# The Dictionary of Hospitality, Travel, and Tourism

Third Edition

Charles J. Metelka, PhD
University of Wisconsin—Stout

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### Introduck

Tourism has emerged as a distinct and impret scipline. It tioners have entered the field from a variety of backgrounds, using a professional vocabulary that applies, in part, to the pheno non variously known as tourism, hotel administration, restaumanagement, hospitality, and the travel industry.

The boundaries of contemporary tourism are far from beindentified, and even farther from being agreed upon. While it is understandable that each practitioner has an individual viewpoint on tourism, this parochialism has limited the development of a tourism vocabulary to a number of glossaries. Increased recognition of tourism as a world-wide phenomenon makes it important that persons wishing information on the terms used in the discipline have access to a reference work that is not so limited.

To be sure, a number of professions have been popularly defined as tourism; even the casual observer tends to equate it with airlines, hotels, and travel agencies. In a larger sense, however, tourism is first and foremost a human activity that has some categories of business associated with it. Hotels are not tourism even if some percentage of their occupancy is derived from tourists. Airlines are not tourism; they are merely a contemporary facilitator, as were once the railroad and steamship. Tourists do not need travel agencies per se; they need information. Nevertheless, because this dictionary is a reflection of the tourism industry as it exists today, the user will find that transportation and travel agency terms predominate. One must not confuse the businesses associated with tourism with tourism itself, for the businesses only provide contemporary service to a phenomenon that transcends any one form.

Tourism is a human activity that, by its nature, draws from many established disciplines but transcends any one of them. The study of tourism must begin with the issues, problems, and potentials of tourism itself rather than with efforts to extend the limits of the traditional disciplines. While tourism is not geography, history, architecture, law, economics, transportation, or sociology, the knowledge of these and other disciplines contributes to what we already know as well as to what we seek to discover.

for part of their livelihood to tourism.

of tourism professional must in turn be disciplines, at least to the extent that they don't know. The tourism half of a coordinator, sensitive to the many lalties need a successful able to communicate effectively heach specialist. Recognition of this need to communicate in hy ways is perhaps most upparent when one reads the front pages burism destination area to recipapers. Tourism is at once a commercial, economic, social and cultural dynamic force. It may be bought of as an impressive complete of human cooperation.

eet of professionals recognize tourism rs, travel agents, restaurateurs, city convironmentalists, and marketing

The rate and magnitude of hange within the domain of tourism have reached crisis proportions in recent years. January 1, 1985, marked the end of the Civil Acconautics Board and initiated a continuing process of fundamental restructuring. Old institutions, including the Air Traffic Conference, are gone, taking with them a multitude of terms that held meaning for the industry, such as part-charter, antitrust immunity, and conference appointment. At the same time new agencies and concepts have come on the scene, for example the Airlines Reporting Corporation, off-peak, preferred supplier and waitron. No part of the industry is immune, as leveraged buyout, acid rain, baby boomers, wind shear, fast food, and similarly once-unknown terms have significantly altered our view of the present and future.

Technological change has also contributed to the necessity for a tourism dictionary. Computerese has become a second language, generating a litany of tourism words and concerns about the impact of such applications as remote ticketing, the universal hotel voucher, point-of-sale terminals, and telecommunications.

The customers for tourism, goods and services are also reacting to and initiating changes. International monetary policies continue to have major effects. Age and geographic distribution trends will influence business decisions for decades. Whatever our professional differences and difficulties, the consumer is rapidly embracing tourism as a vital part of everyday life. The restaurant is fast becoming the family conversation/interaction center as meals at home tend to be consumed in schedule-imposed solitude. Hotels offer home-like amenities as one's residence acquires the facilities of a posh resort. Underlying this complexity of market transformations is the fact that

consumers have come to expect more from every business, organization, and person in tourism in terms of quality, accuracy, variety, convenience, value, and professionalism.

Every category of envisioned user has a vested interest in the subject and the accuracy of what is communicated. Students enrolled in tourism and hospitality courses constitute the major market for this book. The Dictionary will serve as an authoritative resource to decipher the terminology of a variety of courses.

Persons employed in the industry constitute a second market. The Dictionary will increase the productivity, accuracy and confidence of someone new to the industry, especially if this book is a part of the training process. So too, the seasoned employee may find that The Dictionary is a source of support in a rapidly changing environment.

Finally, The Dictionary was developed with the tourist, the client, the visitor, and the traveler in mind. By whatever name, the consumers of this industry's services must be adde to make informed choices. They are the people who will enjoy an indure—the consequences of the terminology contained in this work

The task of compiling a dictionary of tourism terms was at once frustrating and satisfying. Frustration took many forms; words are patently inaccurate and limiting from used to describe a human activity as old as humanity itself, global in variety, and interplanetary in aspiration. Entries were solveted from among words and terms that are frequently used and considered important by at least one part of the tourism industry or are used in the academic study of the theory of tourism. Every effort has been made to provide definitions that transcend the author's preferences and biases.

This third edition also includes two appendices listing addresses for associations as well as trade periodicals. The first appendix lists the addresses of associations, organizations, and governmental bodies involved in hospitality, travel and tourism. The second appendix provides addresses for periodicals, journals, and newsletters. In addition to being informative, it is hoped that these is attest to the breadth and complexity of this world industry.

While comprehensive, the dictionary is inevitably far from complete. Trade associations were entered only if they were national in scope for the United States and multinational outside the United States. Cities and established destination areas and attractions were not included. Federal government agencies somehow involved in tourism are at best sampled, as this list alone would be unending. Similarly, only a sampling of activity options has been provided, for this too would constitute an infinite list. One final category of content

omissions should be noted: while it is evident that numerous geographic locations conjure up strong tourist images, it was not thought necessary to duplicate existing tourism geography texts.

The Dictionary of Hospitality, Travel and Tourism was developed in the hope that its entries, definitions, and even its omissions will serve to advance the study and practice of tourism by disseminating information and encouraging discussion and creative disagreement. The author and the publisher welcome additions and corrections for inclusion in later editions.

This dictionary exists because of the encouragement, patience, and assistance of many people. Special appreciation is reserved for my wife, Kathleen, who served as editor and repeatedly demonstrated her ability to cope with neurotic behavior.

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AAA See American Automobile Association.

AACVB See Asian Association of Convention and Visitor Bureaus.

AAR See Association of American Railroads.

AATE See American Association of Travel Editors.

ABA See American Bus Association.

Abacus Computerized reservation system developed by Cathay Pacific, Singapore and Thai Airlines.

ABBA See American Bed and Breakfast Association.

aboard On a ship, aircraft, train, or other mode of transportation.

abroad In or traveling to a foreign country.

absorption Practice in which a transportation or accommodation supplier accepts the lesser of two rates when a difference between the regular rate and a lesser rate exists due to published special requirements. For example, an airline will accept or in effect absorb the difference between a regular fare and a lesser fare caused by computing a joint fare.

ACAP See Aviation Consumer Action Project.

Accelerated Specialized Inspection System Test (ASSIST) Singlestop inspection point for speeding up both customs and immigration formalities.

acceptance of risk legislation See inherent risk legislation.

access code Combination of characters used to gain entry to a data base.

accessing procedure Means of entering a part of a computer's memory.

Some sort of access code must be known or assigned to allow retrieval of

information. See also access code.

access roads See feeder roads.

access time How long it takes a computer to store or retrieve information. accommodation capacity See hotel capacity.

accommodation industry General term encompassing the many forms of commercial accommodations.

accommodations Lodgings of any sort for the traveler. Commercial lodgings are paid for—in effect rented—by someone who provides this service for a fee. Noncommercial accommodations include vacation or second homes, user-provided tents or campers, or staying with friends or relatives.

accordion fold Method of folding paper along pleats, used for maps or brochures.

account executive Employee responsible for the management of a customer's account, also known as a "sales representative."

accounts receivable Monies owed to a business by its customers. While it is increasingly common for such records to be maintained and instantly updated electronically, the following accounting terms apply: house ledger, tray ledger, front office ledger, transient ledger and room ledger. All are records of charges incurred by a guest on the property, i.e., while

- in the "house." The city ledger is a record of charges incurred by persons not registered as guests on the property but who maintain an account via restaurant use or shopping. See also folio.
- **accreditation** Official recognition by an association or conference that specific requirements and preconditions have been met thereby permitting a person or agency to conduct business.
- acculturation Process of interaction between two societies or groups that results in some degree of cultural change. While it is recognized that the tourist may change slightly because of interaction with the residents of a destination area, the area residents usually experience the greater pressure to adopt the ways of the tourist.
- **accuracy in menu** Consumer and industry movement to increase the precision of all descriptions of food items on a restaurant menu with regard to origin, extent of preparation, and the like. The industry prefers the term "accuracy in menu" over "truth in menu" as the latter carries connotations of untruth. See truth-in-advertising legislation.
- acid rain Precipitation in the form of rain or snow containing a higher than normal level of acidity. The condition is caused by urban industrial pollution reacting with water molecules in the clouds. Acid rain is a tourism concern because it tends to raise the acidity level of lakes and streams, killing fish and adversely affecting the ecology. Tourism recreational areas of the north central and north eastern United States are particularly sensitive to this problem.
- **acquisition** Purchase, in entirety or controlling interest, of one company by another.
- ACTE See Association of Corporate Travel Executives.
- activities host/hostess Employee of a hotel, resort, or cruise ship responsible for arranging, overseeing, and sometimes encouraging the guest or passenger to take part in the activities offered as entertainment options. On a ship, called a *cruise director*.
- ACTOA See Air Charter Tour Operators of America.
- actual cash value Insurance term. Generally, coverage for loss at the replacement cost minus an amount dependent upon accrued depreciation, that is, age, remaining serviceable life. See also co-insurance; insurance; replacement cost.
- actual flying time Total amount of time one is actually in the air, computed from take-off to landing, for one flight or as a total of a number of intermediate flights from one point to another.
- add-ons 1. Optional tour elements purchased at the discretion of the customer. 2. Necessary tour elements that must be purchased but that may not be mentioned or prominently noted in an advertisement. Pending legislation would make it mandatory that the prominent advertised price for a tour reflect the total price to be paid by the consumer, including taxes and any service charge. Separate prices for differing tour elements would be permitted so long as the price represents the total price to be paid by the consumer.

address Combination of symbols used to locate specific information in a computer memory.

ad hocracy Coined by Alvin Toffler in Future Shock, refers to an organizational structure that focuses upon the "work to be done"; the task to be accomplished dictates what part of the organization is to be involved, rather than some traditional organizational structure. Said to be an effective orientation in an era of constant change and rising customer expectations.

ADI See area of dominant influence.

adjoining rooms Adjacent rooms without connecting doors between them. See also connecting rooms.

administrative and general expenses See overhead.

ADNE See Average Daily Noise Energy.

ADT See Average Daily Traffic.

advance deposit Often required, partial payment sent prior to guest's arrival or customer's use of some service.

Advance Purchase Cruise (APEC) Discounted fare for cruise passengers whose bookings are made on or before a specified date some months before actual departure.

Advance Purchase Excursion (APEX) Special reduced price promotional roundtrip airfare. Subject to various specific restrictions, including an advance payment deadline, and subject to penalty in the event of change or cancellation.

advertised tour Preplanned itinerary or travel program described in a brochure. An Inclusive Tour (IT) number is assigned to a tour that includes air transport and that meets specific airline requirements. See also IT number.

advertising Media-conveyed message to promote purchase by a consumer. The rifle approach focuses the message so that only the specific market is reached, that is, golfers via magazines! The shotgun approach uses media that reach the intended market segment along with various other nontarget groups.

advertising mix Blend of different advertising media and strategies.

aeronautics Science and art of flight.

**affinity card** Credit or bank card designed to display the owner's membership in some group, e.g., university professors, bowlers, etc.

affinity group Membership organization, formed for some purpose other than travel, which may decide to sponsor group travel programs. Schools, businesses, trade associations, religious groups, clubs, and numerous other organized membership entities are examples of affinity groups.

African sleeping sickness Rare parasitic disease.

aft Toward, near, or on the rear of a ship or aircraft.

**after-the-fact monies** Specific or percentage amount of money received by a tour operator from a supplier only after an advertised tour has been successfully completed.

agency Office or other location of a retail travel agency.

agency list List of travel agencies approved by ARC and IATAN to sell air transportation.

**agency representative** Salesperson representing an airline, tour operator, hotel, and so forth, calling on travel agents.

agency tour See familiarization trip/tour.

agent In general, a person authorized to act for, or sell the products or services of, a supplier. A retail travel agent is an employee of a retail travel agency authorized to sell accommodations, transportation, and other tourism-related services to individuals and groups. A ticket agent is an employee of a carrier who solicits, obtains, or arranges for air transportation for individuals or groups; also known as a counter salesperson or ticket salesperson.

agent bypass Proposed or actual strategy in which a supplier sells directly to a retail customer, avoiding travel agents.

agent consolidation Combining of smaller independent travel agencies into larger mega-agencies.

agent rate Reduced price for a room or other service available only to travel agents who meet certain criteria as specified by the provider; offered as an inducement for the agent to experience the property.

agent rebate Practice of returning to the corporate customers of an agency a portion of the commissions paid to that agency by its suppliers. High travel volume corporations are often in a position to negotiate such rebates, securing a savings for the corporation and preferred status for the travel agency.

agent special fare notice (ARC-129) Label-like note affixed to an airline ticket advising the reader that the fare is restricted to a time of travel or to a period of validity.

agent tag See tag-in.

agricultural tourism Arrangement to give the client an experience of farm or ranch life and environment.

AGTE See Association of Group Travel Executives.

AH&MA See American Hotel & Motel Association.

AIEST See International Association of Scientific Experts in Tourism.

airbrush Method of retouching or modifying artwork or photographs to eliminate undesired features.

airbus Type of aircraft, routing, and ticket purchase. The vehicle tends to be a wide-body, multipassenger aircraft designed for short distance flights between major urban areas. The craft makes many round trips per day, often on demand. Passengers may buy tickets just before departure or once on board.

Air Carrier Access Act of 1986 Federal legislation intended to insure that disabled airline travelers receive appropriate treatment on the ground and in the air.

Air Charter Tour Operators of America (ACTOA) Association of charter tour operators.

aircraft Any contrivance used or designated for navigation or flight in the

air. Afixed-wing aircraft may be propelled by either piston engines or gas turbine (jet) engines; a helicopter derives its lift from revolving blades (rotors) on a vertical axis and can hover and land and take off vertically; a vertical takeoff and landing (VTOL) aircraft can take off and land vertically or in a short distance; a supersonic transport (SST) is capable of a normal cruising speed greater than the speed of sound (741 mph at sea level). Within each aircraft category or series there may be other designations. For example, a propeller-driven aircraft may be powered by either a piston (internal combustion) engine or a gas turbine (jet) engine; the latter are called prop jets or turboprops. A stretch jet is an aircraft where the manufacturer has left the original design relatively intact but designed a longer fuselage so the aircraft might carry a larger payload. Wide-body is the generic term applied to the new generation of aircraft, designed to carry large numbers of passengers.

aircraft, civil Any aircraft other than a public aircraft and other than those owned by the United States Government.

aircraft, convertible Aircraft that may be converted from passenger cabin configuration to cargo cabin configuration by removing the seats. See also configuration.

aircraft fatigue Deterioration of the strength of the structure of an aircraft due to normal use, corrosion and vibration.

aircraft grounding Voluntary or required order to refrain from flying an aircraft. Reasons for grounding range from actual malfunction to poor weather conditions. In cases of actual or suspected serious malfunction, the Federal Aviation Administration may order the grounding of one aircraft, or some or all of a particular type of aircraft.

aircraft hours See block time.

aircraft piracy Seizing or taking control of an aircraft by actual or threatened force or violence. Also called hijacking.

AIR-EVAC Company specializing in air medical evacuation of emergency patients from foreign countries to the U.S.

airline codes See codes.

Airline Deregulation Act of 1978 Law amending the Federal Aviation Act of 1958; it provided for a phased end to the CAB. On December 31, 1984, the regulating authority for domestic airlines was transferred to the Airlines Reporting Corporation and to the Department of Transportation. The purpose of this legislation was to permit competition to occur by phasing out many of the regulations that were viewed as protecting existing carriers and adding to the expense borne by the consumer. The practical effects of the legislation continue to evolve but include fare wars, the cancellation of unprofitable routes and frequent flyer programs. Also known as the Cannon-Kennedy-Pearson Air Transportation Act. See also Airlines Reporting Corporation; Department of Transportation.

Air Line Employees Association (ALEA) Trade association of ground crew personnel, reservationists, baggage handlers, office workers, and others who do not actually repair or fly airplanes.

- Airline Passenger Protection Act Proposed federal legislation which would include a wide variety of measures to protect the consumer and the travel agent such as mandatory public reporting of on-time airline performance and overbooking complaints, and would prevent cancellation of underbooked flights.
- Airline Passengers of the USA (AP/USA) Advocacy group comprised of frustrated travelers who seek more stringent disclosure requirements, on-time airline performance, an improved lost baggage information system and similar improvements through industry and governmental lobbying.
- Air Line Pilots Association (ALPA) Trade union representing airline pilots.
- airline representative Salesperson or account executive representing an airline and calling on travel agencies, commercial accounts, or other organizations that have the ability to generate substantial business for the airline.
- Airlines Reporting Corporation (ARC) Formed by the Air Transport Association to preserve essential domestic services once performed by the Air Traffic Conference and the antitrust immunity that ended on December 31, 1984, as part of deregulation. ARC established an agency accreditation program consistent with the loss of antitrust immunity. Under various ARC programs including its Area Settlement Plan, agencies are required to: meet professional personnel standards regarding daily supervision and years of experience; exist for the primary purpose of selling passenger transportation; be freely accessible to the public; and meet certain financial and security requirements. ARC's agency professionalism criteria in effect fulfilled the need for same by international carriers, therefore IATA via its International Airlines Travel Agent Network does not duplicate ARC domestically in this matter. See also Area Settlement Plan; International Airlines Travel Agent Network; International Air Transport Association.
- Air Line Stewards and Stewardesses Association (ALSSA) See Association of Flight Attendants.
- air mile International air mile, a measure of distance approximately 6,076 feet. See also nautical mile; statute mile.
- airport Area used for takeoff, landing, storage, and maintenance of aircraft. The term airfield is used interchangeably, but usually denotes a smaller-sized facility; jetport usually means an airport with long runways for use by jet aircraft.
- airport art Handicrafts made exclusively for sale to tourists, generally mass-produced and having little value beyond that of souvenirs. Also called *junk art*.
- airport code Three-letter code identifying airports nationally and worldwide. Examples: ORD—O'Hare International (Chicago); LAX—Los Angeles International.
- Airport Operators Council International, Inc. (AOCI) Worldwide trade association of governmental bodies that operate airports and which

- is concerned with such issues as amount capacity and the number and timing of flights.
- airport transfer Service sometimes offered by hotels free for guests, providing transportation to and/or from the area's airport either on demand or according to frequent schedule.
- air-sea Travel programs or itineraries using some combination of both air and sea transportation.
- air taxi Aircraft carrying up to 19 passengers. See also air taxi operator. air taxi operator Company operating aircraft within 250 miles of its home base using aircraft carrying up to 19 passengers.
- air terminal Structure on the grounds of an airport where departing and incoming passengers are processed.
- Air Traffic Conference (ATC) ATC agency system that was replaced by the Airlines Reporting Corporation (ARC) on January 1, 1985. See Airlines Reporting Corporation.
- air traffic hub Cities and standard metropolitan statistical areas requiring aviation service. An air traffic hub can be small, medium, or large, determined by the community's permulation of total enplaned passengers in scheduled and nonscheduled service.
- Air Transport Association of Anaerica (ATA) Association formed in 1936 to promote business by serving as an information center for industry planning. Represents all scheduled airlines in the U.S. As a consequence of the Airline Deregulation Act of 1978 and the dissolution of the Civil Aeronautics Board, ATA formed the Airlines Reporting Corporation to preserve essential deline services and to adjust to the loss of antitrust immunity.
- à la carte Each food item on the menu is ordered, prepared, and priced separately.
- alarm system Device used to protect lives and/or property by use of an audible signal or notification of authorities. Current devices include smoke or heat detectors; closed circuit television; and infrared, seismic, audio, or photo-electric detection systems that set off an alarm if security is compromised.
- alcove Small space set off from some large area or room, usually for sleeping.
- ALEA See Air Line Employees Association.
- alfresco dining Eating outside as on a rooftop or in a park-like open air setting.
- all-couples resort Property that caters to the specific market segment of persons traveling as couples and without children.
- all-expense tour Tour offering all or most services for an inclusive price. Terms and conditions of the tour contract must specify all the tour arrangements and services paid for and included as prepaid.
- all-in British term for all-inclusive tour arrangements.
- allotment Specific number of rooms, seats, or other limited spaces that a tour operator is authorized to sell until a specific date, at which time the operator must release all unsold space without penalty.

- all-suite hotel Property that provides accommodations for its guests, consisting of a room that contains a sleeping area separate from a living area.
- ALPA See Air Line Pilots Association.
- ALSSA See Association of Flight Attendants.
- ALTA See Association of Local Transport Airlines.
- alternate distribution system Emerging variety of methods to provide services traditionally provided by the retail travel agency, including shop-at-home interaction computers and the like.
- alternate housing For-rent private home and public building visitor accommodations in excess of an area's normal hotel, motel, and similar commercial capacity. Intended to accommodate special one-time-only large crowds, as in the case of the Olympic Games.
- alternative tourism Planned and managed form of tourism development and promotion whereby the goals and expectations of the visitor and the host culture are brought closer together, fostering greater levels of mutual understanding, a higher sense of reality and a more satisfying tourism contact experience.
- altiport Field or area suitable for landing aircraft in a mountainous region.

  Amadeus Multinational computerized reservation system developed by a consortium of European airlines; initially Air France, Lufthansa, SAS and Iberia.
- ambient resource One or more qualities of a destination area that make it attractive for tourism, including climate, scenery, interesting culture, or other features.
- ambulatory room Lodging unit specifically designed or modified for ease of use by disabled persons.
- amenities Services offered by a hotel, restaurant, resort area or other tourism business; the basic amenities for an airline (modern aircraft, efficient staff, and so forth) are assumed to be present and are usually not mentioned. Subtle amenities tend to be noted in advertising as a reflection of the quality of the company, which for an airline would include hot towels, flowers for each woman and so forth. See also amenity package and non-price competition.
- amenity package Collection of special features, services, and products offered by a hotel or travel agent at no cost as a bonus or inducement for business.
- American Association of Travel Editors (AATE) Membership associa-
- American Automobile Association (AAA) Membership organization offering insurance programs, emergency road service, and trip planning.
- American Bed and Breakfast Association (ABBA) Clearinghouse of information for guests, travel agents, and providers of such accommodations throughout the U.S. and Canada.
- American Bus Association (ABA) Formerly the National Association of Motor Bus Owners (NAMBO); a trade association of intercity and charter

bus companies that also has a travel industry membership category for hotels, promotional organizations, restaurants, and others who want to expand bus-travel tourism, and an associate member category composed of tire and bus manufacturers and other suppliers. A major source of descriptive and trend information for use by governmental and industry groups.

American Hotel & Motel Association (AH&MA) Lodging industry trade association. See also Educational Institute.

American Motor Hotel Association (AMHA) Trade association.

American plan (AP) Hotel accommodations with three meals daily included in the price of the room. In Europe, called *full pension*. Modified American plan (also called half pension) is a rate that includes a room, breakfast, and either lunch or dinner.

American Sightseeing International International trade association of local city-tour operators.

American Society of Association Executives (ASAE) National trade association of industry groups.

American Society of Golf Course Architects Association of professionals who design public and private golf courses.

American Society of Travel Agents (ASTA) Trade association of United States travel agents and tour operators. International and allied memberships for trade-associated industries are also offered. Concerned with the continued professional advancement of the travel agent, regulations that affect the travel agent, and all other matters of interest to its membership.

AMHA See American Motor Hotel Association.

amidships In or toward the middle of a ship.

Amtrak Name used by the National Railroad Passenger Corporation, a semipublic corporation formed by the Rail Passenger Service Act of 1970 and charged with managing and rejuvenating United States intercity passenger railroad service.

amusement park See theme park.

analog Imitation, as in the case of a cheese analog made without dairy products.

Animal and Plant Health Inspection Service Agency of the United States Department of Agriculture responsible for establishing, publicizing, and enforcing regulations that relate to the transport and importation of plant and animal specimens to the United States.

animator Rarely used in the U.S., term for a cruise director or social director, a person employed to organize the social and activities programs for tourists/guests/patrons of a property or other business.

animatronics Technical and artistic specialty of creating lifelike or fantasy characters that move with detailed precision, as now seen at major theme parks.

antipodean day Day gained by crossing the 180th meridian when traveling eastward; also called meridian day. See also international date line.