

ECO-TOURISM TERMS: A HYBRID VOCABULARY

TERMENII SPECIFICI ECO-TURISMULUI: UN VOCABULAR HIBRID

GEORGETA RAȚĂ*, CORNELIA PETROMAN*, I. PETROMAN*, ANICA PERKOVIC**

*Agricultural and Veterinary University of the Banat, Timișoara, Romania

**J. J. Strossmayer University of Osijek, Croatia

Abstract: The main objective of this paper is to show how important fashionable words and/or combining words such as *eco-* can be in the development of one language's vocabulary, in our case the English vocabulary. The study area is linguistics: the paper presents an analysis of the English vocabulary of the compounds with *eco-*. The method consists of the statistical analysis of the *eco-* words: share of the modern English vocabulary, structure of the compounds, parts of speech containing *eco-*, and share of hyphenated words with *eco-*. The results of our analysis show that English *eco-* words advertising Indian eco-tourism, for instance, are twice as numerous as English *eco-* words attested by language dictionaries. The conclusion: though quite recent, this hybrid vocabulary is likely to prevail in the field of the ever-developing eco-tourism.

Rezumat: Principalul obiectiv al acestei lucrări este să arate cât de importante sunt cuvintele la modă și/sau elementele de compunere ca *eco-* în vocabularul unei limbi, în cazul nostru limba engleză. Domeniul de studiu este lingvistic: lucrarea prezintă o analiză a compuselor englezești cu *eco-*. Metoda constă în analiza statistică a cuvintelor compuse cu *eco-*: cât anume reprezintă din vocabularul limbii engleze moderne, structura compuselor, părți de vorbire compuse cu *eco-*, și procentul cuvintelor cu *eco-*. Rezultatele analizei arată că toate compusele englezești cu ajutorul cărora se face reclamă eco-turismului indian, de exemplu, sunt de două ori mai numeroase decât cuvintele compuse cu *eco-* atestate de dicționarele de limbă engleză. Concluzia: deși recent, acest vocabular hibrid va predomina domeniul în dezvoltare al eco-turismului.

Key words: attested *eco-* words, structure of compounds, base word, novelty

Cuvinte cheie: cuvinte atestate compuse cu *eco-*, structura compuselor, cuvânt de bază, noutate

INTRODUCTION

Languages have always been directed by the pressure of internal forces: thus, general bio-psychological, socio-cultural, and spatial and temporal factors that tend to level language trends are opposed by the linguistic maternal impulse that pushes everything within the matrix of the mother's tongue. Another factor is of importance here: the tendency to mimicry which, in its turn, act in two directions: backwards (it is a conservatory factor, since it inhibits new elements through the perseverance of the already existing linguistic phenomena) and forwards (it is a progressive factor, since it promotes new elements that are born from the changing forms of life).

All modern languages seem to be characterised, despite their variety, not only by the same basic trends (materialised in phonological, grammatical, and syntactical principles) but also by identical trends within either space or time units. European languages close in content and structure, have their roots in the Greek and Roman culture, a trend that results in notions more or less structured in the same way and whose linguistic forms try to penetrate the different languages. Despite the opposition from the mother's tongue, the revelation of other realities and mechanisms makes a monolingual person identify the new contents with his own ones and range them among his mother's tongue matrices. The result: the different types of loan translations. The most often, it is the vocabulary of a language that gives in, adapting ceaselessly to cultural and spiritual situations.

The vocabulary thus becomes a source of information on a determined period in the spiritual life of a country: it is by studying the fundamental vocabulary of a language at a specific time that we can realise the dominant images and ideas of that time. Such a dominant image of the end of the 20th century and of the beginning of the 21st century, centuries marked by an ever increasing environmental concern, is the 'eco-' image.

English language comprehensive dictionaries include 74 **eco- words** (words that include: *eco-*, *oec(o)-*, *oik(o)-* from the Greek for 'house, household affairs [environment, habitat], home, dwelling'; used in one extensive sense as, 'environment'): *autecological*, *autecology*, *bioecologist*, *bioecology*, *dioecious*, *dioecy*, *dioic*, *ecoactivist*, *ecobabble*, *ecobiology*, *ecobiotic*, *ecocatastrophe/ecocatastrophy*, *ecocidal*, *ecocide*, *ecoclimate*, *ecoclimatology*, *ecodeme*, *ecofact*, *ecofreak*, *ecofugic/oikofugic*, *ecogeographer*, *ecogeographic/ecogeographical*, *ecogeographically*, *ecogeography*, *ecohazard*, *ecolaw*, *ecoline*, *ecological*, *ecologist*, *ecology/oecology*, *ecomania/oikomania*, *ecomorphology*, *econometrics*, *economic/economical*, *economics*, *economist*, *economy/oecconomy*, *eco-organ*, *ecoparasite*, *ecophobia/oikiophobia/oikophobia*, *ecophysiology*, *ecosite/oecosite/oikosite*, *ecospecies*, *ecosphere*, *ecospheric*, *ecosystem*, *ecotage*, *ecotelemetry*, *ecoterrorist*, *ecoterrorism*, *ecotone*, *ecotourism*, *ecotoxicologist*, *ecotoxicology*, *ecotropic/oikotropic*, *ecotype*, *ecotypic*, *ecowarrior*, *ecumene*, *ecumenic/ecumenical*, *geneecology*, *heteroecious*, *macroecology*, *macroeconomics*, *macroeconomy*, *microecology*, *microeconomics*, *monoecious*, *monoecy*, *paleoecology*, *parish*, *synecology*, *synoecious*, and *synoecy* (<http://wordinfo.info>), but only half of them are related to **ecology** and, therefore, to **eco-tourism**.

MATERIALS AND METHOD

The present study of the English vocabulary of eco-tourism such as it is used in Indian tourism sites is based on a common method of quantitative linguistic analysis of the words compound with *eco-*.

The goal is to properly describe the English vocabulary of eco-tourism for a better knowledge through an analysis of general language dictionaries and of the definitions they supply.

The study is done on a well-determined corpus of words – the lexical field of *eco-tourism* belonging to the common vocabulary – representing compounds (words formed from at least two elements of different linguistic nature: root-words, combining words, etc.).

The choice of the corpus was dictated by the fact that it interests both linguists and users.

The analysis relies on general language dictionaries and on tourism sites and the results are of inter-disciplinary interest – linguistic, terminological, socio-linguistic, and lexicographical.

The distinction between the different vocabularies of a language relies on several independent criteria: range or frequency of the words, interest of the groups of speakers depending on their profession and on their social and cultural status, etc. Thus, we have come to distinguish between fundamental vocabulary (covering the terms making up any variant of the language), standard vocabulary (covering all the terms except for artistic, scientific, and technical terms), and specialised vocabularies (covering all artistic, scientific, and technical terms). The vocabulary of eco-tourism, though somewhere between fundamental and specialised vocabularies, tends to become a rather fundamental vocabulary.

RESULTS AND DISCUSSION

In India, the worldwide fashion of **eco-tourism** has generated lately a huge wave of **eco- words**, an unprecedented linguistic productivity of hybrid words (48) that are not yet

mentioned by English language comprehensive dictionaries. These 48 **eco- words** are: *eco activity* (though they include *ecoactivist*), *eco-agri-tourism*, *eco article*, *eco adventure*, *eco beach*, *eco bungalow*, *eco camp*, *eco category*, *eco certification*, *eco club*, *eco delight*, *eco education*, *eco-ethno spirituality*, *eco excursion*, *eco farm*, *eco-friendly*, *eco health*, *eco holiday*, *eco hotel*, *eco labelling*, *eco location*, *eco lodge*, *eco lover*, *eco map*, *eco news*, *eco park*, *eco place*, *eco practice*, *eco product*, *eco quality*, *eco region*, *eco resort*, *eco site*, *eco tour* or *eco tourist* (though they include *ecotourism*), *eco travel*, *eco traveller*, *eco trek*, *eco trekking*, *eco trip*, *eco vacation*, *eco view*, *eco wildlife*, *eco wonder*, *eco zone*, not to mention *eco Ayurveda spa holidays*, *eco India*, or *eco Mantra*! The **eco- words** belonging to the English of Indian eco-tourism and not mentioned by English language dictionaries (48, i.e. 39%) represent more than half of the **eco- words** mentioned by English language dictionaries (74, i.e. 61%).

Though **compounds** can consist of two or more **base words** (a base word is the part of a complex word, consisting of one or more morphemes, to which derivational or inflectional affixes may be added, as *biolog-* in *biological*), or of **a base** and **an affix** (an affix is a bound element, as a prefix or suffix, added to a base word or stem to form a fresh stem or a word, as *im-* in *impossible* or *-ed* in *wanted*), or of two **combining forms** (a combining form is a linguistic form used only in compound words, never independently, as *eco-* in *ecology*), or of a **combining form** and an **affix** (CHALKER *et al.* 1994), these 48 **eco- words** have the following structures:

- **combining form + base word** (45, i.e. 94%), resulting in **nouns**: *eco activity*, *eco article*, *eco adventure*, *eco beach*, *eco bungalow*, *eco camp*, *eco category*, *eco certification*, *eco club*, *eco delight*, *eco education*, *eco-ethno spirituality*, *eco excursion*, *eco farm*, *eco health*, *eco holiday*, *eco hotel*, *eco labelling*, *eco location*, *eco lodge*, *eco lover*, *eco map*, *eco news*, *eco park*, *eco place*, *eco practice*, *eco product*, *eco quality*, *eco region*, *eco resort*, *eco site*, *eco tour* or *eco tourist*, *eco travel*, *eco traveller*, *eco trek*, *eco trekking*, *eco trip*, *eco vacation*, *eco view*, *eco wildlife*, *eco wonder*, *eco zone*, *eco India*, *eco Mantra (!!!)*, and **adjectives**: *eco-friendly*;

- **combining form + combining form + base word** (2, i.e. 4%), resulting in **nouns**: *eco-agri-tourism*, *eco-ethno spirituality*;

- **combining form + base word + base word** (1, i.e. 2%), resulting in a **noun**: *eco Ayurveda spa holidays*.

Of these 48 **eco- words** related to eco-tourism in India, 47 are nouns (98%) and 1 is an adjective (2%).

The novelty of the **eco- words** related to eco-tourism in India is obvious in their spelling: none of the **eco- words** is the result of fusion, and only 3 (94%) of the 48 **eco- words** are hyphenated (i.e. have their composition parts connected by a short line called hyphen), the necessary stage between compounds made of distinct parts and fused compounds: *eco-agri-tourism*, *eco-ethno spirituality*, *eco-friendly*.

CONCLUSIONS

The Indian eco-tourism English **eco- words** represent more than half of the **eco- words** mentioned by English language dictionaries, pointing to a serious developmental trend that could be defined as a highly hybrid vocabulary-producing condition.

The large number of **eco- nouns** of the **combining form + base word** structure points out the recentness of these formations (later on, other parts of speech with **eco-** are expected to appear – adjectives, verbs, and even adverbs).

The novelty of the **eco- words** related to eco-tourism in India is obvious in the absence of fused or hyphenated words.

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