

**MINISTRY OF HIGHER AND
SECONDARY SPECIAL EDUCATION OF
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UZBEK STATE WORLD LANGUAGES
UNIVERSITY**

SELF-STUDY

Theme: CANADA

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HYMN

"O Canada! Our home and native land!
True patriot love thou dost in us command.
We see thee rising fair, dear land,
The True North, strong and free;
And stand on guard, O Canada,
We stand on guard for thee.

Refrain

O Canada! O Canada!
O Canada! We stand on guard for thee.
O Canada! We stand on guard for thee.

O Canada! Where pines and maples grow.
Great prairies spread and lordly rivers flow.
How dear to us thy broad domain,
From East to Western Sea,
Thou land of hope for all who toil!
Thou True North, strong and free!

Refrain

O Canada! O Canada! etc.

O Canada! Beneath thy shining skies
May stalwart sons and gentle maidens rise,
To keep thee steadfast through the years
From East to Western Sea,
Our own beloved native land!
Our True North, strong and free!

Refrain

O Canada! O Canada! etc.

Ruler supreme, who hearest humble prayer,
Hold our dominion within thy loving care;
Help us to find, O God, in thee
A lasting, rich reward,
As waiting for the Better Day,
We ever stand on guard.

Refrain

O Canada! O Canada! etc."



A symbol of Canadian identity

The official ceremony
inaugurating the new Canadian



flag

was held on Parliament Hill in Ottawa on February 15, 1965, with Governor General Georges Vanier, Prime Minister Lester B. Pearson, the members of the Cabinet and thousands of Canadians in attendance.

The Canadian Red Ensign, bearing the Union Jack and the shield of the royal arms of Canada, was lowered and then, on the stroke of noon, our new maple leaf flag was raised. The crowd sang the national anthem *O Canada* followed by the royal anthem *God Save the Queen*.

The following words, spoken on that momentous day by the Honourable Maurice Bourget, Speaker of the Senate, added further symbolic meaning to our flag: "The flag is the symbol of the nation's unity, for it, beyond any doubt, represents all the citizens of Canada without distinction of race, language, belief or opinion.

1. Our society is made up of all kinds of organizations, such as companies, government, departments, unions, hospitals, schools and the like. They are essential to our existence, helping to create our standard of living and our quality of life. In all these organizations, there are people carrying out the work of a manager. The role of the manager is particularly significant in such social sphere as the lodging industry.

The lodging industry is the most important element of the social sphere. It plays the leading part in the increase of the public production and accordingly in the uplifting of living standards.

II. One can designate the hotel as an enterprise rendering service to the people, which are out of doors. The service of the placing and the nourishment is the leading one at the hotel.

1) The hotel apartments are the basic element of the placing service. They are intended for the rest, sleeping and work of the guests. In addition the placing service includes the service, which is done by the personal of the hotel. These are reception and official registration of the guests, cleaning the rooms and others.

The nourishment consists of different processes:

- process of production (preparation of dishes),
- trade process (sale of the food products),
- service process (service of the guests by the waiters at the restaurant, in the rooms).

The additional service includes swimming-pools, conference halls, hair-dresser's, massage-room and many other things. The hotel is distinguished by the additional service among other hotels.

Therefore this service is very important by the forming of the attractiveness of the hotel.

Among the main services of the hotel one can also distinguish the reserving the place, the facilities, the receiving and the service of the exploitation of the apartment fund.

2) The service of the nourishment, the placing service and the additional service are formed different at the hotels. And so one can designate several types of the hotels.

The first class hotels are usually situated in the center of the city. The skilled staff ensures the high level of the service. The clients of this kind of the hotel are businessmen, participants of the conferences and other rich men.

The health-resort hotel is situated in the health-resort country. It includes the medical service and the dietary nourishment.

The motel is located near the motor roads and in the suburbs. The clients of the motel are tourists, particularly motor tourers.

The middle class hotels render the broad service. The prizes depend on the situation of the hotel. The leading types of the hotels are the business and health-resort ones, because 50% of the journeys are made with business purpose, and holiday are treatment purpose determines 40% of the journeys.

The hotels are classified by the level of the comfort, the capacity of the hotel, the purpose of the hotel, the situation of the hotel, the duration of the work, the providing with the nourishment, the duration of the stay at the hotel, the level of the prices.

3) The peculiarities of the hotel service are:

1) The processes of the production and the consumption are not synchronous. This means that several kinds of service do not connect with the presence of the client (cleaning the rooms).

2) Limited possibility of the keeping.

3) Urgency of the service. The problem concerning the service must be solved very quickly. The urgency and the situation of the hotel are the most important factors by the choice of the hotel.

4) The broad participation of the staff in the production process. Personal service cannot be mechanized or automated. Some technologies are being instituted to speed up routine tasks, but the human element is the determining one of the hospitality business. Therefore the problem of the standardization is significant in the lodging industry. The standards of the service are worked out at many hotels. They are the rules of the service, which guarantee the level of quality of all operations. These are the time of the official registration, the knowledge of foreign languages and the out-word appearance of the personal. The work at the hotel brings the employee into contact with people from all walks of life. Guests will include the

wealthy and the poor, engaging and obnoxious. Each guest offers the employee an opportunity learns more about human nature. Employees not only have direct responsibility for guest service, the also have the benefit of witnessing the guest's satisfaction. The managers generally need more hands-on experience before assuming managerial positions. The skills of understanding, motivation and directing people can best be developed through experience.

5) Seasonal demand for the hotel service. It has an influence on the loading of the hotel.

6) Interdependency between the hotel service and the purpose of the traveling.

III. The structure of the management in the lodging industry consists of administrative secnating.

In the lodging industry there are three types of the structure:

1) Lineal structure. Every section has the manager who is responcible for the activities of this section. This manager submits to the higher manager. The advantages of this structure are the clear responsibility, the simplicity of the management. But the manager must be very skilled to manage all processes. Besides that there are too many contacts with the subordinamper the work of the manager.

2) The functional structure. The main idea is that the specialists perform the separate functions and they are united in departments. The advantages of the functional structure are the high competence of the specialists, standardization and the programming of the processes. The main problem of this structure is the excessive centralization.

3) Lineal-functional. It includes the special sections by the lineal managers. Among the advantages one can account the co-operation of the experts and the better preparation of the decisions and plans. The defects of this structure are the unclear responsibility and the absence of the connections between departments.

In addition to the usual management positions, multi-unit companies may have area, district, and regional and/or corporate-level management. There may be several separate departments operating at a hotel, requiring frequent communication among staff members to co-ordinate their activities.

The administrative structure of the hotel depends on its purpose, capacity and the specific character of the guests.

IV. Among the main methods of the management in the lodging industry we can number economic, administrative and social psychological methods.

The leading idea of the economic method is to make such kind of the conditions to the staff, in which it can take into account at most the consequences of its administrative and production activities.

The administrative method is based on the directive instructions. The main purpose of the social-psychological method is the forming of the positive climate in the collective. The success of the activities of the manager depends in the main on his ability to work with people and on right using all these methods.

V. A French industrialist, Henri Fayol, wrote in 1916 a classic definition of the manager's role. He said that to manage is "to forecast and plan, to organize, to command, to coordinate and to control." This definition is still accepted by many people today, though some writers on management have modified Fayol's description. Instead of talking about "command", they say a manager must "motivate" or "direct" and "lead" other workers.

Henri Fayol's definition of a manager's functions is useful. However, in most companies, the activities of a manager depend on the level at which he/she is working. Top managers, such as directors, will be more involved in long planning, policy making and the relations of the company. These strategy decisions are part of the planning function mentioned by Fayol.

One the other hand, middle management is help an organization to run efficiently. It is urgent order or sorting out a technical problem. Managers at

this level spend a great deal of time communicating, coordinating and making decisions affecting the daily operation of their organization.

Managers in the lodging industry perform five basic operations.

- Firstly, managers set objectives. They decide what these should be and how the organization can achieve them. For this task they need analytical ability.
- Secondly, managers organize. They must decide how the resources of the company are to be used, how the work is to be classified and divided. Furthermore, they must select people for the jobs to be done. For this, they not only need analytical ability but also understanding of human beings.
- The third task is to motivate and communicate effectively. They must be able to get people to work as a team, and to be as productive as possible.

To do this, they will be communicating effectively with all levels of the organization – their superiors, colleagues and subordinates. To succeed in this task, managers need social skills. The fourth activity is measurement. Having set standards, managers have to measure the performance of the organization and of its staff in relation to those standards. Measuring requires analytical ability. Finally, managers develop people more productive and to grow as human beings. They make them bigger and richer persons.

VI. In carrying out management functions, such as planning, organising, motivating and controlling, a manager will be continually making decisions. Decision-making is a key of management responsibility and career.

Some decisions are of the routine kind. They are decisions which are made quickly. Because a manager is experienced, he knows what to do in certain situations. He does not have to think too much before taking action.

Other decisions are often intuitive ones. They are not really rational. The manager may have a gut feeling that a certain course of action is the right one.

