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COS-TOUR-2015-3-04

Supporting Competitive and Sustainable Growth in the Tourism Sector
THEME 2: DIVERSIFYING THE EU TOURISM OFFERS & PRODUCTS –
PROMOTING TRANSNATIONAL THEMATIC TOURISM PRODUCTS



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SHORT CV



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ACRONYM

DIVERTIMENTO

TITLE

Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating micro-enterprises

TRANSNATIONAL PARTNERSHIP

- GREECE: CULTUREPOLIS
- ITALY: UNICITY S.r.l.
- SPAIN: HOTELOFI S.r.l.
- SLOVENIA: POSEJDON DOO
- ROMANIA: INSTITUTE OF NATIONAL ECONOMY, ROMANIAN ACADEMY OF SCIENCES
- BULGARIA: UNION OF BULGARIAN PROJECT AREA LOCAL AUTHORITIES
- TURKEY: EASTERN BLACK DEVELOPMENT AGENCY, DOKA



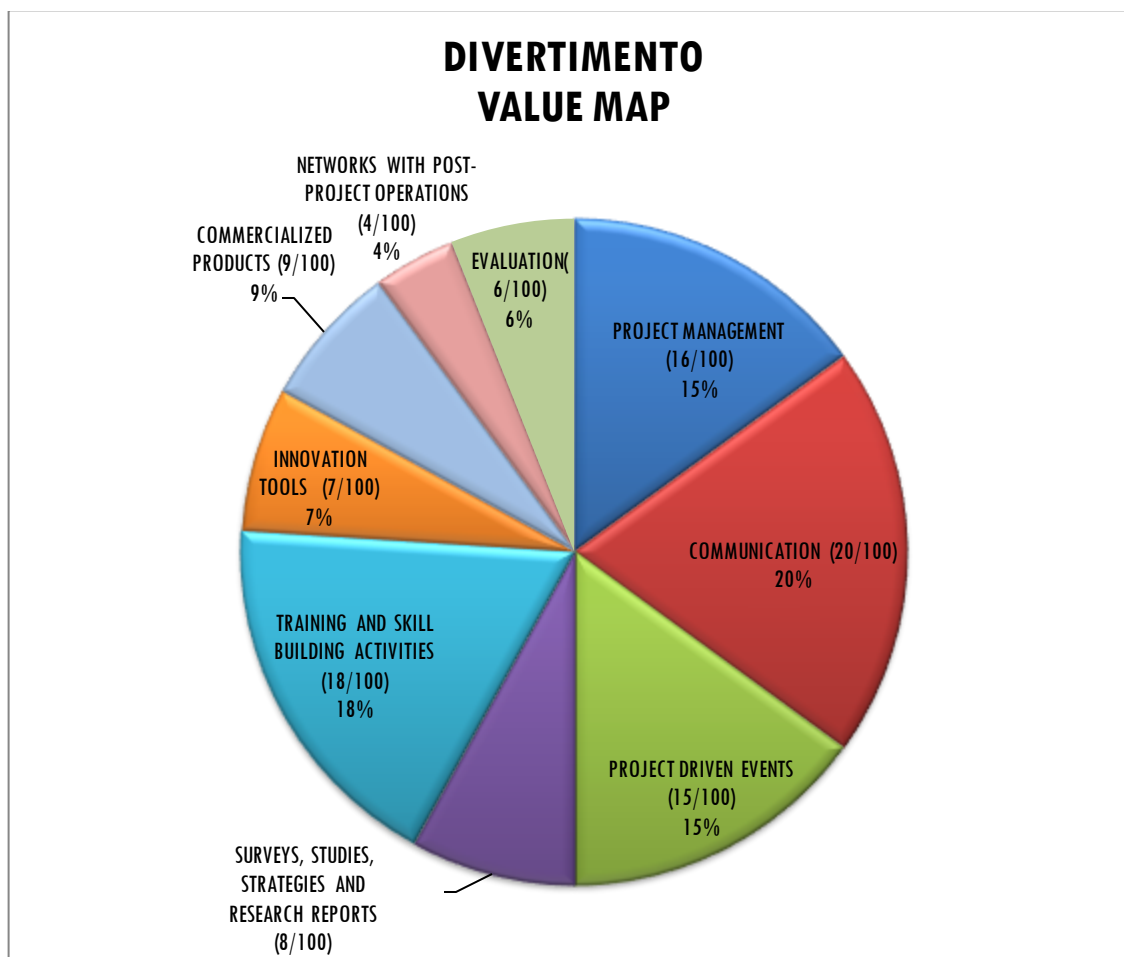
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THE DIVERTIMENTO PROJECT VALUE MAP





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WORK PACKAGE AND ACTIVITY OVERVIEW

WORKPACKAGE 1	
TRANSNATIONAL PROJECT MANAGEMENT, COORDINATION AND MONITORING	
Activity 1.1: Transnational Project Management and Administration	Outputs: Grant & Partnership Contract; 3 Project Committees; the PM Toolkit; The Project Record
Activity 1.2: Transnational Project Coordination	Outputs: 6 PM Meetings
Activity 1.3: Transnational Project Monitoring	Outputs: Progress Technical Report; Final Financial Report; Consolidated Statement
WP LEAD: COORDINATOR (CULTUREPOLIS)	
WORKPACKAGE 2	
TRANSNATIONAL PROJECT VISIBILITY, COMMUNICATION, DISSEMINATION AND PROJECT BRANDING	
Activity 2.1: The project's Integration, Dissemination, Visibility and Transparency Sources	Outputs: Website; Training Platform; Social Media Campaign
Activity 2.2: Project Driven Communication Strategy for selected Target publics from the PPT Sector at EU and International Level	Outputs: Communication Plan; International Conference 7 Press Conferences
Activity 2.3: Dissemination of Project Outputs and Project Branding at International Level	Outputs: Visual Identity Kit (Project Logo; Project Brochure; 6 Project Fact Sheets; 6 News Letters); Project Promotional Spot; Gamification World Congress 2017
WP LEAD: PP6 (UBBSLA)	
WORKPACKAGE 3	
MAPPING SKILL NEEDS OF KEY ACTORS IN TOURISM, COMBAT STAKEHOLDER FRAGMENTATION AND PROMOTE CROSS SECTORAL COOPERATION IN THE PROJECT AREA	
Activity 3.1: Identifying Stakeholder Needs and Entrepreneurial Skills Needs to produce a new generation of tourism entrepreneurs and stakeholder motivation	Outputs: Demand Side Survey Study; 4 Training Workshops
Activity 3.2: Mapping the heritage potential of the project area to reform tourism offers and establish connections with PPT actors	Outputs: The DIVERTIMENTO Heritage Accessibility Plan; The Project Area Connectivity Map
Activity 3.3: Launching a new tourism business model on customer insights, key experiences and stakeholder participation to advance the tourism competitiveness of the project area	Outputs: Satisfaction Survey; Research Report
WP3 LEAD: PP3 (HOTELOFI)	
WORKPACKAGE 4	
EXPERIENCE EXCHANGE, GOOD PRACTICE TRANSFER AND DEVELOPMENT OF JOINT METHODOLOGIES TO LINK SUPPLY AND DEMAND AND INTERNATIONALIZE LOCAL TOURISM BUSINESS OFFERS	
Activity 4.1: Making tourism businesses responsive to demand side needs by understanding shortcomings and benefits in heritage tourism	Outputs: Virtual Desk and Knowledge Toolkit; e-Library
Activity 4.2: Updating the knowledge of tourism professionals to produce a new generation of experienced-based tourism products and services in the project area	Outputs: Intensive Experience Exchanges Training Programme; Pool of international tutors
Activity 4.3: Connecting key experiences at heritage places with quality services in the territory for different target markets	Outputs: Visitor Experience Diversity Plan; Pilot Project Planning Tools
WP LEAD: PP5 (INE)	
WORK PACKAGE 5	
DEVELOPMENT OF INDUSTRY-RELATED EXPERIENCED BASED-PRODUCTS AND SERVICES IN THE PROJECT AREA TO CONNECT TO GLOBAL MARKETS AND AUDIENCES	
Activity 5.1: Developing a heritage mobility and Gamification Model to combat seasonality at heritage places in the networked economy	Outputs: Heritage Mobility and Gamification Model; 7 Pilot Projects
Activity 5.2: Design and Delivery and Packaging of cognitive-emotional experiences as a high added value tourism product	Outputs: EUROTHENTICA: Experienced-based Transnational Cultural Itinerary; The DIVERTIMENTO iBook for iOS and Android operating Systems
Activity 5.3: Design, delivery and packaging of cognitive-emotional experiences as high added value heritage tourism products	Outputs: Project Quality Assurance Plan; Evaluation Committee; Evaluation Report
WP LEAD: PP2 (UNICITY)	
WORK PACKAGE 6	
FORMATION OF STRATEGIC PARTNERSHIPS TO ENSURE RESULT VIABILITY & POST-PROJECT OPERATIONS	
Activity 6.1: Forging alliances of multilevel actors to ensure viability of achieved results in the Project Area	Outputs: The Heritage Charter for Tourism Business Actors and Heritage Operators; 7 Info Days
Activity 6.2: Developing the enabling environment for key stakeholders and players to launch and operate the Association of Tourism related Enterprises "EUROTHENTICA"	Outputs: 1 Legal Association with domain specific expertise
Activity 6.3: Commercialization of experienced-based products and services developed in the Project Area	Outputs: The DIVERTIMENTO Commercialization and Distribution Strategy; ITB BERLIN 2017
WP LEAD: PP4 (POZEJDON TURIZEM)	



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Abiotic

Physical elements such as geological features, soils, topography, climate and water.

Access

Providing access means making a museum, its buildings, its collection and its programs physically and/or virtually available, and intellectually engaging, to the widest possible range of people, while also fulfilling the museum's other responsibilities (e.g. ensuring the preservation and security of its collection, and the safety of visitors and workers).

Accessibility

Accessibility refers to the ease of reaching destinations. In addition to physical accessibility through transport infrastructure, connectivity through advanced telecommunication systems contributes to improving the intangible accessibility of areas. Accessibility depends upon the extension and quality of transport infrastructure and services. People living in places that are highly accessible can reach many destinations quickly, while people in inaccessible place can reach fewer places in the same amount of time. The progress of telecommunication systems has created a new form of intangible accessibility which plays a significant part in territorial development potentialities. The level of accessibility is a very important factor for territorial development, especially in the present context of globalisation.

Accession

The process of registering and cataloguing an item into a collection.

Acquisition

1. process of obtaining legal possession -by purchase, donation or bequest- of an item for accessioning into the collection;
2. An object which has been donated, purchased or bequeathed and accepted into the collection;
3. the process of gaining legal possession of an item for a museum collection, through purchase, donation, bequest or transfer.

Acquisition committee

The body responsible for ensuring that the acquisition policy is followed.

Action plan

A document that identifies the steps a cultural heritage organization/municipality/museum intends to take over the next one to five years to achieve the objectives identified in the cultural policy.

Adaptation

modification of a place to suit proposed compatible uses.

Adaptive technologies

Devices or technologies (such as voice-recognition software) that can assist people with disabilities to access information and/or technology.

Administrative level

Administrative levels correspond to the territorial/administrative units where public administrations are established, independently from the existence or not of elected bodies at the corresponding levels.

Aesthetic value

This term includes aspects of sensory perception (sight, touch, sound, taste, smell) for which criteria can be stated. These criteria may include consideration of form, scale, colour, texture and material of the fabric or landscape, the smells and sounds associated with the place and its use.

Allelopathic effect

The effect of grasslands and old field vegetation inhibiting the germination of woody species.

Amenity values

Those natural or physical qualities and characteristics of an area that contribute to people's values appreciation of its pleasantness, aesthetic coherence, and cultural and recreational attributes.

Archaeological site

Any place associated with human activity and reflects acknowledged values

Archives

Non-current records preserved with or without selection, by those responsible for their creation or by their successors or by an appropriate person or archivist. The term archives encompasses: (a) records of organisations and individuals that have been selected for indefinite retention on the basis of their continuing value for legal, administrative, financial or historical research purposes (b) the name given to the repository in which an archival collection resides (c) an organisation (or part of an organisation) whose main function is to select, manage, preserve and make archival records available for use.

Artefact

An object produced by human activity.

Artistic work

Any visual representation such as a painting, drawing, map, photograph, sculpture, engraving or architectural plan.



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Arts

The arts refer to the expression of ideas and experiences through the fine arts. These include visual art such as painting and sculpture, crafts such as pottery and drummaking, live performance such as dance, theatre, comedy, storytelling, circus, music, opera, and literary readings, and media arts such as art films and multimedia installations. As used in these guidelines, the arts also refer to commercial products derived from artistic expression, such as music recordings, film and television, books and magazines.

Asset management

Businesses must maintain their equipment if they continue to produce widgets and they will buy more equipment if demand for widgets makes increased production profitable. The calculus is parallel for Heritage Area communities. Assets to provide walks, canoe trips, and educational experiences must be maintained, and if demand for quality of life increases, standard economic theory would suggest more assets should be acquired.

Assignment

Transfer of copyright from the original owner to another party.

Associations

Special connections that exist between people and an item.

Associative cultural landscape

One of the three main categories of cultural landscapes adopted by the World Heritage Committee in 1992. The inclusion of such landscapes on the World Heritage List is justifiable by virtue of the powerful religious, artistic or cultural associations of the natural element rather than material cultural evidence, which may be insignificant or even absent (UNESCO February 1996: 11, Paragraph 39). The associative cultural landscape is a means of acknowledging intangible heritage linked to tangible natural or cultural features.

Attendance Building

Marketing and promotional programs designed to increase attendance at conventions, trade shows, meetings, and events.

Attractions

General all-inclusive term travel industry marketers use to refer to products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites.

Audience

People who visit a museum (including online visitors). A museum's current audience may be segmented into audience groupings (e.g. local residents, school students, tourists, families, retirees, and special interest groups). People who do not currently visit the museum but are thought likely to attend in the future, because of their interests or demographics. The museum may target its potential audiences, and may plan to attract them through specific programs designed to meet their needs.

Authenticity

Design, material, workmanship or setting and in the case of cultural landscapes their distinctive character and components.

Author

The creator of an artistic, literary, musical, or dramatic work.

Authors' rights

Authors' rights are rights of creators of artistic, scientific and literary works that belongs to authors by the act of creation. An author is a person who has created original intellectual creation (author's work). Authors' rights give its holder and his/her heirs moral and material rights as well as other related rights. Further related authors' rights are linked to the system of legal

protection of artistic expression, and protection of organizational, business and financial investment to performance, production, distribution and radio-diffusion of authors' works. Authors' rights can be achieved on an individual basis and through the system of collective rights. They have usually two components – moral right of the author, and economic rights in the work. Most often they subsist during lifetime of the author and 70 years after the author's death. The concept of authors' rights is connected to the French tradition (droit d'auteur), while in the Anglo-Saxon tradition the concept of copyright prevailed. The key distinction between these two concepts lies in the difference that authors' right lays on the idea of personal rights of the author, while the rights of copyright are connected to the work as such.



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Backcountry experience

An outdoor recreation opportunity that may be influenced by human elements but there is an equal probability that users will be isolated from sights and sounds created by humans. There will be good opportunities for interaction with nature, challenge, risk and the use or learning of outdoor skills.

Backpacker Accommodation

Small to medium scale self-catering developments providing for the most price sensitive part of the market. Backpacker lodges or youth hostels involve shared rooms and facilities and a communal kitchen. Some have additional recreational facilities. Generally located in central city or a popular destination location. Caters for the 'free and independent' market seeking secure and comfortable rooms at cheap rates.

Backshore

The area above the average water level of a wetland, watercourse or water body.

Baseline information

Monitoring data acquired prior to the beginning of a project. This provides a basis for comparison and identification of changes occurring over time.

Bed and Breakfast

Small-scale, relatively inexpensive and homely establishments providing the basic bed and breakfast needs of the visitor – some slightly up-market. Often using buildings of character or involving the sharing of the hosts' home. May be located in the city or country as an escape experience, or in popular destinations close to attractions.

Benchmark

A reference point or criterion against which to measure performance, achievement or progress.

Benchmark

Values (or ranges) of measurable parameters that have an agreed significance

Benchmarking

Study of a competitor's product or business practices in order to improve the performance of one's own company or product

Benchmarking

Comparing business results with other similar accommodation operations or assessing the business against an industry average.

Bequest

Items acquired by a museum after the death of an individual as a result of a direction in that individual's will.

Bequest

Items acquired by a museum after the death of an individual as a result of a direction in that individual's will.

Biodiversity

1. the variety of all life-forms: the different plants, animals and microorganisms, the genes they contain and the ecosystems they form; often considered at three levels: genetic diversity, species diversity and ecosystem diversity;
2. the variability among living organisms from all sources including terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part. This includes diversity within species, between species and of ecosystems.

Biogeographic region

An extensive region distinguished from adjacent regions by its broad physical and biological characteristics

Biological community

A group of plants or animals of distinctive character related to a particular set of environmental requirements. The term is used in a general, collective sense.

Biotic community

a recognisable group of plants and animals living together in one place.

Blog

An online journal that is frequently updated by its creator and is usually open for contributions from the general public

Booking

Term used to refer to a completed sale by a destination, convention center, facility, hotel or supplier (i.e. convention, meeting, trade show or group business booking).

Buffer zone

an area surrounding the property which has restrictions placed on its use to give an added layer of protection; the area constituting the buffer zone should be determined in each case through technical studies

Business plan

A blueprint for the operation of an enterprise containing a statement of the business mission

Business Travel

Travel for commercial, governmental or educational purposes with leisure as a secondary motivation.

Buyer

A member of the travel trade who reserves room blocks from accommodations or coordinates the development of a travel product.



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Canal

a human-engineered waterway. It may be of outstanding universal value from the point of view of history or technology, either intrinsically or as an exceptional example representative of this category of cultural property. The canal may be a monumental work, the defining features of a linear cultural landscape, or an integral component of a complex cultural landscape

Capital projects

Projects for the construction, transformation, or renovation of permanent cultural infrastructure (e.g., theatres, galleries, museums, performing or exhibit spaces, stages, etc.); restoration of artifacts, artworks, or cultural venues; or the permanent acquisition, purchase or installation of specialized equipment, such as sound systems, lighting, display cases, tents, etc., used to support and sustain cultural activities.

Caravan and Camping Parks

Providing economy temporary accommodation for the drive market and for backpackers. Often located in coastal areas, in National Parks and townships. There is a strong trend towards providing cabins in this type of accommodation market.

Carrie

Any provider of mass transportation, usually used in reference to an airline.

Carrying capacity

the level of visitor use an area can tolerate with high levels of satisfaction and little impact

Carrying capacity

A concept that recognises that for any natural or non-natural environment, there is a capacity (or level of use). When this capacity or level is exceeded, degrees of damage and/or reduced visitor satisfaction can result.

Cataloguing

The process whereby all known relevant information about an object and its physical dimensions are recorded, filed and indexed. The process of recording and filing/storing all known, relevant information about an object in a museum collection, such as its origin, age, maker, title (e.g. for artworks), physical description (materials and/or techniques used in its making),

physical dimensions, use, provenance, etc. These details are recorded on cataloguing worksheets or onto a computer database.

Cataloguing

The process whereby all known relevant information about an object and its physical dimensions are recorded, filed and indexed.

Chambers of Commerce

Chambers of Commerce specialize in local, regional and national economic development incl. different economic sectors.

Charter Group

Group travel in which a previously organized group travels together, usually on a custom itinerary.

Classification

The process of ordering defining or placing items into classes or groups for the purpose of easy retrieval through an indexing system.

Clearly defined landscape

The most easily identifiable is the clearly defined landscape designed and created intentionally by man. This embraces garden and parkland landscapes constructed for aesthetic reasons which are often (but not always) associated with religious or other monumental buildings and ensembles (UNESCO February 1996: 11).

Coastal environment

an environment in which the coast usually is a significant part or element. The extent of the coastal environment will vary from place to place depending on how much it affects or is directly affected by coastal processes and the management issue concerned.

Coastal marine area

the foreshore, seabed and coastal water and airspace above the water.

Coastal zones

They are home to a large percentage of European citizens, a major source of food and raw materials, a vital link for transport and trade, the location of some of the most valuable habitats, and the favoured destination for leisure time. Yet coastal zones are facing serious problems of habitat destruction, water contamination, coastal erosion and resource depletion. This depletion of the limited resources of the coastal zone (including the limited physical space) is leading to increasingly frequent conflict between uses, such as between aquaculture and tourism. Coastal zones also suffer from serious socio-economic and cultural problems, such as weakening of the social fabric, marginalization, unemployment and destruction of property by erosion. At EU level, a programme of Integrated Coastal Zone Management (ICZM) is being implemented.

Code of ethics

A formal set of principles, rules or expectations developed to help people and organisations to make appropriate, ethical decisions in relation to behaviour and practices within a specific profession, industry or specialisation.

Collection

The body of acquired objects held in title by a museum.

Collection management

All practices and procedures for acquiring, documenting, handling, lending, accessing, storing, securing, and disposing of objects by a museum.



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Collection management

All practices and procedures for acquiring, documenting, handling, lending, accessing, storing, securing, conserving and disposing of objects by a museum.

Collection policy

A written statement guiding a museum's aims, practices and procedures in managing its collection. The collection policy also identifies the kinds of materials a museum will collect and the conditions or terms governing acquisitions.

Collective Society

An organization that administers rights granted by the copyright system on behalf of copyright owners who have joined that collective.

Commercial use

any activity conducted for gain, and may include selling an article, material or thing; supplying a facility or service; commercial photography; conducting a tour, safari, scenic flight, cruise or excursion; or advertising or promoting a protected area as part of an enterprise.

Commission

A percent of the total product cost paid to travel agents and other travel product distributors for selling the product to the consumer.

Community

There are many sorts of communities: local communities - the people who live in an area; ethnic communities - people who identify with a particular ethnic or cultural background; special interest communities - people who share an interest in a particular activity; and so on. Different communities may value particular aspects of heritage.

Community

1. A social group, of any size, whose members have something in common (e.g. culture, history, experiences, ideas, interests or locality);
2. The citizens of a place, including traditional owners, partners, key stakeholders and the broader community.

Community access exhibitions

Exhibitions designed to enable a diverse range of individuals and community groups to present their artworks, culture, ideas or activities to a wider audience. Sometimes museums set aside an exhibition space for exhibitions of this type, and/or especially encourage exhibitions by marginalised or minority groups.

Community art program

A program that provides opportunities for cultural expression, learning, and involvement at the community level.

Community Cultural Centre

community-based organisations that have been set up to address a community's concerns regarding cultural heritage issues.

Comparative assessments

In stating that properties included in the World Heritage List should be carefully selected, Paragraph 9 of the Operational Guidelines further comments that "comparative assessments for the harmonization of tentative lists and nominations of cultural properties" should be performed (UNESCO February 1996: 4).

Comparative evaluations

Requirement when nominating cultural properties belonging to "certain well-represented categories" to prepare "a

comparative evaluation of the property in relation to other properties of a similar type" (UNESCO February 1996: 5). In presenting "Guidelines for the evaluation and examination of nominations" the Operational Guidelines state that "ICOMOS is requested to make comparative evaluations of properties belonging to the same type of cultural property" (UNESCO February 1996: 18-19, Paragraph 61(c)). The Operational Guidelines do not contain a similar requirement for IUCN in evaluating natural properties.

Compatible use

a use which respects the cultural significance of a place. Such a use involves no, or minimal, impact on cultural significance.

Compatible Use

a use which involves no change to the culturally significant fabric, changes which are substantially reversible, or changes which require a minimal impact.

Compilation

Products derived from the selection or arrangement of all or parts of artistic, literary, musical or dramatic works, as well as that derived from data.

Comprehensiveness

Extent to which heritage registers or collections include all significant places or objects of a particular type.

Conflict of interest

A situation where the interests of an individual working for, or representing, an organisation compete with that organisation's interests, putting at risk the reputation of all concerned. Inappropriate use of benefits or advantages that the individual gains through this association, or of privileged information that he or she has access to, are potential consequences of conflict of interest.

Conservation

1. The process by which objects or the environment in which they are housed are dealt with or treated in order to conserve, preserve protect or maintain their integrity. All processes ideally should be reversible. Items of cultural significance should be treated in a culturally appropriate manner so that they continue to benefit those societies;
2. All actions aimed at safeguarding cultural material for the future. The purpose of conservation is to study, record, retain and, if appropriate, restore the culturally significant qualities of an object, with the least possible intervention. Issues around treatment, handling, storage and display are all encompassed within conservation.

Conservation

all the processes of looking after a place so as to retain its cultural significance. It includes maintenance and may, according to circumstances, include preservation, restoration, reconstruction, adaptation and will commonly be a combination of more than one of these.

Conservation analysis

Part of a conservation plan, which covers the steps of describing the place, identifying interests, gathering information and assessing significance

Conservation Management Plan

Plan for the management of natural and historic resources, and for recreation, tourism and other conservation purposes that implements the conservation management strategy and establishes detailed objectives for integrated management within any area or areas specified in a conservation management strategy; a document that identifies the heritage significance of an item and sets out policies for retaining that significance and is prepared in accordance with guidelines for heritage assets



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Conservation Management Strategy

Document that identifies the impact an activity may have on a heritage significance of an item and sets out measures to minimize the impact of a proposed activity on the heritage significance of the item and is prepared in accordance with guidelines for heritage assets

Conservation plan

Document that outlines the cultural significance of a historic place and specifies the nature of the physical works to be undertaken in order to conserve it; Preparation of a strategy for the long-term care of collections. Developing a conservation plan involves identifying the conservation needs of collections, prioritizing them and allocating resources to deal with them; Document that details how to identify and look after the significant cultural values of a place. Its preparation is a systematic way of considering, recording and monitoring actions and decisions relating to all aspects of managing a place. There are guidelines for the preparation of conservation plans to ensure that all important matters are considered; A document which details how to look after the natural and/or cultural significant heritage values of a place. It can be part of a broader management plan.

Conservation policy

A written statement guiding a museum's aims, practices and procedures in regard to conserving its collection. A conservation policy generally covers conservation needs and priorities, treatment, and the handling, storage and display of objects

Conservation treatment

The physical treatment of collection items to prolong their existence by preventing or slowing down deterioration. Treatment is undertaken only after an assessment of the current condition of an item, its significance, its future use, and available resources and expertise, and after the preparation of a treatment proposal. Where possible, any materials and methods used in a treatment should allow it to be reversible and should allow for the possibility of future treatments.

Conservator

A professional whose primary occupation is the practice of conservation and who, through specialized education, knowledge, training and experience, formulates and implements all the activities of conservation, in accordance with an ethical code such as the AICCM Code of Ethics and Code of Practice. Through their training, conservators have an understanding of the principles of the conservation of most materials, but tend to specialize in the treatment of one type of object or material

Conserving heritage places

All the processes of looking after a place so as to retain its heritage significance.

Constitution

A written, publicly available statement of a museum's charter, role, goals, policy framework, and composition.

Consultation

A process of discussion between those proposing a course of action and those likely to be affected by those actions.

Consultation

A process of discussion between those proposing a course of action and those likely to be affected by those actions; a genuine invitation to give advice and genuine consideration of that advice.

Contiguous

places in close proximity without necessarily abutting or adjoining.

Contributions, funding

Contributions whereby the Government of Canada provides support towards specific eligible costs of an approved project, up to a predetermined maximum amount.

Conurbation

An aggregation or continuous network of urban communities which have physically merged through population growth and expansion. It is a polycentric form of agglomeration.

Convention and Visitors Bureau

These organizations are local tourism marketing organizations specializing in developing conventions, meetings, conferences and visitations to a city, county or region.

Conventions and Trade Shows

Major segment of travel industry business. Trade shows differ from conventions in that they have exhibit space that provides product exhibition and sales opportunities for suppliers, as well as information gathering and buying opportunities for customers.

Conversion

Converting visitors' interest in a heritage place as a destination into actual visits.

Conversion Study

Research study to analyze whether advertising respondents actually were converted to travelers as a result of advertising and follow-up material.

Cooperative Marketing

Marketing programs involving two or more participating companies, institutions or organizations.

Cooperative Partner

An independent firm or organization that works with a tourism office by providing cash or in-kind contributions to expand the marketing impact of the tourism office's program.

Copyright

1. The exclusive right, granted by law for a specified number of years, to produce copies of, and to otherwise control, an original literary, musical or artistic work.
2. The exclusive rights in literary, artistic, dramatic or musical works (including computer programs) and the neighbouring rights in performances, sound recordings and communication signals. An international convention protecting copyright, adopted in Geneva, Switzerland on September 6, 1952, and revised in Paris, France on July 24, 1971.

Copyright Act

legislation governing copyright

Copyright infringement

Violation of copyright through unauthorized copying or use of a work or other subject matter under copyright

Copyrights

Core documents and policies

The main documents and policies that guide and inform the activities of organizations

Counter-disaster plan

A document which sets out what action is to be taken if the collection is threatened or damaged. It includes reporting requirements and emergency contacts for assistance, supplies and equipment.

Creative city



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The creative city is a concept popularized by the book *The creative city: A toolkit for urban innovators*, by Charles Landry of COMEDIA, published in 2000. Landry argues for creative methods to revitalize cities, which put culture at the centre of innovative methods of urban planning.

Creative Commons

Creative Commons is a non-profit organization, dedicated to spreading of alternative licenses for the protection of creative work so that this work could be more available to a broader public for exchange and (remixing) under specific conditions set by the author (<http://creativecommons.org/>). As an organization Creative Commons has created several alternative copyright licenses that are known as Creative Commons licenses, which are based on four conditions: attribution (by); non-commercial (nc); no derivative works (nd) and share alike (sa). Mixing of these four conditions creates 16 combinations, out of which 11 are valid CC licenses.

Creative industries

1. The creative industries refer to a range of economic activities which are concerned with the generation or exploitation of knowledge and information. They may variously also be referred to as the cultural industries or the creative economy. Creative economy comprises advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, R&D, software, toys and games, TV and radio, and video games. The concept of creative industries 'has begun to develop a wider-ranging and more conceptually useful purchase, especially in the Anglo-Saxon world.

2. Those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property. Conceptually, one can see a switch from culture to creativity, and inclusion of those activities that lack an 'industrial' dimension; thus the industries include software production, PR, video games production, and so on. New technologies and digitalization are important for the development of this sector, and the rise of its influence, but it also opens other questions: such as the question of access, intellectual property rights, authors' rights and so on.

3. The creative industries have been seen to become increasingly important to economic well-being, proponents suggesting that human creativity is the ultimate economic resource," and that "the industries of the twenty-first century will depend increasingly on the generation of knowledge through creativity and innovation.

Crisis management

A management style characterised by reacting to events and crises when they occur, rather than planning ahead and being proactive.

Criteria

Definition and establishment of criteria on the basis of which a property belonging to the cultural or natural heritage may be included in the World Heritage List and/or the List of World Heritage in Danger, by the World Heritage Committee (UNESCO 1972).

Cross-border co-operation

takes place on relatively short distances between areas on both sides of national borders. Cross-border cooperation encompasses all types of activities belonging to normal activities of local and regional communities, such as economic development, spatial planning, tourism and recreation, training, transport, environmental protection, etc. Cross-border cooperation concerns also areas such as the Euroregions and, in a number of cases, areas where more than two States are converging.

Cultural

societal values with an emphasis on history.

Cultural Capital

The state of being granted a distinguishing title, which sets the designee apart from other municipalities and confers on it a special status for the one-year period of designation.

Cultural diversity

recognition of the diversity in cultures and respect for the different cultures and each other's differences in one or many societies.

Cultural heritage

Encompasses any cultural expression transmitted from the past and inherited by the present day society. This can take on a material form, such as a structure or building, or, as is more often the case, an immaterial form such as tradition, know-how, lifestyles, customs; In parks refers to the values which people place on the park landscape and their experience of it; it includes their knowledge and traditions, stories, language, songs, dances and relationships, as well as specific places, structures, and objects. Monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science; groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value. an inheritance passed from one generation to another. This could include buildings, objects, traditions, stories and so on. From the point of view of history, art or science; sites: works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view (UNESCO 1972). The ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values.

Cultural Heritage Significance

aesthetic, spiritual, historic, scientific or social value for past, present or future generations.

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.

Cultural industries

1. include textual, music, television, film production, publishing, crafts and design. Architecture, the visual and performing arts, sport, advertising, and cultural tourism may be included as adding value to the content and generating values for individuals and societies. Cultural industry-products are knowledge-based and labour-intensive, creating employment and wealth. By nurturing creativity and fostering innovation societies will maintain cultural diversity and enhance economic performance;

2. Cultural industries worldwide have adapted to the new digital technologies and to the arrival of national, regional and international (de)regulatory policies. These factors have radically altered the context in which cultural goods, services, and investments flow between countries and, consequently, these industries have undergone a process of internationalization and progressive concentration, resulting in the formation of a few big conglomerates: a new global oligopoly (wikipedia);

3. publishing, music, cinema and audiovisual production and multimedia. Also included are crafts and design, which are not, strictly speaking, industries, but which are very similar in their management, for example in the creation of small & medium-sized companies. The concept has been



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widened to that of 'creative' industries, by including architecture and different artistic categories: visual arts, performing arts, etc. (Unesco) 4. The Essen Declaration: Ten axioms for the culture industries in Europe was an outcome of the EU German Presidency 1999. The axioms in this declaration are addressed to the different types of people involved in the cultural industries cycle, and can be summarized: cultural industries represent a distinct economic sector that needs a fitting context in Europe; they are future oriented; they can secure and create sustainable employment at regional level; they can help reinforce endogenous regional potential, they deploy Europe's historic heritage; they need an active culture and economic policy, support from urban development policy, and an integrated urban and regional policy. 5. culture and the standardization of all means of production, but above all the standardization of cultural production. Cultural industries were perceived as those activities which deal primarily in symbolic goods – goods whose primary economic value is derived from their cultural value. On a broader scale this triggered a wide discussion and research in the field of culture-led regeneration, connected mostly to urban surroundings, as well as to local and regional development. Notwithstanding UNESCO's influence, the importance of the field of cultural industries on the European level was recognized in 1999 in the 'Essen Declaration: Ten Axioms for the Culture Industries in Europe' (see Glossary for more about the Essen Declaration). 2. Cultural industries have usually been thought of as those institutions (mainly profit-making companies, but also state organizations and non-profit organizations) which are most directly involved in the production of social meaning (...) they include: television, radio, cinema, newspaper, magazine and book publishing, the music recording and publishing industries, advertising and the performing arts'.

Cultural landscape

The way in which perceptions, beliefs, stories, experiences and practices give shape, form and meaning to the landscape.

Cultural landscape

a landscape that has been influenced or changed by humans, and includes historic and spiritual values and land use practices.

Cultural landscapes

Cultural landscapes represent the "combined works of nature and of man". They are illustrative of the evolution of human society and settlement over time, under the influence of the physical constraints and/or opportunities presented by their natural environment and of successive social, economic and cultural forces, both external and internal. They should be selected on the basis both of their outstanding universal value and of their representativity in terms of a clearly defined geo-cultural region and also for their capacity to illustrate the essential and distinct cultural elements of such regions. The term "cultural landscape" embraces a diversity of manifestations of the interaction between humankind and its natural environment. Cultural landscapes often reflect specific techniques of sustainable land-use, considering the characteristics and limits of the natural environment they are established in, and a specific spiritual relation to nature. Protection of cultural landscapes can contribute to modern techniques of sustainable land-use and can maintain or enhance natural values in the landscape. The continued existence of traditional forms of land-use supports biological diversity in many regions of the world. The protection of traditional cultural landscapes is therefore helpful in maintaining biological diversity.

Cultural Place

a site, area, building or other work valued for its cultural heritage significance, together with associated contents and surrounds.

Cultural policy

A document that articulates the municipality's vision for culture and cultural development within its jurisdiction, identifies the overall directions the municipality wishes to follow in regard to cultural development and sets out the concrete measures that will enable it to achieve its vision.

1. Recommendations for actions and decision-making undertaken by a certain entity (i.e. state, city or regional government, or even by civil society actions or business operations) towards the development of cultural activities and cultural life. They are determined by certain values and principles of this entity. Cultural policy/policies can be determined directly, in an explicit way, by decisions and regulations of government or governing bodies, but also indirectly, through decision and regulations of bodies that do not have the field of culture in their jurisdiction, but are influencing it. In this respect the most important concept is that of policy transfer, which explains these processes. Usually a cultural policy is a public policy towards art and culture, that is brought about by authorized government departments (or agencies) on the national level, or (city) departments on local level. In some countries it is not determined on a government level (for example in the United States the National Endowment for the Arts is always taken as the main body for decisions about arts at a national level). Other institutions, foundations, NGOs and private bodies also influence cultural policies.

2. On European level cultural policy is not strictly defined – but with Article 151 of the Acquis communautaire the focus of interest of EU in this field was mentioned for the first time. The Council of Europe has done a lot in the field of cultural policies in Europe, primarily with its evaluation of national cultural policies, but also as one of the key actors in the establishment of Compendium, as the biggest European project on cultural policies.

3. On an international level UNESCO, is the most important specialized agency for intellectual and ethical questions in the field of education, science, culture and communication.

Cultural property

1. UNESCO defines cultural property as property which, on religious or secular grounds, is of importance for archaeology, prehistory, history, literature, art or science. "Cultural property" therefore includes a wide range of objects, from works of art to archaeological artifacts, military objects to archival material, ethnographic material to decorative arts and scientific instruments.

2. Properties inscribed in the World Heritage List after having met at least one of the cultural heritage criteria and the test of authenticity are referred to as cultural properties.

Cultural resources

"places or objects that have anthropological, archaeological, historical, scientific, spiritual or sociological significance or value, including such significance or value."

Cultural routes

Cultural routes are itineraries which gather significant elements of heritage and traditions witnessing and illustrating specific periods and events of European history. Cultural routes involve also intangible and spatial dynamics not possessed by a cultural landscape, which is more static and restricted in nature.

Cultural significance

the aesthetic, historic, scientific, social or spiritual value a place has for past, present or future generations. Cultural significance is embodied in the place itself, its fabric, setting, use, associations, meanings, records, related places and related objects.

Cultural tourism



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Tourism motivated wholly or in part by interest in the historical, artistic or lifestyle/heritage offerings of the tourism destination, be it a community, region, group or institution.

Tourism that focuses on the culture of a destination — the lifestyles, heritage, arts, industries and leisure pursuits of the local population. It can include attendance at cultural events, visits to museums and heritage places and mixing with local people.

Cultural workers

Cultural workers are people involved in creative industries field on some of the following levels: primary cultural production, distribution and interpretation of cultural and creative works, and cultural management. This definition is based on joining of the creative and non-creative jobs. Some authors differentiate between artists and cultural workers, due to the specific nature of artistic jobs.

Culture

The expression of ideas, experiences, and customs groups of people at national, regional and local level through the arts, heritage, and festivals. Libraries, amateur sport, and recreation are often considered to fall within the domain of culture.

Curator

A person who works with collection items and associated material to develop a museum's collection and/or exhibitions, and who seeks to communicate related information, ideas and values to the public.

Cunilage

the area of land occupied by a dwelling and its yard and outbuildings.

Customer focus

Planning and managing museum programs and services so as to meet the needs and interests of the people who will be accessing them, and to encourage positive customer/visitor experiences.



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Deaccession

The process by which an object in a museum's collection is removed from all legal requirements are met and that the objects are made ready for disposal in an appropriate and ethical way the collection.

Deaccession policy

A written statement guiding a museum's aims, practices and procedures in respect of deaccession. A museum's deaccession policy is usually part of its collection policy.

Deaccessioning

The process by which objects in a museum's collection are removed from the collection and other documentation is appropriately amended, ensuring that legal requirements are met and that the objects are made ready for disposal.

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Demographic Profile

A set of information about customers that can be used to understand their buying/travelling preferences. Characteristics include details on home, age, gender, income, education, occupation and others.

Derelict area

Derelict areas are (generally urban) areas which have suffered a significant downturn, with declining or abandoned industries, closed businesses and houses, vacant storefronts, a degraded environment and virtually empty streets at night. Some derelict areas are also contaminated and can be considered as brownfields sites. Derelict areas are a major cause of environmental stress in urban areas.

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

A hotel, resort, attraction, city, region, or state.

Destination Marketing

Marketing a city, state, country, area or region to consumers and trade.

Destination Marketing Organization

Local tourism marketing organizations, such as convention and visitors bureaus or chambers of commerce.

Digital

Digital means by numbers. A digital watch displays the current time as a set of numbers which change abruptly at regular intervals; whereas an analogue watch models the passage of time by hands which move smoothly around its face.

Digital preservation

The long-term maintenance of digital files on digital storage media, including upgrades when necessary.

Digitisation

The process of converting information into a digital format. For example, taking a digital photograph of a painting, or scanning a catalogue record, are both digitisation activities (also referred to as image capture). Digital material produced by digitisation can be referred to as 'made digital' (as distinct from 'born digital').

Digitization

The process of creating and/or manipulating digital images.

Disadvantaged regions

Disadvantaged (or disfavoured) regions are regions with a relatively low level of economic development which may result from their geographical location, especially from remote and peripheral situations, from natural and climate conditions (regions in polar areas or regions subject to drought, mountainous regions), from the characteristics of their population (sparsely populated regions with extremely low population density, regions subject to out-migration), from accessibility constraints (insular regions, regions badly connected to centres through efficient transport infrastructures). Regions characterised by obsolete economic structures (old industrial regions subject to economic reconversion) are also often considered disadvantaged regions.

Disaster kit, disaster bin

A basic, portable set of supplies needed for coping with minor disasters-more extensive supplies are kept in a disaster store. Disaster kits can be mobile or static, but they should be easily accessible and able to be moved quickly and safely. In addition to basic materials and equipment, they should contain a checklist of procedures or emergency information sheets and a list of emergency contacts.

Disaster preparedness

Being prepared to implement practices which will speed the reaction and recovery phases after a disaster. More generally, disaster preparedness refers to the entire process of planning and equipping for a disaster. It includes anticipating the sorts of disasters which could occur and having procedures in place to deal with them: usually in the form of a counter-disaster or disaster control plan. See also Counter-disaster plan; Hazard assessment.

Disaster preparedness and response plan

A document that identifies potential risks or sources of damage to a museum's collection and facilities, together with ways to remove or reduce these risks. The plan lists actions to be taken to minimise all risks, and actions to be taken in dealing with specific emergency situations. It includes emergency contacts for assistance, supplies and equipment.



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Disaster store

A room dedicated to holding an extensive range of equipment and supplies for disaster recovery, including stocks to replenish disaster kits or bins.

Display

To present objects, illustrative material and text to visitors around a theme or story in a way that is designed to stimulate interest, gain empathy and communicate a message. A display can also be a discrete unit or component of an exhibition, although the two words ('display' and 'exhibition') are interchangeable.

Display

To present objects, illustrative material and text to visitors around a theme or story in a way that is designed to stimulate interest, gain empathy and communicate a message. A display can also be a discrete unit or component of an exhibition, although the two words ('display' and 'exhibition') are interchangeable.

Disposal

The formal removal of an item from a museum collection after a deaccessioning decision has been made. Disposal must occur in accordance with the procedures and conditions outlined in the deaccession policy.

Distribution

There are many ways that a customer can purchase a night of accommodation. They can visit a travel agency, phone an airline, contact their credit union, use the phone book or just drive until they decide to stop. All these ways, as well as the way wholesalers work, are described as the distribution system. Accommodation operators need to understand how the product is sold within the distribution system, and make sure they are represented where they need to be.

Distribution right

The exclusive rights of copyright owners to authorize the first transfer of ownership (such as by sale) of each copy of the protected material.

Diversity

Term used in relation to communities made up of different and varied groups. Factors such as age, gender, education level, employment status, income, cultural background, disability and special interests, in respect of current and potential visitors, are all useful for museums in planning programs to address the needs and interests of diverse communities.

Documentation

Information acquired with an object, including any accompanying documents, as well as other recorded information on its context, and on subsequent uses of the object by the museum.

Documentation

Written, visual, audio and even electronic information about a place.

Documentation

Information acquired with an object, including any accompanying documents, as well as other recorded information on its context, and on subsequent uses of the object by the museum. In museum cataloguing, the process of record-keeping for each object in a collection. Documentation includes records on details of the object, provenance data and any subsequent museum use of the object. Written records of information and decisions about the operation of an organisation and the objects in its collection. In museums,

galleries and libraries this can include policies, plans, condition reports and collection surveys.

Donation

The act of giving an object to a museum by an individual or group of people.

Dramatic work

Includes plays, screenplays, scripts, films, videos and choreographic works, as well as translations of such works.



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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.

Ecological district

One of the major levels used for the ecological classification of land (Ramsar, Natura, Protected).

Ecology

Study of organisms in relation to one another and to their surroundings

Ecosystem

Biological system comprising a community of living organisms and their environment involved together in a process of living. There is a continuous flow of energy and matter through the system. The concept implies process and interaction. Ecosystems range in size from small freshwater ponds to Earth itself; A dynamic complex of plant, animal, fungal, and micro-organism communities and the associated non-living environment interacting as an ecological unit.

Ecotourism

Ecologically sustainable tourism that fosters environmental and cultural understanding, appreciation and conservation. Its ecological and social responsibility and educational element distinguish it from other tourism which focuses on experiencing natural areas, such as nature-based and adventure tourism. All forms of tourism which the tourists' main motivation is the observation and appreciation of nature, that contribute to the conservation of, and that generate minimal impacts upon the natural environment and the cultural heritage.

Education kit

Information and activities compiled for school or other groups to use in conjunction with a visit to a museum or an exhibition, or as a learning resource.

Education policy

A written statement outlining a museum's aims, philosophy, practices and procedures in providing programs related to education. The policy would ideally be much broader than a statement about programs for schools and should incorporate ideas about lifelong learning for all visitors.

Eligible costs/expenses

Expenditures that can be linked directly to the project's objectives. In the context of the European Territorial Cooperation Programmes in the sector of culture, they may include: fees for consultants and/or contractors or event management, research, writing, editing, or translation; fees/costs of preparation and production of celebratory events or cultural tourism promotion; fees/costs for design and construction of web sites directly related to the arts and culture, and celebratory events; reasonable costs of holding meetings directly related to the project, and reasonable travel costs directly related to the project; fees for the creation of public art to recognize the designation; fees/costs for performance of an audit for the purposes of submitting an audited financial statement, as per the requirements of the contribution agreement; fees for a project coordinator; fees for consultants/contractor to perform an evaluation of the project.

Endangered

endangered plant or animal in danger of extinction whose survival is unlikely if the causal factors continue.

Endemic

species of plants and animals that are unique to an area or animals that may migrate but breed only in the area.

Endogenous development

Endogenous development is a specific form of economic development which relies primarily on the internal resources of a specific territory. These comprise natural resources and raw materials, skills, know-how and innovation capacity, specific local productions (agriculture, forestry, handicraft, local manufacturing), factors of attractiveness for the residential and tourist economy (climate conditions, natural and cultural heritage, attractive landscapes and other amenities).

Endowment funds

A fund established by a bequest or gift to an institution or agency, which is invested and the income from which is used to provide ongoing funding for the institution's operations or to provide grants to other groups for specific projects or activities in a given area of interest, such as arts and culture.

Environment

environment includes (a) ecosystems and their constituent parts, including people and communities; and (b) all natural and physical resources; and (c) amenity values; and (d) the social, economic, aesthetic and cultural conditions that affect the matters stated in (a) to (c) of this definition or that are affected by those matters.

Environment Ecosystems

Include people and the cultural qualities and characteristics of places.

Environmental control

The maintenance of safe levels of light exposure, humidity, temperature, air pollution, air movement, and dirt inside a building.

Environmental heritage

means those places, buildings, works, relics, infrastructure, movable objects, landscapes and precincts, of State or local heritage significance.

Environmental impact assessment



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An environmental assessment is an analysis of the likely impacts that a project may have on ecosystems, human health and on changes to nature's services. The main impacts to be analysed are: soil contamination impacts, air pollution impacts, noise health effects, ecology impacts including endangered species assessment, geological hazards assessment and water pollution impacts.

Environmental planning

Environmental planning is a relatively new discipline aiming at merging the practice of urban/regional planning with the concerns of environmentalism. Environmental planning concerns both urban/metropolitan and rural/natural areas. Environmental planning considers a full range of environmental regulations from the European to the local level.

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.

Estuary

a broad tidal area associated with a river where there is a mixing of saline and freshwater.

Eutrophic

rich in organic and mineral nutrients and supporting abundant plant life (such as algae) that, in the process of decaying, depletes the oxygen supply for animal life.

Evaluation

Evaluation is a process to assess the merit or value of an activity against particular criteria, so as to inform planning and decision making. In the museum context, visitor research is used to assess visitors' perceptions of the merit of a museum's programs and services, and can be carried out at various stages of a program, to report on and if necessary improve its effectiveness.

Evaluation

The evaluation of whether or not individual sites nominated by States Parties satisfy the criteria and the conditions of authenticity/integrity will be carried out by the International Council on Monuments and Sites (ICOMOS) for cultural properties and by the World Conservation Union (IUCN) for natural properties. In the case of nominations of cultural properties in the category of 'cultural landscapes', as appropriate, the evaluation will be carried out in consultation with the World Conservation Union (IUCN) (UNESCO February 1996: 18).

Ex-ante territorial impact assessments

are necessary to anticipate the potential impacts of future policies and therefore to facilitate the choice between various possible policy options.

Exemplar

a good or typical example of something.

Exhibition

Objects, words, images, interactive units, audiovisual techniques and other methods combined to communicate an idea, theme or story for public interest and enjoyment.

Exhibition/display plan

A written plan for the exhibitions and displays a museum will present over a period of time, for example 3–5 years. An exhibition/display plan could include an interpretation or exhibition/display policy, an exhibition schedule, practices and procedures in relation to the maintenance of long-term displays, display plans, and exhibition proposals.

Experience

Memorable occasions/interactions that engage people in a personal way and connect them with a place – Tasmania, its people and their ideas. At the very least an experience must be positively engaging.

Ex-post territorial impact assessments

show how policies applied in the past have influenced the evolution of the territory and which lessons can be drawn from this. They are useful for awareness-raising purposes as well as for the improvement of assessment methods.

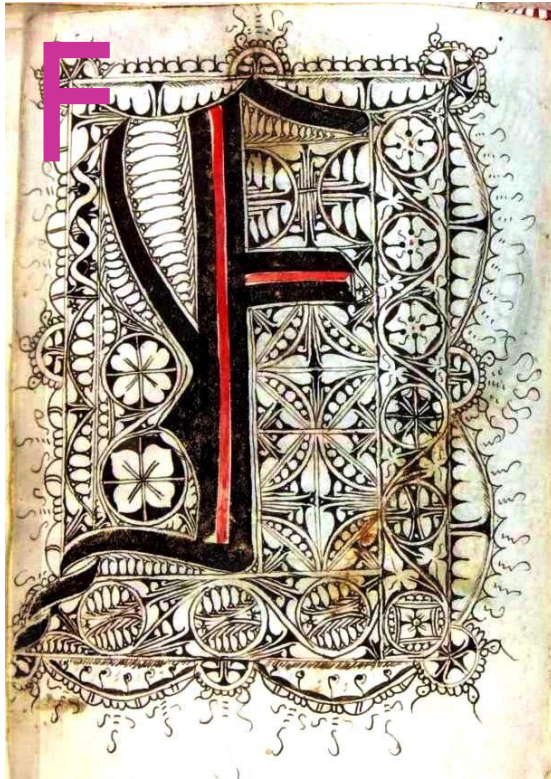


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Fabric

means all the physical material of the place including components, fixtures, contents and objects.

Facsimile

A copy of an original work or item that is similar in appearance to the original. Usually applied to works on paper.

- a) a copy of an original, reproducing its exact form and style. b) electronically generated images-text or graphics-transmitted over telephone lines, commonly referred to as faxes.

b)

Familiarization Tour

1. 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.

2. Organized trips for travel agents, tour operators, tour wholesalers or other members of the travel trade for the purpose of educating and "familiarizing" them with tourism destinations. By seeing the destinations where they are sending travelers, the travel trade is better prepared to answer customer questions and promote travel to the location.

Farm Stays

Farmhouse room, cottage, shearers' quarters, or bunkhouse style accommodation on a working farm providing opportunities to participate in farm life, where desired. Caters primarily for the escape, family or educational markets.

Fauna

animal life of a place or time.

Festivals

Festivals are a means of bringing ideas, experiences, and customs to a broad public in a concentrated package over a brief period of time. Festivals can occur around many themes or forms of expressions, in both arts and heritage—for example, dance, particular genres of music, film, theatre, particular ethnic traditions, and so on.

FIT (Free Independent Travel)

Individual travel in which a tour operator has previously arranged blocks of rooms at various destinations in advance for use by individual travelers. These travelers travel independently, not in a group, usually by rental car or public transportation.

Flora

plant life of a given place or time.

Folklore

The expression in a variety of art forms of a body of custom and tradition built up by a community or ethnic group. It is the traditional, non-institutional part of culture.

Foreshore

shore between high and low water marks at mean spring tides

Format shifting

Copying content into other formats and onto other devices (e.g., transferring content from a CD to an MP3 player).

Forward plan

A written plan that sets out what a museum aims to achieve in the future. The term covers the many different types of such plans that can be developed – with different purposes, outcomes, audiences and stakeholders in mind – so it is used as a generic designation in this document. Types of forward plan include:

1. Business plan: A plan that outlines an organisation's goals, the work program and the resources (particularly financial) required to achieve them, and how those resources will be sourced or developed.
2. Corporate plan: A comprehensive forward plan that covers the whole of the organisation and may incorporate all other plans for its management and development.
3. Strategic plan: A document produced by an organisation (or a division or department of an organisation) that defines a desired future and the means to bring it about. For museums, this type of forward plan guides success in terms of the organisation's political, financial, social and technological setting, and the demands of a competitive environment.

Frequency

The number of times an advertisement appears during a given campaign.

Friends

Supporters of a museum, who usually contribute through an independently constituted organisation (such as an incorporated association), to which they pay an annual subscription fee.

Fulfillment

Servicing consumers and trade who request information as a result of advertising or promotional programs. Service often includes an 800 number, sales staff and distribution of materials.



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Groups of urban buildings

UNESCO classifies urban buildings into three main categories - the towns which are no longer inhabited but which provide unchanged archaeological evidence of the past, historic towns which are still inhabited (inhabited historic towns) and new towns of the twentieth century.

Gateway or Gateway City

A major airport, seaport, rail or bus center through which tourists and travelers enter from outside the region,

Geodiversity

The range of earth features including geological, geomorphological, palaeontological, soil, hydrological and atmospheric features, systems and earth processes.

Geomorphology

Study of the earth's surface and its relation to geological features.

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.

GIT (Groups Independent Travel)

Group travel in which individuals purchase a group package in which they will travel with others along a pre-set itinerary.

Global Strategy

The Global Strategy is a conceptual framework devised to ensure the representativeness and credibility of the World Heritage List. The Global Strategy was adopted by the World Heritage Committee at its eighteenth session in 1994 (UNESCO 13 October 1994).

Goal-driven planning

One purpose of working within a goal-driven framework is to make sure that consensus has been reached on the results to be achieved. Then discussion can focus on the best ways to achieve those results. This approach helps avoid the trap of automatically designing one's favorite medium or program with-out considering desired outcomes.

Governmental level

Governmental levels correspond to territorial/administrative units where an elected assembly, together with its own administration, is established.

Ground Operator

A company that provides local travel services, including transportation or guide services.

Groups of buildings

groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science.



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Habitat

the environment in which a particular species or group of species lives. It includes the physical and biotic characteristics that are relevant to the species concerned.

Health retreats

Purpose designed retreats providing opportunity for rejuvenation and health promotion in a tranquil environment. This form of accommodation is likely to be located in rural or coastal areas in a natural environment.

Heritage

Our natural, man-made and historic inheritance. Heritage involves two factors: a sense of belonging i.e. a form of heritage that is inextricably linked to the area in question and has a clear association with it. It also involves a sense of time: i.e. one that is based on the history or geography of the place and that has been passed down through at least one generation. Inherited circumstances or benefits with an emphasis on nature conservation, historic and cultural values. Heritage refers to the ideas, experiences, and customs of groups of people at all 3 levels national, regional and local that are passed on to future generations, and to the means of their preservation and recollection. Traditional cuisine, dress, religion, and language are examples of elements of heritage. Museums, art galleries, and historic sites are some of the means used to preserve the elements of heritage and to interpret them to a broader public.

Heritage area

A place designated by the national authorities where natural, cultural, historic and recreational resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity shaped by geography. These patterns make heritage areas representative of the national experience through the physical features that remain and the traditions that have evolved in the areas. Continued use of heritage areas by people whose traditions helped to shape the landscapes enhances their significance. Heritage Areas celebrate their pasts as part of their futures. Sharing their heritage with visitors is a part of that celebration. All Heritage Areas are creating heritage tourism opportunities. This preservation of the historic built environment is complemented with recreational opportunities created from open space, greenways, trails, and wilderness areas.

Heritage asset A document, picture, artefact, specimen or artwork that has been acquired by a museum for its collection is considered a heritage asset. Other kinds of museum assets include buildings, sites and equipment.

Heritage assets

monuments, sites, museums and collections, walking trails, recreational waters, and historic places. These are not the assets economists traditionally consider. Still, they are analogous to the physical assets, the capital goods, that are part of the basic economic production model. In standard economic theory capital goods (tools and other equipment) are used to produce widgets. Here a community's physical assets, its capital, is used to produce walks in the woods, canoe trips, and educational experiences as examples.

Heritage Impact Statement

means a document that records the heritage significance of an item by using a Heritage Data form and sets out broad strategies for retaining that significance and is prepared in accordance with national or regional/federal heritage guidelines.

Heritage interpretation

A means of communicating ideas and feelings which help people understand more about themselves, their environment and other cultures. The process is commonly facilitated by guides, displays, on-site signage, brochures and electronic media. Interpretation is a means of communicating ideas and feelings which help people enrich their understanding and appreciation of their world and their role within it.

Heritage Inventory

A preliminary list of places with potential or known heritage significance that require documenting, assessing and, if appropriate, entering in a heritage register.

Heritage place

Natural and cultural environments that are of special value for the present community and for future generations. It might be a site, area, region, building or other structure (together with associated contents and surroundings) that has heritage value.

Heritage places and fabric

Places of significance, such as sites, landscapes, areas, monuments and buildings, to be cared for, and retained, for future generations. Each heritage place has its own fabric or physical material, which may include natural elements, pathways, structures, structural materials, building interiors, sub-surface material, surface treatments, fittings or fixtures.

Heritage significance

refers to meanings and values in relation to the historical, scientific, cultural, social, archaeological, architectural, natural or aesthetic importance of the item. Heritage significance is reflected in the fabric of the item, its setting, use, associations, meanings, records, related places and related objects. Items may have a range of values and meanings for different individuals or groups, over time.

Heritage sites

works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view.

Heritage study

identifies and assesses heritage items that reflect the key historical themes for an area. It also makes recommendations on policies the local council should adopt to protect and conserve the identified heritage items.

Heritage tourism

Activities and services which provide visitors with the opportunity to experience, understand and enjoy the special values of a place's natural and cultural and historic heritage,



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lifestyles, customs and traditions and culinary heritage.

Historic

values attached to a historic resource.

Historic area

an area of land that (a) contains an inter-related group of historic places; and (b) forms part of the historical and cultural heritage of a place d; and (c) lies within the territorial limits of a place.

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 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 heritage conservation

the process of preserving, maintaining and restoring historic places and historic areas so as to safeguard their historical and cultural values.

Historic place

any land, (including any archaeological site) building or structure that forms part of the historical and cultural heritage of New Zealand and is within the territorial limits of New Zealand. Includes anything fixed to this land.

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 a National Heritage Register or other , or on a local or state register of significant sites.

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.

History

The study of the human past.

Holiday Apartments

Generally small to medium scale establishments similar to serviced apartments but in a holiday destination – usually coastal. The emphasis is on self-catering and recreational facilities accommodating families and larger price sensitive groups. Easy access to main features of holiday destination important, like the beach.

Holiday Villages

Generally modest priced accommodation in coastal holiday location with outdoor and indoor recreation facilities on site

and of a medium to large-scale. May include several types of accommodation options, including villas, cabins and camping facilities. Caters primarily for family groups.

Hospitality Industry

Another term for the travel industry.

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.

Hub

1. A concentration of visitor services within a cluster or along a touring route;
2. An airport or city which serves as a central connecting point for aircraft, trains or buses from outlying feeder airports or cities.

Hub and Spoke

Air carriers use of selected cities as "hubs" or connected points for service on their systems to regional destinations



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Icon

A facility or landmark that is visually synonymous with a destination.

Identification

The World Heritage Convention does not specifically define identification. Throughout the Convention reference is made to the "identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage". Article 5 of the Convention makes reference to a number of "effective and active measures" that can be taken by States Parties in ensuring this "identification, protection, conservation, presentation and transmission" Unesco 1972.

Identification number

The identification number, abbreviated to ID No, is an accession number given to each property for which a completed nomination form is received in the World Heritage Centre.

Immovable property

easily be moved. The opposite of immovable property is movable property. As the Convention does not consider nominations of immovable property "which are likely to become movable" (UNESCO February 1996: 8, Paragraph 25).

Incentive Tour

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

Incentive Travel

Travel offered as a reward for top performance and the business that develops, markets and operates these programs.

Inclusive Tour

A tour program that includes a variety of feature for a single rate (airfare, accommodations, sightseeing, performances, etc.).

Independent advisory committee

A fund established by a bequest or gift to an institution or agency, which is invested and the income from which is used to provide ongoing funding for the institution's operations or to provide grants to other groups for specific projects or activities in a given area of interest, such as arts and culture.

Independent advisory committee

A panel of assessors drawn from various areas of expertise in the cultural field, including municipal workers, researchers, nongovernmental organizations, federal agencies, other experts in culture and cultural tourism, and/or independent artists.

Indicative list; Tentative list

The term indicative list is sometimes used to refer to the inventory of property mentioned in Article 11(1) of the World Heritage Convention.

Indigenous biodiversity

diversity within indigenous species, between indigenous species and diversity of the indigenous component of ecosystems.

Industrial designs

The visual features of shape, configuration, pattern or ornament (or any combination of these features), applied to a finished article of manufacture.

Information location tools (ILTs) or search engines

They sort through content available on the Internet and locate specific information.

Information sources

The Nara Document on Authenticity defines information sources as: Information sources: all material, written, oral and figurative sources which make it possible to know the nature, specifications, meaning and history of the cultural heritage.

Infrastructure

Facilities, assets and plant that support the delivery of tourism experiences.

Infringement

Violation of copyright rights through the unauthorized use of a copyright.

Inhabited historic towns

1. Towns which are typical of a specific period or culture, which have been almost wholly preserved and which have remained largely unaffected by subsequent developments. Here the property to be listed is the entire town together with its surroundings, which must also be protected.

2. Towns that have evolved along characteristic lines and have preserved, sometimes in the midst of exceptional natural surroundings, spatial arrangements and structures that are typical of the successive stages in their history. Here the clearly defined historic part takes precedence over the contemporary environment.

3. "Historic centres" that cover exactly the same area as ancient towns and are now enclosed within modern cities. Here it is necessary to determine the precise limits of the property in its widest historical dimensions and to make appropriate provision for its immediate surroundings.

4. Sectors, areas or isolated units which, even in the residual state in which they have survived, provide coherent evidence of the character of a historic town which has disappeared. In such cases surviving areas and buildings should bear sufficient testimony to the former whole (UNESCO February 1996: 9).

In-kind contributions

Materials or services that are donated to a project by arms'-length parties or by the applicant (i.e., part of the applicant's contribution). To be eligible as an in-kind contribution, the donated materials or services must be eligible



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expenses. The donated materials or services would otherwise be purchased and paid for by the recipient, can be measured at fair value at the date of contribution, and must be incremental, i.e., must represent an increase in the costs or capacity of the municipality. Fair value would be estimated using market or appraisal values. For example, fair value could be determined in relation to the purchase of similar materials and services. Examples of in-kind contributions include office space dedicated to the project which the municipality formerly rented out; salaries of municipal employees directly related to undertaking the project where this results in an increase in employee time or hiring of other personnel, and so on. In-kind contributions and expenditures must be clearly detailed in the budget.

Inscription

Inscription refers to the act of including or inscribing a property in the World Heritage List.

Integrated coastal management

An integrated, participative territorial approach is required to ensure that the management of Europe's coastal zones is environmentally and economically sustainable, as well as socially equitable and cohesive. It aims at resolving the conflicting demands of society for products and services, taking into account both current and future interests. Major objectives are to: strengthen sectoral management by improving training, legislation and staffing; preserve the biological diversity of coastal ecosystems by preventing habitat destruction, pollution and over-exploitation; and promote the rational development and sustainable use of coastal resources.

Integrated management

the management of activities, existing or potential, in a manner which ensures that each is in harmony with the other and that priorities are clear.

Integrated planning

Integrated planning (as opposed to sectoral planning) is a process involving the drawing together of level and sector specific planning efforts which permits strategic decision-making and provides a synoptic view of resources and commitments. Integrated planning acts as a focal point for institutional initiatives and resource allocation. In the context of integrated (or comprehensive) planning, economic, social, ecological and cultural factors are jointly used and combined to guide land- and facility-use decisions towards sustainable territorial development.

Integrated Quality Management

is an approach which simultaneously takes into account, and has a favourable impact on, the activities of tourism professionals, on tourists, on the local population, as well as on the environment. The IQM strategy implemented at the destinations has the requirements of tourists as one of the major considerations.

Integrity

The concept of integrity is not referred to directly in the World Heritage Convention.

Intellectual property

legal rights that result from intellectual activity in the industrial, scientific, literary and artistic fields.

Intellectual property rights (IPR)

There is a body of law about rights to 'intellectual property', such as patents, copyright, trademarks, and so on. This umbrella term covers a group of specific legal rights that entitles authors, inventors and IP holders to hold and to exercise this

right over period of time. Most frequently IP rights protect different forms of content, and in some cases some of these exclusive rights can overlap in content. It usually refers to creations of mind such as inventions, artistic works, names, symbols, design and such. One of the strongest organizations for promotion and protection of the IP rights is World Organization for Intellectual Property (WIPO). Authors such as Richard Stallman, Lawrence Lessig and others are suggesting other possibilities of protection of IP rights such as GNU public licence, Creative Commons licences, Open Source software – OSS (Lessig 2004; Stallman 1999).

International Marketing

Marketing a destination, product or service to consumers and the trade outside of the given heritage place.

Internet service providers (ISPs)

An ISP is an organization which offers its clients access to the internet.

Interpretation

Conveying information about the origin, meaning or values of national or cultural heritage via live, interactive or static media. It occurs in the vicinity of the subject and is designed to stimulate visitor interest, increase understanding and promote support for conservation. A process involving both the museum and its visitors in understanding and communicating the meaning and significance of objects, collections and places. Modes of interpretation include tours, exhibitions, education programs, publications, social media and websites.

All the ways of presenting the significance of an item. Interpretation may be a combination of the treatment and fabric of the item; the use of the item; the use of interpretive media, such as events, activities, signs and publications, or activities, but is not limited to these; all the ways of presenting the cultural significance of a place. Communicating ideas and information in pleasurable, relevant, organised and thematic ways. The process of stimulating and encouraging appreciation of our natural and cultural heritage and of communicating conservation ideals and practices.

Interpretation plan

is a document that provides the policies, strategies and detailed advice for interpreting a heritage item. It is based on research and analysis and plans to communicate the significance of the item, both during a conservation project and in the ongoing life of the item. The plan identifies key themes, storylines and audiences and provides recommendations about interpretation media. It includes practical and specific advice about how to implement the plan.

Interpretation policy

consists of clauses and guidelines that provide an intellectual and conceptual framework for communicating the significance of an item. Policies may deal with fabric, setting, history, archaeology audiences and other people, contents, related places and objects, disturbance of fabric, research, records.

Interpretive planning

Interpretive planning is nearly synonymous with visitor experience planning. Interpretive planning is a process that identifies and describes significant visitor experiences in a park, forest, zoo or other resource-based recreation area; and recommends ways to provide, encourage, sustain, facilitate or otherwise assist those experiences. Interpretive planning describes desired experiences (outcomes) and recommends ways to encourage them. Some of these recommendations involve interpretive media or activities; some experiences are facilitated through facility design or by just getting out of the way.



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Interpretive Themes

Themes are often described as the key stories or concepts that visitors should understand after visiting a park. Themes provide the foundation for all interpretive programs and media developed in the park. They tell interpreters and designers what are the most important ideas or stories. They do not include everything we may wish to interpret, but they do cover those ideas that are critical to visitors for understanding an asset's significance.

Interregional co-operation

is of thematic nature and takes place between regions of different States, sometimes far away from each other, generally without territorial continuity. Interregional cooperation may comprise transfers of know-how and experience, the joint improvement of techniques and methodologies contributing to the development of regions or enterprises, the promotion of long-distance tourism, etc. Interregional cooperation may also take place between regions of the same State, with or without territorial continuity.

Intrinsic values

this is a concept that regards the subject under consideration as having value in its own right, independent of any value placed on it by humans. Elements of intrinsic value in relation to ecosystems means those aspects of ecosystems and their constituent parts that have value in their own right, including their biological and genetic diversity and the essential characteristics that determine an ecosystem's integrity, form, functioning and resilience.

Invention

Any new and useful art, process, machine, manufacture or composition of matter, or any new and useful improvement in any art, process, machine, manufacture or composition of matter, which is patentable.

invertebrates

animals without backbones – including snails, insects, worms etc.

Item

A generic term that covers museum collection items including documents, pictures, artefacts, specimens, artworks and other objects. Item is also a specific archival term, describing the smallest discrete unit of record material; accumulated items form a record series.

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.



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Key collection areas

The main types of objects, material or themes that a museum collection focuses on.



Land

includes foreshore, and land covered by water and the air space above land.

Land management

Land management can be defined as the process of managing the use and development of land resources in a sustainable way.

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.

Landscape

According to the European Landscape convention, “landscape means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human

factors”¹¹. The reflection of the cumulative effects of physical and cultural processes.

Landscape management

Action, from a perspective of sustainable development, to ensure the regular upkeep of a landscape, so as to guide and harmonise changes which are brought about by social, economic and environmental processes.

Landscape planning

Strong forward-looking action to enhance, restore or create landscapes.. Landscape planning is an activity involving both public and private professionals, aiming at the creation, conservation, enhancement and restoration of landscapes at various scales, from greenways and public parks to large areas, such as forests, large wilderness areas and reclamation of degraded landscapes such as mines or landfills. Landscape planning encompasses a variety of skills, such as landscape architecture and design, nature conservation, knowledge of plants, ecosystems, soil science, hydrology, cultural landscapes, etc. The provisions of the European Landscape Convention are important guidelines for the content and procedures of landscape planning.

Landscape policies

According to the European Landscape Convention, “landscape policy means an expression by the competent public authorities of general principles, strategies and guidelines that permit the taking of specific measures aimed at the protection, management and planning of landscapes”.

Landscape protection

actions to conserve and maintain the significant or characteristic features of a landscape, justified by its heritage value derived from its natural configuration and/or from human activity.

Land-use planning, zoning

Land-use planning is a branch of public policy which encompasses various disciplines seeking to order and regulate the use of land in an efficient way. It means the scientific, aesthetic and orderly disposition of land, resources, facilities and services with a view to securing the physical, economic, social and environmental efficiency, health and well-being of urban and rural communities.

Legacy

A community builds a legacy for arts and culture by developing a vision for its cultural identity and expression, supplemented by sustainable cultural policies and action plans for the realization of that vision, carried out in coordination with the arts and heritage communities and private sector partners.

Leisure Travel

Travel for recreational, educational, sightseeing, relaxing and other experiential purposes.

License

Agreement granting someone permission to use a work for certain purposes or under certain conditions. A license does not constitute a change in ownership of the copyright.

Limits of acceptable change

This term is used to describe the condition of a site at which point intervention is required to prevent further unacceptable degradation or change.

List of World Heritage in Danger

a list of the property appearing in the World Heritage List for the conservation of which major operations are necessary and for which assistance has been requested under the Convention. This list shall contain an estimate of the cost of such operations. The list may include only such property



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forming part of the cultural and natural heritage as is threatened by serious and specific dangers, such as the threat of disappearance caused by accelerated deterioration, large-scale public or private projects or rapid urban or tourist development projects; destruction caused by changes in the use or ownership of the land; major alterations due to unknown causes; abandonment for any reason whatsoever; the outbreak or the threat of an armed conflict; calamities and cataclysms; serious fires, earthquakes, landslides; volcanic eruptions; changes in water level, floods, and tidal waves. The Committee may at any time, in case of urgent need, make a new entry in the List of World Heritage in Danger and publicize such entry immediately (UNESCO 1972).

Literary work

This includes work such as novels, poems, song lyrics without music, catalogues, reports, tables, computer programs, as well as translations and compilations of such works.

Loans

Items a museum lends to, or borrows from, other collecting organizations, private collectors, or agencies.

Loans policy

A written statement outlining a museum's aims, practices and procedures in relation to inward and outward loans. The loans policy is normally part of a museum's collection policy

Local communities

Include individuals, community groups, local businesses and local government.

Local museum

A museum, art gallery, keeping place or similar centre which meets the International Council of Museums (ICOM) definition of a museum, with its activities centred on a locality, community or theme.



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Maintenance

the continuous protective care of the fabric, and setting of a place, which is to be distinguished from repair. Repair involves restoration or reconstruction.

Maintenance

means the continuous protective care of a place (see specific definitions contained within the heritage conservation charters).

Making available right

An exclusive right of copyright owners to authorize the communication of their work or other related subject matter in a manner in which the time and place of receiving the communication can be individually chosen by members of the public (e.g., iTunes).

Management

Management of a place involves making conscious choices about what happens to the place and taking action to make those things happen. It should ensure that the cultural significance of the place is retained.

Management plan

A document which details how to look after a place. It usually contains a description of the place and its important features, a summary of its significance, and documentation of issues, objectives and strategies. It should include strategies for conservation of heritage significance. A document which details how to look after the natural and cultural heritage and non-heritage features of a place. It may contain a conservation plan and/or its components.

Management planning

the process of setting and confirming objectives for the management of natural and historic resources, and recreation, tourism and other conservation purposes, and specifying the actions and resources necessary to achieve those objectives.

Market

The set of actual and potential buyers of a product or service.

Market segment

refers to specific type of tourism that attracts a specific type of tourist, for instance nature tourism, cultural tourism, health tourism, sport tourism.

Market Share

The percentage of business within a market category.

Market Volume

The total number of travelers within a market category.

Marketing

The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organisational objectives.

Marketing plan

A type of written plan that focuses on identifying current and potential audiences and finding strategies to reach and attract them to a museum by addressing their interests and needs.

Marking

Indicating copyright with the symbol ©, the name of the copyright owner and the year of first publication.

Meanings

denote what an item signifies, indicates, evokes or expresses.

Media

means the tools, techniques and technologies used to convey the interpretation. These can include signs, orientation, notices, guided and self guided walks, audio guides, installations, displays, models, dioramas, exhibitions, lighting, street naming, holograms, films, video, soundscapes, oral history, maps, brochures, books and catalogues, public art, writers and artists in residence programs, events, activities, role play, demonstrations, educational programs, websites, CD ROM programs, reconstructions, sets, and replicas and other means of communication.

Members

Supporters of a museum who contribute through paid subscriptions to a program that is managed by the museum and is intended to encourage interest and involvement in its activities and issues. Membership can deliver privileges such as discounts and access to news, information and special events. Unlike a Friends group, a members group does not exist independently of the museum it is associated with. See also Friends and Volunteer.

Metadata

Data about data, or information assembled in relation to an item in order to provide access to it. Metadata usually includes information about the intellectual content of the item, digital representation data (where appropriate), and security or rights management information. In the museum context, the term is commonly used with respect to digital collections. A universal standard for metadata is the Dublin Core.

Metropolitan area

A metropolitan area is a settlement system consisting of a large city (together with its suburbs) and its adjacent zones of influence, which may comprise various urban centres of different sizes. These adjacent zones are generally the so-called commuter belt. Interstitial open spaces also form part of the metropolitan area.

Mission (Sales)

A promotional and sales trip coordinated by a state travel office, conventional and visitors bureau or key industry member to increase product awareness, sales and to enhance image. Target audiences may include tour operators, wholesales, incentive travel planners, travel agents, meeting planners, convention and trade show managers and media. Missions often cover several international or domestic destinations and include private and public sector participants. Mission components can include receptions, entertainment representatives of the destination, presentations and pre-scheduled sales and media calls.

Mission statement



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A mission statement is a statement of the purpose of a company or organization. The mission statement should guide the actions of the organization, spell out its overall goal, provide a path, and guide decision-making. It provides "the framework or context within which the company's strategies are formulated. Example: *The Division of Interpretation and Education in Petrified Forest National Park functions as a key component of park management for protection of globally significant resources. Interpretation of identified park themes, information and orientation for park visitors through personal and non-personal services, and education services for multiple audiences, all combine as a catalyst for translating scientific and historical information in an intellectual and emotional way, fostering a spirit of stewardship and a desire for preservation.*

Mixed Developments

These are generally large developments that comprise a mixture of residential, retail and tourism components. They are often located around an appealing focus (marina, golf course, river frontage) but are rarely a tourism development in themselves. Visitor attractions and facilities are integrated into the residential and recreational life of the locality.

Mixed property

17 properties are currently included in the World Heritage List on the basis of both their natural and cultural values (UNESCO- ICOMOS Documentation Centre 1996). Although these types of World Heritage properties are generally known as mixed properties, the Operational Guidelines does not use, refer to, or define this term. The Operational Guidelines do however state that "States Parties should as far as possible endeavour to include in their submissions properties which derive their outstanding universal value from a particularly significant combination of cultural and natural features" (UNESCO February 1996: 5, Paragraph 18).

Monitoring

The gathering and evaluation of information to assess performance;
the ongoing review, evaluation and assessment to detect changes in condition of the integrity of a place, with reference to a baseline condition.

Monuments

architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science.

Moral rights

The rights of the author of a work with regard to the integrity of the work, the right to claim authorship of the work (even when using a pseudonym) as well as the right to remain anonymous.

Motels

Generally small to medium scale developments with the majority of existing stock built in the 1960's and 1970's. Usually located near an urban centre on a major transit route. Attracts the relatively price sensitive 'on the move' traveller, who basically requires bed and food for the night, or budget to medium price range holiday market.

Motor coach

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

Movable cultural heritage

Any reasonably portable item or items of notable historic, social, scientific, technological, cultural, or the like, relevance.

Movable cultural heritage

Any reasonably portable item or items of notable historic, social, scientific, technological, cultural, or the like, relevance. A term used to describe any portable natural or manufactured object of heritage significance. Moveable cultural heritage, being portable, is especially vulnerable because it can easily be sold, relocated or thrown away during changes in ownership, fashion and use. Moveable heritage may be closely related to the significance of heritage places.

Movable property

Movable property is property that can easily be moved from one location to the other.

Multiculturalism

multiculturalism is both a description of society, and a policy for managing the consequences of diversity in the interests of the individual and the wider society.

Multilevel actors

state, civil society, private sector, third sector.

Municipal cultural worker

A municipal employee responsible for various aspects of cultural development, including policy, programming, and service delivery to residents of and visitors to the municipality.

Municipality

An identifiable geographic area with a duly elected government.

Museum

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

Museum-quality

The quality of materials recommended for use in museums for conservation or for the long-term storage of valuable artefacts. These materials do not cause any deterioration in the artefacts with which they are in contact. The term is often used interchangeably with conservation-quality. The meanings may also be different in other countries. Therefore specifications should be checked when purchasing paper and board.

Musical work

Any work of music or musical composition, with or without words, including any compilation thereof.



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Natural area

A natural area is one where bio-physical processes and landform features are still relatively intact and where a primary management goal of the area is to ensure that natural values are protected. The term "natural" is a relative one. It is recognized that no area is totally pristine and that all natural areas are in a dynamic state. Human activities in natural areas often occur and when sustainable may complement the natural values of the area (UNESCO 15 April 1996: 3).

Natural character

the qualities of an area that taken together give it a particular, recognizable character. These qualities may be ecological, physical, spiritual or aesthetic in nature.

Natural features

natural features consisting of physical and biological formations or groups of such formations, which are of outstanding universal value from the aesthetic or scientific point of view; geological and physiographical formations and precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation; natural sites or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty (UNESCO 1972).

Natural heritage

is taken in its broadest sense and covers not only the wildlife and habitats of a particular area, whether protected or not, but also its geological features and landscapes/scenery.

Natural heritage

A place of natural heritage significance may have ecosystems, biological diversity and geodiversity which are important for their existence or intrinsic value, or for present or future generations in terms of their scientific, social, aesthetic and life support value. natural features consisting of physical and biological formations or groups of such formations, which are of outstanding universal value from the aesthetic or scientific point

of view; geological and physiographical formations and precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation; natural sites or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty (Unesco 1972).

Natural heritage

Consists of ecosystems, biodiversity and geodiversity considered significant for their existence value for present or future generations in terms of their scientific, social, aesthetic and life support value.

Natural heritage conservation

the preservation and protection of natural and historic resources for the purpose of maintaining their intrinsic values, providing for their appreciation and recreational enjoyment by the public and safeguarding the options for future generations.

Natural integrity

The condition of an ecosystem where biological diversity and ecosystem processes are optimal and are likely to persist. "In plain words, ecosystems have integrity when they have their native components (plants, animals and other organisms) and processes (such as growth and reproduction) intact".

Natural landscape

landscape not defined or influenced by humans and based on ecosystems, geological/ physiographic features, ephemeral characteristics, climate etc.

Natural resources

include plants and animals and their habitats, landscape and landforms, geological features, and systems of interacting living organisms, and their environment.

Natural risk

Numerous natural events represent a risk for the living, built and natural environment as they threaten human and animal life and may cause serious damages to settlements. For that reason, human settlements have to be protected, as far as possible, against natural risks through adapted prevention measures. According to their intensity, impacts and damages, these natural events (or hazards) may be considered as natural disasters. A natural disaster is therefore the consequence of the combination of a natural hazard and human activities. Main natural hazards are: avalanches, drought, earthquakes, floods, land slides, volcanic eruptions, tsunamis, tornados, cyclones, wildfires, etc.

Natural significance

The importance of ecosystems, biological diversity and geodiversity for their existence or intrinsic value, or for present or future generations in terms of their scientific, social, aesthetic and life support value.

Natural values

having importance for the presence of indigenous species or ecosystems, or unmodified landforms (see naturalness).

Naturalness

naturalness the degree to which a place is characterised by indigenous species (see natural value). A high degree of naturalness occurs when there are few or no impacts from exotic species, including human impacts.

Nature conservation

the preservation and protection of the natural resources, having regard to their intrinsic values and having



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special regard to indigenous flora and fauna, natural ecosystems and landscape.

Nature Retreats

Generally small to medium scale accommodation designed in tune with the natural environment. Accommodation facilities generally range from self-catering detached cottages, bunkhouse or a combination of these to 5-star single 'lodge' style structure. Design emphasis given to raising the consciousness and appreciation of natural surroundings.

Nature-based tourism

Ecologically sustainable tourism with a primary focus on experiencing natural areas. In relation to the use of protected areas, includes scientific, educational, spiritual, intellectual, cultural and recreational. In planning for protected area recreation, nature-based activities should meet the following criteria: appreciation of nature is a key motivational factor; substantial modification of the environment is not required; and the natural environment is critical to the experience of the participants

Net Rate

Price of goods to be marked up for eventual resale to the consumer.

Networking

1. Connecting and interacting with other groups of common interests.
2. Connecting computer systems to each other to exchange information either in-house, locally or through world-wide networks like the Internet.

New Guesthouses/Boutique Hotels

Characterised by small to medium scale owner-operated establishments having a non-commercial appearance, homely ambience and personalized service. Whilst providing comfortable private facilities, guesthouses allow for interaction between guests through both activities and communal spaces (eg dining room, reading room, bar, living room with fire etc). Markets include independent couples on short break escapes, or small conference and business meetings.

Niche (ecological)

Particular combination of site conditions where a species is found.

Nomination

A written suggestion for a place to be added to a register or other list of heritage places.

Non-traditional Tourism Destination

a destination that is currently less frequented by tourists. Based on Eurostat tourism statistics this represents a NUTS III region calculated with a visitor density of 158 or less nights spent per km² per year in hotels and similar establishments and tourist campsites.

Notice and notice regime

A requirement for ISPs to forward to their subscribers any allegations of infringement they receive from rights holders and to retain identifying information of alleged infringers on their networks.

Object

Document, art work, picture, specimen, record, artefact or item, comprising part of a collection.

Object ID

An international standard for describing cultural objects. It has been developed through the collaboration of the museum

community, police and customs agencies, the art trade, insurance industry, and valuers of art and antiques. The Object ID project was initiated by the J. Paul Getty Trust in 1993 and the standard was launched in 1997. It is being promoted by major law enforcement agencies, including the FBI, Scotland Yard and Interpol; museum, cultural heritage, art trade and art appraisal organisations; and insurance companies.

Occupancies

A percentage indicating the number of bed nights sold (compared to number available) in a hotel, resort, motel or destination.

Operational Guidelines

The Operational Guidelines for the Implementation of the World Heritage Convention, known also as the Operational Guidelines or simply as the Guidelines, were prepared by the World Heritage Committee for the purpose of informing States Parties to the Convention of the principles which guide the work of the World Heritage Committee in establishing the World Heritage List, the List of World Heritage in Danger and in granting international assistance under the World Heritage Fund (see UNESCO February 1996: 1-2, Paragraph 4). The Operational Guidelines provide guidance concerning the format and content of nominations to the World Heritage List and present the timetable for submission and evaluation of the nominations. The Operational Guidelines also provide details on other questions, mainly of a procedural nature, which relate to the implementation of the Convention. Most importantly the Operational Guidelines present the "Criteria for the inclusion of cultural properties in the World Heritage List" and the "Criteria for the inclusion of natural properties in the World Heritage List".

Operational plan

A type of written plan for developing or maintaining the infrastructure a museum needs in order to achieve its potential. Examples of operational plans include a workforce management plan, used in creating and managing a major change in an organisation's staffing structure; a disaster preparedness and response plan; or a safe-working plan, used in managing the activated display of heritage (or contemporary) machinery, and addressing issues such as the licensing of operators, public liability and other insurance.

Oral history

Information about the past that is transmitted by word of mouth, rather than in written form.

Organically evolved landscape

The second of three categories of cultural landscapes adopted by the World Heritage Committee in 1992 the organically evolved landscape. This results from an initial social, economic, administrative, and/or religious imperative and has developed its present form by association with and in response to its natural environment. Such landscapes reflect that process of evolution in their form and component features. They fall into two sub-categories: - a relict (or fossil) landscape is one in which an evolutionary process came to an end at some time in the past, either abruptly or over a period. Its significant distinguishing features are, however, still visible in material form. - a continuing landscape is one which retains an active social role in contemporary society closely associated with the traditional way of life, and in which the evolutionary process is still in progress. At the same time it exhibits significant material evidence of its evolution over time (UNESCO February 1996: 11).

Organization of World Heritage Cities

The Organization of World Heritage Cities (OWHC) was established in 1993 to develop a sense of solidarity and a cooperative relationship between World Heritage cities particularly in view of the implementation of



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the Convention. The OWHC thus facilitates an exchange of knowledge, management techniques and financial resources for the purpose of protecting monuments and sites. The OWHC is based on the idea that sites within populated cities endure pressures of a different nature and therefore may require a more dynamic style of management. Of the member cities, seven are located in Africa, 36 in Latin America and the Caribbean, 20 in Asia and the Pacific, 120 in Europe and Canada, and 20 in the Arab States. At the moment there are also four Observer-members.

Orientation

The way visitors find their way around a museum. Museums can help by providing tools such as maps, brochures, signage, computer terminals or tour guides. For the visitor, physical orientation involves finding his or her way around a museum site. Conceptual orientation is a term used in relation to displays or exhibitions, where the museum might present key concepts and messages in exhibition text or through other forms of interpretation.

Outcomes

The changes brought about as a result of project outputs, in other words, the project's effects or consequences. Outcomes may occur within organizations, communities, or individuals; they may relate to behaviour, skills, knowledge, attitudes, values, conditions, or other attributes. Outcomes must be measurable, either by quantitative or qualitative means. (For example, as a result of this project, you anticipate an increase of X% in tourism to the municipality; the development of X more cultural policies in the community; greater engagement of culturally diverse communities in new or existing cultural activities to share their rich heritage and active arts practice with the residents.) While there is less degree of control over the outcomes, there should be a direct relationship between outputs and outcomes.

Outputs

The most immediate results of your project, usually involving the creation of products and/or services.

Outsourcing

This is the concept of transferring certain number of activities of an organization to outer suppliers of products and services with the aim of saving the organization's time and money.

Outstanding universal value

Parts of the cultural and natural heritage, "because of their exceptional qualities, can be considered to be of outstanding universal value, and as such worthy of special protection against the dangers which increasingly threaten them" (UNESCO February 1996: 1, Paragraph 1). Outstanding universal value is sometimes simply referred to as World Heritage value.

Overheads

Costs that do not vary with the occupancy rate, and over which the operator has little or no control. They may include rates, license fees, maintenance and repairs, accountancy costs and insurance premiums

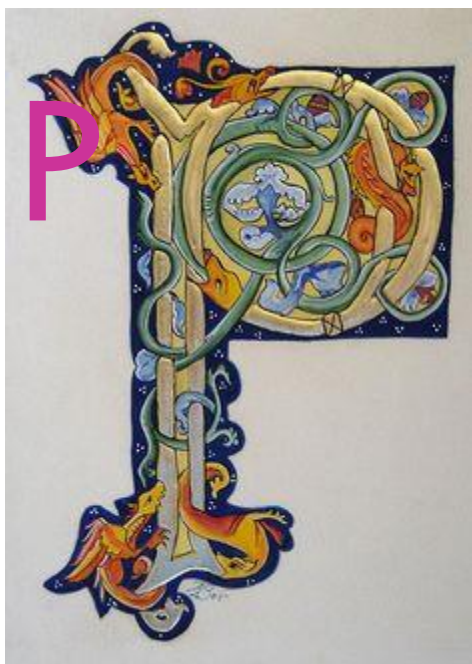


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Package

A fixed price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. Packages offer a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental.

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.

Packager

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

Paper

A man-made substance, generally matted or felted sheets of predominantly cellulose fibres formed on a fine screen from a water suspension of the fibres. Papers can be hand or machine-made. Traditional Western papers were composed of fibres from cotton or linen rags. Modern papers are mostly made from wood pulp. The treatment given to the wood pulp affects the properties of the paper. Paper produced from an alkaline process are usually more stable than those produced from an acidic one. Acidic paper containing a high concentration of groundwood-for example, newspapers and hence a high lignin content-are very unstable. Many Japanese papers are made by traditional methods from a variety of plant fibres. These are valued for their flexibility, strength and permanence.

Papyrus

A writing material made from the pith of a giant sedge found in the region of the Nile and used by the ancient Egyptians, Greeks and Romans. It was made by placing strips of pith-the nearer the centre the higher the quality-in a row and then overlaying them with another row placed at right angles to the first. These were moistened and beaten or pressed: a process which released natural gum and provided adhesion. The earliest recorded specimen was found in a tomb of around 3000 B.C.

parchment and vellum

Parchment and vellum are untanned animal skins. The skins are stretched and treated with lime, and scraped to remove fats and hair from the skins. They are dried and stretched. Because of the processing with lime, vellum and parchment are not particularly susceptible to acid deterioration. Vellum and parchment are very moisture-sensitive. In high humidity conditions, the skins absorb moisture and can distort and cockle. As they dry in low-humidity conditions they become less flexible and distortions and creases can become set into the skin. Correct storage is important.

Park Mission

Petrified Forest National Park preserves, protects, and interprets a globally significant example of a Late Triassic ecosystem and a continuum of human use in a high desert/short grass prairie environment. It preserves wilderness values for recreation, solitude, natural quiet, long distance views, and night skies. It provides outstanding opportunities for scientific research and education.

Parks and parks system

land and marine designated areas.

Participatory planning

Participatory planning is a specific form of planning activities practiced by public authorities mainly at local level which makes possible for the citizens to play a part in the planning process.

Partners in Tourism

Coalition among national service organizations and federal agencies broadly representing the arts, humanities, heritage and tourism organizations around the country.

Partnership /co-operation

The governance of territorial development policies has significantly changed over the past decades in order to face more efficiently the new challenges. While, in the past, territorial governance was mainly of hierarchical nature, often in the context of top-down relations, a number of factors have led to the adoption of more flexible approaches in which cooperation and partnerships play a more important part, especially in the following fields:

1. vertical and horizontal relationships in public administrations responsible for both territorial planning and sectoral policies with territorial impacts, partly substituted to authoritarian relationships and enabling the progressive coherence of public policies with the aim of producing added value for territorial cohesion and sustainability.
2. Relationships between public administrations and bodies representing the civil society with the aim to strengthen the adhesion of civil society to spatial planning objectives, to harmonise public policies with private decisions, in particular in the field of investments, and to smooth potential conflicts of interest.
3. Relationships between urban and rural areas with the aim to strengthen the development of rural areas through the services provided by urban entities, to alleviate the pressure that metropolitan areas exert on surrounding rural areas and to provide the various functions of urban-rural relations with a sustainable character
4. Cross-border and transnational relationships aiming at harmonising territorial development policies across national borders.

Partnerships:

partnership can be defined as "a special type of relationship formed among a number of individuals or groups to work collaboratively at all stages towards the achievement of a common goal; there is reciprocal respect, a shared understanding of roles and responsibilities and flexibility to respond and adapt to changing circumstances".



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Patent

Government grant giving the right to exclude others from making, using or selling an invention.

Peaks and Valleys

The high and low end of the travel season. Travel industry marketers plan programs to build consistent year-round business and event out the "peaks and valleys."

Performers and producers rights

A term used to indicate the rights of performers and sound recording producers to be remunerated when their performances and sound recordings are performed publicly or broadcast. Also referred to as "neighbouring rights."

Peripheral regions

Peripheral regions are areas located far away from the main urban and economic centres, either within a State or on the European continent. Peripheral regions generally have lower economic potential and accessibility than the more central ones. Regional development policies pay a specific attention to peripheral regions.

Peri-urban areas

Peri-urban areas are areas that are in some form of transition from strictly rural to urban. These areas often form the immediate urban-rural interface and may eventually evolve into being fully urban. Peri-urban areas are places where people are key components: they are lived-in environments.

Person Trip Visit

Every time a person travels more than 100 miles (round-trip) in a day or stays overnight away from their primary domicile, whether for business or leisure purposes, they make one "person trip visit."

Person-trip

The research term for one person taking one trip of 100 or more miles, oneway, away from home.

Physical planning

Physical planning is strongly related to land-use planning, urban design, transport planning, landscape planning, building plans, etc. It addresses activities which immediately affect and programme the physical structure and environment of cities and neighbourhoods (as opposed to economic planning or social planning activities).

Piracy

Piracy involves infringement of copyright by way of unauthorized copying, reproduction or unauthorized usage of selected authorized work – be it film, video, music, computer software, books and other authors' works. Piracy usually entails broader commercial distribution or selling of illegal copies of authors' works, but piracy also entails breaking intellectual property rights by private persons as well.

Place

natural environment, people and their stories.

Place

Natural and cultural environments that are of special value for the present community and for future generations.

Place

Site, area, land, landscape, building or other work, group of buildings or other works, and may include components, contents, spaces and views.

Plant

any member of the plant kingdom, including any alga, bacterium or fungus, and any part of or seed or spore from any plant.

Podcast

A method of publishing audio files on the internet so that people can download them onto computers or personal digital audio devices and listen to them whenever they want to.

Policy

A written statement guiding a museum's aims, practices and procedures in relation to specific activities, such as collection management, providing public access, conservation, education and interpretation.

Polycentric development

A polycentric spatial structure refers to the morphology of the settlement system. It assumes that a plurality of urban agglomerations of similar size exist at the various levels of the urban hierarchy, as opposed to situations where a single large urban centre dominates each level and even eliminates the presence of intermediary levels. The principle of polycentric spatial structure and development can be applied at the various geographical scales, from the European to the regional one.

Posthumous work

A work that is published for the first time (or for certain types of works, published, performed or delivered in public for the first time) after the author's death.

Precinct

A critical mass of attractions/features in an area providing a substantial tourism experience.

Presentation

The World Heritage Convention does not specifically define presentation. Throughout the Convention reference is made to the "identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage". Article 5 of the Convention makes reference to a number of "effective and active measures" that can be taken by States Parties in ensuring this "identification, protection, conservation, presentation and transmission" (UNESCO 1972).

Presentation

Presentation implies opportunities to visit and appreciate, but also opportunities to become better informed about the values of parks and encouragement to support the continued protection of these values. Presentation of natural and cultural values is listed as a management principle of national parks (Nature Conservation Act 1992).

Preservation

The actions taken to retard deterioration of, or prevent damage to, objects; the maintenance, so far as is practicable, in their current state but includes restoration to some former state and augmentation, enhancement or expansion.

Preservation

Different professions and organisations use this term in different ways.

1. All action taken to slow deterioration of, or prevent damage to, cultural material. Preservation may involve controlling the environment and conditions of use, and may include treatment in order to, as nearly as possible, maintain an object in an unchanging state. In the case of archival material, moving image and sound, preservation may include transfer to another medium.

2. All action aimed at safeguarding cultural material for the future. The purpose of preservation is to study, record, retain and restore the culturally significant qualities of an object, with the least possible intervention. Issues around treatment, handling, storage and display are all encompassed within preservation. The terms conservation and preservation are often used interchangeably.



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3. 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 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.

Press Trips

Organized trips for travel writers and broadcasters for the purpose of assisting them in developing stories about tourism destinations. Often, journalists travel independently, though with the assistance of a state's office of tourism or a destination marketing organization.

Press/Publicity Release

A news article or feature story written by the subject of the story for delivery and potential placement in the media.

Preventive conservation

All action undertaken to prevent the deterioration of cultural material and collections. Preventive conservation involves developing and following policies and procedures in relation to: appropriate environmental conditions; handling and maintenance during storage, display/exhibition, packing, transport and use; integrated pest management (IPM); disaster preparedness and response; and reformatting/duplication.

Private copying

The copying of pre-recorded musical works, performers' performances and sound recordings onto a blank medium, such as audio tape or cassette, for personal use.

Procedure

An established way to approach or undertake an activity.

Product

In tourism, a service, good, idea, place or person with a set of attributes capable of satisfying the needs of buyers. Key attributes are reputation, price, service guarantee and features of the product or service itself.

Professional artist

An individual who has specialized training in his or her artistic field (not necessarily in academic institutions), who is recognized as such by his or her peers (artists working in the same artistic tradition), who is committed to devoting more time to the artistic activity, if financially feasible, and who has a history of public presentation.

Promotion

The means by which a business communicates with its target market/s in order to inform and persuade them, usually as part of a marketing strategy.

Promotional Activities

Promotional activities relating to World Heritage conservation may include meetings organised to create interest and greater awareness of the Convention, the exchange of experiences and the preparation of information material relating to the implementation of the Convention.

Promotional methods

Methods of promoting a museum and its activities, including advertising, brochures and flyers, web presence, direct mail, listings in local or regional tourism brochures, media releases, newspaper articles, public talks, and radio or television interviews.

Prop

An object – not in itself a collection item – that is used to support or help present collection items in a museum display or exhibition. Props are not subject to the same considerations as collection items (e.g. conservation). Examples of props include mannequins and objects intended for visitors to touch or use, like replicas, reproductions and resources.

Property

The World Heritage Convention refers to properties as being component parts of the cultural and/or natural heritage. The term property is used interchangeably with site in the Operational Guidelines (UNESCO February 1996).

Property

A hotel, motel, inn, lodge or other accommodation facility.

Protected area:

An area of land and/or sea especially dedicated to the protection and maintenance of biological diversity, and of natural and associated cultural resources, and managed through legal or other effective means; land or sea administered for protection of flora or fauna or for scientific purposes. It does not include amenity areas, recreation, local purpose and some government purpose reserves.

Protected Natural Area System

all areas protected by a variety of means for their natural values.

Protected Natural Areas Programme a programme that aims to identify and protect a network of Protected Natural Areas (PNA) that are representative of the full range of a place's natural diversity. Ecological districts are surveyed and areas identified that are the best representative examples of each ecosystem.

Protection

means taking care of a place by maintenance and by managing impacts to ensure that significance is retained; in relation to a resource, means its maintenance, as far as is practicable, in its current state; but includes (a) its restoration to some former state; and (b) its augmentation, enhancement, or expansion.

Provenance

The proven or documented place of origin, use, history and ownership of an object.

Public art program

A program for the purchase and display of visual art (painting, sculpture, etc.) in publicly accessible spaces such as parks, municipal building foyers, etc.

Public programs

Programs operated by museums which explain their collections to visitors through exhibitions, books, catalogues, kits etc.

Public programs

All the ways a museum communicates with the public, including on-site and off-site displays and exhibitions, tours, workshops, activity sessions, demonstrations, talks, performances, websites, multimedia, publications and events.

Public services

a generic term to designate services provided (directly or indirectly) by public authorities to citizens. Public services are delivered in a variety of fields, such as public transport, mail distribution and collection, health care, education, telecommunications.

Publication



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Making copies of a work available to the public.

Public-private partnership

A public-private partnership is a formal agreement (generally a contract) by which a public body (government, regional or local authority) and one or more private entity (ies) decide to cooperate for building assets or delivering services.

Purpose

Purpose statements describe why an area was set aside, and what are the purposes of the area today. Legislation, legislative history, public participation, articles of incorporation, and agency rulemaking can provide the basis for purpose statements. From these, the planning team derives clear, concise, and relevant purpose statements. Purposes may have been developed for a general management or strategic plan; these may then be incorporated. Examples The purpose of (a/the) Petrified Forest National Park is to:

1. Preserve and protect Petrified Forest, its outstanding paleontological sites and specimens, its associated ecosystems, cultural and historical resources, and scenic and wilderness values for present and future generations.
2. Provide opportunities to experience, understand, and enjoy the Petrified Forest and surrounding area in a manner that is compatible with the preservation of the park's resources and wilderness character.
3. Facilitate orderly, regulated, and continuing research.
4. Promote understanding and stewardship of resources and park values by providing educational opportunities for students, scientific groups, and the public.



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Rack Rate

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

Rack Rate

The rate accommodations quote to the public. Group rates, convention, trade show, meeting and incentive travel rates are negotiated by the hotel and program organizers.

Rare

species with small world populations that are not at present endangered or vulnerable but are at risk.

Reach

The percentage of people within a specific target audience reached by an advertising campaign.

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.

Receptive Operator

Specialists in handling arrangements for incoming visitors at a destination including airport transfers, local sightseeing, restaurants, accommodations, etc. Receptive operators can be a travel agent or tour operator.

Reciprocal cultural exchange

An exchange in which the culture of two municipalities, regions, or groups are shared with each other, for example, an cultural group from a rural community presenting its work in a neighboring city or town, and a cultural group from the urban community presenting its work in the rural community.

Reconstruction

1. The actions taken to recreate, in whole or in part, objects or other cultural material;
2. returning a place to a known earlier state and is distinguished from restoration by the introduction of new material into the fabric;
3. the recreation of a historic building or feature that has been demolished or destroyed, based on documentation or research that the product resembles its historic predecessor, but is not historic.

Recovery

In a disaster, the action taken to salvage the collection. Recovery includes the sorting, documenting, drying, cleaning, rehousing, repairing and relabeling of items damaged in a

disaster. See also Counter-disaster plan; Initial response procedures.

Recovery plan

A plan drawn up when a disaster happens to document the order for recovering damaged items and their proposed treatment. This plan is needed before the recovery phase can start. Unlike a counter-disaster plan, it cannot be prepared ahead of time because it will vary depending on the situation.

Recovery specialist

A person or organisation with expertise in some aspect of the recovery phase. This expertise may be in cleaning electrical equipment and office/storage areas, or in the treatment and restoration of specific items like paintings, books or furniture.

Recreation

the way in which a person chooses to spend time that is free and is apart from work and other tasks involved in providing and maintaining a livelihood.

Recreation facilities

includes tracks, walks, picnic areas, camping grounds, shelters, huts, bivouacs and toilets.

Refugia

places where species that were formerly more widespread survive following severe habitat modification.

Region

1. A geographical area which has a strong natural identity and homogeneity, for instance mountain or coastal region.
2. A territory with a significant economic identity or homogeneity for instance a space which is polarised around a metropolitan area, an area characterised by specific activities such as manufacturing industries.
3. A political-administrative unit governed by an elected regional assembly or administered by representatives of the national administration.
4. territory with a particular cultural identity and history regional language and culture, etc.

Regional development

the increase of wealth in a region and the activities leading to that increase. Regional development has a strong economic orientation, although it may also include social and cultural considerations.

Regional development policies

address in priority disadvantaged regions and support them through measures of infrastructure development, technological development, training and professional qualification and promotion of economic activities.

Regional ecosystem

Means a vegetation community in a bioregion that is consistently associated with a particular combination of geology, landform and soil. The regional ecosystem is a surrogate measure for biological diversity that is used as the basis for the protected areas system.

Regional planning

a branch of land-use planning dealing with the organisation of infrastructure, settlement growth and non-built areas at the scale of a region. Regional planning generally contributes to regional development, but may also fulfil additional objectives, such as sustainability in the environmental sense. Regional planning is generally understood as the spatial planning activities at regional scale.

Regional plans

the purpose of these is to assist regional councils and unitary authorities to carry out their functions. They are designed to address specific resource management issues



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for which regional councils and unitary authorities are responsible. Councils must decide what regional plans they will prepare. Plans may cover matters such as water management, soil conservation, natural hazard mitigation and air pollution.

Register

The book, file, computer database or similar system where objects in the museum's collection are recorded and which comprises the museum's legal record of its collection; the process of entering an object into the recording systems.

Registration

The process of entering an object into the recording systems of a museum by assigning a unique number, physically numbering the object, recording that number in a register and noting brief details of the object and its acquisition.

Rehabilitation

to return a degraded ecosystem or population to an un-degraded condition, which may be different from its original condition.

Relict (populations)

Populations which are left after all others have gone.

Repatriation

To return cultural objects to their traditional custodians or their descendants.

Repeat Business

Business that continues to return, thereby generating increased profits.

Replica

A copy, facsimile or reproduction of an item, usually a museum object;

An exact or faithful copy of an object, especially on a smaller scale. The term is usually used in reference to three-dimensional objects.

Reproduction

A copy or duplicate of an original item.

Reproduction

An exact or close imitation of a work of art, generally two-dimensional, as in a publication or document or on an exhibition wall panel.

Research

Systematic investigation or study to gain information about a place.

Reservation Systems (Automation Vendors)

Computerized systems leased to travel agencies offering airline, hotel, car rental and selected tour availability and bookings. Systems are affiliated with major carriers, including American (Sabre), United (Apollo), Eastern (System One), TWA (PARS), and Delta (DATAS II) and feature flight schedules of the sponsoring and other carriers, plus additional travel products.

Resorts

Resorts may be medium scale and specialised or large scale and diverse and are often destinations in their own right (they provide the motivation for a visit). They provide a range of accommodation forms and recreational facilities. Often with a theme focus (marina, health, golf) they generally cater for up market leisure and conference visitors.

Resource, education or secondary collection

Objects that do not meet a museum's acquisition criteria but are acquired and maintained for use as display props, in education programs, or for use or exchange to support the conservation of the formally acquired museum collection. Museums use a range of names for these kinds of adjunct collections.

Restoration

1. actions taken to modify the existing materials and structure of cultural objects to represent a known earlier state;
2. returning a place as nearly as possible to a known earlier state by reassembly, reinstatement and/or the removal of extraneous additions;
3. 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.
4. Restoration may involve the reassembly of displaced components, removal of extraneous matter (such as later additions or concretions), or reintegration (repair) using new materials (e.g. infilling holes or areas of loss).

Retail Agency

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

Retail Agent

Another term for travel agents who sell travel products directly to consumers.

Rights holders

Individuals, businesses or organizations that own the copyright on a work or other subject matter (e.g., authors, performers, producers, video game publishers, photographers, visual artists).

Risk assessment

The review and identification of all potential hazards, and sources of danger or loss, that could affect a museum's collections, workers, visitors, site, buildings, assets and operations.

Risk management

Having policies and procedures in place to assess, remove and/or minimise risks, and to deal effectively and responsibly with unforeseen events.

River basin management

River basin management refers to the management of the water resources in a river basin, comprising the main river, all its tributaries as well as ground water. Water management activities include the prevention of flooding, the control of activities which influence the level and quality of water resources (water extraction, punctual and diffuse pollution) and all measures necessary to maintain the ecological balance related to the hydrologic system of the basin.

Road

access way designed primarily for motorised vehicles; including public roads and off-road vehicle tracks, but excluding paths designed for wheelchairs.

Royalty

A sum paid to copyright owners for the sale or use of their works or other subject matter.

Rural area

The countryside refers to certain forms of landscapes and land uses where agriculture and natural areas play an important part. Rural areas are more and more diverse, as far as their economic base is concerned. While agriculture still plays an important part in numerous rural areas, other sources of income have developed such as rural tourism, small



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scale manufacturing activities, residential economy (location of retirees), production of renewable energy, etc. Many rural areas are multifunctional and a number of them are under the influence of metropolitan areas and large cities as a result of ever improved transport and communication facilities.

Rural development

Rural development is a specific aspect of territorial development. It originates in the fact that the industrial and urban society which has been prevailing in Europe for more than one century has left out from growth and development trends numerous rural areas, in particular the most remote and peripheral ones. Rural development has therefore become a priority of spatial development policies in most European States.



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Safeguarding

Safeguarding is used interchangeably with conservation, preservation and protection in the Convention and the Operational Guidelines.

Sales Mission

Where suppliers from one DMO travel together to another state of country for the purpose of collectively promoting travel to their area. Sales missions may include educational seminars for travel agents and tour operators.

Sales Seminar

An educational session in which travel agents, tour operators, tour wholesalers or other members of the travel trade congregate to receive briefings about tourism destinations.

Salvage

The act of saving objects from danger and destruction caused by a disaster. This includes drying, cleaning and repairing damaged items.

Scientific management

A management approach for analysing tasks; fitting workers to the tasks available; promoting cooperation between management and employees; and determining remuneration based on performance against predetermined (measured) standards. One of the earliest formalised systematic management techniques, from which the field of management evolved.

Scriptwriting

The process of producing text for museum/gallery displays.

Serial property

A serial property is a property nominated and/or inscribed in the World Heritage List as a series in accordance with Paragraphs 19 and 20 of the Operational Guidelines (UNESCO February 1996: 5-6).

Series

A series of cultural or natural properties situated in different geographical locations may be proposed for inclusion in the World Heritage List in a single nomination provided they are related because they belong to: (i) the same historico-cultural group or (ii) the same type of property which is characteristic

of the geographical zone (iii) the same geomorphological formation, the same biogeographic province, or the same ecosystem type and provided that it is the series as such, and not its components taken individually, which is of outstanding universal value (UNESCO February 1996: 6, Paragraph 19).

Services

Activities that accomplish tasks that clients want done but do not want to do themselves.

Setting

the area around a place, which may include the visual catchment.

Setting

A term used to describe the character of a place which takes into account its physical, social and managerial features. Settings on parks range from high-volume areas with signs, toilets and car parks to wild, remote locations.

Settlement structure

refers to the characteristics of the distribution of towns, cities, villages, hamlets, etc. at a wider scale. In this respect, differences can be made between: agglomerated regions (various settlements organised around a dominating metropolitan area), dispersed settlements (homogenous distribution of small and medium-sized urban entities over an area), polycentric settlement systems (organisation of a region around several urban entities), networks of cities (strongly interdependent urban entities in terms of functions without physical continuity), conurbations (groupings of various urban entities close to each other).

Significance

Heritage value. In relation to natural significance means the importance of ecosystems, biological diversity and geodiversity for their existence or intrinsic value, or for present or future generations in terms of their scientific, social, aesthetic and life support value. Cultural significance means aesthetic, historic, scientific, social or spiritual value for past, present or future generations.

Significance

Heritage value (see cultural significance, natural significance, above).

Significance

The historical, aesthetic, scientific or social values that a museum object or collection has for past, present and future generations.

Significance assessment

values attached to a historic resource.

Significance assessment

The process of studying and understanding the meanings and values of a museum object or collection, enabling the development of sound and reasoned judgements and statements about the importance of objects and collections, and their meanings for communities.

Skills audit

The process of formally identifying the skills and knowledge that workers have, in order to identify their strengths, areas where they could develop further and/or move into different roles, and training needs.

Sound recording

A recording, fixed in any material form, consisting of sounds, whether or not of a performance of a work; this excludes any soundtrack of a cinematographic work where it accompanies the cinematographic work.



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Spatial development

Spatial development refers to the evolution of territories in all their dimensions (economic, social, environmental, physical).

Spatial development policy

A policy promoting the development of space in accordance with general principles. Various public policies (sectoral and non-sectoral) should converge for the achievement of these general principles described in the Guiding Principles and in the ESDP.

Spatial planning

Spatial planning refers to the methods used by the public sector to influence the distribution of people and activities in spaces at various scales as well as the location of the various infrastructures, recreation and nature areas. Spatial planning activities are carried out at different administrative or governmental levels (local, regional, national), while activities of co-operation in this field are also implemented in cross-border, transnational and European contexts.

Special area

any nature reserve, scientific reserve, wildlife sanctuary, wilderness area or national park.

Special purpose material

Objects held by museums which do not meet acquisition criteria and hence are not registered. Normally they are used as props or for educational or exchange purposes.

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Objects held by museums which do not meet acquisition criteria and hence are not registered. Normally they are used as props or for educational or exchange purposes.

Specially protected areas

protected areas conservation parks, wilderness areas, ecological areas, sanctuary areas, watercourse areas.

Species

A group of organisms capable of interbreeding freely with each other but not with members of other species.

Species recovery plan

a plan of action intended to halt the decline of a threatened species and increase its population.

Spirit of the Convention (World Heritage Convention, UNESCO)

The term spirit of the Convention refers to the special qualities of the Convention as an international heritage protection instrument reliant on collective international protection, the notion of outstanding universal value, and the conservation of both natural and cultural heritage in a single protective instrument.

Sports fish

introduced fish sought by freshwater anglers, mostly trout or salmon.

Stabilization

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

Stakeholder

Someone who may be a winner or loser of a decision that influences (positively or negatively) that person or group's wellbeing now or in the future. Stakeholders can include local communities, neighbouring communities, special interest groups, tourism operators, local and regional governments, unions, shareholders and regulatory bodies, other government agencies at local, regional, national, federal levels, landholders, community and industry, and the general public.

Standard

An accepted or approved level of excellence or quality.

Stately Historic Homes

These are generally small scale and possess the character and ambience of the grand homes of the past. Usually licensed for guests and catering primarily to the business meeting and short break indulgent leisure markets and generally owner operated. Tourism investment helps to preserve and promote the heritage and inherent character of these buildings.

Statement of Purpose

A short summary of a museum's overarching aim.

Statement of significance

A set of words explaining simply why a place or item has value in heritage terms.

Statement of Significance

Significance statements describe the importance or distinctiveness of the area. These statements are based on resource inventories, but are more than an inventory. Significance statements may exist in area legislation, legislative histories, scientific and historical studies, or general management or strategic plans; the planning team needs to revisit these and update or clarify them if necessary.

Example: Park Significance: Petroglyph National Monument. The monument contains one of the largest concentrations of petroglyphs in North America and represents an extensive record of peoples for whom we have few written records. The monument has outstanding research potential because the petroglyphs are numerous, have retained their integrity, are an outstanding example of Rio Grande style, and are close to other associated archaeological resources. The Piedras Marcadas pueblo ruin is one of the largest pueblos of its time period in the Rio Grande valley. The monument's natural and cultural landscape (escarpment, volcanic cones, and surrounding open space) and long vistas are major elements that define Albuquerque's western horizon and provide opportunities to experience contrasts with a growing urban environment.

Statutory damages

Damages, within a range established by the Copyright Act, that an owner of copyright may claim against an infringer without having to prove actual damages.

Stewardship area

a conservation area that is not a marginal strip, watercourse, conservation park, ecological area, sanctuary area or wilderness area, or land.

Strategic

planned approach to a problem or issue.

Strategic environmental impact assessment

The Strategic Impact Assessment does not refer to the likely impacts of individual projects (as in the case of the EIA), but to the likely environmental impacts of certain plans and programmes.

Strategic plan

A document produced by an organisation which defines for it a desired future and the means to bring it about.

Strategic planning

an approach that analyses issues and develops policy or a course of action based on this analysis.

Strategy

Plan or technique for achieving set aims or objectives.



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Suburbanisation

Suburbanisation is a process related to the development of suburbs around large cities and metropolitan areas. The process of suburbanisation is generated by the growth (increase of total population) as well as by internal restructuring of cities.

Succession / succession planning

Succession is the act, process or right by which one person succeeds to the office of another. Succession planning is part of managing an organisation's human resources with the future in mind. It involves evaluating the skills, knowledge and personal qualities needed for key roles in management and on governing bodies, and planning ways to effectively meet these needs should such roles have to be filled by new people.

Supplier

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

Supplier

Those businesses that provide industry products like accommodations, transportation, car rentals, restaurants and attractions.

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.

Sustainability

the use of the components of an ecosystem in ways that allow for the perpetuation of the character and natural processes of that ecosystem.

Forms of progress that meet the needs of the present without compromising the ability of future generations to meet their needs'; Underlying philosophy: the beliefs, values or tenets that support an organisation's specific approach, policy or practice.

Sustainability assessment

A high percentage of the costs and environmental burden of products and processes are determined in early stages of design, often causing impacts for 20 years or more. Sustainability assessment is a method which has been developed to support enterprises in order to make products and services more sustainable.

Sustainability Indicators

are measures of information with which decision makers reduce the changes of unknowingly taking poor decisions.

Sustainable

Able to be carried out over time without damaging the long-term health and integrity of natural and cultural environments. Able to be carried out without damaging the long-term health and integrity of natural and cultural environments, while providing for present and future economic and social wellbeing.

Sustainable development

A term used to mean development that meets Sustainable the needs of the present generation without compromising the Development (ESD) ability of future generations to meet their needs. Sustainable development is the term more commonly used throughout the world. The term ESD was coined to counter interpretations of sustainable development by some people which placed undue emphasis on economic sustainability alone.

Sustainable management

managing the use, development, and protection of natural and physical resources in a way or at a rate that enables people and communities to provide for their social, economic and cultural well-being and for their health and safety while (a) sustaining the potential of natural and physical resources (excluding materials) to meet the reasonable foreseeable needs of future generations, (b) safeguarding the life-supporting capacity of air, water, soil and ecosystems, and (c) avoiding, remedying, or mitigating any adverse effects of activities on the environment.

Sustainable tourism

meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

Sustainable tourism

Tourism which can be sustained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.



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Target Audience/Market

A specific demographic, sociographic target at which marketing communications are directed.

Tariff

A standard charge for the use of copyrighted works, such as fees paid for the reproduction of musical works for satellite radio services, or for the retransmission of distant radio and television signals.

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.

Technological neutrality

A principle that the law should not be limited to current, existing technologies. Under this principle, laws should be designed to reflect the reality of rapidly evolving media and technologies associated with copyright works and stand the test of time.

Technological protection measures (TPMs)

A technological protection measure (TPM), or a "digital lock," is a technological tool used to restrict access to or copying of a work. TPMs can include measures that

1. Protect against copying and other acts that infringe copyright;
2. Protect against accessing copyrighted works.

Technological risk

A technological risk is necessarily related to human activities in the fields of manufacturing and energy production, transport, buildings, public works, etc. Risks due to industrial, nuclear, mining and subterranean activities or risks due to the transport of hazardous substances (by land, river or sea) or the threat of a dam rupture are all considered major technological risks.

Technopole / Technology centre / Technology park / Science park

A technopole (also called technology centre, technology park or science park) refers to an area where numerous private and public activities pertaining to research and development, technological development, technology transfer, high-level scientific education, high-tech manufacturing activities and services, etc. are concentrated. In numerous cases, technopoles encompass one or several specialised cluster(s) of high-tech enterprises, incubators for startups, a business and innovation centre, consultancy clusters.

Territorial cohesion

The concept of territorial cohesion is an overarching objective of territorial development of the Guiding Principles and of the ESDP. It is generally considered as complementary to the objectives of economic and social cohesion and aims at promoting a harmonious and homogeneous development of the entire territory.

Territorial co-operation

Territorial co-operation is understood as the development of joint activities related to territorial development policies for areas belonging to various administrative jurisdictions. Territorial cooperation is particularly important along national borders, but it is also relevant between administrative units of the same State. The aim of territorial cooperation is to facilitate territorial integration and to promote more competitive and sustainable forms of territorial development than would result from individual, segmented territorial development policies without cooperation. Territorial cooperation is driven by public authorities of the various levels, but it may associate other types of stakeholders (NGOs, private sector, civil society).

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Territorial development

Territorial development is understood as the process through which the geography of territories inhabited by human societies is progressively transformed. It involves physical components (infrastructure, landscapes and townscapes, etc.), but also the territorial structure or settlement pattern, i.e. the geographic distribution of population and human activities, in particular the size of and relationships between cities.

Territorial efficiency

resource-efficiency with respect to energy, land and natural resources; competitiveness of the economic fabric and attractiveness of the territory; internal and external accessibility; capacity of resistance against de-structuring forces related to the globalisation process; territorial integration and cooperation between regions;

Territorial governance

Territorial governance is a global concept which characterises the way how spatially-relevant policies, considered together, are applied. Territorial governance is assessed against its contribution to the achievement of the objectives of spatial development policies. It is the result of the quality of multi-level and cross-sectoral relationships in the field of public policies. It refers to horizontal and vertical cooperation in the shaping and implementation of these policies. In this respect, the principles of subsidiarity and reciprocity advocated in the Guiding Principles, are of particular relevance.

Territorial identity

presence of "social capital", capability of developing shared visions of the future; local know-how and specificities; productive "vocations" and competitive advantage of each territory.



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Territorial impact assessment

Territorial impact assessment is a method which aims at identifying the impacts that all types of spatially-relevant public policies, measures and projects may have on the territory, especially on territorial sustainability and cohesion. In this respect, the territorial impacts to be identified may be of economic, social, environmental and cultural nature. They may be related to changes in accessibility, biodiversity, locational preferences, regional/local employment opportunities, quality of life, etc. Territorial impact assessments are required because numerous sectoral policies/projects influence the evolution of the territory without necessarily contributing to the implementation of the objectives of spatial development policies.

Territorial potential

It has been recognised that each area has a specific potential (or capital) which is distinct from that of other areas and which is determined by a series of factors which may include the area's geographical location, size, endowment with factors of production and infrastructures, climate, natural resources, quality of life and of the environment or the agglomeration economies provided by its cities, the business incubators, industrial districts or other business network which reduce transaction cost. Other components are of more social and cultural nature, comprising factors such as traditions, understandings, informal rules that enable economic actors to work together under conditions of uncertainty, solidarity, mutual assistance. The concept of territorial potential comprises also a more intangible dimension related to the outcome of a combination of institutions, rules, practices, actors such as producers, researchers and policy makers that make a certain creativity and innovation possible.

Territorial quality

the quality of the living and working environment; comparable living standards across territories; similar access to services of general interest and to knowledge.

Thematic studies

Thematic and regional studies of cultural and natural heritage are important contributions of the Global Strategy. Such studies provide the comparative basis from which to evaluate the outstanding universal value of properties nominated for inclusion in the World Heritage List. In recent years a number of regional and thematic meetings have been held on the subject of cultural landscapes of outstanding universal value.

Thesaurus

A word list providing standard, consistent terminology for use in describing, indexing and cataloguing objects.

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A word list providing standard, consistent terminology for use in describing, indexing and cataloguing objects.

Threatened (species)

a term used to mean vulnerable or more loosely used to include rare, vulnerable and endangered species.

Time shifting

The recording of programming (e.g., a TV show) to a device or medium to be viewed or listened to at a more convenient time.

Tour

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

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.

Tour Operator

Develops, markets and operates group travel programs that provide a complete travel experience for one price and includes transportation (airline, rail, motorcoach, and/or ship), accommodations, sightseeing, selected meals and an escort. Tour operators market directly to the consumer, through travel agents and are beginning to be listed on computerized reservation systems.

Tour Wholesaler

An individual or company that sells tour packages and tour product to travel agents. Tour wholesalers usually receive a 20% discount from accommodations, transportation companies and attractions and pass on a 10 to 15% discount to the retail agent.

Touring routes

Either a journey (a primary themed route between clusters) or a trail (a localised special interest or themed route within a cluster or off a journey).

Tourism

The activities of persons travelling to and staying in places outside their normal place of residence for pleasure, business, holiday, recreation and to visit friends and relatives. It is also the business of providing goods and services to facilitate such activities; organised touring, operation of tours as a business; provision of things and services that attract tourists.

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.

Tourism cluster

A critical mass of competitive tourism product including one or more major attractions in a concentrated geographical area. Often interacts with other industry clusters such as in the Tamar Valley with its wine cluster.

Tourism development framework

Provides the framework for the representation of how visitors perceive Framework and experience Tasmania (based on tourism clusters connected by touring routes), and facilitates development strategies and the planning and provision of supporting infrastructure.

Tourism supply

relates to all that is put on offer to tourists within a destination be it facilities or services.

Tourist/Visitor/Traveler

Any person who travels either for leisure or business purposes more than 100 miles (round-trip) in a day or who stays overnight away from his/her primary domicile.

Town and country planning

Town and country planning is an expression originating from the UK (Town and Country Planning Act of 1947 adopted in the immediate post-war period in response to industrialisation and urbanisation) which has also been largely used on the whole European continent and comprises a sector of public policies encompassing various activities, such as land-use planning, urban design, landscape planning, urban renewal, transport planning, the development of facilities and utilities, etc. The global aim of town and country



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planning is to maintain a balance between economic development, social welfare and the environmental quality.

Trademarks

Words, symbols or designs (or any combination of these) used to distinguish the wares or services of one person or organization from those of others in the marketplace.

Traditional Hotels

Small to medium scale hotels generally more than 50 years old. Typically the Australian 'country pub', often renovated to provide the charm of yesteryear with the comfort and convenience of modern facilities – at an affordable price. Can be in city locations but usually in near CBD and country locations.

Traditional knowledge

Refers to the knowledge and practices of indigenous communities like Aboriginal, Inuit and Métis etc. Developed from experience gained over the centuries and adapted to the local culture and environment, traditional knowledge has been transmitted orally from generation to generation. It tends to be collectively owned and takes the form of stories, songs, folklore, proverbs, cultural values, beliefs, rituals, community laws, local language, and healing and agricultural practices.

Traditional site

a place or site that is important by reason of its historical significance or spiritual or emotional association.

Transmission

The World Heritage Convention and the Operational Guidelines do not specifically define transmission. Throughout the Convention reference is made to the "identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage". Article 5 of the Convention makes reference to a number of "effective and active measures" that can be taken by States Parties in ensuring this "identification, protection, conservation, presentation and transmission" (UNESCO 1972).

Transnational co-operation

is a more recent type of territorial cooperation stretching across national borders over large areas (Atlantic Arc, Baltic Sea Region, Mediterranean Sea Basin, Black Sea Basin, etc.). Cooperation is more focussed on specific strategic issues, such as networks of metropolitan areas, promotion of the maritime economy of coastal regions, general improvement of accessibility, large-scale measures related to the enhancement of the natural and cultural heritage, etc.

Travel

Leisure and other travel including travel for business, medical care, education, etc. All tourism is travel, but not all travel is tourism.

Travel Agent

An individual who arranges travel for individuals or groups. Travel agents may be generalists or specialists (cruises, adventure travel, conventions and meetings.) The agents receive a 10 to 15% commission from accommodations, transportation companies and attractions for coordinating the booking of travel. They typically coordinate travel for their customers at the same or lower cost than if the customer booked the travel on his/her own.

Travel agents

accommodation retailers, dealing directly with customers.

Travel Product

Refers to any product or service that is bought by or sold to consumers of trade including accommodations, attractions, events, restaurants, transportation, etc.

Travel Seasons

Travel industry business cycles including: Peak: Primary travel season; Off Peak: Period when business is slowest; Shoulder: Period between peak and off peak periods when business is stronger, but has room for growth.

Trust funds

An arrangement by which property is put under the ownership and control of a person (trustee) who bears the responsibility of administering it for the benefit of another (beneficiary).



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Urban area

An urban area is an area which physically forms part of a town or city and is characterised by an important share of built-up surfaces, high density of population and employment and significant amounts of transport and other infrastructure (as opposed to rural areas). Urban areas may also comprise non built-up, green areas generally used for recreational purposes by urban dwellers.

Urban design

Urban design is a traditional discipline of urban planning which was particularly in fashion when urban planning was essentially expressed by building plans. Urban design was also particularly used in the planning of new towns, encompassing the layout of entire cities. More recently, its focus is put on the planning of public spaces, including the totality of spaces that are used freely on a day-to-day basis by the general public, especially streets and parks.

Urban development

Urban development can be understood as the evolution of a specific (urban) area or as the various activities contributing to develop this area. Promoting urban development means acting towards the enhancement of the various economic, social, environmental and cultural potentials of cities and urban areas.

Urban ecosystem

An urban ecosystem is the community of plants, animals and humans that inhabit the urban environment. Although it is an area physically dominated by built structures like buildings, roads, sewers and power lines, it also contains a rich patchwork of green spaces (parks, yards, street planting, greenways, urban streams, commercial landscaping and unbuilt lots) that provide the living heart of the urban ecosystem.

Urban management

In the general context of spatial development policies, urban management comprises a set of public policies developed and applied at local or metropolitan level addressing a wide range of issues in the fields of land-use planning, transportation, housing, urban renewal and reconversion of derelict land and brownfield sites, environmental protection, waste management, energy and water supply, provision of services and facilities, economic development, social cohesion

and integration, protection and enhancement of the cultural heritage, cultural promotion and development, etc.

Urban planning

Urban, city or town planning is the planning discipline dealing with the physical, social, economic and environmental development of metropolitan regions, municipalities and neighbourhoods³⁰. The expression of urban planning consists in elaborating land-use and building plans as well as local building and environmental regulations.

Urban regeneration and revitalisation

aims at transforming the obsolete socio-economic base of certain urban areas into a more sustainable socio-economic base through the attraction of new activities and companies, modernisation of the urban fabric, improvement of the urban environment and diversification of the social structure.

Urban rehabilitation and restoration

aims mainly at regenerating and conserving the built heritage or the urban environment, including the ecosystems. In addition to the refurbishment of historical buildings and townscapes, such activities also comprise the modernisation and upgrading of technical facilities and the respect of environmental and security norms and standards.

urban renewal

aims at replacing impoverished urban neighbourhoods and derelict areas by large-scale projects related to housing, services, transport systems, recreation areas, etc. Sometimes, the costs of urban renewal for living communities is high and this type of activity is nowadays less frequently carried out than some decades ago.

Urban sprawl

Urban sprawl is the unplanned, uncontrolled spreading of urban development into areas adjoining the edge of a city. The term is also used to designate the expansive, rapid and sometimes reckless growth of a greater metropolitan area over a large area. Urban sprawl is characterised by several land-use patterns such as single-use zoning (commercial, residential, industrial), car-dependent communities, low-density land-use but larger scale of development than older established areas (wider roads, larger stores with expansive parking lots) and lack of diversity in design, sometimes creating a sense of uniform urban environment.

Urban structure

A morphological /functional appraisal and analysis of towns, cities and other settlements makes possible to identify their structure. The urban structure is characterised by the main elements and functions existing inside the urban area, such as the morphology of the city (compact or dispersed, single nucleus or multiple nuclei), the distribution of urban areas according to age (medieval, post-war, etc.), to main functions (commercial, housing, industrial, recreation, etc.), to social distribution and organisation (poor and derelict areas, gentrified areas, middle-class areas, areas with a high proportion of immigrants, etc.), the main characteristics of transport and communication axes (road system, public transportation system).

Urbanisation

Urbanisation is a long-term process which characterises both the increasing share of population living in towns and cities and the growth of urban areas.

Urban-rural partnerships

Rural-urban interactions can be defined as linkages across space (such as flows of people, goods, money, information and wastes) and linkages between sectors (for example between agriculture and services and manufacturing). In broad terms, they also include "rural" activities taking place



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in urban centres (such as urban agriculture) and activities often classified as “urban”, such as manufacturing and services) taking place in rural settlements.

Use

the functions of a place, as well as the activities and practices that may occur at the place.

User groups

Groups of persons, businesses or organizations with common interests (e.g., consumers, educators, libraries, archives, museums, researchers, software developers) that use copyrighted work or other subject matter in the course of their usual activities.

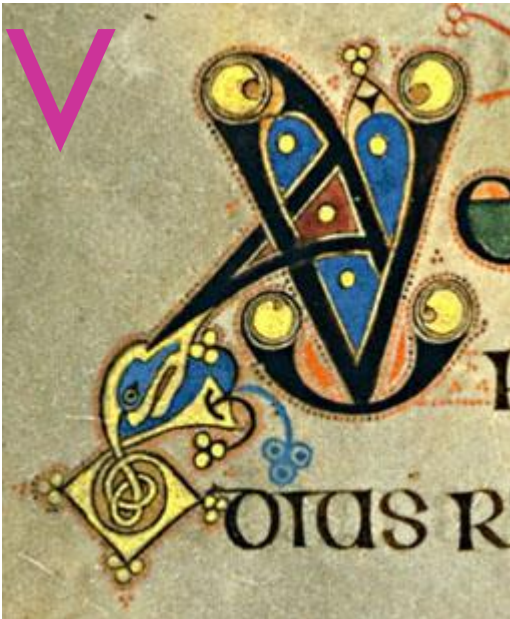


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Vulnerable

a plant or animal believed likely to move into the endangered category in the near future if the causal factors continue

Vernacular architecture

relating to, or being the common building style of a period or place.

Vision statement

A written description of what an organisation will be if it succeeds in implementing its strategies and achieves its full potential.

Visitor experience diversity

a system for classifying outdoor and indoor experiences. It identifies opportunities along a continuum from urban to wilderness. It has eight main categories and provides both an inventory and planning process.

Visitor

visitors are people who visit lands managed for recreation; participating in activities for personal satisfaction, interest or enjoyment. Visitors include adults and children and they may either arrange their own visit or use the services of a concessionaire. The term 'user' can also be used to describe 'visitor'.

Visitor experience

what people do, sense, feel, think, and learn; it includes knowledge, attitudes, behaviors, and values; it is affected by experiences prior to the visit and affects behavior after the visit.

Volunteer

A person who, without remuneration, contributes his or her time, knowledge, skills and effort to a cause.

Volunteer policy

A written statement guiding a museum's aims, practices and procedures for managing volunteers. This type of policy covers activities and issues such as recruitment, rights and responsibilities, coordination, mentoring, insurance, recognition, training, safety and security.

Vouchers

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



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**Walkway**

an area of land that has been declared a walkway or an area of land over which a walkway has been established.

Water

in all its physical forms and includes freshwater, coastal water and geothermal water.

Wetlands

areas that are permanently or periodically wet and animals living in wetlands are adapted to, and often dependent conditions for at least part of their life cycle. The pattern of inundation productivity of the soils and the plant and animal communities.

Wildlife

all animals that are living in a wild state.

Wind-up clause

A statement in a museum's constitution or other legal framework to ensure that, in the event of the museum's permanent closure (or 'winding up'), the future of the collection is secured according to recognised museum ethics and codes of practice.

World Heritage

The preamble to the World Heritage Convention states that parts of the cultural or natural heritage are of outstanding interest and therefore need to be preserved as part of the world heritage of mankind as a whole (UNESCO 1972: Preamble). Paragraph 1 of the Operational Guidelines refers to the World Heritage (cultural heritage and natural heritage) as being among the priceless and irreplaceable possessions, not only of each nation, but of mankind as a whole. The loss, through deterioration or disappearance, of any of these most prized possessions constitutes an impoverishment of the heritage of all the peoples in the world. Parts of that heritage, because of their exceptional qualities, can be considered to be of outstanding universal value and as such worthy of special protection against the dangers which increasingly threaten them (UNESCO February 1996: 1).

World Heritage areas

Those properties inscribed on the World Heritage list by the United Nations Educational, Scientific and Cultural Organization.



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Zoning

important component of land-use planning. It commonly includes regulation of the kinds of activities which will be acceptable on particular lots (such as open spaces, residential, agricultural, commercial or industrial), the densities at which those activities can be performed, the amount of space structures may occupy, etc.



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