

Passenger-related Expenditure: see **On-board Revenue**

Past Passenger Rate Most cruise lines offer incentives for their past passengers to return to the cruise line for subsequent cruising on their ships. Most cruise lines will 'share the wealth' by allowing a past passenger to book friends and family, who have not cruised the line before, at the same reduced rate. Cruise lines have comparatively high proportions of repeat passengers on their cruises. This return passenger figure is expressed in what is referred to as the 'past passenger rate'.

Related internet sources

Cruise planning: http://www.cruisecritic.com/cruise_planning/articles.cfm?ID=73

Past passenger discounts: http://www.vacationstogo.com/past_passenger.cfm

Dagmar Fertl

PATA: see **Pacific Asia Travel Association**

Pax Pax is a neologism for trip participants (presumably derived from the word 'passenger'), i.e. the number of guests who book within a certain period of time. It is a measurement specific to the **tourism** industry, to determine the size as well as the growth of a touristic enterprise. This indicator is often used for analysis simply because no further data are available (for example, revenue or profit), and transparency prevails in 'pax' numbers, for enterprises are generally willing to give easy access to this information.

When using the measurement 'number of the trip participants', specific aspects have to be considered:

- The number of trip participants represents an output size that reflects the capability of the **tour operator** in the market.
- It is only a pure quantity measurement: for example, value-oriented hints that would be necessary for the judgement of a qualitative expansion are missing. An increase in the spending per trip participant, even if due only to inflation, is not, therefore, grasped.
- The use of this measurement for a certain enterprise can – because of some definition or separation problems despite the simplicity

of this principle – lead to difficulties (for instance, different pax-occupations per cruise ship **cabin**).

Since the term 'pax' sounds somewhat disrespectful, it is today usually replaced by the terms 'trip participants', 'visitors' or 'guests'.

Torsten Kirstges

Pearl Originally, and until the last century, one could only dive for pearls, and few of the shells collected during dives contained any. They were thus among the most precious items to be traded worldwide. Many legends have developed about pearls: in one, the Hindu god Krishna presents the first pearl to his daughter Pandaïa on her wedding day. China's history has also long documented the importance of pearls.

Pearls form inside certain molluscs when a foreign particle irritates the body of the animal that then secretes layers of mother of pearl, the nacreous material that lines the shell. These increasing layers take a round, oval or pear-shaped form of the colour of the mother of pearl, which varies from different shades of white to dark green or blue. The thickness of the layering determines the durability and lustre of the pearl. It can be revealed only by X-ray.

As world population and technological know-how grew, pearls were cultivated to ensure a constant supply to jewellers. The 'irritant' has since been grafted by skilled workers who position a piece of oyster epithelial membrane (the lip of mantle tissue) and a nucleus (made from Mississippi shells: adopted following Mikimoto's research for successful nuclei). These incite the creation of a pearl sac inside the mantle, within which the pearl develops for at least 18 months. Japan created, and later monopolized, the market for cultivated pearls (so that it remains a luxury product). The Mise-Nishikawa grafting needle is still used in pearl culture following changes introduced by Mikimoto, the founder of pearl cultivation. The Japanese cultivated mostly the pearl oyster *Meleagrina margaritifera*, of the Indian seas, which produces small, white pearls.

New production was initiated in the South Pacific in the early 1980s, where the warm waters of Australia and the **lagoons of French Polynesia** enabled the cultivation of *Pinctada*