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**Стоянова Инга Фёдоровна**

кандидат филологических наук, доцент,  
доцент кафедры германской филологии  
Международный Независимый  
Университет Молдовы (УЛИМ)  
г. Кишинев, Молдова

**Inga Stoianova**

PhD in Philology, Associate Professor  
Associate Professor of the Chair  
of Germanic Philology  
Free International University of Moldova  
(ULIM)  
Kishinev, Moldova  
istoianova@ulim.md

## ВАРИАТИВНОСТЬ СОКРАЩЕННЫХ ФОРМ В ЛЕКСИКЕ ГОСТИНИЧНОГО СЕРВИСА

### VARIABILITY OF ABBREVIATED FORMS IN HOTEL VOCABULARY

В статье исследуется феномен сокращенных лексических форм в гостиничной лексике. Важность темы обусловлена растущим интересом к функционированию терминологии гостиничной индустрии, одной из самых быстрорастущих областей туризма. В работе были проанализированы структурно и семантически разные типы сокращений, используемых в гостиничной лексике. Каждый тип аббревиатуры является единичным и ведет к появлению нового слова, увеличивая общий объем специализированного языка в туристическом секторе.

The phenomenon of abbreviated forms in hotel vocabulary is studied in this article. The topic's importance stems from the growing interest in hotel terminology, one of tourism's fastest-growing fields. Varieties of abbreviated forms used in hotel vocabulary are analyzed structurally and semantically. Each type of abbreviation is distinct and results in the production of a new word, increasing the overall body of specialized language in the tourism sector.

**К л ю ч е в ы е с л о в а:** туризм; гостиничное хозяйство; аббревиация; сокращение; языковая экономия.

**K e y w o r d s:** tourism; hospitality; abbreviation; shortening; language economy.

International tourism is a complex and multidimensional area of the world economy, having a large impact on both the world and national economies of certain states and regions. In some countries, international tourism is almost the only source of foreign exchange earnings that supports a sufficiently high level of economic development and well-being of citizens. The hospitality industry is a noteworthy branch of tourism and represents an economic activity of providing accommodation, room service, catering, and other possible services within the hotel. A defining aspect of the hospitality industry focuses on ideas of luxury, pleasure, enjoyment, and experiences, as opposed to catering for necessities and essentials [1].

The sphere of the concepts expressed by the terms related to tourist and hotel vocabulary is associated primarily with a person. Currently, there is an increased interest in a person and in all the phenomena associated with him (all cultural and non-cultural aspects involved, etc.), reflected in the hotel language.

In tourism, the guest has to believe that the host is welcoming out of feelings of kindness, a desire to please, and a true concern for the guest as a person. When considering hospitality in this light, notions like generosity, friendliness, the host-guest relationship, entertainment, and free experiences come to mind. In this context, international and cross-cultural features of hospitality are of great importance [2, p. 75].

With the advanced technology, there is a demand to communicate and to transfer specialized and non-specialized information as quickly as possible, within a limited space and time. The widespread use of abbreviations as a linguistic phenomenon characteristic of modern languages is due to a number of extralinguistic reasons: scientific and technological progress, the development of intercultural communication, a change in the rhythm of life, a tendency to shorten and simplify the language. At the same time, external stimuli create the prerequisites for the development of intralingual factors, such as the frequency of generating unit use, language habits, context, semantic innovation and transformation, secondary nomination processes, the development of additional connotations [3, p. 28]. In this context, the use of abbreviations as a means of language and time economy becomes an integral part of language evolution.

English has a strong tendency to various kinds of reductions in words. The greater part of English vocabulary is taken by short, monosyllabic, and disyllabic words, while long lexical units sometimes are perceived as foreign ones (or at least, being composed of foreign/borrowed elements).

The abbreviation has the task to increase the efficiency of communication, being one of the reasons for society and language development as a means of change of information. Abbreviations represent a type of the second nomination, having a classifying and identifying function, as their emergence very often gives evidence of the actuality of the denoted phenomenon at a certain period. Contracted units serve to fill lexical or word-building lacunas in everyday and specialized vocabulary, proving the necessity to denote a new thing in society. Each significant word, the abbreviated one also, represents the unity of meaning and sound alliance, the content, and the form, which always tend to reciprocal correspondence, the content having the leading value of the unit. The words that correspond to this trend the additional exertion on the memory are eliminated and the word is further easily operated in everyday and specialized communication [4].

The substantial use of various abbreviations is one of the most characteristic features in developing national terminologies and national languages in general.



Terminology is regarded as a vocabulary for accurately describing the alien body and associated components, conditions, processes in a science-based manner. Decoding the hotelier term is an important procedure as they are very common in this branch of tourism.

Hotel abbreviations are used for a variety of reasons: to avoid repetition, save space and time, or conform to conventional usage. The essence of the economical use of language is to ensure a high volume of hotel information transfer per unit time. This phenomenon can be considered as a way of concentrating (condensing) the hotel information. In hotel communication, they allow and require hotel personnel, tourist agents, tourists, economists, and other hotel specialists and professionals to document records quickly.

As any linguistic phenomenon, abbreviations are supposed to be classified according to different criteria. The corpus of investigation included 206 abbreviations selected from the online travel magazines 'Condé Nast Traveler' [5] and 'Travel + Leisure' [6], the structural features of abbreviations being the starting point and moving forward to phonetic aspects.

Structurally, as the results of the investigation show, the majority of abbreviations are composed of 2–6 signs/letter and non-letter graphemes. Two- signs abbreviations represent 46 units, namely 22,1 % of the corpus, e.g.: *TD – Turn Down*, *LT – luxury tax*, *PP – per person*, *AC – air-conditioned*; *AI – all-inclusive*, etc. Three signs abbreviations form the largest group including 134 units, namely 64,5 % of the analyzed corpus, e.g.: *BOT – Beverage Order Ticket*, *CMP – Complete Meeting Package*, *CSM – Convention Service Manager*, *IVO – Individual Pays Only*, *DBR – Daily Business Report*, etc. Four signs abbreviations comprise 21 units, making 10,1 % of the analyzed corpus, e.g.: *MICE – Meetings, Incentives, Conventions and Exhibitions*; *COTB – Comparative on the Books*, *EFFIT – Foreign Free Individual Traveler*, etc. Five and six signs abbreviations are not so frequently spread making just 7 units (3,3 %), e.g.: *HRACC – Hotel and Restaurant Approval Classification Committee*, *GOPPAR – Gross Operating Profit per Available Room*.

There are several important forms of abbreviation in the analyzed corpus. Although their classification seems thought provoking, according to the postulates accepted in modern linguistics they were divided into three main groups: initialisms, acronyms, and graphical abbreviations comprising over types of abbreviated forms.

Both acronyms and initialisms are abbreviations, but there is a key difference between the two. Due to rampant misuse of the term *acronym*, some dictionaries are now starting to add an extra definition to it, allowing acronyms to expand their scope to include initialisms. Therefore, as the English language evolves, this additional definition of acronym may stick and become widely accepted.

Acronyms are forms where the abbreviation is composed of letters of the constituent words (usually the first letter of each word, though not always). The part of the definition of an acronym is that the resulting abbreviation needs to be pronounceable as a word. In the framework of the selected corpus acronyms represent 69 units (33,1 % of the corpus), e.g.: *BAR* [ba:] – *Best Available Rate*, *CRO* [kro] – *Central Reservation Office*, *FIT* [fit] – *Frequent Independent Traveler*, *FOH* [foh] – *Front of House*, *MAP* [mæp] – *Modified American Plan*, etc.

Initialisms are very similar to acronyms in that they are made up of letters of some name or phrase, usually the first letter of each word as is common with acronyms. The difference between an acronym and initialism is that the abbreviation formed with initialisms is not pronounced as a word, rather one says the individual letters, such as *DBB* [di: bi: bi:] – *dinner, bed, breakfast included*; *FB* [əf bi:] – *Full board*, *IBE* [ai bi: i:] – *Internet Booking Engine*, *EPO* [i: pi: ou:] – *Each pays own share*, *PRPN* [pi: a: pi: ən] – *Per Room, Per Night* etc. Studied quantitatively, the group of initialisms is the largest in the corpus of variable abbreviated terminological forms, including 121 units (58,2 %).

While analyzing the selected material it was determined the existence of a curious linguistic phenomenon, known as the lexicalization of graphical abbreviations. This type of abbreviations undergoes a special approach, the result being a new pronunciation either according to the alphabet / following the rules of reading for initialisms/ or a sound combinations / as acronyms /: *FOC* [fok] or [əf əu kei] – *Free of Cost*; *FOM* [fom] or [əf əu əm] – *Front Office Manager*; *MOD* [mod] or [əm ən di] – *Manager on Duty*; *PER* [pər:] or [pi: i: a:] – *per event report*, *BEO* [beo] or [bi: i: əu] – *banquet event oder*. However, this type of abbreviation shows the unfinished process of lexicalization and creates challenges in translation as it increases the polysemantic aspect of their perception of the synonymized concept. For example, according to the quantitative data of the online version of the Free Dictionary the above-mentioned acronym *MOD* (Manager on duty) has 88 full forms depending on the branch/ field of usage [7], e.g.: *MOD* – *Molly Obsessive Disorder* (Internet slang), *Multiple Organ Dysfunction* (medicine), *Master's of Destruction* (gaming clan), *Music Module* (music), *Maximum Overall Diameter* (small lamps specification), *Maintenance of Demand* (customer service) etc.

Graphical abbreviations are the result of the shortening of words and word-groups only in written speech while orally the corresponding full forms are used. They are used for the economy of space and time and effort in writing, representing 8, 7 % of the studied corpus. Because of the ever-closer connection between the oral and the written forms of the language, it is sometimes difficult to differentiate clippings formed in oral speech from the graphical ones.



A special group of the studied abbreviation is formed by means of clipping, namely by the apocope and back clipping. Back clipping is characteristic of the oral speech, forming stylistically marked units in hotel discourse [7]. The advantage of the use of the apocope is explained by the fact that the information is contracted at the beginning of the word, while the stress falls on the first syllable, e.g.: *lux-* *luxury*, *ARR* – *arrive*, *DEP* – *depart*, *REF* – *refrigerator*, *INF* – *infant*, etc.

It is necessary to mark that the use of points, hyphens, slashes, and other graphemes is characteristic of graphic abbreviations formed based on apocope. For example, a slash is usually used for pointing to the missed conjunctions and prepositions, while sign & is applied instead of “and”: *B/B* (*bed & breakfast*), *b/s* (*bill of sale*), *c & d* (*collected and delivered*), *o/a* (*on account of*), *o/r* (*owner's risk*), etc.

Another group of hotelier clippings is formed by syncope, e.g.: *HT* – *heat*, *CTV* – *cable television*, *DBL* – *double*, *SGL* – *single*, *CHD* – *child*, *DK* – *deck*, etc.

The majority of hotel abbreviations formed by means of clipping have the form of initial abbreviations – initialisms and acronyms, e.g.: *HTL* – *hotel*, *HB* – *half-board*, *RO* – *room only*, *BV* – *beach view*, *MB* – *main building*, *HV* – *holiday village*, *TKNO* – *ticket number*, etc.

Hotel speak is determined by various sociolinguistic factors. The full forms of abbreviations can denote various hotelier notions, referring to the thematic division of the vocabulary. Thematic vocabulary sets suppose the arrangement of a group of words that belong to a specific schema/ concept. Thematic groups of lexical units can prevent the interference effects caused by the semantic sets. Thus, the full form of the discussed corpus of abbreviations incorporates the following hotelier concepts: hotel administration and management (106 units – 51,4%, e.g.: *BTC* – *Bill to Company*, *BEO* – *Banquet Event Order*, *ARR* – *Average Room Revenue*, *ExFB* – *extended full board*); accommodation (25 units – 12,3%, e.g.: *SGL* – *single*, *TRPL* – *triple*, *EXB* – *extra bed*, *BV* – *beach view*, *STD* – *standard*, *APR/Apart* – *apartment*, *AC* – *air-conditioned*); catering (13 units – 6,3%, e.g.: *ABC* – *Ashtray Bud vase Cruet set*, *BOT* – *Beverage Order Ticket*, *CCG* – *Crockery Cutlery Glassware*, *IKT* – *Inter Kitchen Transfer*, etc); notes on guest's status (27 units – 13,1%, e.g.: *OOT* – *out-of-town*, *NB* – *no baggage*, *LB* – *Light baggage*, *SO* – *Sleep out*, *DND* – *do not disturb*, *ED* – *Expected departure*, *FIT* – *Free independent travelers*, *ETA* – *Estimated Time of Arrival*, etc); names of associations and officials /6 units – 3%, e.g.: *BHA* – *British Hospitality Association*, *DMO* – *Destination Marketing Association* etc); miscellaneous terms used in hotel business (15 units – 7,2%, e.g.: *OW* – *one way*, *PIA* – *paid in advance*, *STLY* – *Same Time Last Year*, *GIT* – *Group Inclusive Tour* etc).

A separate group of hotelier acronyms is represented by a set of homophonous acronyms. The latter being a special group as they are of a two-folded character: on the one hand, they are a short form of the expressed specialized hotel notion;

on the other hand, they possess some features of a common word. The majority of hotelier homonymous acronyms are casual having an incidental similarity between the sound and the spelling system. It can be explained by the convenience of their memorization and use in specialized communication: *BAR* (*Best Available Rate*)  $\neq$  *bar* (a long rigid piece of wood, or similar material, typically used as an obstruction); *FIT* (*Frequent Independent Traveler*)  $\neq$  *fit* (of a suitable quality, standard, or type to meet the required purpose); *MICE* (Meetings, Incentives, Conventions and Exhibits)  $\neq$  *mice* (plural form of *a mouse* – a small rodent that typically has a pointed snout, relatively large ears and eyes, and a long tail); *TEAM* – Together Everyone Achieves More  $\neq$  *team* (a group of players forming one side in a competitive game or sport).

Therefore, hotel abbreviations are an actively developing linguistic phenomenon that works on the principle of shortening and is determined by both extralinguistic and intralinguistic factors. Acronyms and initialisms are highly used in hotelier language as a synonymous short variant of the expressed concepts' full form. In some cases, the use of acronyms and abbreviations is given without their decoding that causes difficulties in translation; the translator has to consult the dictionary, rendering their equivalent into the target language. In English hotelier, vocabulary initialisms have a quantitative predominance, while acronyms, clippings, and other types of graphical and lexical abbreviations represent a consequently decreasing minority.

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