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INNOVATIVENESS IN TOURISM: NEOLOGISMS

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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.*

• Introduction

The term innovativeness refers to the quality of being innovative and derives from the adjective innovative, which describes ideas, products, or individuals that introduce new, original, and advanced methods. This concept has been analyzed and measured from various perspectives, including those of housing developers, economic progress, and resource availability. Over the past two decades, research on innovativeness in tourism has focused on the behavior of tourism firms, the experience economy, SMEs in tourism, and creative tourism. In the last ten years, studies have also begun to explore this concept from a linguistic perspective.

• Material and method

The study is based on a corpus of 96 tourism-related neologisms collected from the website of Etura Travel Agency. These terms were categorized into five groups: "already mentioned," "newly introduced," "with their norm/interpretation changed," "not introduced," and "adapted to Romanian spelling," according to the main Romanian language dictionaries – DOOM'21 and DEX'16. The research method used is corpus analysis, an empirical strategy commonly used in linguistic studies based on authentic language material. The corpus was first compiled, then supplemented with additional relevant information, explored, and finally analyzed.

• Results and discussions

Neologisms in tourism reflect terminological innovation and the adaptation of discourse to the new realities of the industry. These are formed through linguistic processes such as derivation, compounding, borrowing, and conversion, being classified as neonyms in specialized languages.

Specialist studies highlight translation and cultural adaptation challenges (e.g., glamping, wedding tourism) and classify neologisms according to their form and semantic field (accommodation, gastronomy, technology, etc.).

A case study of the Etura agency's website shows a high frequency of neologisms, some already included in DOOM'21, others newly introduced, reinterpreted, or unaccepted. There are also improperly adapted forms (comisionabil, loializare), highlighting challenges in standardization within the Romanian language.

Neologisms thus become relevant tools for analyzing linguistic innovation and understanding the dynamics of contemporary tourism discourse.



• 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.