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A la carte

Translated from the French, this literally means 'from the menu'. The term indicates to the customers that each dish ordered will have a separate price. The term is also used in tour literature to indicate to the customer that a choice of options will be available.

ABTA

The Association of British Travel Agencies (ABTA) was formed in 1950 by 22 leading travel companies, and now represents over 5,500 travel agencies and 900 tour operations throughout the British Isles. ABTA is the principal trade association of travel agents and tour operators in the UK. Members range from small, specialist tour operators and independent travel agencies through to publicly-listed companies and household names; from call centres to internet booking services and high street shops. They all carry the ABTA logo, which means they offer choice, value, and high levels of service.

ABTA's main aims are to maintain high standards of trading practice for the benefit of its members, the travel industry at large, and the consumers that they serve, and to create as favourable a business climate as is possible for all its members.

The amalgamation of ABTA and the Federation of Tour Operators (FTO) on 1 July 2008 created a still more powerful and authoritative voice for the travel industry.

ABTA provides the following services:

- Financial protection in cases of failure of the travel company.
- A complaints procedure.
- Travel insurance.
- A code of conduct for its members to follow.
- Access to an independent arbitration scheme in the case of disputes.
- Access to a personal injury mediation scheme.

www.abta.com

Accommodation

When related to a package holiday, this term refers to a room, lodging, a suite of rooms or a dwelling place, which is offered to travellers in hotels, bed and breakfast establishments or on cruise ships. It is usually used for sleeping and the storage of property. In self-catering accommodation a kitchenette may also be included, which may contain a refrigerator, cooking rings, crockery, cutlery and utensils. Basically the term refers to any establishment that provides shelter and overnight accommodations to travellers.

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Action learning

With the support of either peers or colleagues in a small group, this is a process by which a link is made between reflecting on past events, making sense of actions, and identifying actions or options that can be taken, or new ways of behaviour in relation to future events and activities. The participants need to be given time and space to develop a relationship between reflection and action, according to McGill and Brockbank (2003/2006). Typically, the groups (also referred to as sets) have five to seven members and need a facilitator to help establish ground rules. Each member presents an issue, a problem or concern that needs to be explored and understood. Sets often meet on a regular basis in order to develop strategies. Action learning can probably be attributed to Reg Revans, who developed the idea in the 1930s and went on to refine it over the next two decades, during work with the National Health Service and the National Coal Board. Revans wrote:

The central idea of this approach to development, at all levels, in all cultures and for all purposes is, today, that of a set, or small group of comrades in adversity, striving to learn with and from each other as they confess failures and expand victories.

McGill and Brockbank further described it as:

A continuing process of learning and reflection with the support of colleagues working on real issues. [It] can achieve improvement and transformation in a wide range of applications and disciplines including professional, training and other contexts.

The primary purpose of the process is to encourage individuals and the group as a whole to take an active stance toward problems and is often seen as a way of unblocking blockages.

McGill, Ian and Brockbank, Anne, *Action Learning Handbook*. Kogan Page, 2003/2006.
Revans, R. W., *ABC of Action Learning*. Lemos & Crane, 1998.

Active ageing

'Active ageing' is a relatively new definition of ageing. It aims to reflect both the desire and the ability of older members of the population to remain connected and engaged with a broad range of activities, including leisure, education and work. The approach supposes that life does not follow traditional stages (**age segregation**), running from education dominating childhood and adolescence, work dominating the early and middle adulthood, and retirement (and opportunities for additional leisure) in later adulthood. In effect, it suggests a far more **age integration** approach, where education, work and leisure occur across all stages of an individual's life.

See also **age integration**, **age segregation**.

McPherson, D. B., 'Leisure in Later Life', in G. Gross (ed.), *Encyclopedia of Recreation and Leisure in America*. Charles Scribner's Sons, 2004.

Active audience

This is a theory that is often applied to television audiences and suggests that audiences are not an undifferentiated mass of people, but a series of isolated indi-

viduals. Watching television is both a socially and a culturally informed activity and its central concern is the negotiation of meaning. Audiences are active in the sense that they view the television programmes on the basis of acquired cultural competences, integral parts of the context and their language and social relationships. It is a development of work suggested by Gramsci (1971) and developed by Hall (1981), focusing on the encoding and decoding model of communication. This proposes that messages conveyed to audiences have different meanings to readers, audiences and consumers, dependent upon their own criterion that determines their decoding of that message.

The term 'active audience' is also associated with **hermeneutics**, which challenges the concept that there is only one actual meaning associated with authorial intent. The audience approaches any information with a range of different expectations and anticipations, which are modified during their engagement. Reading, for example, is not merely the reproduction of textual meaning, but it actually produces new meaning in the minds of the readers. A text can guide the reader, but it cannot fix the meanings because it cannot anticipate the imagination of the reader.

See also **hermeneutics**.

Gramsci, A., *Selections from the Prison Notebooks*, ed. Q. Hoare and G. Nowell-Smith. Lawrence & Wishart, 1971.

Hall, S., *Culture, Media, Language*. Hutchinson, 1981.

Morley, D., *The Nationwide Audience*. British Film Institute, 1980.

Activity theory

Activity theory, as claimed by Burgess (1960), suggests that individuals can increase their satisfaction with life on retirement if they maintain a relatively active level of physical, social and intellectual pursuits. This reduces the sense of social isolation that many in older age groups can feel. In effect they replace their lost role in society with a new range of interests and activities.

Burgess, W., *Aging in Western Societies*. University of Chicago Press, 1960.

Adaptive cognition

This term is used to describe the practical aspects of mental function on problem solving and decision-making. It can also be applied to moral reasoning, social motivation and affection. It was first mentioned in a study by Blanchard-Fields and Chen (1996) which looked at the socio-cultural influences on cognitive functioning in older people.

See also **cognitive functioning**.

Blanchard-Fields, F. and Chen, Y., 'Adaptive Cognition and Aging', *American Behavioral Scientist*, 39:3 (1996), pp. 231–48.

Ad hoc group

The term can mean an existing collection of travellers, such as groups and travel clubs, whose members share a common interest or organisational affiliation.

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Add-ons

These are additional items that can be purchased separately and included in a tour. They are optional tour features that are not included in the basic tour price, such as sightseeing excursions or special activities.

Affinity group

An organisation that has been formed for a specific purpose and subsequently sponsors group travel arrangements, for example, clubs, schools and trade associations. The groups of people who share the common hobby, interest or activity are united through regular participation in shared outings.

After departure charge

This term relates to charges incurred by a customer that do not appear on the guest's initial bill but are paid when they check out of a hotel, such as for telephone calls, newspapers or in some cases dining room, room service or bar charges.

Age integration

The degree to which a particular leisure activity or interest is considered to be intergenerational, either in terms of the extended family, or across society in general. It implies a degree of social and leisure involvement.

See also age segregation.

Atchley, R. C., 'Continuity Theory and the Evolution of Activity in Later Adulthood', in J. R. Kelly (ed.), *Activity and Aging: Staying Involved in Later Life*. Sage, 1993, pp. 5–16.

Age segregation

This is the study of the extent to which the elderly are either segregated or integrated into leisure activities that are more commonly associated with different age groups. Specific activities, leisure preferences and values undoubtedly change over time and some people make transitions as they age. However, some leisure activities are not seen as being intergenerational and there is an unseen bias against those who are considered to be too old to be following a particular leisure pursuit.

Atchley, R. C., 'Continuity Theory and the Evolution of Activity in Later Adulthood', in J. R. Kelly (ed.), *Activity and Aging: Staying Involved in Later Life*. Sage, 1993, pp. 5–16.

Agent

The term 'agent' relates to an individual or a business that has the power to act as the representative of another individual or business. In the leisure industry the term most frequently relates to a specific kind of agent, such as a travel agent. It is a legal relationship in which one person acts for another in a business dealing with a third party.

AIO variables

These are Activities, Interests and Opinions (AIO), which are used to measure and categorise customer lifestyles. Earlier leisure and recreation research tended to

focus on differentiating groups by their recreational activities, focusing on preferences and demographic information. AIO looks at more fundamental lifestyle information, such as that carried out by Moore and Driver (2005) and Petrick (2002).

Moore, C. and Driver, E., *The Information Workplace Will Redefine the World of Work at Last*. Forrester, 2005.

Petrick, J. F., 'Development of a Multidimensional Scale for Measuring the Perceived Value of a Service', *Journal of Leisure Research*, 14:2 (2002), pp. 119–34.

Alienation

Originally a sociological term that implies a form of false consciousness (Lefebvre 1947), it is now more broadly used in leisure studies to explain a synthetic unreality. It suggests that the world is full of rationalised and bureaucratic procedures, with stable and secure social frameworks, and that individuals look for meaning. Dean MacCannell in *The Tourist* (1976) argued that the modern world appeared to be inauthentic and that tourism in particular was a fruitless search for the authentic and, in any case, it was a short-lived experience. It was an attempt to escape from true reality. The supposition was that tourists are cultural dupes; they are self-deceived and tourism provides for an intellectually challenged and culturally vacuous audience.

Cohen, S. and Taylor, L., *Escape Attempts*. Penguin, 1976.

Lefebvre, H., *Critique of Everyday Life*, Vol. 1. 1947; trans. John Moore, Verso Books, 1991.

MacCannell, D., *The Tourist: A New Theory of the Leisure Class*. Schocken Books, 1976.

Rojek, C., *Ways of Escape*. Macmillan, 1993.

All-inclusive

An all-inclusive package holiday is one where all components of the holiday are included in the price paid. The term 'inclusive' relates to flights, accommodation, transfers, meals and some drinks, although often these are restricted to soft drinks, wine and beer. The benefit of this type of holiday is that the customers are aware of the full cost of the holiday and do not have to make provision for spending money while at their destination, except of course for personal shopping.

Amenity package

Offering this type of package is often used to induce clients to book through a particular tour organisation or travel agency. For example, on a cruise a cluster of special features, such as complimentary excursions ashore, bar or boutique credit, or wine at dinner are offered to clients, usually as a bonus or additional feature.

Area of Outstanding Natural Beauty (AONB)

The Dower Report (1945) and the Hobhouse Report (1947) recommended that a number of the finest landscapes in England and Wales should be given special legal status to ensure their preservation 'for the nation's benefit'.

Landscapes of equal value were designated as either AONBs or National Parks as a result of differences in size, scale and aims. There are now 41 Areas of Outstanding Natural Beauty, with the primary purpose of:

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- Conserving and enhancing the natural beauty of the landscape.
- Meeting the need for enjoyment of the countryside.
- Showing regard for those who live and work there.

AONB include hedgerows, spinneys and bluebell woods, heath, marsh, and meadow. The AONB status protects the examples of these that still remain today and conserves the landscape's survival for future generations.

Some AONBs are owned by public bodies, such as the Forestry Commission, or by conservation organisations such as the National Trust and County Wildlife Trusts. Other areas are owned by local authorities and government departments, like the Ministry of Defence. But much of the land within AONBs continues to function as traditional, farmed landscapes.

The Countryside Agency (CA) and the Countryside Council for Wales (CCW) are responsible for designating AONBs and advising on policies for their protection. They ensure that they are successfully conserved and enhanced. The overall responsibility of care is assumed by local authorities and the rural community. To encourage consistent policies and positive coordination, AONBs have undertaken the following actions:

- The formation of Joint Advisory Committees – representatives of the different local authorities, landowners, farmers, residents and conservation and informal recreation interests.
- The appointment of AONB officers to coordinate local management operation.
- The preparation of Statements of Intent (or Commitment) and Management Plans.

Grants for safeguarding traditional farmed landscapes within a number of AONBs are available through schemes run by the Department for the Environment, Food and Rural Affairs (DEFRA) and the Welsh Office.

AONB landscapes naturally attract visitors, and managing visitor numbers is a growing challenge in AONBs. Leaflets, trails and ranger services are provided to show visitors why the landscape is precious and how to protect it.

See also National Parks Service, Countryside Agency (CA) and Countryside Council for Wales (CCW).

www.aonb.org.uk

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Articulation

The term 'articulation' is an expression of ideology through social practice. Articulation is the realisation of patterns of human behaviour. Social practice confirms ideological patterning, such as when an individual without realising it replicates the values of a social group to which they are associated. It is also the means by which limitations to these patterns are exposed and acknowledged.

Harris, David, 'Articulation', in *The Handbook of Leisure Studies*, ed. Chris Rojek, Susan Shaw and A. J. Veal. Palgrave Macmillan, 2006, pp. 504–17.

ATOL

ATOL is a protection scheme for air holidays and flights managed by the Civil Aviation Authority (CAA). All tour operators and travel firms selling air holiday packages and flights in the UK are required by law to hold a licence called an Air Travel Organisers' Licence (ATOL).

ATOL protects a customer from losing money or being stranded abroad if the tour operator goes out of business, and gives refunds to those who find they can't travel, as well as arranging for people abroad to fly home.

See also **Civil Aviation Authority**.

www.atol.org.uk

Attraction

The term 'attraction' relates to an item of specific interest to travellers, such as natural wonders, Areas of Outstanding Natural Beauty, museums, theatres, manmade facilities and structures, entertainment venues, or sporting activities.

Attribution theory

Although there were several theories of attitudes tested and developed in the 1950s, it was not until the 1970s that attribution theory emerged to try to explain causal explanations that individuals give for the various events that they encounter and the effects that these have on their social behaviour.

Authenticity

In leisure, as well as in travel and tourism, the term 'authenticity' refers to customers' need to experience an authentic and fulfilling activity. The authentic experience will motivate the customer and shape their behaviour. Inauthentic experiences are thought to be unfulfilling, whilst authentic ones provide light relief from the boring and sometimes meaningless day-to-day life of the customer.

Daniel Boorstin (1961) termed inauthentic experiences as 'pseudo-events' because of their lack of representation of reality. His argument was that when people are unable to experience reality they turn to pseudo-events and often settle for meaningless, commercialised experiences.

Dean MacCannell (1976) believed that modern mass leisure is linked to the way in which people cope with modern society. He believed that work is becoming meaningless and that people gain their sense of identity from experiencing authentic leisure activities. MacCannell's work related to the authenticity of the setting, as well as the authenticity of the participants.

The level of authenticity of a leisure experience, it is argued, relates to the level of the understanding of the visitor. E. Cohen (1979) believed that the level of authenticity was linked to manipulation or staging by the leisure site. Different participants respond in different ways to the levels of authenticity and many are happy just to be experiencing the situation, regardless of the authentic nature of it.

Boorstin, Daniel, *The Image: A Guide to Pseudo-events in America*. Harper Row, 1961.

Cohen, E., 'A Phenomenology of Tourist Experience', *Sociology*, 13 (1979), pp. 179–201.

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Gilmore, James H. and Pine, B. Joseph II, *Authenticity: What Consumers Really Want*. Harvard Business School, September 2007.

MacCannell, D., *The Tourist: A New Theory of the Leisure Class*. Schocken Books, 1976.

Axial constructs

Axial constructs concern the formal and informal institutions around which forms of leisure and practices emerge and develop. They are axial in as much as they are fundamental to the leisure actions and choices that individuals make and are fundamental to the development of those interests by the individual. They are constructs in as much as they refer to the principles and structures through which particular traditions of behaviour and social values are embedded (such as fashion choices, work and leisure activities, language and accent). They are also fundamental in terms of individuals' views of responsibility, social inclusion, quality and rights. In one sense they manufacture an individual's view of the world but they do not necessarily determine an individual's perspective, although they can encourage options and inclinations to follow particular leisure paths.

Bourdieu, P., *Outline of a Theory of Practice*. Cambridge University Press, 1977.

Bourdieu, P., *Distinction*. Routledge, 1984.

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