality of visitor experiences in a

negative way" (UNWTO). Usually, the phenomenon of overtourism is caused by an excessive concentration of tourists (geographic and/or time-based) resulting in congestion and overcrowding of the destination and/or tourist attractions. The challenge for the most affected destinations becomes managing tourism rather than increasing the number of tourists.

Business intelligence (BI)

Searching for business opportunities through data analysis. The execution of business processes produces data. By analysing this data with digital tools (e.g., with statistical software), it is possible to thoroughly understand the behaviour of tourists and, as a result, design more accurate (even customised) and profitable offers. Or even, analysing business cost data (e.g., electricity costs) makes it possible to generate significant energy savings without impacting service quality.

European Network for Accessible Tourism (ENAT)

A non-profit, multi-stakeholder association established in Belgium in 2008, whose mission is to make European tourism destinations, products and services accessible to all visitors and to promote accessible tourism around the world.

International Civil Aviation Organisation (ICAO)

Specialised agency of the United Nations that coordinates the principles and techniques of international air navigation, and fosters the planning and development of international air transport to ensure safe and orderly growth. ICAO adopts standards and recommended practices concerning air navigation, its infrastructure and facilitation of border-crossing procedures for international civil aviation.

Tourism Product

A combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific centre of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle" (UNWTO).

World Travel & Tourism Council (WTTC)

Global authority on the economic and social contribution of Travel & Tourism. WTTC promotes sustainable growth for the Travel & Tourism sector, working with governments and international institutions to create jobs, drive exports and generate prosperity. Council Members are the Chairs, Presidents and Chief Executives of the world's leading private sector Travel & Tourism businesses.

United Nations World Tourism Organisation (UNWTO)

United Nations agency for the promotion of responsible, sustainable and universally accessible tourism. UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

International Social Tourism Organisation (ISTO)

International non-profit organisation established in 1963 under the name of International Bureau of Social Tourism (BITS). Bringing together stakeholders from the social, sustainable and solidarity tourism sectors from all over the world, ISTO promotes accessible and responsible tourism.

European Committee for Standardisation (CEN)

Association officially recognized by the European Union and by the European Free Trade Association (EFTA) as being responsible for developing and defining voluntary standards at European level. CEN brings together the National Standardization Bodies of 34 European countries and provides a platform for the development of European Standards and other technical documents in relation to various kinds of products, materials, services and processes, including health and safety, healthcare, services and transport.

Low-touch economy

Low-touch economy refers to the way businesses across the globe have been forced to operate as a result of Covid-19. More in general, the low-touch economy, also called the **contactless economy**, refers to interpersonal and other interactions (for example with surfaces, handles etc.) that consist of no or minimum physical contact. The main goal is to prevent germs spreading through touching different surfaces or being in close and direct proximity of other people in business environments.

Open Data

Open data are digital datasets, belonging to public or private organisations, that are made public and usable by anyone. For example, a local government may decide to publish data sets about tourism flows related to its area of responsibility. Similarly, the manager of a public parking lot may share data about parked vehicles. Open data are important because they provide insight into the dynamics of a tourism destination.

Big Data

Large data sets, structured or unstructured, whose processing requests high performance systems. The phenomenon of big data has emerged in connection with the enormous

production of data by a wide variety of digital devices (e.g., web servers, smartphones, video surveillance systems, etc.). Storing and processing this huge amount of data requires much higher performance software and hardware systems than traditional transactional systems (used for example to book hotel rooms, record charges, issue invoices etc.).

Customer Relationship Management (CRM)

Marketing approach, implemented through specific software, aimed at maintaining long-term relationships with customers. A CRM system collects data on each customer, from various sources (data on consumption, inquiries, reservations, on complaints, payments etc.), and seeks to understand and anticipate their expectations in order to establish and maintain mutually satisfactory relationships over time.

Property Management Systems (PMS)

Computer based information systems that facilitate the day-to-day operations of any accommodation business such as reservations, front desk, housekeeping, maintenance, billing and revenue data analytics. They offer managers the possibility to handle the entire property with a unique software system. The main aim of a PMS is to speed up and optimise the existing processes to save hotel managers' time and resources.

Decision Support System (DSS)

Software system aimed at supporting management in business decisions. A DSS collects data from various sources, internal and external to the company, displays them in tables, graphs etc., and makes suggestions based on statistical-mathematical models. For example, a DSS can provide analysis on costs and revenues in previous periods and make forecasts of future costs and revenues, etc.

Performance Management (PM)

Business process designed to monitor the organisation's achievement of specific performance objectives. Management sets goals (usually represented by ranges of values of specific target KPIs) and monitoring dates. As the business progresses, the KPIs are calculated and compared with the target KPIs. Based on the comparison, corrective actions are taken.

Key Performance Indicator (KPI)

Indicator, quantitative or qualitative, representative of a specific business performance. A typical KPI might be the number of product units produced, the percentage level of energy costs rather than human resources employed, and so on.

Content Management

Process aimed to manage various types of contents (texts, audios, graphics, videos) typically in a web environment. It is supported by specific software systems named Content Management Systems (CMS). Typically, a CMS allows a user without specific computer skills to manage (insert, edit, delete) the content of a site web pages.

Internet of Things (IOT)

Applicative extension of Internet technology supporting interactions between man and physical objects (things) or among physical objects. For this purpose, each object involved must have appropriate data storage, processing and communication capabilities. For example, using the smartphone to interact, remotely, with the home heating system or the home security system. Or a machine can self-diagnose a fault, activate appropriate safety procedures and send the repair request to the technical service centre.

Augmented reality (AR)

Any technology that 'augments' the user's visual (and in some case auditory) perception of the environment. Typically, digital information is superimposed over an existing environment / real-world objects.

For example, thanks to AR, tourists visiting monuments can use mobile devices to display additional information and overlapping multimedia content (videos and 3D animations), see their evolutions over time, see reconstructions and 3D environments where ruins are present, and so on.

Virtual reality (VR)

Technology that provides a computer-generated 3D environment (including both computer graphics and 360-degree video) that surrounds a user and responds to an individual's actions in a natural way, usually through immersive head-mounted displays. Gesture recognition or handheld controllers provide hand and body tracking, and haptic (or touch-sensitive) feedback may be incorporated

For example, thanks to VR, tourists are able to experience a destination in advance and to preview local attractions. Interactive, realistic, easy and detailed VR navigations help tourists in the trip-planning processes and activity planning.

Metaverse

Digital virtual space, with some degree of verisimilitude, where humans, as avatars, interact with each other and can work, play, shop, socialise just as they would in real life.

Word of Mouth

The process of telling people you know about a particular product or service, usually because you think it is good and want to encourage them to try it. Word of mouth is the most successful form of communication in influencing purchase choices. In digital marketing, word of mouth refers to the dissemination, through social networks, of information, advice, opinions, and evaluations between a person and an audience: there is no longer a personal relationship between storyteller and audience. Word-of-mouth marketing is the result of promotion or other influence from a company.

Web Content Accessibility Guidelines (WCAG)

A single shared standard for web content accessibility that meets the needs of individuals, organisations, and governments internationally. The WCAG documents explain how to make web content more accessible to people with disabilities.