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## **CHALLENGES AND TRANSLATING METHODS OF NEOLOGISMS AND THEIR ABBREVIATIONS ON THE TOURISM SECTION**

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Humans are living in the age of high tech thus technology has already changed our lives in all fields of life. International tourism section became more popular all over the world in last decades. As humans want to travel abroad they need translation of another language. Internet is developing rapidly and there are emerging new technological words which enter humans' lives within minutes. This process of development influences on tourism section which neologisms and their abbreviations are coming into its terminology as a new word. Tourism terminology science is new and modern subject which there is has not been done enough research in many developing countries yet. Moreover, neologisms are perhaps the non-literary and the professional translators' biggest problem nowadays. Knowing the best ways of translating such terms eliminates the difficulties from translators and misunderstanding for travelers. It gives opportunity to make a good qualified translation in the tourism field.

Translation has been in demand since past centuries as humans began to trade and communicate with other nations. People need translation help in order to achieve his or her aim whatever wants abroad. In the tourism section translation is the most necessary that we can say it is the key for tourism industry. The various types of tourism are developed nowadays and are becoming popular day by day, that new difficulties are posing for translators as well. Professional translators must then fulfill different requirements between two or more languages. One of problematic issue of translation is neologisms and their abbreviations which are involved in tourism. Even the restriction of pandemic period was not the border for new words and newly adopted abbreviations. Tourists face some misunderstanding of such words. For this issue translators should understand the real meaning and use the best ways of methods of translating.

In last decade, due to technology and digital media there is created new words that enriched the vocabulary of neologisms which contributed enough for the tourism industry. Tourist texts present several difficulties that are based on the features that of new words. Translating touristic neologisms are highly ranked challenge for translators, because of their novelty and translators cannot find them in ordinary even specialized dictionaries immediately. Some neologisms are formed from wholly new terms of related context or are usually formed on the basis of words and morphemes that already exist in the language. The analysis of these words and morphemes is an additional helpful tool in finding out the real meaning of the neologism. For this purpose, the translator should remember given word-formation rules, they are including:

1. Giving words new affixes (i.e. suffixes, prefixes, and endings attached to words/word stems to form new words): "forex" – foreign exchange, "Botel" – a waterside hotel with facilities for mooring boats.

2. Creation of new meaning of existing words such as “footprint” – an impact on our planet

3. Loanwords (mostly professional and scientific terms borrowed from other languages): бизнес-ланч, (from English: a business lunch), секьюрити (from English: a bodyguard), copywriter (from English: a speech writer)

4. Semi-abbreviations (words made up of parts of other words), abbreviations and acronyms: English: biosecurity, nomophobia (an abbreviation for “no-mobile-phone phobia” which means a fear of being out of mobile phone contact), FSU (the Former Soviet Union Russian:

СПИД (AIDS), страхагент (an insurance agent), туроператор (a tour operator)

So how to translate them easily is the challenging matter. There are four main methods translating them: Selecting new equivalent in a target language; transliteration; transcription; loan translation or calque.

In the first method translators can easily translate the new word using the explanatory dictionaries if the word is difficult to find equivalent in the target language. Usually, a whole sentence is needed in Uzbek and Russian to express the meaning of just a couple of words in English. The word “pilgrimage” means “Ziyorat qilish” in Uzbek, “Паломничество” in Russian. “Excursion” translated as “Ekskursiya” which gives the explanation into Uzbek “Oldindan rejalashtirilgan Parametrlar bo‘lgan turistik sayohat” or “Bungalo” in Uzbek “Mexmonxonadagi bir qavatli- ayvonli uy” in Russian “одноэтажный терасса в гостинце”.

Transliteration is another method for translating neologisms. This method often combined with transcription method, which is the sound form of the source word with the help of another script, and transformation of letters into another alphabet. It is obvious that we cannot find many English letters and sounds exact analogues in Uzbek. Translation of “voucher” (a piece of paper that a tour company will have their customer turn in at attraction) is transliterated into Uzbek as “Vaucher” into Russian as “ваучер”. Another example, “Ecotourism” is “Ekoturizm” in Uzbek, “Экотуризм” in Russian. Some words has no any changes in the other language such “Bonus” (lat.) in Uzbek and Russian is “Bonus” too.

Loan translation or calque method keeps the word’s original meaning and word formation, translators translate the word or word phrase word- for-word from one language into another. This method is very handful in new abbreviations. For example, NTA – National Tour Association is translated into Uzbek as “Milliy Sayyohlik Assotsiatsiyasi”, and into Russian “Национальная туристическая ассоциация”. The word “whole sale pricing” as in Uzbek “chakana savdo narxi” in Russian “оптовая цена продажи”. The pandemic has changed a lot in our ordinary life and it influenced in tourism industry as well. During the lock down no one can go out but these restrictions did not prevent for people who want to explore the world at home. On such situation the term “virtual tourism” became more popular. It is translated into Uzbek as “virtual sayohat”, into Russian “виртуальный туризм”.

As we mentioned above translating new touristic terms is great challenge for translators and still under great discussion. The neologisms and new abbreviations put a difficult barrier to the translators, because most of them are borrowed words and some of them have no equivalents in other languages. There is no special restricted way of translating neologisms in tourism section. Neologisms and their

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abbreviations may be translated according to the four methods which are mentioned above, using one of different methods matters to the word's originality, meaning and the skill of translator.

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