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Dd

Day rate

'Day rate' is a term most closely associated with hotels and venues. It is the fee charged by the venue for a stay of limited duration, typically during stated daylight hours. This allows the venue to accept a separate booking for the evening. Alternatively, 'day rate' can refer to the fee charged for the use of that venue for a full 24-hour period.

Day tour

A day tour has two distinct meanings. The first refers to a round trip undertaken by a customer or passenger that will be completed on the same day. It is also used to describe a series of one-day excursions from a single location. The day tours are designed so that the customer can visit a number of different locations, each based on one-day trips, without having to change hotels in order to experience these different locales.

Deposit/deposit policy

A deposit is a proportion of the full fee payable for a service or for a product that is required in advance of that product or service being delivered or taken up by the customer. In essence the deposit ensures a partial guarantee that the product or service will be reserved for that customer by the business.

Deposit policies differ from organisation to organisation and the deposits may or may not be refundable under certain cancellation policies. Usually, an administration fee is required, which is taken out of the deposit before it is refunded. For flights and hotel bookings where deposits have been made there is a sliding scale of deposit refunds, dependent upon the timing of the cancellation. The closer to the time at which the service will be used, the higher the proportion of the deposit retained by the company.

Depreciation

In the leisure industry, 'depreciation' is used to describe a fall in the value of a country's currency. The currency relative to other currencies, or to a weighted average of other currencies, falls on the exchange market.

Depreciation is also a paper-based accountancy exercise which seeks to take account of the fact that the value of fixed assets gradually decreases over time and that those attendant losses should be written off against the expense accounts of the organisation.

Deregulation

In the thirty years preceding 2000, deregulation was a major driver in changes to open up markets and to remove what were seen as unnecessary restrictions on

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trade and business practices. The process of deregulation was roundly criticised by many, as it was accused of allowing anti-competitive practices, removing protections for workers and consumers, and directly causing ecological damage. In some countries where leisure activities were provided by publicly funded organisations, or transportation systems were overtly subsidised or run by local authorities or governments, deregulation saw a process known as 'contracting out'. This was a process of either full or partial privatisation in which contractors were brought in to run services, rather than the service remaining under the control of local government and staffed by local government employees.

Deregulation is linked to the writings of individuals such as Milton Friedman and Friedrich von Hayek. It has been a process that has taken place in countries as diverse as Australia, Canada, Japan and Russia, in addition to the US and Britain.

Descriptive research

'Descriptive research' is a term used to describe research projects that neither manipulate variables nor suggest causal relationships, but simply describe events. Descriptive research looks at the who, what, when, where and how of a particular situation, but does not look at the cause of that situation. Descriptive research tends to be used when the requirement is to provide a factual and accurate, systematic description. Descriptive research does allow a researcher to examine the frequency of an event, which can allow statistical calculations to be made. Descriptive research is, therefore, used to describe the current status of an event or phenomenon in relation to the situational variables. Descriptive research tends to have a series of stages, these are:

- an identification or statement of the problem;
- an identification of the information available, and the selection and development of data gathering processes;
- an identification of target and sample size, and the design of information collection procedures;
- the collection procedure;
- an analysis, generalisation and prediction.

Friedman, Milton, *Free to Choose*. Harcourt Brace Jovanovich, 1980.

Friedman, Milton, *The Tyranny of the Status Quo*. Harcourt Brace Jovanovich, 1984.

Hayek, Friedrich, *Law, Legislation and Liberty, Volume II: The Mirage of Social Justice*. Routledge, 1976.

Hayek, Friedrich, *Law, Legislation and Liberty, Volume III: Political Order of a Free People*. Routledge, 1979.

Destination management/destination management companies

'Destination management' is a term used for those businesses that specialise in the organisation and logistics of meetings and events in a specific location. Destination management companies base their business on their ability to have complete knowledge of the destination, its venues, and all associated planning resources.

Destination Management Organisation (DMO) 45

If the client is organising a destination event, or corporate meeting, or planning a one-off event, they may enlist the help of a destination management company to sift through the many possibilities and options available.

The destination or event planning companies specialise in the organisation and logistics of destination events by locating and sourcing the perfect venues, suppliers, transportation, and travel needs to meet the client's requirements. They are experienced in organising events, conventions, trade shows, or conferences.

Besides organising special events, corporate meetings and corporate events, destination management companies can also undertake event procurement and purchasing, event entertainment, catering and corporate dinners, hotel reservations and hotel selections, and provide travel coordination and management, arrange transportation to and from the airport, as well as securing guides and hostesses. They can coordinate motor coaches for transportation, VIP transfers, and limousine and car rentals, and create and specifically designed itineraries.

Destination Management Organisation (DMO)

A DMO is usually the strategic arm of a particular destination's delivery plan. It aims to bring together the expertise and the resources of organisations and businesses in the public and private sector. The purpose is to streamline and improve services, based on better market research, quality delivery of service and improved economies of scale. Effectively these are partnerships, which bring together all of the agencies and stakeholders in tourism. They become the lead body, with a broad remit, all related to tourism promotion.

Destination Management Partnership

See Destination Management Organisation (DMO).

Destination marketing/destination marketing organisation

The term 'destination marketing' is used to describe a type of marketing which solely markets tourist destinations.

Destination marketing organisations undertake this type of marketing in order to promote their city, county, area or country. Destination marketing is carried out to increase tourism to that destination, as well as to improve the general public image of the destination.

Some of the purposes of destination marketing, in addition to increasing tourism into the area, include:

- To improve the image of an area in the hope that this will encourage industrialists to relocate their factories and offices to the area.
- To provide jobs for local residents.
- To increase the range of facilities that are available for the local community.
- To give local residents more pride in their local area, which can happen when people see that tourists want to visit their region.
- To provide a rationale and funding for improvements to the local environment.
- To try to make the destination politically more acceptable.

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Devaluation

Devaluation is a decrease in the value of one currency in relation to another. Devaluation usually occurs as a result of action by the government of the country involved. When a currency is devalued, it buys less in foreign markets. Sometimes devaluation can also be caused by another country's currency rising in value as compared with the currency value of another country.

Deviant leisure

The term 'deviant leisure' looks at leisure practices that involve illegal behaviours. They are activities that operate around legal parameters. They can involve taking banned drugs, trespass, computer hacking, joyriding, and push the boundaries of individual freedom in a leisure context.

Rojek (2005) identified three main types of deviant or abnormal leisure:

- Invasive – these are leisure pursuits, usually related to a dependency on alcohol or drugs, that progressively impinge upon all other aspects of an individual's existence. They may begin as social activities but they may have a tendency to encourage the individual to retreat from social networks in order to avoid a world that is considered to be too complex.
- Mephitic – derived from the term 'mephis', meaning a foul smell, this is a form of leisure that leads to either self-harm or the harm of others. In many cases it involves violent engagement with others, a degree of dehumanisation and involvement with gangs or networks.
- Wild – typified as being sporadic and opportunistic, such as causing disturbances, public drunkenness, or trespass. There is a narrow margin between this form of leisure and pure criminal activity.

See also **invasive leisure**.

Rojek, C., *Leisure Theory: Principles and Practice*. Palgrave Macmillan, 2005.

Direct billing

Direct billing can relate to a system in which a business's travel agency bills its employees for their business travel. The employee must then submit an expense account and be reimbursed by the business.

Alternatively direct billing can also relate to the practice of some hotels or hotel chains of allowing individuals or businesses that have established credit with the hotel to sign for charges and be billed at their office locations. This means that the individual need not pay the amount instantly, but that their organisation is billed. This provides financial convenience for the business and for the individual. The organisation can pay, for example, on a monthly basis to clear its account.

Direct marketing

According to the Institute of Direct Marketing, direct marketing is described as being: 'The planned recording, analysis and tracking of individual customers' responses and transactions for the purpose of developing and prolonging mutually profitable customer relationships.' Direct marketing seeks to be a far more targeted method of approaching customers. Having analysed and tracked

customers' previous buying patterns, the direct marketing activities aim to profit from more directly applicable offers.

Tapp, Alan, *Principles of Direct and Database Marketing*. Financial Times, Prentice Hall, 1998.

Direct spending

'Direct spending' is a term most closely associated with the tourism industry, although it is a broader term that can be applied to any spending that goes directly into a local economy, rather than being spent through a tour operator or event organiser. Direct spending is a key driver as far as local economies are concerned, as it brings the **multiplier effect** into operation. The multiplier effect means that tourist or visitor spending goes into local businesses and organisations, who in turn can pay local employees and make additional investments in their own facilities. This in turn generates spending, which other businesses further from the leisure and tourism industry can benefit from. They in turn pass a portion of this on to other employees and businesses.

Disclaimer

A disclaimer is a statement with the intention of limiting the rights and obligations and specifically the legal and financial responsibility for monetary loss or injury. These usually relate to advice given or products or services sold by a leisure and tourism organisation. A prime example would be a travel agent issuing a disclaimer absolving it from claims for injuries or losses that a customer may incur as a result of using a third party service, such as a charter company cancelling a flight, or an accident occurring during a paid-for excursion.

Disengagement theory

According to Cumming and Henry (1961), ageing is seen as the process of an individual's withdrawal from society by a voluntary reduction in the level of leisure activities. At the same time, it marks a pattern of reduction in the interaction of that society with the individual.

For an alternative view, see also continuity theory.

Cumming, E. and Henry, W., *Growing Old: The Process of Disengagement*. Basic Books, 1961.

Disneyfication

Also known as Disneyisation and McDisneyisation, this term describes the transformation of something, usually society at large, to resemble the Walt Disney Company's theme parks. The terms are generally used in a negative way, and they imply that everything is offered in the same way, without individualisation or modification, to the broadest possible market.

The terms can also be used more broadly to describe the processes of stripping a real place or event of its original character and repackaging it in a more sanitised format. Any negative references are removed, and the real facts are diluted, with the intention of making the subject more pleasant and easy to understand. In the case of countries or areas, Disneyfication typically means replacing what has

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grown organically over time with an idealised and tourist-friendly veneer, which is reminiscent of many of the Disney theme parks.

Bryman (2004) saw Disneyisation as complementary to McDonaldisation, outlining four trends that he identified as:

- Theming
- Dedifferentiation of consumption
- Merchandising
- Emotional labour

'Theming' relates to previously disparate elements that are combined into a cohesive and coordinated image or presence, in many cases an integrated fun motif. 'Dedifferentiation of consumption' refers to situations where consumption from potentially different business areas becomes fully integrated, such as theme parks selling merchandise and food and drinks in addition to providing rides. 'Merchandising' is typified by products that promote copyrighted images and logos of a broad range, from theme park characters to sports teams and increasingly children's television programmes, that are designed around the toys. The 'emotional labour' relates to the way in which service provision is delivered, typified by cheerful friendliness. This is designed to divert customers from the fact that they are being sold products and services in an artificially constructed environment.

Bryman, Alan E., *The Disneyization of Society*. Sage Publications, 2004.

Domestic tourism

Domestic tourism relates to the activity of people visiting destinations within their own country's boundaries. In other words, it relates to visitors from the UK who visit another part of the UK. The UK domestic tourism market is significant. According to Tourism Trade, UK residents in 2007 are estimated to have taken 123 million trips lasting for one night or more within the UK. These trips involved a total of 394 million nights away from home, resulting in an average tourism trip length of 3.2 nights. Tourism expenditure on these domestic trips was £21 billion, representing an average spending of £172 per trip and £54 per night away from home. In 2007, the average UK resident:

- Took 2.1 tourism trips of one night or more away from home within the UK.
- Stayed away for 6.6 nights in total on tourism trips in the UK.
- Spent £353 in total on domestic tourism trips.

Also according to Tourism Trade:

- UK residents made 77 million holiday trips in the UK in 2007, representing 278 million nights and almost £14 billion in spending.
- Own homes and friends' or relatives' homes are widely used for holidays, accounting for over two in five trips (42%). They are more often used for short holidays of 1–3 nights (43%) than for long holidays of 4 nights or more (39%).
- The commercial accommodation sector covers three in five holiday trips (59%), with its share being higher for long trips (64%) than for short trips (56%). The pattern is very different between the serviced accommodation sector (principally hotels) and self-catering (mainly cottages and caravans).

- Serviced rented accommodation covers one-third of holiday trips (33%) but tends to be used more for short trips (38%) than for long trips (23%). In contrast, self-catering, which also covers 25% of holiday trips, is more often used on long holidays (40%) than on short holidays (16%).
- The car is the dominant mode of transport used for the longest part of the journey to the destination (77%). Public transport is used for 17% of holiday trips.
- Firm bookings were made before going for just over half of holiday trips (51%) and even more so on longer holidays (58%). This reflects the widespread use of friends' and relatives' homes and of private cars where advance booking is not relevant.
- Holiday trips are taken to a wide range of locations – in large cities and towns (30% of all trips), small towns (24%), at the seaside (28%) and in the countryside/villages (accounting for 22%).
- Large cities and towns are more popular for short trips where they are clearly the leading type of location (36% of all short holiday trips). In contrast, the seaside is more popular for long holiday trips (39% of all long holidays).

Domestic tourism also includes business and work tourism and the following was relevant to the 2007 business and work tourism, according to Tourism Trade:

- UK residents made 18.7 million business and work trips in the United Kingdom in 2007. This represents 45 million bed nights and £4.5 billion expenditure.
- Commercial accommodation is used on six in every seven business trips (85%), mainly in hotels/motels/guesthouses (71%). However, it is worth noting that one in ten of business and work trips involve staying in own or friends' and relatives' homes (10%).
- The car is the main form of transport used for the journey to the destination (64% of trips). Public transport is used in a quarter of business and work trips (26%) – especially train (18%) and plane (7%).
- Business and work trips tend to be short, with nearly half involving only one night away from home (47%).
- Almost half (47%) of trips are taken by those in the professional and managerial (AB) socio-economic group, over twice the share of the UK adult population (20%).

www.tourismtrade.org.uk

Downsizing

This term relates to a corporate or organisational restructuring, which is aimed at making the organisation smaller, more efficient, and more profitable by selling various product lines and/or business units. 'Downsizing' refers to an organisation's need to streamline its activities, perhaps involving the closure of certain operations, along with the associated loss of employees engaged in those areas. Vital in the concept of downsizing is the quality, as opposed to the quantity, of employees.

The downsizing process needs planning as the implications are that some employees will be offered voluntary redundancy. Inevitably those who opt to take

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this method of dismissal will be those who are valued by the organisation because they have the qualifications, skills and expertise to potentially make them more attractive to competing organisations. Within the process of planning for downsizing, the management would have to consider:

- The legal implications with regard to redundancy.
- The implications to the organisation of losing key members of staff to competitors.
- How they will communicate their intention to downsize.
- What alternatives are available to them apart from redundancy, e.g. retraining or redeployment of employees.

Fear of downsizing can be stressful for employees and the organisation needs to ensure that it is communicating with them through the appropriate and effective channels. Certainly consultation with trade union or employee representatives is essential, as is the provision of an employee assistance programme (EAP).

Drop-off charge

This is an additional fee that may be charged when a rental car, or other rental vehicle, is dropped off at a location other than the one from which it was rented. The drop-off charge is usually a set amount.

In October 2008 it was announced that drivers dropping off passengers at Birmingham International Airport will have to pay a drop-off fee. A new Rapid Drop-Off area will cost motorists £1 for the first 20 minutes and £3 for every 15 minutes after that length of time.

Dumbwaiter

This is a small, hand-operated lift system used to transport food and dishes from one level to another, for instance between the kitchen and dining room. Dumbwaiters can be found in restaurants, hospitals, hotels and laundry businesses. They have a number of benefits for the employees and the business:

- Goods can be transported quickly between floors.
- They are inexpensive and reliable.
- They can be customised for employees of different heights.
- They can carry up to 150kg of produce.

D

Dump store

In a tourist attraction or theme park, a dump store is a shop. It is commonly located at the exit of a ride or of the attraction, meaning that all visitors have to pass through it when they are leaving.