

**EXAMINATION OF LEXICAL DERIVATION IN TERMINOLOGY ASSOCIATED WITH
CREATIVE TOURISM**

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Abstract

The emergence of new terms in creative tourism reflects the industry's continuous innovation and adaptation to meet the demands of tourists. This paper examines the morphological aspects, particularly word formation, utilized in tourism terminology. The author discovered numerous new terms emerging in the realm of creative tourism, particularly tailored for tourists. The data were obtained from internet especially tourism advertisement from Facebook Ads and Instagram Ads which contain information about tourism destination, special products services used. Employing a descriptive-qualitative approach, the analysis focused on the morphological structures of creative tourism vocabularies. The study revealed that tourism terminology can be classified into blending and compounding types. Basically, the new word formations consist of combining two words to signify novel meanings aligned with the requirements of contemporary creative tourism. The increasing prevalence of blending and compounding types in the lexicon of creative tourism indicates their effectiveness in communicating and capturing the essence of various tourism experiences. The adoption of new word formations by the local community in creative tourism showcases their willingness to embrace and promote innovative experiences. This collaboration between locals and tourists strengthens the authenticity and cultural exchange within the tourism industry. The evolution of tourism terminology signifies the industry's responsiveness to evolving tourist demands. This analysis enables researchers and practitioners to identify patterns and trends, facilitating effective communication and marketing strategies in the realm of creative tourism.

Keywords— blending, compounding, creative tourism, morphology

Introduction

Tourism emerges as a compelling avenue for societies to showcase both the natural beauty and cultural richness of a country to the global community. It is intertwined with various facets such as culture, economy, social dynamics, and technological advancement. Nowadays, technology could affect people to get information easily from all parts of the world by logging in to the internet. With the advancement of technology, tourism demonstrates its presence by adjusting to contemporary perspectives, thereby generating a wider array of tourism options. This is also motivated by the saturation of tourists with the types of tourism or tourism destinations that are monotonous. Creative tourism is a new form of tourism which has the potential change existing models of tourism development and to make a contribution to diversifying and innovating the tourist experience (Richards, 2009).

The creative of tourism idea seemed to catch on not only because of the evolution of tourist demand but also because it fitted a range of contemporary policy agendas. Creativity has indeed been broadly applied in several fields, most notably in the creative and cultural industries (Richards & Marques, 2012). At the same time, a number of cities centres are endeavouring to enhance their creativity and position themselves as creative hubs, not merely as locations conducive to co-creation

but also as magnets for attracting artistic and knowledgeable individuals. Drawing the creative class as tourists could potentially entice them to settle in these cities, thereby enriching their creative ambiance and further enhancing both creative output and tourism appeal.

The use of English in tourism are significant to deliver idea of introducing the wonder of Indonesia's nature and culture, interestingly, contributes that new words are consequently formed, particularly words related to tourism (Wijanarto, n.d., 2020). Understanding new words are formed, the theory of morphological approach is the most suitable. Morphology is part of linguistics study that focuses on internal structure of words and the relationships among words (Ravid, 2001). Morphology encompasses the examination of word formation, encompassing the creation of new words across different languages worldwide. The methods of forming new words vary depending on their usage within sentences Booj (2012).

Word formation is related to the creation of new words. Many definitions related to new word formation are argued in order to have clear understanding. Word formation is word formation process is how to produce the new words based on the some rules (Ten Hacken & Panocová, 2011). Meanwhile, it was indicated that the word formation process involves generating novel words from existing ones. Based on this explanation, it can be inferred that word formation is the method of creating fresh vocabulary from pre-existing terms according to certain guidelines. Furthermore, the word formation process can be categorized as productive or non-productive (Ratih & Gusdian, 2018).

According to Harley (2017) new words are the words which are built by manipulating the existing words. She also stated that the new words are built by some processes which are affixation, blending, compounding which are more productive to create the new words. Moreover, (Pliatsikas et al., 2014) stated that the creation of new words relies on derivational morphological processes. Nevertheless, a disambiguation process between noun and verb stems was identified. Meanwhile, (Xhina, 2013) asserted that the word formation process in English and Albanian commonly involves two processes: derivation and compounding. (Brinton & Brinton, 2010) states that there are several word-formation processes; reduplication, conversion, blends, back formations, shortening, root creation, compound and derivation.

Previously, various studies have explored compound words. A study conducted by Budiarta (2016) investigated compound words in the Dawan language. The aim of the research was to examine the structure and types of compound words in the Dawan language. The analysis indicated that compound terms in Dawan were created by merging two words, whether they belonged to the same or distinct categories. The analysis revealed that compound words in Dawan were formed by combining two words, either from the same or different categories. These structures involved combinations such as noun (N) with noun (N), exemplified by "mais-oni" meaning 'sugar', formed by combining the noun "mais" ('salt') and the noun "oni" ('sweet'); noun (N) with verb (V), as seen in "poni-hauno" meaning 'propose', formed by the verb "poni" ('hang') and the noun "hauno" ('leaf'); verb (V) with verb (V), exemplified by "fua-tulu" meaning 'worship', formed by the verb "fua" ('see') and the verb "tulu" ('give'); and noun (N) with adjective (Adj), as illustrated by "ume-kbubu" meaning 'kitchen', formed by the noun "ume" ('house') and the adjective "kbubu" ('circle'). Further analysis revealed that these compounds could be classified into compound nouns, compound verbs, and compound adjectives.

Related to word formation process theory, this study focuses on blending and compounding which is related to tourism vocabularies. Nowadays, the words are very commonly used and can be easily understood to talk about tourism especially travelling. The words also describe creative tourism that is able to illustrate activities or activities in traveling in a new way. The vocabulary is more straightforward to articulate during informal discussions among individuals who comprehend the intended definitions. Blending and compounding have garnered attention for discussion due to their prevalence in the tourism sector, making the formation of words readily observable in this field.

Literature Review

1. Word Formation

Word formation is the process of involving the creation of new words according to specific rules (Ten Hacken & Panocová, 2011). Meanwhile, (Ratih & Gusdian, 2018) characterize word

formation as the process of generating fresh vocabulary from existing words. Thus, the word formation process entails constructing new terms based on established guidelines. Additionally, word formation encompasses various methods such as affixation, compounding, conversion, coinage, back-formation, blending, acronyms, initialisms, and clipping, as classified by (Carstairs-mccarthy, 2002; Katamba, 1993; Lieber & Štekauer, 2009). Lieber's classification provides an inclusive comprehension across diverse languages. This study specifically examines blends and compounds, which are commonly encountered in tourism terminology.

Blending and compounding as parts of word formation process have attracted attention from many researchers especially linguists. The study focuses on blending of English lexicon has been conducted entitled *Trendy blends: A new addition to English lexicon*. This study found that needs to be acknowledged and embraced with updated guidelines. Traditionally, blending involved combining the initial part of one word with the final part of another, resulting in a new word that encapsulates the merged meanings. However, it is evident that this conventional approach is no longer the sole method for creating neologisms through blending (Mostafa, 2013).

Another study finds that the majority of blends are produced through clipping, involving the utilization of the initial segment of the first word and the final segment of the second word, with the second most prevalent method being clipping and overlapping (Hosseinzadeh, 2014). The word is changed a transformation into a more recognizable form, often preserving its original significance. There are several approaches to create new words including borrowing from foreign languages, blending together from several words or deriving from words we already have, as well as converting words from one grammatical class to another.

Appah (2019) found that the compound is not a hyponym of the right-hand nominal constituent whose syntactic category may be assumed to percolate to the whole. The research indicates that all Akan compound structures (N-A, N-N, N-V, V-N, and V-V) are either exocentric or possess exocentric subcategories that align with three of the five types recognized by Bauer. Akan compounds involve word-level constructions that can exhibit holistic characteristics. The creation of V-N compounds is a component of syntax or morphology, and it involves differentiating V-N compounds from verb phrases (VPs). Various morphological, phonological, and semantic criteria exist for distinguishing between V-N compounds and VPs in the Akan language.

Comparing the findings conducted by (Mostafa, 2013), (Hosseinzadeh, 2014) and (Appah, 2019), the issues of blending and compounding occurred in some languages. The combination of two words into a new words, convey the meaning of a new word in English lexicon (Mostafa, 2013). Meanwhile, from different point of view, blends process differentiate into three groups using Algeo's theory namely phonemic overlap, clipping and phonemic overlap and clipping. It seems that the studies of blending have been conducted in English lexicon in general. This study focuses on English lexicon especially tourism words that commonly use in Indonesia. On the other side, the result appears in analyzing from Akan (Niger-Congo, Kwa, Ghana) language that the formation of Akan are varied (N-A, N-N, N-V, V-N, and V-V) which belong to exocentric compounds. This study underlined the use exocentric compounds in Akan that formed unexpressed feature as holistic constructional properties that do not emanate from the constituents. Compounding analysis in this study also conducted due to various tourism lexicon used in daily conversation in written or oral communication (Appah, 2019).

2. Blending

Blending is a word-formation that combines non-morphemic parts of the original words. It is originally used in advertisements and the media to get viewers' attention (Lieber & Štekauer, 2009). Delahunty and Garvey (2010) define blending as the act of merging two separate words to create a single compound word. Blending involves the combination of multiple words and the omission of specific segments to form a cohesive new term. Similarly, Yule (2010) describes this process as the combination of two separate forms to create a new term, typically achieved by taking the beginning of one word and attaching it to the end of another. Additionally, O'Grady and Guzman (1996) explain blending as the fusion of two words where their non-morphemic

components are merged into one. However, blending commonly involves taking only the initial part of one word and appending it to the end of another word. Examples of blending frequently encountered in daily conversations such the word "smog," which combines "smoke" and "fog." (Plag, 2018) claims that rule may account for the most frequent types of blends in English as follow:

$A B + C D \rightarrow A D$

For example:

<i>motor</i>	+	<i>hotel</i>	→	<i>motel</i>
<i>prim</i>	+	<i>sissy</i>	→	<i>prissy</i>
<i>simultaneous</i>	+	<i>broadcast</i>	→	<i>simulcast</i>
<i>smoke</i>	+	<i>fog</i>	→	<i>smog</i>
<i>Spanish</i>	+	<i>English</i>	→	<i>Spanglish</i>
<i>spoon</i>	+	<i>fork</i>	→	<i>spork</i>

3. Compounding

Compounding refers to combining two or more words to form new lexical units. Plag (2003) says that a compound comprises two or more autonomous words, typically retaining the meanings of its constituents. It has a meaning at least in their original form that involves those of their components. Some definitions related to compound stated by Yule (2010), defines compounding as the amalgamation of separate words to create a unified form, wherein the modifier usually precedes the head according to the right-hand rule commonly observed in English. In simple word, compounding entails combining various lexical categories such as adjectives, nouns, verbs, or prepositions to construct larger word units. This process of combination is prevalent in English.

For example:

<i>homework</i>	→	<i>home (noun)</i>	+	<i>work (verb)</i>
<i>fastfood</i>	→	<i>fast (adjective)</i>	+	<i>food (noun)</i>
<i>textbook</i>	→	<i>text (noun)</i>	+	<i>book (noun)</i>
<i>highlight</i>	→	<i>High (adjective)</i>	+	<i>light (verb)</i>

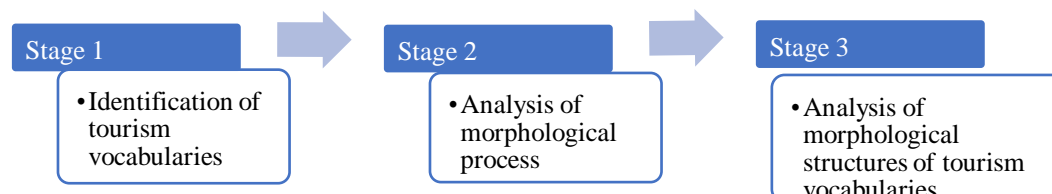
4. Creative Tourism

Creative tourism represents an emerging tourism paradigm with the capacity to reshape conventional models of tourism development and enrich the tourist experience through diversification and innovation. The inception of the creative tourism concept can be traced back to the mid-1990s, when a cohort of researchers and practitioners began exploring strategies to boost the marketability of craft products to tourists (Richards, 2009). The significance of creative tourism is growing, not only due to tourist demand for novel experiences but also because stakeholders in the cultural sector and destination management seek innovative ways to engage with visitors. There is a rising emphasis not only on promoting the cultural heritage of a location but also on leveraging tourism to bolster the destination's identity and foster the appreciation and utilization of local culture and creativity.

According to Dias et al. (2020), creative tourism has the potential to instigate positive transformations within communities and countries. Despite often being linked to cultural tourism, creative tourism differs significantly. Cultural tourism centers on observation, emotional connection, and contemplation, whereas creative tourism emphasizes the genuine experiences encountered by travellers. To introduce novel tourism initiatives and effectively draw visitors, managers must devise strategies aimed at both introduction and retention of prospective tourists. Beyond cultural considerations, the key factor enticing tourists to visit lies in the uniqueness of attractions. The greater the uniqueness of tourist destinations, the more likely they are to attract visitors.

Research Method

This study employs the descriptive-qualitative approach in analysing the morphological structures of creative tourism vocabularies. Specifically, textual analysis is conducted to identify the morphological processes involved in the formation of new words. The data used in analysing the morphological structures of creative tourism vocabularies are from internet especially tourism advertisement from Facebook Ads and Instagram Ads which contain information about tourism destination, special products services used. The process of generating data on morphological structures of creative tourism vocabularies consist of three stages namely:



1) Stage 1 - identification of tourism vocabularies

In this stage, the researcher identifies the creative tourism vocabularies which become trends among traveller. During this phase, the researcher searched for tourism advertisement about tourism destination, special product and services used from the internet. From these searches, ten advertisements are selected, and the tourism vocabularies are identified. These terms are then counted, and their definitions are determined based on their usage within the context of the advertisements.

2) Stages 2 - analysis of morphological process

This phase focuses on examining the morphological processes utilized in generating tourism vocabularies. Following the framework outlined by Shahlee and Mustaffa (2019), the researcher categorized the tourism vocabularies based on their word formation. They assessed whether the words were created through blending, compounding, affixation, conversion, abbreviation, acronym, or clipping.

3) Stages 3- analysis of morphological structures of tourism vocabularies

The last stage is generate-phase, the researcher analyzed the morphological composition of each vocabulary. They identified both free and bound morphemes and then classified the morphological structure of the words as either simple, complex, or compound.

Result and Discussion

Several fresh terminologies have surfaced, acquiring novel connotations in the progression of creative tourism, particularly in the promotion of tourist destinations or tourism offerings. Presented below is a compilation of several recent terminologies arising from the evolution of creative tourism

5. Blending

Blending means combining the parts of two words to produce a new word. The first part of the first word is blended with the last part of the second word.

No	Blending	Word 1	Word 2
1	<i>glamping</i>	<i>glamorous (adj)</i>	<i>camping (noun)</i>
2	<i>cinetourism</i>	<i>cinema (noun)</i>	<i>tourism (noun)</i>
3	<i>staycation</i>	<i>stay (verb)</i>	<i>vacation (noun)</i>

4 | *mancation* *man (noun)* *vacation (noun)*

Table 1. Examples of Blending

a) *Glamping*

Glamping, short for Glamorous Camping, is gaining traction as a tourism trend among nature enthusiasts who seek the tranquility of the outdoors without sacrificing comfort. This term has become widely recognized among modern tourists who desire to immerse themselves in nature through camping but with a touch of luxury. Like traditional camping, glamping involves seeking adventurous experiences by staying near beaches, hillsides, or hiking trails. However, glamping typically offers upscale amenities, ranging from plush beds such as spring mattresses to bathrooms with hot showers and even television sets.

b) *Cinetourism*

Cinetourism, is a fusion of two words, "cinema" and "tourism." It encompasses various forms of travel associated with movies, such as exploring film museums, experiencing unique cinema venues globally, or journeying to locations used as filming sites. Typically, *cinetourism* involves visiting locales where renowned films have been produced.

c) *Staycation*

Essentially, a staycation (a combination of 'stay' and 'vacation') refers to a brief getaway within or near one's hometown. Typically lasting only one night, it allows tourists to avoid extensive travel and time commitment, often fitting conveniently into weekends like Saturdays and Sundays. Presently, this phrase is widely utilized by accommodations such as hotels and villas to promote their tourism services through social media channels like Facebook or Instagram Ads, presenting an opportunity for relaxation and a break from the routine of everyday life.

d) *Mancation*

Mancation refers to a travel excursion tailored exclusively for male participants, devoid of female involvement. Typically, the activities undertaken are of a more adventurous and challenging nature, such as engaging in water sports, mountain climbing, or spearfishing. Given the exclusively male composition, participants often have the freedom to consume alcohol in substantial quantities during these outings.

As presented above, the words that commonly found in tourism are formed of two words and the meaning convey one meaning. The examples above are formed by blending the first syllable of the first words and the first syllable of the second ones. This finding seems to support the idea of blending trends in English lexicon by combining two words and has one meaning (Mostafa, 2013). This formation appears nowadays to express new types of travelling that previously did not popular in tourism area.

New blends with clipping as one types of blending may also create by using the first bit of the first word, the last bit of the second one (Hosseinzadeh, 2014). It can be seen that a new word blends two words in which some parts of the origin words should be missed. In this case, they have a new meaning that combine the meaning of the word sources. The words are formatted from nouns and adjectives and also verbs. It supported the notion that blends merge segments of lexical source words, rather than entire source words, thus setting them apart from compounds. Morphological structure plays a less significant role in blends. Instead, phonological characteristics are crucial in blending, particularly the phonological resemblance of the blend to either part or the entirety of the source word (Kemmer, 2003).

Blends arise when two words with distinct meanings are combined to create a new term that cannot be broken down into its constituent parts, representing a morpheme. It is emphasized that the presence of phonemic similarity is crucial in differentiating blends from

compounds. Additionally, it is argued that elliptical forms like "staycation" (formed from "stay" and "vacation") do not qualify as blends since they do not generate a new meaning through the blending process (Hosseinzadeh, 2014).

6. Compounding

Compounding is a process of combining words to form a single, unified term that represents a single concept, pronounced as a single unit (Zaim, 2018). There are three types of compound processes used in the formation of English compound words: Endocentric Compound, Exocentric Compound, and Copulative Compound. In this study focuses on exocentric compound. Exocentric compound represents a compound type devoid of a clear headword and dependent word (Haspelmath & Sims, 2010). Bauer (2003) explains that an exocentric compound refers to something not falling under the subclass of either of its elements, meaning they are not hyponyms of either constituent. Exocentric compounds: A+B = compound with an unexpressed semantic head (paleface they mostly refer to depreciative properties of people).

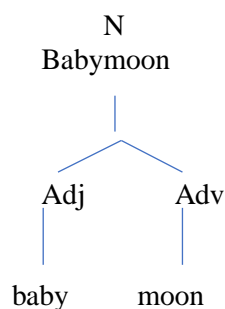
The following example can show exocentric compound.

No	Compounding	Word 1	Word 2
1	<i>babymoon</i>	<i>baby (noun)</i>	<i>moon (noun)</i>
2	<i>gray nomad</i>	<i>gray (adj)</i>	<i>nomad (adv)</i>
3	<i>guesthouse</i>	<i>guest (noun)</i>	<i>house (noun)</i>
4	<i>waterfall</i>	<i>water(noun)</i>	<i>fall (noun)</i>

Table 2. Examples of Compounding

a) *Babymoon*

Babymoon consists of 2 words that initially standalone baby + moon and have different meanings after being juxtaposed. The word *babymoon* can be categorized as compounding because consist of two words; baby is a noun and moon also is a noun. When two words is combined, it will form a new meaning that has different meaning. The process can be seen below:

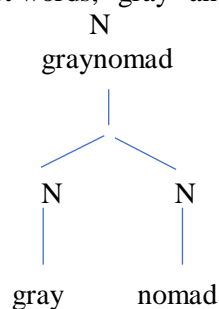


[gray] N +[nomad] N = [graynomad] N

Babymoon is commonly understood as a romantic getaway taken by expectant parents before the birth of their child. Although it's essentially a vacation spent together, *babymoon* offers numerous advantages for mothers, fetuses, and soon-to-be fathers to enjoy quality time in a different environment. This experience serves as a chance to relax, communicate, and reinforce the connection between partners. Establishing a strong bond prior to the baby's arrival is crucial for ensuring that prospective parents are well-equipped for their new responsibilities. Hence, it's not surprising that *babymoons* are becoming increasingly popular among young couples awaiting parenthood.

b) *Gray nomad*

Gray nomad tourism focuses on exploratory activities without a fixed destination. The term "gray nomad" comprises two distinct words, "gray" and "nomad."



[gray] N +[nomad]N = [graynomad] N

The concept of "gray" in the context of uncertainty among various color options is likened to tourist journeys that lack a predetermined direction, while "nomad" originates from the term "nomadic," signifying constant movement. Consequently, "gray nomads" are akin to travelers who embark on indefinite journeys, often lasting for extended periods, utilizing vans equipped with tents for accommodation.

From those two words, compounding theory are proven as exocentric compounds. Alternatively, a compound will be "exocentric" if there is an understood head that is not pronounced. This result seems to support exocentric compound in Akan language (Appah, 2019). An exocentric compound is characterized by not being a subcategory of either of its constituent elements, suggesting the absence of a dominant component or possibly having a component (or "center") external to the compound itself. In summary, it can be inferred that a compound noun is a compound type where a noun serves as the head, and it can combine with various categories including Noun (N), Verb (V), Adjective (A), and Adverb (Adv).

Conclusion

Languages are subject to ongoing evolution, often manifesting in alterations to grammar and vocabulary. English stands out as a global lingua franca, distinct from other languages. The practice of blending and compounding words has become increasingly prevalent, warranting acknowledgment and incorporation into linguistic conventions. Typically, blending involves combining the initial segment of one word with the final segment of another, resulting in a new word that encapsulates the meanings of both original words. Meanwhile compounding combines two words into one word that do not convey the two meanings of original words. The evolution of tourism terminology signifies the industry's responsiveness to evolving tourist demands. This analysis enables researchers and practitioners to identify patterns and trends, facilitating effective communication and marketing strategies in the realm of creative tourism.

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