ABBREVIATION OF THE 21-ST CENTURY IN THE FIELD OF SERVICE AND TOURISM (on the material of the modern English)

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Abstract: The topic of our research is English abbreviations in the field of service and tourism. The aim of the scientific investigation is the analysis of description, development and functioning of abbreviations in modern English and the lexical-semantic classification. The significance of our research is determined by the necessity of studying English abbreviations which are widely used in the field of service and tourism nowadays. In Chapter 1 we discuss about the problems of intercultural communication as one of the main components in the field of service and tourism, the role of the English language in the world and community, also, we pay attention to the issues of the meaning of English abbreviations which are quite popular in touristic terminology. In Chapter 2 we examined the peculiarities of the lexical-semantic groups of abbreviations, their classification and made up the selection of touristic abbreviations according to the fields of their most frequent use.

According to the results of our research, we came to the conclusion that the largest number of abbreviations is used in the fields of hospitality (25-30%) and tour operating (13-14%), which is explained by the development of international service and tourism nowadays and participation of Russian Federation in World Tourism Organization (WTO).

Thus, the abbreviations of modern English, in fact, represent quite complicated and disputable process, they are widely used in the field of service and tourism as they cause comforts and save time for the tourists.