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NEOLOGISMS IN TOURISM REFLECTING CHANGES TO ENGLISH WORLDVIEW

The article is devoted to English neologisms in tourism and ways of their formation. Neologisms are defined as recently coined or existing words or word combinations which name new phenomena or concepts and which are moderately used by most members of a particular speech community. The study of neologisms in various spheres of functioning is always relevant, as it makes it possible to identify and analyze current changes in modern life. The research is focused on the neologisms which name new types of travel (apitourism, weather tourism, grief tourism, flashpacking), in particular, different types of post-COVID vacations (GOAT, revenge travel) have become very popular as many people were deprived of the chance to travel for a certain period of time. New types of holidaymakers (liveboards, babymooners, half-tourists), professions (disco nannies, director of first impressions), and the related phenomena (spread booking, ghost flights, air curtain, place lag) are analyzed in the framework of the current paper. The availability of budget travel, which has provided a variety of options for all kinds of travelers, brings both positive and negative consequences as it stimulates the local economy but can also damage the local ecosystems and be detrimental to the local population which is reflected in the neological coinages (extractive tourism, overtourism). The research focuses on the word-forming potential of neologisms in tourism as well, in particular, the analysis showed that most of the considered units were formed by compounding (48% of neologisms of the sample) and blending (44%). The least popular ways of forming neologisms in tourism are affixation (4% of neologisms in the sample), abbreviation and conversion (each method in 2% of neologisms in the sample). At the end of the article, general conclusions are presented, Table 1 'Word-formation types of neologisms in tourism' and suggestions for further neologism research are provided.

Keywords: neologism, compounding, blending, affixation, abbreviation, conversion.

'The world is a book, and those who do not travel read only one page.'
Saint Augustine

Introduction. Technological advancements, new communication channels, economic and political changes, the Covid pandemic, ecological initiatives, new culinary trends and types of vacations are all a reflection of modern people's lifestyles. The new trends are embodied in a wide range of neologisms that have been studied by different linguists, in particular, A. Lehrer [10] researched neologisms in the English language and focused on blending as a productive method of neological formation. P. Stekauer [16] and I. Plag [12] studied word-formation of neological coinages in the English language. A Ukrainian linguist K. Karpova investigated modern culinary neologisms in English [7]. L. Sandhya et al. researched English neologisms in different spheres of life, in particular, ecology, social media, economy, tourism [13]. The current research is our second study of neologisms in tourism as this sphere is booming nowadays.

Within the framework of current research we define neologisms as recently coined or existing words or word combinations which name new phenomena or concepts and which are moderately used by most members of a particular speech community [13, pp.129–130].

The aim of current research is to investigate the neologisms in the sphere of tourism as a complex notion, as well as their formation types.

Data and Methodology. As part of current research 54 neologisms denoting new kinds of holidays, traveler types, and the adjacent phenomena were chosen by means of sampling from such lexicographic sources as About Words – Cambridge Dictionaries Online Blog [CD], Buzzword Archive – Macmillan Dictionary [MD], Word Spy – Web Archive [WS]. The neologisms under consideration have also been selected from reliable Internet sites, namely <https://www.theguardian.com>, <https://www.ft.com>, <https://edition.cnn.com>, <https://www.nytimes.com>, <https://www.euronews.com> etc.

The research methods were chosen pursuant to the aim, objectives and the material of the research. Thus, the following linguistic methods were utilized: 1) semantic analysis (to

investigate the lexical meanings of the neologisms in tourism); 2) descriptive method (to describe the neologisms and examine their similarities and differences); 3) structural analysis (to investigate productive word-formation types of neologisms in tourism, in particular compounding, blending, affixation, abbreviation, and conversion); 4) statistical method (to calculate the neologisms in tourism and categorize them into word-formation groups).

Tourism serves as an instrument of social and cultural interaction which provides representatives of different cultures with an opportunity to exchange information about their cultures, lifestyle, languages, various social and economic achievements as well as to establish a friendly relationship with each other, thus promoting mutual understanding and peace between the nations. Tourism may be named a 'peace generator' as it allows people to learn more about each other, to cooperate with each other, and to learn to respect and value each other's cultures [17, pp. 2–3].

Moreover, the Covid pandemic, which started in 2019, deprived many people of the chance to travel for a relatively long time, therefore, nowadays numerous holidaymakers have embarked on vacations anew to offset a continuous period of armchair travelling, the activity being called **revenge travel** [CD]. However, the current travel mood worldwide lacks consistency as the coronavirus pandemic is not over in many countries, thus the buzzword 'post-pandemic travel' does not sound accurate. Some countries have lifted all travel barriers to entry for foreign visitors whereas others are still closed to tourists from abroad [11, 2022].

Unsurprisingly, a variety of new types of holidays are on the rise, **GOAT** [CD] (abbreviation) being one of them. The abbreviation stands for 'Greatest of All Trips' and denotes the most stunning, luxurious, and adventurous holiday one may imagine. A synonym **gratification travel** [CD] (compounding) is used to name a long-term costly vacation, usually to distant places.

Following the pandemic, many people have rethought their lifestyles and some of them have chosen to live on boats. **Liveboards** [CD] (conversion), **sea-dwellers** [6] (compounding), or **liveboard cruisers** [6] (compounding) nominate such individuals.

Unfortunately, not all people can afford the luxury of a carefree holiday, some travelers are supposed to spend some time of their day working online. This category of vacationers is called **half-tourists** [CD] (compounding). Moreover, sometimes, people are short of time, therefore they choose **midweekers** [CD] (double affixation), i.e. short vacations taken during workdays.

Travelling is no longer viewed as luxury by most people as with the advent of budget travel they have been granted an opportunity to travel much more often than they did before. Moreover, modern aviation allows vacationers to circumnavigate the globe in exactly 52 hours and 34 minutes [14]. The trend has both proponents and antagonists, as not only does tourism bring positive emotions and stimulate the local economy, but it can also cause a lot of disadvantages and even damage for the local population.

The neologism **extractive tourism** [CD] (compounding) was coined by an academic Vijay Kolunjivadi who believes that the ability to travel the world freely available to many people is producing a toxic effect on our planet, destroys the local ecosystems and the cultural heritage of the local population. For example, the Thailand authorities had to close world-famous Maya Bay in 2018 for 3 years in order to revitalize the local coral bay ecosystem severely damaged by long-standing **overtourism** (abbreviation). Or, for instance, in 2016 Venetians protested against the passage of big cruise ships into the city as they were guilty of ruining the ecosystem of the local lagoon. In Peru, for example, a limit was established to the number of visitors to the ruins of Machu Pichu to conserve them for future generations. Furthermore, the indigenous population may not afford accommodation in the area loved by tourists because of exorbitant prices which is also a negative aspect of **extractive tourism** for the local population [18, 2022].

The travelers who prefer to engage in self-development during their vacation time may choose **edu-vacation** [CD] (blending), i.e. a vacation during which they take some classes or cultural tours. There are also family vacations called **schoolcations** [CD] (blending) during which the children are studying online while combining rest with relaxation. On the other hand, holidaymakers whose aim is to educate or enlighten embark on **intellectual tourism** (compounding) [WS] or **edutourism** (blending) [WS]. On the other hand, annoying or clueless tourists who do stupid actions while traveling are named **tourons** (compounding **tourist+moron**) [WS].

One more travel blend **flexcation** (blending **flexible vacation**) [CD] involves teleworking some of the time and homeschooling children, which gives families an opportunity to have a longer vacation than usual and they are also able to choose the time of the year when children have to go to school.

There is one more new breed of travelers called **flashpackers** [3] (blending **flashy+backpackers**) who are slightly more generous backpackers unwilling to economize that much. Unlike traditional backpackers, the vacationers who choose **flashpacking** [3] (blending **flashy+backpacking**) value comfortable accommodation, e.g. **hometels** [CD] (blending **homely+hotels**), instead of hostels, delicious meals in nice restaurants. What is more, they prefer using more expensive transportation, i.e. more comfortable and costlier flights, taxis instead of cheaper means of transport. **Flashpackers'** trips are usually shorter than those of

backpackers and they are less flexible and more thoroughly planned in advance. Speaking about **flashpackers'** age, they tend to be more mature travelers who have a disposable income, however, there may be exceptions to the rule [3].

Some researchers believe that tourism and agriculture may engage in a symbiotic relationship or at least coexist in rural areas. The holidaymakers who are interested in agriculture and sustainable farming, can become **agritourists** (blending) [9] as **eco-organic tourism** [9] or **agro-ecotourism** [9] (compounding) will allow vacationers not only to participate in recreation activities in rural areas and learn more about the local culture, but also to boost their confidence in organic produce by understanding the agricultural processes better [9]. Synonymous neologisms denoting farm-friendly tourism are **tractourism** [WS] (blending **tractor+tourism**) and **haycation** [WS] (blending **hay+vacation**).

Agritourists may also want to learn more about bees and in this case they become **apitourists** [WS] (blending **apis** ('bee' in Latin)+**tourists**), the type of tourism known as **apitourism** [WS] (blending). The travelers will have a chance to come to an apiary to experience bees buzzing, and discover what is going on inside a beehive with the help of a beekeeper [WS].

Should **agritourists** be interested solely in apples, in particular, visiting apple orchards and purchasing apples and apple produce, they are referred to as **apple tourists** [WS] (compounding) and the tourism itself as **apple tourism** [WS] (compounding).

On the contrary, there is a type of vacationers who prefer architecture to agriculture, thus the neologisms **architourists** [WS] (blending), **architourism** [WS] (blending), and **architours** [WS] (blending).

The travelers who choose **extreme tourism** [WS] (compounding) prefer to visit dangerous places or participate in frightening activities, one of the latter being **tree bashing** [WS] (compounding), a slang used by sportspeople to denote skiing in the trees which divide mountain slopes.

The neologisms **narco-tourism** (blending) [WS] and **drug tourism** (compounding) [5] denote the act of travelling to a foreign country for the purpose of trying local drugs or local narcotic plants as the latter can be either unavailable, illegal or very expensive in a traveler's home country. Mexico, Laos, the state of Colorado in the US, Peru, the Netherlands, Uruguay, and the Czech Republic are the places in which taking certain drugs is legal [5].

Travelling to or living in slums or dangerous impoverished urban communities is called **poorism** [WS] (blending). The latter is not a new phenomenon itself as, for example, in England it began in the Victorian period when the rich upper class traveled to London's East End to explore how the lower class population lived. Nowadays, some vacationers have become tired of visiting luxurious resorts with their artificial nature and yearn to experience the authentic unfamiliar world. The Dhavari slums of Mumbai, India, the favelas of Rio de Janeiro, South African countries, Pakistan are among the most popular locations for **poorists** (blending) [15].

Another similar exotic kind of holidaymaking is **human safari** (compounding) [WS]. Travelers engage in expeditions aiming to observe the life of indigenous population and tribal communities. However, there is an ethical dilemma involving **poorism** and **human safari** and it is the aim the travelers pursue. On the one hand, such experiences may be exclusively voyeuristic, when holidaymakers want to entertain themselves only. On the other hand, there may be involvement, when some people decide to engage in

volunteering while travelling, thus the neologisms *voluntourists* [WS] (blending), *volunteercation* [WS] (blending) and *voluntourism* [WS] (blending) have been coined. Similarly, the people who engage in missionary work, particularly as part of their vacation, are called *vacationaries* [WS] (blending *vacation+missionaries*).

Sometimes the holidaymakers' choice of a location seems strange as they go off the beaten track to 'unglamorous' places. The neologism *peace tourism* [WS] (compounding) denotes travelling to the locations where military conflicts or wars have recently taken place. Holidaymakers who travel to the scenes of a recent tragedy in order to mourn the victims are called *grief tourists* [WS] (compounding). *Weather tourists* [WS] (compounding) travel to different countries to observe tornados, hurricanes, and other natural hazards, the phenomenon itself being called *weather tourism* [WS] (compounding).

Some travelers prefer surprises and spontaneity and thus choose to book a few different holidays just to cancel all of them except one at the last minute, which is called *spread booking* [CD] (compounding).

Expectant couples who enjoy travelling may choose a *babymoon* [MD] (blending *baby+honeymoon*) as their final twosome carefree holiday before embracing the new reality of parenthood with its sleepless nights. The trend has become popular due to the fact that nowadays it is considered to be absolutely safe for expecting women to fly up to their 36th week of pregnancy with no complications for the baby. Thus, *babymooners* [MD] (blending *baby+honeymooners*) are the people who have their last twosome vacation before embracing parenthood.

A new category of overnight employees called *disco nannies* [8] (compounding) describe the resort-based nannies that spend the night with the kids whose parents go to nightclubs and parties. The majority of *disco nannies* have college and university degrees, speak several languages and offer swimming and art lessons to the children they take care of. The Owner of Mykonos Best Nannies, an agency providing overnight nannies claims that some travelers book

them almost a year in advance and there was even one client who booked a nanny for her unborn baby [8].

There is also an interesting approach to defining neological coinages as a result of 'repackaging existing ideas as something new' by talented marketologists thus breathing fresh air into some old phenomena and making some things look more attractive anew [4]. Thus, elaborate names denoting existing jobs have appeared, *director of first impressions* [CD] (compounding) being one of them. The creative neologism denotes a receptionist or a guest-relation officer / coordinator / specialist whose job is to greet hotel guests and assist them in their requirements.

The neologism that has caused a lot of angry feelings among environmentalists is *ghost flight* [19] (compounding), i.e. a flight by commercial companies with very few or no passengers on board that carriers are forced to perform otherwise they may forfeit their slots at airports under the EU regulations. The latter stipulate that airlines must utilize 80 per cent of their slots or yield them to their competitors, although the coronavirus pandemic caused a certain reduction of the percentage. One more reason carriers operate empty flights is that if planes are grounded for a long period, they must be checked and cleared to continue flying, which costs airlines additional expenditures and prevents them from operating for a longer period of time. Being dubbed 'absurd and revolting' by Greenpeace, *ghost flights* produce a lot of carbon emissions into the atmosphere in vain [19].

If people travel to faraway destinations, they experience a new type of jet lag called *place lag* [CD] (compounding). Unlike jet lag, which is connected with the fatigue caused by arriving at a different time-zone location, *place lag* denotes a feeling of slight shock and surprise that people have when they come to a new and unusual place.

Amidst the Covid-19 pandemic, most airlines have started introducing certain measures to prevent virus from spreading and thus infecting more passengers aboard. In particular, there is a neologism *air curtain* [CD] (compounding), which denotes a flow of air surrounding a passenger during the flight which prevents viruses from extending to other passengers.

Table 1

Word-formation types of neologisms in tourism		
1. Compounding	2. Blending	3. Affixation
1. agro-ecotourism	1. agritourists	1. midweekers
2. air curtain	2. apitourism	2. overtourism
3. apple tourism	3. apitourists	4. Abbreviation
4. apple tourists	4. architourism	
5. director of first impressions	5. architourists	5. Conversion
6. disco nannies	6. architours	
7. drug tourism	7. babymoon	
8. eco-organic tourism	8. babymooners	
9. extractive tourism	9. edutourism	
10. extreme tourism	10. edu-vacation	
11. ghost flight	11. flashpackers	
12. gratification travel	12. flashpacking	
13. grief tourists	13. flexcation	
14. half-tourists	14. haycation	
15. human safari	15. hometels	
16. intellectual tourism	16. narco-tourism	
17. liveaboard cruisers	17. poorism	
18. peace tourism	18. poorists	
19. place lag	19. schoolcations	
20. revenge travel	20. tractourism	
21. sea-dwellers	21. vacationaries	
22. spread booking	22. volunteercation	
23. tourons	23. voluntourism	
24. tree bashing	24. voluntourists	
25. weather tourism		
26. weather tourists		

Conclusions. With the advent of budget travel tourism has stopped being the luxury affordable to the well-off only, which has generated a wide variety of options for all kinds of holidaymakers. This trend has both advantages and disadvantages as tourism brings positive emotions and stimulates the local economy, however, it can also damage the local ecosystems and be detrimental to the local population. New popular lifestyles, post Covid-19 reality, everyday stresses at work have caused the appearance of numerous neologisms in the sphere of tourism. The research demonstrates that the most productive formation methods of neologisms in tourism are compounding and blending. Only a few neologisms have been coined by means of affixation, abbreviation and conversion (see Table 1). In our future researches we will focus on other spheres in which English neologisms are born, namely social media, economic developments, social and cultural phenomena, ecological initiatives, new hobbies etc.

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НЕОЛОГІЗМИ У СФЕРІ ТУРИЗМУ ЯК ВІДОБРАЖЕННЯ ЗМІН В АНГЛОМОВНІЙ КАРТИНІ СВІТУ

Присвячено англійським неологізмам, утвореним у сфері туризму, і способам їхнього формування. У дослідженні неологізми визначаються нами як нові лексеми та словосполучення або ж такі, що вже існували в мові й за ними встановилися нові значення, що позначають нові поняття та використовуються більшістю мовців певної спільноти. Дослідження неологізмів у різних сферах функціонування є завжди актуальним і цікавим, адже воно дає змогу виявити та проаналізувати актуальні зміни в сучасному житті. Отже, у цій неологічній розвідці вивчаються неологізми у сфері туризму, які називають нові види подорожей (*apitourism, weather tourism, grief tourism, flashpacking*), відпочивальників (*liveaboards, babymooners, half-tourists*), професії (*disco nannies, director of first impressions*), і суміжні явища (*spread booking, ghost flights, air curtain, place lag*). Також розглядаються нові види відпочинку, які з'явилися у постковідний період (*revenge travel, GOAT*). У межах цієї неологічній розвідки неологізми з туристичної сфери були виокремлені шляхом суцільної вибірки онлайн із лексикографічних джерел і відомих сайтів. У фокусі дослідження перебуває і словотвірний потенціал неологізмів із туристичної сфери. Аналіз неологічної вибірки продемонстрував, що більшість розглянутих одиниць утворена шляхом словоскладання (48 % неологізмів вибірки) і телескопії (44 %). Виявлено, що найменш популярними способами формування неологізмів у туристичній сфері є афіксація (4 % неологізмів вибірки), аббревіація та конверсія (по 2 % неологізмів вибірки кожен спосіб).

Ключові слова: неологізм, словоскладання, телескопія, афіксація, аббревіація, конверсія.