

## INNOVATIVENESS IN TOURISM: NEOLOGISMS

IOSIM IASMINA<sup>1</sup>, PASCARIU ANKA<sup>1</sup>, MARIN DIANA<sup>1</sup>, SĂLĂȘAN COSMIN<sup>1</sup>, CARMEN DUMITRESCU<sup>1</sup>, GABRIELA POPESCU<sup>1\*</sup>

<sup>1</sup>*University of Life Sciences “King Mihai I” from Timisoara, Faculty of Management and Rural Tourism, Timisoara, Romania*

\*Corresponding author’s e-mail: gabrielapopescu@usvt.ro

**Abstract:** *Innovativeness in tourism means not only the appearance of new types and subtypes of tourism, but also of new tourism words and phrases. This paper presents the neologisms used on the website of the Etura Travel Agency on pages such as Agencies, Careers, and (partner) Companies, providing information on (resort and room) facilities, accommodation, staff, and technology. The analysis of these tourism neologisms shows that they are either already mentioned, newly-introduced, with their norm / interpretation changed, not introduced, or adapted to the Romanian spelling – which points to a high-rate dynamics.*

**Key words:** *tourism, innovativeness, neologisms*

### INTRODUCTION

Innovativeness, “the characteristic of being innovative” [14], is the noun form of the adjective innovative meaning “(of a product, idea, etc.) featuring new methods; advanced and original” [13] and “(of a person) introducing new ideas; original and creative in thinking” [13].

Innovativeness has been interpreted and measured from the perspective of housing developers [7], economic progress and prosperity [11], and resources [21].

If the last two decades have seen an increasing number of studies on innovativeness in tourism from the perspective of tourism firms’ behaviour [10], experience economy [17], of tourism SMEs [9,15], or of creative tourism [18], the last decade has seen several studies on innovativeness in tourism from the perspective of linguistics [12,4,8].

### MATERIAL AND METHOD

The material used in this study consists in a corpus of 96 tourism neologisms picked up from the website of the Etura Travel Agency [5]. These words and phrases were grouped into “already mentioned,” “newly-introduced,” “with their norm / interpretation changed,” “not introduced,” or “adapted to the Romanian spelling” based on the most prominent Romanian language dictionaries – DOOM’21 and DEX’16.

The research method used is corpus analysis, “an empirical research strategy widely used in language research using authentic language material.” The corpus was first compiled, then enhanced / supplemented with additional information related to the content, explored, and, finally, analysed [6].

### RESEARCH RESULTS

Studies on innovativeness in tourism from the perspective of linguistics focus on neologisms “as indicators of innovativeness in tourism” [12], on the identification and classification of neologisms [4], and on the formation of neologisms [8].

#### 1. Neologisms in Tourism: Formation

Neologisms are defined as “newly coined words or expressions” [13] and as “indicators of the development of society and, consequently, its language” [12].

Neologisms may be the result of [20]:

- an abbreviation “shortening the form of a word or phrase” [13] – e.g., pub < public house;

- a back-formation “forming a word from an existing word which looks as though it is a derivative, typically by removal of a suffix” [13] – e.g., shoplift < shoplifting;
- a blend(ing) “merging parts of two other linguistic elements to form a word, phrase, or construction” [13] – e.g., motel < motor + hotel;
- a borrowing “taking a word or idea from another language, person, or source and using it in one's own language or work” [13] – e.g., bungalow < Gujarati bungalow;
- a clipping “shortening an existing word” [13] – e.g., bus < omnibus;
- a compounding “forming compound words by joining at least two independent bases together” [13] – e.g., south-facing < south + facing;
- a conversion “changing or causing a word to change from one word class to another” [13] – e.g., cream (adj.) < cream (noun);
- a derivation “forming a word from another word or from a root in the same or another language” [13] – e.g., driver (noun) < drive (verb).

In their study on the new forms of tourism, Kiryakova-Dineva, Vasenska & Koyundzhiyska-Davidkova [8], “accept the assumption that the emergence of new forms of tourism and their establishment in tourism science follows the familiar linguistic process of neologization, the coining of new words or expressions – [13], in which the conceptual-semantic relations between terms for special purposes enter into linguistic use”. The researchers supply two examples (of borrowings) from Bulgarian tourism: glamping (a blend of glamorous + camping) “a form of camping involving accommodation and facilities more luxurious than those associated with traditional camping” [13] and wedding tourism (a compound of wedding + tourism) (also marriage tourism or destination wedding) “a travel concept where a couple, and typically their guests, travel to a foreign location to get married” [16]. We believe it is difficult for both Bulgarians and Romanians to translate these two tourism neologisms.

## 2. Neologisms in Tourism. Classification:

Cabré [3] proposed the following classification of neologisms:

- borrowed neologisms, orthographically adapted / non-adapted;
- formal neologisms, as results of abbreviation (including acronyms), composition, derivation (prefixation and suffixation), lexicalization, lexicalization of syntactic structure, syntactic change,
- orthographically variable neologisms;
- semantic neologisms, with change in the lexical base or as a proper name;
- syntactical neologisms, with changed grammatical category;
- other neologisms, dialectal words, jargon, slang.

Carrió-Pastor & Candel Mora [4], identified 22 borrowings from English into the Spanish of tourism, circumscribed to the semantic fields below, but only 12 of them (bold italic ones) are considered neologisms:

- accommodation (check-in, check out);
- catering (brunch, sandwich);
- facilities (boutique, chill-out, mix, cool, fashion, handicap, parking);
- review platform (report);
- room (amenities, deluxe, jacuzzi, mini bar, premium, standard, suite);
- staff (staff);
- technology (web, Wi-Fi).

## 3. Neologisms in Tourism: Indicators of Innovativeness

Cabré [3], distinguished between “two large groupings of lexical neologisms that behave differently: those present in the general language (true neologisms) and those present in special languages (also known as neonyms)”. Therefore, neologisms used in tourism should be labelled as neonyms.

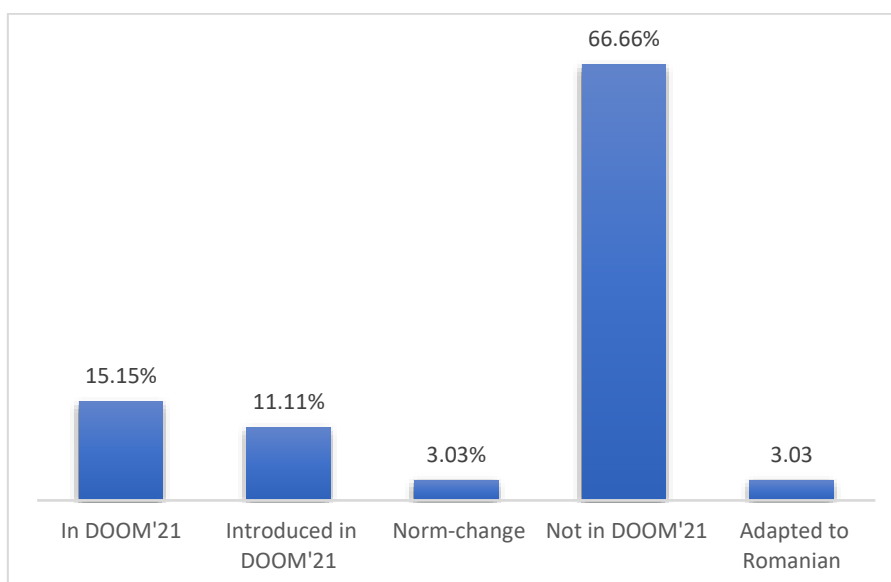
Orel Frank [12], claimed that neologization in the language of tourism resulted in three vertical levels:

- The level of theoretical sciences, which tends to have the highest level of abstraction, and where “typical genres include special books, monographs, scientific papers, etc.” He distinguished between “general tourism terms and terms from tourism sub-disciplines”;
- The level of using terminology (covering “terms from other fields of science, but connected to tourism”), which has a high degree of abstraction;
- The level of average non-specialist users (that of everyday language of tourism), which has a low degree of abstraction and communicates “information from one user to another via blogs, emails, and everyday conversations about tourism, travelling, etc.”

#### 4. Neologisms in the Romanian Tourism: A Case Study (Eturia)

Romanian travel agency Eturia [5] is also available on Facebook, LinkedIn, and YouTube. Its website allows travellers to link to (partner) Agencies, Careers, and (partner) Companies, and provide information on (resort and room) facilities, accommodation, staff, and technology using a rather large number of neologisms:

- Agencies [19]: charter, cookies, email, island shopping, last minute, resort, snorkelling, and spa:
  - Resort facilities: 24-hour reception, accessible rooms, babysitting service, bar, bicycle hire service, bikes available, café, canoeing, catamaran sailing, check-in hour, children playground, children swimming area, dining area, diving, fitness, gym, highchairs, hotel safe, hotels own bike shop/workshop, jet ski, kids club, late check-out, laundry service, massage, medical service, multilingual staff, nightclub, no parking, non-smoking area, outdoor freshwater pool, parasols, poolside snack bar, private beach area, private pool, room-service, sauna, spa treatments, steam bath, sun loungers, surfing, swim-up bar, tennis, transfer service, Turkish bath (hamam), waterskiing, Wi-Fi, and windsurfing;
  - Room facilities: bathrobes, bathroom, bathtub, blue-tooth speaker, “cot on demand, extra beds on demand, hairdryer, individually adjustable air conditioning, minibar, satellite TV, shower, slippers, tea and coffee making facilities, terrace, toiletries”, and Wi-Fi;
- Careers [5]: Adobe, Amadeus, bonus, brand, CV, Excel, feedback, hard skill, hobby, Internet, job, proactiv, teambuilding, ticketing, training, trip inspection, and Word;
- Companies [5]: business, corporate, discount, feedback, incentive, marketing, Premium, top, travel consultant, and voucher.



**Figure 1. Tourism neologisms on Etura Travel Agency website [5]**

Our corpus of tourism neologisms used by the Etura Travel Agency [5] can be grouped as follows:

- Already in the DOOM'21, [2], bar, bonus, business, café, charter, CV, discount, feedback, fitness, Internet, job, marketing, room-service, surfing, and windsurfing;
- Newly introduced in the DOOM'21, [2], brand, cookies, minibar, premium, proactive, sauna, teambuilding, tennis, ticketing, voucher, and Wi-Fi;
- With a change of norm / interpretation: email, hobby, and training;
- Not in the DOOM'21, [2]: 24-hour reception, accessible rooms, Adobe, Amadeus, babysitting service, bathrobes, bathroom, bathtub, bicycle hire service, bikes available, blue-tooth speaker, canoeing, catamaran sailing, check-in hour, children playground, children swimming area, corporate, cot on demand, dining area, diving, Excel, extra beds on demand, gym, hairdryer, hard skill, highchairs, hotel safe, hotels own bike shop / workshop, incentive, individually adjustable air conditioning, island shopping, jet ski, kids club, last minute, late check-out, laundry service, medical service, multilingual staff, nightclub, no parking, non-smoking area, outdoor freshwater pool, parasols, poolside snack bar, private beach area, private pool, resort, satellite TV, shower, slippers, snorkelling, spa treatments, spa, steam bath, sun loungers, swim-up bar, tea and coffee making facilities, terrace, toiletries, top, transfer service, travel consultant, trip inspection, Turkish bath (hammam), waterskiing, and Word;
- Adapted to Romanian spelling, or barbarisms (barbarism “a word or expression which is badly formed according to traditional philological rules” – [13]:
  - Comisionabil < commissionable “payable to an agent in a commercial transaction” – [13], not included in the DEX'16, [1], which mentions comision, a comisiona, and comisionar;
  - expertiză < expertise “expert skill or knowledge in a particular field” – [13], defined in the DEX'16, [1], as “technical research carried out by an expert, at the request of a court or prosecution body or of the parties, on a situation, problem, etc. the clarification of which is of interest to the resolution of the case”;
  - loializare < loyalisation “the process or result of loyalizing” – [13], not included in the DEX'16, [1], which mentions loial, loialist, loialist, and loialitate, and for which fidelizare is the best solution.

## CONCLUSIONS

The bibliographic study of most searched articles and books on the communication / expression of emotions in organisations has led to the following conclusions:

- Of the 95 neologisms, 66.66% are not mentioned in the DOOM'21;
- 15.15% of neologisms are mentioned in the DOOM'21;
- 11.11% of neologisms have been newly introduced in the DOOM'21;
- The norm / interpretation of 3.03% of neologisms has been changed;
- 4.04% of neologisms have been adapted to Romanian spelling.

However, the large number of neologisms that are used on the website of the Etura Travel Agency but not mentioned in the DOOM'21 is growing.

## REFERENCES

- [1]. **ACADEMIA ROMÂNĂ, INSTITUTUL DE LINGVISTICĂ „IORGU IOAN – AL. ROSETTI”**, 2016, Dicționarul Explicativ al Limbii Române, Ediție revăzută și adăugită București, Editura Univers Enciclopedic. (DEX'16)
- [2]. **ACADEMIA ROMÂNĂ, INSTITUTUL DE LINGVISTICĂ „IORGU IOAN – AL. ROSETTI”**, 2021, Dicționarul Ortografic, Ortoepic și Morfologic al Limbii Române, Ediția a III-a. București, Editura Univers Enciclopedic. (DOOM'21)
- [3]. **CABRÉ M. T.**, 1999, Terminology: theory, methods, and applications. Amsterdam – Philadelphia, PA, John Benjamins B.V.
- [4]. **CARRIÓ-PASTOR M. L., CANDEL MORA M. A.**, 2017, Terminology in tourism 2.0: identification of the categories in user generated reviews, *Pragmalingüística*, 25, 107-123
- [5]. **ETURIA**, Available at: <https://www.eturia.ro>. Accessed on July 29, 2023
- [6]. **HASKO V.**, 2012, Qualitative Corpus Analysis, In C. A. Chapelle (Ed.), *The Encyclopedia of Applied Linguistics (4759-4764)*, London, Blackwell Publishing Ltd
- [7]. **KAMARUDEEN A. M., YUSOF N. A., SAID I.**, 2010, Innovation and Innovativeness Difference and Antecedent Relationship. *The IUP Journal of Architecture*, 2(1), 66-78
- [8]. **KIRYAKOVA-DINEVA T., VASENSKA I., KOYUNDZHIYSKA-DAVIDKOVA B.**, 2021, New Forms of Tourism: A Matter of Neologism Formation or a Reality in the Tourism Practice, In C. Silva, M. Oliveira & S. Silva (Eds.), *Proceedings of the 4<sup>th</sup> International Conference on Tourism Research*, 279-286, DOI: 10.34190/IRT.21.120
- [8]. **MARTÍNEZ-ROMÁN J. A., TAMAYO J. A., GAMERO J., ROMERO J. E.**, 2015, Innovativeness and business performances in tourism SMEs. *Annals of Tourism Research*, 54, 118-135, <https://doi.org/10.1016/j.annals.2015.07.004>
- [9]. **MENESES O. A. M., TEIXEIRA A. A. C.**, 2011, The innovative behaviour of tourism firms, *Economics and Management Research Projects An International Journal*, 1(1), 25-35
- [10]. **NASIEROWSKI W., ARCELUS F. J.**, 2012, What is Innovativeness: Literature Review, *Foundations of Management*, 4(1), 63-74, DOI: 10.2478/v10238-012-0004-0
- [11]. **OREL FRANK T.**, 2014, Neologisms in the Language of Tourism as Indicators of Innovativeness in Tourism, *Academica Turistica*, 7(2), 69-76
- [12]. **OXFORD LANGUAGES**, Available at: <https://languages.oup.com>. Accessed on June 17, 2023
- [13]. **OXFORD LEARNER'S DICTIONARIES**, <https://www.oxfordlearnersdictionaries.com>., Accessed on June 17, 2023
- [14]. **PIKKEMAAT B.**, 2019, Innovation in small and medium sized tourism enterprises: A review of the literature and an agenda for research, *European Conference Competition in Tourism: Business and Destination Perspectives*, Helsinki, Finland, 1-18

- [15]. **RESEARCH AND MARKETS**, <https://www.researchandmarkets.com/reports/4699841/wedding-tourism-insights-key-market-trends-and>. Accessed on June 17, 2023
- [16]. **STASIAK A.**, 2013, New Spaces and Forms of Tourism in Experience Economy, *Tourism*, 23(2), 59-67
- [17]. **ŠTETIĆ S., TRIŠIĆ I.**, 2022, Crises and Innovations in Tourism – Development of Creative Tourism. In M. Stanković & V. Nikolić (Eds.), *Proceedings of the 4<sup>th</sup> Virtual International Conference Path to a Knowledge Society-Managing Risks and Innovation*, Serbia, 373-380, Niš – Complex System Research Centre & Belgrade – Mathematical Institute of the Serbian Academy of Sciences and Arts
- [18]. **TRAVELHUBX**, Available at: <https://www.travelhubx.ro>. Accessed on July 29, 2023
- [19]. **WEINER S.**, 1994, *The Oxford Dictionary of English Grammar*, London – New York, NY – Sydney - Toronto: BCA
- [20]. **ZAWAWI N. F. M., WAHAB S. A., AL-MAMUN A., YAACOB A. S., SAMY N. K. A/L., FAZAL S. A.**, 2016, Defining the Concept of Innovation and Firm Innovativeness: A Critical Analysis from Resource-Based View Perspective. *International Journal of Business and Management*, 11(6), 87-94, DOI: 10.5539/ijbm.v11n6p87