

**BLEISURE, HOCANCE, HOMESTAY, HOME EXCHANGE, PROXIMITY,
RESIDENTIAL, OR WORKCATION?**

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Abstract: *This paper is an attempt at answering the question "Which of the following is best? Agrocation, bizcation, bleisure, cottaging, daycation, farmstay, flexcation, hocance, holistay, home exchange, home exchanging/swapping, home-stay/homestay, kicance, nearcation, near-home tourism, petcance, proximity tourism, residency tourism, residential tourism, second-home tourism, stacation, staycation, or workcation?" The authors define these (relatively) new sub-types of domestic tourism, compare them from a terminological perspective and make suggestions regarding the way these terms should be treated.*

Key words: *agrocation, bizcation, bleisure, cottaging, daycation*

INTRODUCTION

Many factors have contributed to the growth in the tourist industry since the 1950s [1,10,17,20,22] and to the increasing number of tourism types and subtypes:

- Cars: there is increase in car ownership, which means greater movement freedom for people [6];
- Free / leisure / spare time: there has been an increase in the amount of paid leave days due to regeneration of human rights and reduction of working hours [4,14];
- Greater affluence: there has been an income increase allowing more people to spend more money [7,9];
- Greater awareness: there is a raise of people's expectations due to television travel programmes [15,18];
- Higher education and culture levels: there has been an increase in the number of people who travel to see cultural and educational values [2,19];
- Increased life expectancy: there are more and more older people who have sufficient income to spend time travelling due to better life conditions, to living longer [16];
- Internet: there is increase in the number of people who research holiday destinations and make their own travel and accommodation arrangements [3,8];
- Package holidays: there is tourism growth, which has made booking easier and holidays more affordable [11,13];
- Paid vacation rights: there has been increase in the free / leisure / spare time of people, which lead to paid vacations [23];
- Social security: there are social security rights securing the future of a person in terms of income and health, which lead people to move towards relaxation and travelling [5];
- Technological development: there have been increasing speed of vehicles, affordability, comfort, and public transportation with technology, which benefit the humanity [12];
- Travel: there are more affordable airfares, even to far away destinations;
- Urbanization: there has been urbanization and closeness of industrial areas to residential areas, which made people want to get rid of hectic city life [21,24].

The problem with the (relatively) new types and subtypes of tourism is that the terms designating them are, in most cases, difficult to understand. This paper is an attempt to define them and to show which of them overlap as synonyms.

MATERIALS AND METHODS

The material use in this paper consists in a few articles on various relatively new types and sub-types of tourism. The research method used in the terminological analysis of these types and sub-types of tourism is content analysis: it allowed the identification of their definition, similitudes, and differences to see if they are proper new types and sub-types of tourism or not.

RESEARCH RESULTS

The new tourism formations are either derivatives (“words formed from other words by a process of derivation [the process of forming a new word by adding an affix to an existing word]” – e.g., cottage > cottaging), compounds (“words formed by combining to or more bases [free morphemes]” – e.g., farm + stay > farmstay) or blend words (“words formed by the merging of parts of two other linguistic elements” – e.g., motel < motor + hotel) [25,26].

1. Derivatives

There are few derivatives in our corpus of terms designating new types and sub-types of tourism. They are derivatives with the suffix -ing (used to form nouns of actions or processes):

- Cottaging, “a seasonal activity involving a prolonged stay at one or more cottages; similar to visiting, but typically for a longer duration and at a seasonal home that one owns or rents”;

- Home exchanging/swapping, “a form of lodging in which two parties agree to offer each other homestays for a set period of time”.

2. Compounds

Compounds designating new types and sub-types of tourism are far more numerous than the derivatives. The novelty of these compound lexemes is indicated by the presence of the hyphen (“a sign used to join words semantically” – e.g., home-stay, near-home) in compounds coexisting with other compounds that are also spelled without it – e.g., home-stay/homestay:

- Farmstay, “a working farm that also offers accommodation to paying guests”;

- Home exchange, “a form of lodging in which two parties agree to offer each other homestays for a set period of time”;

- Home-stay / homestay, a holiday non-hotel-based tourism, is “a holiday or other period abroad spent staying in the home of a local family; (Australian New Zealand) a private house offering accommodation to paying guests”.

- Near-home tourism syn. proximity tourism;

- Proximity tourism, “exploration and rediscovery of sites, landmarks, and other locations close to where one resides”;

- Residency tourism syn. residential tourism;

- Residential tourism, “tourism based on property or tourism investment aimed at providing residential/living accommodation on a permanent basis or for periods of fixed duration in areas of interest for tourism”;

- Second-home tourism, “a form of travel ‘involving a visit whereby either (or both) the purpose of the trip or the type of accommodation involves visiting friends and/or relatives”.

3. Blend Words

This category of terms designating new types and sub-types of tourism is the richest of all. Are blend words of lexical / word blends the following:

- Agrocation (a blend/portmanteau from agro- < “agricultural” and vacation “an extended period of leisure and recreation, especially one spent away from home or in travelling; a holiday, “a way of spending free time in which tourists stay in farms in suburban villages and often participate in farm activities” [(Wixon, 2009, in Aydin, Kiliç & Ateş, 2017, 1)];

- Bizcation (a blend from business [‘bɪznəs] “a person's regular occupation, profession, or trade” and vacation “an extended period of leisure and recreation, especially one spent away from home or in travelling; a holiday”, is defined as “travel that combines business and holidays”;

- Bleisure (a blend from business “a person's regular occupation, profession, or trade” and leisure “”), is defined as “travel that combines business and leisure”: it means either adding some extra days to a business trip to relax or turning a leisure trip into a business trip.;

- Daycation (a blend / portmanteau from day “each of the twenty-four-hour periods, reckoned from one midnight to the next, into which a week, month, or year is divided, and corresponding to a rotation of the earth on its axis” and vacation “an extended period of leisure and recreation, especially one spent away from home or in travelling; a holiday”), “a day trip or one-day vacation”, “a day trip to a resort, hotel, etc. that does not involve staying the night”, “a single-day excursion or retreat”;

- Flexcation (a blend/portmanteau from flexible “able to be easily modified to respond to altered circumstances” and vacation “an extended period of leisure and recreation, especially one spent away from home or in travelling; a holiday”), a type of vacation allowing staycationers to benefit from flexible and transparent cancellation policies; to benefit from more expansive dog friendly offerings; to benefit from services aligned to wellness in body and mind; to benefit from the importance of “keeping it local”; to benefit from the proliferation of new and emerging markets; to book last minute stays; to focus on health and safety; and to reprioritise accommodation facilities.

- Hocance (a Korean blend / portmanteau from English hotel “an establishment providing accommodation, meals, and other services for travellers and tourists” and French vacance “holiday”), defined as “a vacation spent in a hotel instead of traveling long-distances or abroad”, an “established and popular trending culture of spending vacations in hotels”, “spending your vacation only in a (domestic) hotel”, “visiting a hotel for leisure”;

- Holistay (a blend / portmanteau from holiday “an extended period of leisure and recreation, especially one spent away from home or in travelling” and stay “period of living in a place”), “a holiday spent in one's home country rather than abroad, or one spent at home and involving day trips to local attractions”;

- Kicance (a Korean blend/portmanteau from English kid “a child or young person” and French vacance “holiday”) meaning “spending quality time in a hotel kids room equipped with amenities for kids”;

- Nearcation (a blend/portmanteau of near “at or to a short distance away; nearby” and vacation “an extended period of leisure and recreation, especially one spent away from home or in travelling; a holiday”), “a vacation to a destination relatively close to one's home”;

- Petcance (a Korean blend/portmanteau from English pet “a domestic or tamed animal kept for companionship or pleasure” and French vacance “holiday”) meaning “enjoying time with one's beloved pets”.

- Stacation syn. staycation;

- Staycation (a blend/portmanteau of stay “period of living in a place” and vacation “an extended period of leisure and recreation, especially one spent away from home or in travelling; a holiday”), “a vacation spent at or close to home; a vacation spent at one’s own home without other overnight accommodation; (Britain, Ireland) a holiday spent in one’s own country” an extreme form of proximity tourism;

- Workcation (a blend from work “activity involving mental or physical effort done in order to achieve a purpose or result” and vacation “an extended period of leisure and recreation, especially one spent away from home or in travelling; a holiday”, is defined as “travel that combines work and holidays” They are synonyms because the three of them include the idea of a travel combining business / work and holiday / leisure.

CONCLUSIONS

Word formation processes in the field of new tourism terminology includes blend words (13), compound words (8), and derived words (2), which reverses the traditional order of lexicon/vocabulary enriching processes. This proves that the field of tourism is an effervescent one in both types and subtypes of tourism and terms designating them. Properly understanding this new vocabulary can help tourism operators make the right decisions when they opt for a development strategy or another.

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