

## Time-share

Located in popular tourist destinations, time-shares are basically individually owned "apartment intervals", sometimes also called "vacation ownerships", that allow the owner (the purchaser of time-sharing) access to the accommodation usually for a specified time interval (e.g. one week) at a fixed period of time of the year. The arrangement is usually a permanent one. There is a worldwide exchange service allowing the owner to swap his own "interval" at one destination with someone owning the same "interval" somewhere else in the world. Time-share accommodation may be part of a hotel, resort or condominium.

Once the least-understood segment in hospitality, vacation ownership has breached the mainstream and so global players have entered the market. Today, the time-share industry includes some of the largest and most respectable brand names in the hospitality industry, such as Marriott, Hilton and Hyatt. Market surveys have shown that what time-share customers want most is flexibility. Therefore the time-share exchange companies have recently come up with the idea of redeemable bonds, replacing the original seven-day model by a growing array of points-based exchange systems. Where location was once the sole variable, time-share owners can now convert their original investment into points. These points can be traded to tailor the owner's vacations, making them shorter or longer, or making them more attractive by the option of amenities such as car-hire or a cruise. The whole product is marketed under the premise that the target audience is a wealthy customer looking for an alternative to owning a summer or winter home without having to look after it all year round.

■ **ownership** = vlastnictví, **fixed period** = pevně dané období, **worldwide** = celosvětový, **exchange service** = výměnná služba, **to swap** = směnit, **mainstream** = hlavní proud, **global player** = světový hráč, **market survey** = průzkum trhu, **redeemable** = zpeněžitelný/kompenzovatelný, **to convert** = přeměnit, **to tailor** = ušít na míru/uzpůsobit, **cruise** = plavba

## Business Travel

Business travel has changed under the pressure of increased divergent expectations of business travellers. Corporations are becoming increasingly cost-conscious. Pressure to reduce expenses and advances in communication technologies have also called business travel into question. The speed of e-mail transmissions, and the capacities of teleconferencing have eliminated some of the reasons for business travel. However, there are still some segments that are based on face-to-face interaction. These segments often incorporate segments of leisure travel, as can be seen below. These segments are collectively referred to as MICE market (meetings, incentive, conventions and expositions). The growing demands and needs of business travellers encourage the upgrading of business hotels. Only those who offer fully equipped business suites and state-of-the-art flexible conference facilities can survive the tough competition in the business travel market. The importance of business tourism comes not only from being an "all-year-round" or as it is sometimes also called a "weather independent" activity, but it is also a source of income for highly urbanized and industrialized areas with almost no tourist attractions.

■ **business traveller** = obchodní cestující, **corporation** = obchodní společnost, **cost-conscious** = uvědomující si/sledující náklady, **expenses** = výdaje, **advances** = pokrok, **convention** = setkání velkého počtu lidí, velká konference, **business suites** = nepřekládá se, **state-of-the-art** = jedinečný, výjimečný, **all-year-round activity** = celoroční aktivita

## Incentive Travel

Incentive travel refers to the segment of business travel that uses the allure of a trip as an incentive or reward for the employee's achievement. A typical example of incentive travel would be a company-paid vacation to a resort for top-performing salespersons. Another form of incentive travel includes motivational seminars, team-building and business-related group activities, presentation of new products, introduction of a promotional campaign or training programmes in some attractive destinations. "Survival programmes" for managers are becoming very popular as they can practise many crisis management skills there. Incentive groups generally consume a lot of services. The participants travel on corporate accounts and socializing is very important for them. They need accommodation, food and beverage services as well as conference facilities. A rich additional cultural programme is prepared for spouses of the participants. This segment of tourism has the potential to change the seasonal pattern of tourism in a destination, because incentive trips for companies are usually organized during low- or off-seasons.

■ **incentive** = pobídka, **incentive travel** = incentivní turistika, **reward** = ocenění/odměna, **achievement** = pracovní výsledky, **top-performing salesperson** = obchodník se špičkovými pracovními výsledky, **survival** = přežití, **crisis management** = krizový management

## 'Roots' Tourism

Sometimes also called nostalgic tourism or 'visiting friends and relatives' (VFR) tourism, 'roots' tourism refers to tourists visiting their ancestral home areas or places where they previously lived, worked, studied or fought. Genealogy has become quite popular recently and so there are some countries, such as Ireland, for which VFR tourism represents really a good business.

**root** = kořeny, **genealogy** = genealogie

## Residential Tourism

Another segment connected with a changed life-style aims at the development of vacation and retirement homes, sometimes also called second homes. It can generate economic benefits to the local area from purchases made locally and from property taxes, which may help support community infrastructure, facilities and services. It is now a common practice to include residential units into integrated resorts. However, if not carefully planned and well managed, it may result in overloading the local infrastructure, loss of community identity, escalation of land and housing prices and environmental problems caused by e.g. poor design or poor sewage and solid waste management.

■ **vacation** = prázdniny, **retirement** = důchod, **property tax** = daň z majetku, **to overload** = přetížít, **to escalate** = vyšroubovat, **sewage and solid waste management** = hospodaření s odpadními vodami a pevným odpadem

This is a broad segment referring to tourism based on specific interests of tourists ranging from bird-watching (birding), wild orchid viewing, learning about natural medicine, historic architectural styles, studying local craft, design and production, to theatre going, studying local folk dances, etc. Special interest tourism does not require luxury facilities or services, but needs to be well organised and have detailed and accurate information about the theme available.

**bird-watching** = pozorování ptactva, **wild orchid viewing** = prohlížení si divokých orchidů, **natural medicine** = přírodní medicína, **local craft design** = design místních řemesel, **accurate information** = přesná informace

## Adventure Tourism

Adventure tourism is very popular especially among young assertive people keen on outdoor activities, often including adrenalin sports (also called extreme sports) or exploring remote areas with little infrastructure.

■ **adventure** = dobrodružství, **assertive** = asertivní/sebevědomý, **outdoor activity** = činnost v přírodě, **remote** = odlehlý