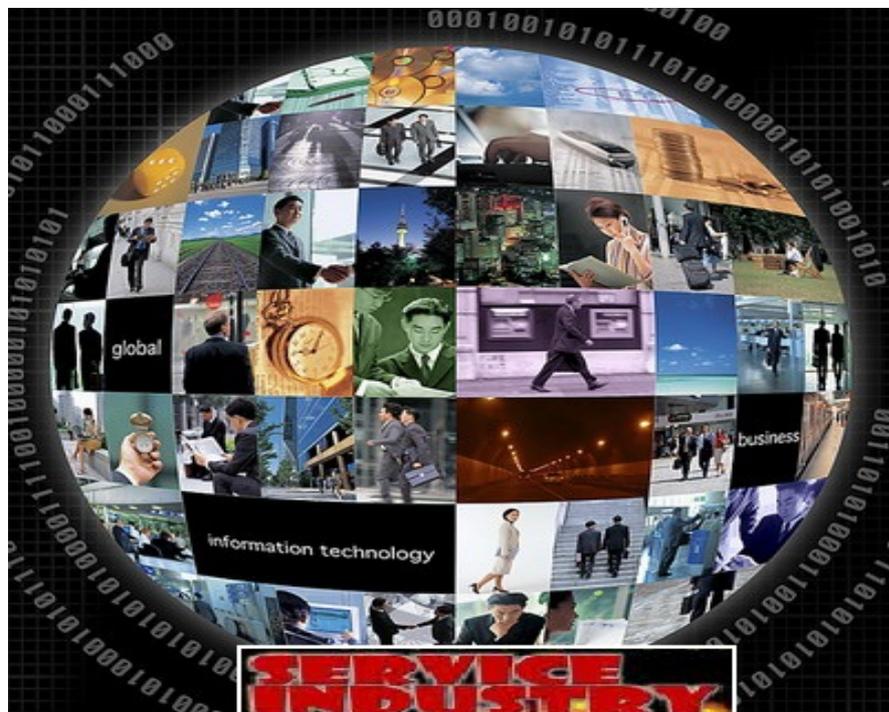


Mardiev T.K., Samandarov R.D., Imamov N.P.,  
Ostonov O'.Ya.

# SERVICE INDUSTRY



**A manual**

**SAMARKAND – 2014**

Mazkur uslubiy qoʻllanma Institut Servis va turizm fakulteti talabalari uchun moʻljallangan. Ushbu uslubiy qoʻllanmaning asosiy vazifasi ingliz tili doirasida servis va turizm sohasida jahon standartlari tizimini har tomonlama yoritib berishga qaratilgan. Ingliz tilidan amaliy mashgʻulotlarda foydalanish uchun uslubiy qoʻllanma.

**Tuzuvchilar:** Mardiyev T.M., Samandarov R.D., Imamov N.P.,  
Ostonov Oʻ.Ya.

**Maʼsul muharrir:** «Tillarga oʻqitish» kafedrasida dotsenti Xusainova L.Yu.

**Taqrizchi:** SamDCHTI f.f.n. Shermatov A.X.

Uslubiy qoʻllanma Tillarga oʻqitish kafedrasida yigʻilishida 2014-yil  
\_\_\_\_\_ № \_\_ majlis bayoni bilan tasdiqlangan.

SamISI OʻIUKning 2014 yil 21 maydagi №11 son majlisi qarori bilan chop etishga tavsiya qilingan.

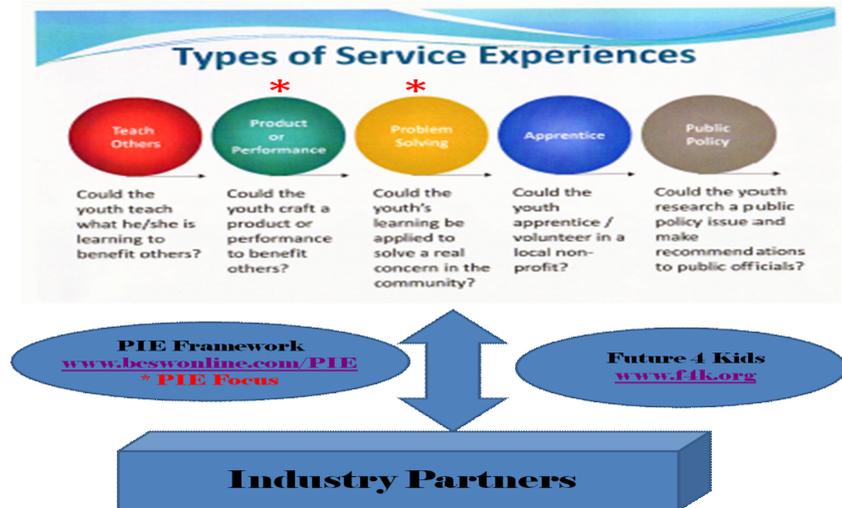
IOʻUB \_\_\_\_\_Bektemirov.A.

## **KIRISH**

Mazkur uslubiy qo‘llanma o‘zida 20 dan ortiq «Servis va xizmat ko‘rsatish» sohasiga bog‘liq bo‘lgan mavzularni o‘z ichiga olgan bo‘lib, ayni paytda shu sohaga qiziqgan tinglovchilarga va talabalarga juda zarur hisoblanadi.

Uslubiy qo‘llanma o‘quvchilarga «Servis va xizmat ko‘rsatish» sohasi bo‘yicha Yevropa va xorij mamlakatlarida amalga oshirilgan ishlar to‘g‘risida ham ma’lumot berib o‘tadi. Shuningdek qo‘llanmada nutqni oshirish bo‘yicha so‘z iboralar va turli xil mashqlar ham mavjud. Ushbu qo‘llanma sohaga qiziqadiganlarga kata ahamiyat kasb etadi.

## №1. THE TYPES OF SERVICES



Business services principle purpose is to facilitate other businesses. Producer services and transportation services are two main types of business services.

**Business Services:** The principal purpose of business services is to facilitate other businesses. One-fourth of all jobs in the United States are in business services. Professional services, financial services, and transportation are the three main types of business services.

**Professional Services:** About 13 percent of all U.S. jobs are classified as professional services. One-tenth of the jobs found in this sector are in management positions. One-half are in technical services, including law, accounting, architecture, engineering, design, and consulting. The remaining one-half of this sector is in support services, such as clerical, secretarial, and custodial work.

**Financial Services:** About 6 percent of all U.S. jobs are in this sector, which is often called "FIRE," an acronym for finance, insurance, and real estate. One-half of the financial services jobs are in banks and other financial institutions, one-third in insurance companies, and the remainder in real estate.

**Transportation and Similar Services:** Businesses that diffuse and distribute services are grouped as transportation and information services. In the United States about 6 percent of all jobs are in this group of services. One-half of these services are in transportation, primarily trucking. The other half are in information services, including publishing and broadcasting, as well as utilities such as water and electricity.

## Public services



Public services principal purpose is to provide security and protection for citizens and businesses. In the U.S. about 4% of all workers are in public services not already included in other service categories. For example teachers and other public employees are included; about 10% of U.S. workers are on the payroll of a unit of government. About one-sixth are employed by the federal government, one-fourth by the 50 state government, and three-fifths by one of the tens of thousands of local government. The distinction among services is not absolute.

### Addendum

The distinction among services is not absolute. For example, individual consumers use business services, such as consulting lawyers and keeping money in banks, and businesses use consumer services, such as purchasing stationery and staying in hotels. A public service worker at a national park may provide the same service as a consumer service worker at Disneyland. Geographers find the classification useful, because the various types of services have different distributions, and different factors influence location decisions.

## New words

English	Russian	Uzbek
Finance	финанс	finans
purpose	цель	maqsad
facilitate	помогать	yordamlashish
accounting	бухгалтерия	buxgalteriya
remain	осталноэ	qolganlari
unemployed	нерабочий	ishsizlar
custodial	охранят	qo'riqlash
government	власт	hokimiyat
destrIBUTE	передат	tarqatmoq
trucking	груз носит	yuk tashish
distinction	разница	farq
purchasing	покупат	xarid qilish
decisions	решени	qaror

### Ex. 1 Answer the questions

1. What is mean business service ?
2. Can you tell me two types of business service ?
3. What is main purpose of public services?
4. Do you know types of Services ?
5. How many people work in professional service ?

### Ex. 2 Fill in *what, which, who, when, where, whose* or *why*.

- 1 ".....*What* is your name?" "John."
- 2 " ..... shirt do you want?" "The biue one, please."
- 3 " ..... is your favourite colour?" "Red."
- 4 " ..... are you from?" "Poland."
- 5 " ..... time do you usually go to bed?" "At ten."
- 6 " ..... are you crying?" "Because I've hurt my finger."
- 7 " ..... are those books over there?" " Paul's."
- 8 " ..... is your best friend?" "Mary."
- 9 " ..... did you go on holiday last year?" "Mexico."
- 10 " ... ..... are you leaving?" "Tomorrow."

- 11 " ..... is that man over there?" "My dad."  
 12 " ..... are you going to cook for dinner?" "Roast beef."  
 13 " ..... do you want to leave?" "Because I'm bored."  
 14 " .....is Mr Smith?" "Our science teacher."

**Ex. 3 Put the verbs in brackets into the *infinitive form* or the *-ing form*.**

Where are you **going?** **It's too cold** 1) ...to go... (**go**) **out today**.

I must 2) ....(buy) some stamps because I want 3) ..... (post) some letters. I'll wear my coat so I'll be warm enough. I will 4) .....(come) with you. All right. I also want 5) ..... (visit) Aunt Milly this morning, but I won't 6) ..... (stay) too long. Good. I like 7) ..... (talk) to her and she enjoys 8) .....(tell) us stories about her past. Oh no, I forgot! Aunt Milly goes 9) ..... (shop) every Saturday morning. It doesn't matter. We like 10) .....(buy) things too, so we can 11) ..... (go) with her. That's a good idea. I would like 12) ..... (do) that. I've got enough time before I start work this afternoon.

**Ex. 4 Fill in the gaps with *both*, *neither*, *all* or *none***

...*All*... of them are sitting round the table.

- 1 ..... of them is standing.  
 2 They are ..... holding pens.  
 3 .....of them is smoking.  
 4 The men have.....got short hair.  
 5 Alex and Tim are ..... wearing glasses.  
 6 They have .....got papers in front of them.  
 7 Rea and Julie are ..... wearing suits.  
 8 .....of them have got a glass of water in front of them.  
 10 .....of the women is wearing a scarf.

## №2. TOURIST PROMOTION

There have been three aims of most tourist promotion in the last few years. The first has been to retain the established market of people for whom travel is a normal form of recreation.



*The second purpose* of tourist promotion has been *to increase the size of the market*. In order for tourism to grow, it is necessary to attract people who would not have travelled much until the last few years.

It is significant for tourism that trade unions now fight for fringe benefits for workers such as longer paid holidays and shorter work weeks. A three-day weekend would almost certainly cause an increase at least in domestic tourism.

*The third goal* of tourist promotion has been *to overcome* what might best be called *its seasonal bias*.

In many countries, summer is the traditional vacation season. In France, for instance, the summer vacation has extended even to the shutting down of many stores and small businesses. Hundreds of thousands of Frenchmen leave Paris in August for the south of France or for destinations outside the country. Winter

vacations have been heavily promoted to spread tourism more evenly throughout the year. There has been a big increase in facilities •for winter sports.

Ski resorts have sprung up which attract not only the wealthy to resorts in Switzerland, but also the office or factory workers who want to get out on the ski slopes for a winter weekend.

Many different organizations are involved in tourist promotion. They include tourist bureaus, the transportation companies, tour operators, retail travel agents and individual hotels or hotel chains.

Through their tourist offices, governments do a great deal of travel promotion, both in the form of advertising and publicity.

THE HINDU • TUESDAY, NOVEMBER 4, 2008

2

# Now storytelling for tourism promotion

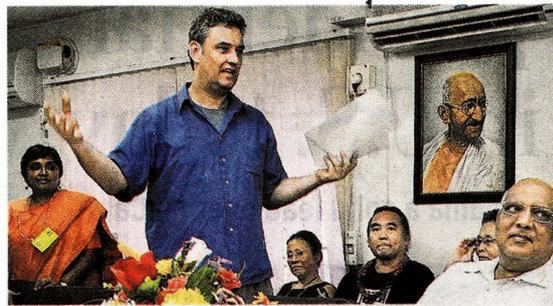
## TTDC to encourage more cultural interactions for tourists

Staff Reporter

**CHENNAI:** The Tamil Nadu Tourism Development Corporation will soon be promoting grandma's tales and personal histories of ethnic communities as part of its cultural tourism initiative.

It has extended support to The World Storytelling Institute (WSI) for this, which will explore new methods of promoting cultural interactions for tourists with local communities. The effort is expected to enhance the experience of tourists and promote cultural transmission as well.

As part of this effort, the WSI is hosting a Storytelling Tourism Project that commenced on November 2 and will continue till November 15 in the city. The co-founders of the Institute, Eric



**NOVEL:** World Storytelling Institute co-ordinator Eric Miller speaks about using storytelling as a means to promote tourism in Chennai on Monday. TTDC Chairman Sanwat Ram is also in the picture.

— PHOTO: S.THANTHONI

Miller and Jeeva Raghunath, are leading the project along with 18 international participants who would interact with local storytellers and learn their styles. The local

storytellers will be sharing their knowledge on Villupattu, Harikatha and grandma tales with this project's participants. Artists from the fields of dance, koothu and

puppetry will also be engaging with the participants to discuss how each of these art forms can be incorporated into storytelling to narrate cultural experiences to tourists.

Eric Miller said: "Storytelling is of interest not just to children but anyone who is interested in cultural exchanges. In the US, storytelling is part of a democratic movement supported by the masses as it is free of propaganda and gives people a chance to understand and appreciate other people and their culture," he said.

TTDC Chairman Sanwat Ram, for his part, assured full support to the WSI for this project. TTDC manager N.Ravi said: "We are doing this programme to promote our local culture and tradition among tourists and popularise it."

## New words

English	Russian	Uzbek
promotion	повешение, продвижение	ko'tarish, targ'ibot
established	признанный	joriy qilmoq
recreation	развлечение	hordiq chiqarish
to grow	увеличиваться	o'smoq, ortmoq
attract	привлекать	jalb qilmoq
significant	значительность	ahamiyatli
domestic	домашний	Ichki
over come	преодолевать, преодолеть	engib o'tmoq
seasonal	сезонный	Mavsumli
bias	уклон	qiyalik
instance	пример	o'rnak
extend	продлевать	uzaytirmoq
shutting	закрывать	yopish
destination	предназначения	manzil
resort	курорт	dam olish maskani
slope	наклон	qiyalik
bureau	бюро	bo'lim
advertising	реклама	reklama

### Ex. 1 Answer the questions.

- 1) Now many aims of most tourist promotions?
- 2) Which of them can be increase the size of the market?
- 3) What season is especially vocational?
- 4) Now many organizations are involved in tourist promotion?
- 5) What is a rule of government in tourist promotion?
- 6) What season is the most continent for tourism?
- 7) If you have a chance where will you travel?
- 8) Why most people want to see Switzerland?
- 9) Is domestic tourism developing or external?

### Ex. 2 Supply the preposition where necessary.

- 1) ..... many countries, summer is the Vocational season.
- 2) It is necessary ..... attract people ..... see it.
- 3) We want ..... get out ..... the sly slopes ..... weekend.

- 4) Day ..... day the sire ..... visitors are increasing.
- 5) Hundreds ..... Frenchmen leave Paris ..... An gust ..... the south.
- 6) There were there aims ..... most tourist promotion ..... the last few Years.

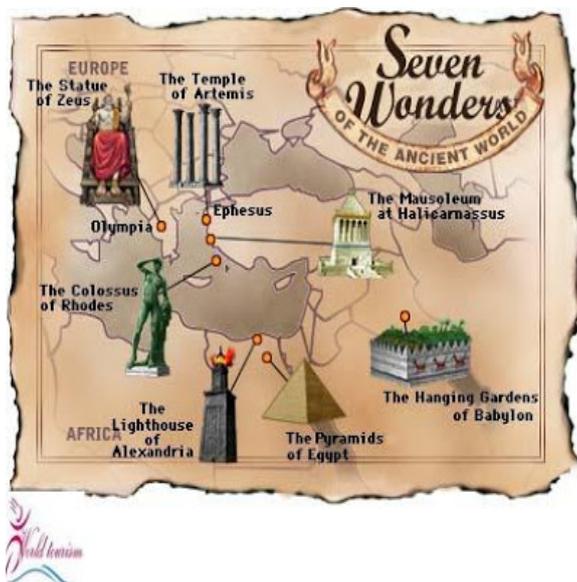
**Ex. 3 Berilgan gaplarni ingliz tiliga tarjima qiling.**

1. Turizm sanoati kundan kunga rivojlanib bormoqda.
2. Qaysi fasl turistlar uchun qulay hisoblanadi.
3. Qaysi Evropa mamlakatlariga yil davomida turistlar tashrif buyurishadilar.
4. Ayrim turistlar noodatiy sayoxatni afzal ko'rishadi.
5. Oilaviy sayoxat asosan yozgi tatil mobaynida bo'lib o'tadi.
6. Turistlarni jalb qilishda reklamani ahamiyati juda katta.
7. Qishki sport musobaqalari ham ko'pchilik sayohlarni o'ziga jalb qiladi.
8. Ichki turizm rivojlanishini ko'plab omillari mavjud.
9. Turizm rivojlantirishda davlat hokimiyat organlari katta rol o'ynaydi.
10. Har yili minglab sayoxlar o'zlarining bo'sh vaqtlarini turli joylarda o'tkazishadi.

### №3. WORLD TOURISM



International tourist arrivals reached 1.035 billion in 2012, up from over 983 million in 2011, and 940 million in 2010. In 2011 and 2012, international travel demand continued to recover from the losses resulting from the late-2000s recession, where tourism suffered a strong slowdown from the second half of 2008 through the end of 2009. After a 5% increase in the first half of 2008, growth in international tourist arrivals moved into negative territory in the second half of 2008, and ended up only 2% for the year, compared to a 7% increase in 2007. The negative trend intensified during 2009, resulting in a worldwide decline of 4.2% in 2009 to 880 million international tourists arrivals, and a 5.7% decline in international tourism receipts.



## International tourism receipts

International tourism receipts grew to US\$1.035 trillion (€740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010. The World Tourism Organization reports the following countries as the top ten tourism earners for the year 2011, with the United States by far the top earner.

**Most-visited countries by international tourist arrivals. The World Tourism Organization reports the following ten countries as the most visited in terms of the number of international travellers.**

Rank	Country	<u>UNWTO</u> <u>Region</u>	International tourist arrivals (2012)	International tourist arrivals (2011)	Change (2011 to 2012) (%)	Change (2010 to 2011) (%)
1	 <a href="#">France</a>	Europe	83.0 million	81.6 million	▲1.8	▲5.0
2	 <a href="#">United States</a>	North America	67.0 million	62.7 million	▲6.8	▲4.9
3	 <a href="#">China</a>	Asia	57.7 million	57.6 million	▲0.3	▲3.4
4	 <a href="#">Spain</a>	Europe	57.7 million	56.2 million	▲2.7	▲6.6
5	 <a href="#">Italy</a>	Europe	46.4 million	46.1 million	▲0.5	▲5.7
6	 <a href="#">Turkey</a>	Europe	35.7 million	34.7 million	▲3.0	▲10.5
7	 <a href="#">Germany</a>	Europe	30.4 million	28.4 million	▲7.3	▲5.5
8	 <a href="#">United Kingdom</a>	Europe	29.3 million	29.3 million	▼0.1	▲3.6

Rank	Country	<u>UNWTO</u> <u>Region</u>	International tourist arrivals (2012)	International tourist arrivals (2011)	Change (2011 to 2012) (%)	Change (2010 to 2011) (%)
9	 <a href="#">Russia</a>	Europe	25.7 million	22.7 million	▲13.4	▲11.9
10	 <a href="#">Malaysia</a>	Asia	25.0 million	24.7 million	▲1.3	▲0.6

Traveller-Sayohatchi.

Compared- Solishtirish, taqqoslash.

#### New words

English	Russian	Uzbek
arrival	прибытие, приезд	kelish, uchib kelish
demand	спрос, требование	talab
loss	исчезать, разводить, деление	yo'qolish, ajralish
suffer	провести через себя	azob tortmoq
intensify	усиление, усиливать	kuchaytirish, kuchaytirmoq
trend	направление	yo'nalish
decline	снижение, понижение	qisqarish
correspond	подходить, точно	mos bo'lmoq
rank	ряд	saf
increase	рост, (развитие туризма, повышение качества)	ko'tarilish
organization	организация	tashkilot

**Ex. 1 Answer the questions.**

1. What is the world tourism?
2. In 2010, 2011, 2012 years how many international tourist arrivals did reach?
3. Speak about international tourist arrivals in 2008 year.
4. Speak about international tourism receipts.
5. Speak about **Turkey** and **United Kingdoms'** international tourist arrivals in 2011, 2012 years.
6. Speak about **Italy's** international tourist arrivals in 2012 year.

**Ex. 2 Vocabulary practice. Complete these sentences, using the words in the box.**

balloon	field	nervous	out of sight	wave
clouds	head for	north	perfect	weather

- 1) On a fine day, when the ... is really good and there are no ... , you can see the mountains *from* here.
- 2) I had a trip in a ... last week. I didn't enjoy the experience, though. I felt ..... all the time.
- 3) Let's ..... that farm over there - to the ..... of the village.
- 4) The plane made a ..... landing in a small ..... beside a river.
- 5) Quick! ..... to those people before they are .....

**Ex. 3 Choose the right meaning.**

- |            |                |            |              |
|------------|----------------|------------|--------------|
| 1. cancel  | 2. beforehand  | 3. miracle | 4. staffroom |
| 5. glimpse | 6. experiments | 7. flood   | 8. greet     |

1. earlier
2. wonderful event
3. not give
4. welcome
5. trying to find something out
6. a lot of moving water
7. room for teachers
8. quick look

**Ex. 4 Fill in the gaps with *must*, *mustn't* or *needn't*, and one of the verbs from the list.**

paint - buy - forget - phone - be - touch - go - finish

- 1 *I ...must phone..* Alan. I haven't spoken to him for a long time.
- 2 You ..... the oven, it's very hot.
- 3 You ..... your work now. You can do it tomorrow.
- 4 We ..... to post the letters. They're very important.
- 5 We ..... the living room. The walls are very dirty.
- 6 You ..... shopping today. We've got a lot of food,
- 7 Tom..... late for work. The boss will be angry.
- 8 You ..... any new clothes. You've got enough.

#### **№4. THE FIRST PARAGRAPH HAS BEEN DONE FOR YOU**

Seventy per cent of Britons believe visiting London is more dangerous than going abroad, while in Scotland this rises to 80%. These findings come despite a number of tourist killings in Florida, Egypt and elsewhere in Africa, according to Lunn Poly, the travel firm which polled a random sample\* of 1,030 adults about their holiday intentions.



Trips to Florida from Britain fell by 20 per cent last summer and nearly half of people who were polled said they would not go there next year.

That is bad news for Disney World in Orlando, top American attraction for British tourists, and bookings are also down to Disneyland near Paris.

British fear of London is not shared by nine million foreigners who visited capital last year — London's attractions, such as changing of Guard being main reason why Britain was world's sixth tourist destination. At least 25 per cent of British families are expected to holiday abroad next year, and a record nine million are forecast to book a foreign package holiday.

It looks as if biggest beneficiary will be cheapest country, Spain, where bookings are up by 50 per cent — not least because peseta has fallen faster than pound.

A license is a document giving permission to carry on a particular kind of activity. Travel statistics, as important as they are to the tourist industry, should be considered as estimates rather than accurate figures.

\* sample — people who were interviewed

### New words

English	Russian	Uzbek
dangerous	опасный	xavfli
abroad	зарубежный	xorijiy
despite	несмотря на	ga qaramay
elsewhere	где-либо	boshqa biror joyda
according to	согласно	ga ko'ra
firm	фирма	firma
poll	допрашивать	ovoz olmoq, so'rov o'tkazmoq
random	наугад	tasadofiy
sample	образец	namuna, nusxa
intention	намерение	niyat, reja, maqsad
fear	страх	qo'rquv
share	делить, разделять	taqsimlamoq, bo'lishmoq
destination	пункт, назначение	belgilangan joy
expect	Ожидать	kutmoq
forecast	прогнозировать	oldindan aytib bermoq
to book	бронировать	buyurtma bermoq
package	туристический отдых	turistik sayohat
beneficiary	Выгодность	foydalanuvchi
peseta	валюта Испания	Ispaniya puli
fall	падать	pashayish, tutish

#### Ex. 1 Find these words and phrases in the text

Dangerous , abroad, according to, fear forecast, random, fall, beneficiary, despite

**Now choose the synonyms**

Horardouse, foretell, horror, allot, accidental, collapse, user, in spite of

**Ex. 2 Answer the questions**

- 1) What do Britons believe?
- 2) How many adult were polled by them?
- 3) Why wouldn't they go to there next year?
- 4) Why did Britishes fear of London?
- 5) How many Brtitish families are expected to holiday abroad next year?
- 6) What is the bad news for Disney Wold in Orlando?

**Ex. 3 Give the definitions for these words.**

- 1) London is more dangerous than going abroad
- 2) The travel firm which polled a random sample of 1,030 adults about their holiday intention.
- 3) Why Britain was world's sixth tourists distination
- 4) A record nine million are forecast to book a foreign package holiday.

**Ex. 4 Complete these sentences using the words in the box.**

billon	field	nervous	out of sight	vave
clouds	head of	north	perfect	weather

- 1) On a fine day, when the ..... is really good and here are no ..... you can see the mountains from here.
- 2) I had a trip in a ..... last week. I didn't enjoy the experience, though. I felt ..... all the time .
- 3) Let's ..... that farm over there to the ..... of the village.
- 4) The plane made a ..... landing in a small ..... beside a river.
- 5) Quick! ..... to those people before they are ..... .





www.shutterstock.com · 70139677

A major disadvantage of the partnership is that each member is liable for all the debts of the partnership; the act of any partner is legally binding upon all the others. If one partner takes a large amount of money from the business and squanders it, the others must pay the debt. Partnerships suffer another major disadvantage: decision-making is shared. If partners have serious and constant disagreements, the business is bound to suffer.

Nonetheless, the partnership remains a vital part of the overall business economy. The Internal Revenue Service reported that between 1970 and 1982, there were approximately half as many business partnerships as corporations.

### New words

English	Russian	Uzbek
proprietor	владелец	mulkdor egasi
expand	расширять	kengaytirmoq
regulate	регулировать	me'yorda tutmoq
laws	законы	qonunlar
form	создавать	tuzmoq, shakillantirmoq
amount	количество	soni, hajmi
assumes	предполагать	taxmin qilmoq
advantage	преимущество	afzallik
pooling	объединять	mujassamlashtirmoq
ownership	владение	egalik
exempt	освобождинный	ozod qilmoq
reporting	отчет, доклад	hisobot
require	требовать	talab qilmoq
Furthermore	более того	shunga qaramay

favorable	благоприятный	iltifotli
tax	налог	solliq
share	доля	ulush
earning	заработка	ish haqi
beyond	вдали	uzoqda, u tomonda
disadvantage	не выгодное наложения	noqulay holat
liable	ответственный	javobgar
legally	законно	qonuniy
binding	переплёт, обшивка	muqova, ulaydigan
squander	растрачивать	sarf qilish
bound	связанный	bog'liq bo'lmoq
suffer	страдать	tashvishlanish
nonetheless	тем не менее	shundan kelib chiqib
remain	оставаться	qolmoq, saqlamoq
approximately	приблизительно	taxminan
vital	жизненный	ehtiyojli, kerakli

### Ex. 1 Answer the questions

- 7) How many co-owners are forms of partnership?
- 8) What does it mean “silent partner”?
- 9) What is a rule of managerial talent in BP?
- 10) What is a tax position in BP?
- 11) Federal taxes are paid by individual partners on their share aren't they?
- 12) What is a suffering partnership?
- 13) Were there any approximate in business partnerships?

### Ex. 2 Fill in the gaps the way you think appropriate.

1. If you ... modern art, you ...
2. The old Town Hall ... if it ... a tourist attraction.
3. If you need any more advice, ...
4. If you ... just come this way, ... you where it is...
5. I ... told them that you ... coming if I ... before hand.
6. You won't be able to hire a car ... you have got ...
7. If you ... now, you ... there before the match starts.

8. I you ... stay for more than a week, you ... better off getting a cheap rail pass.

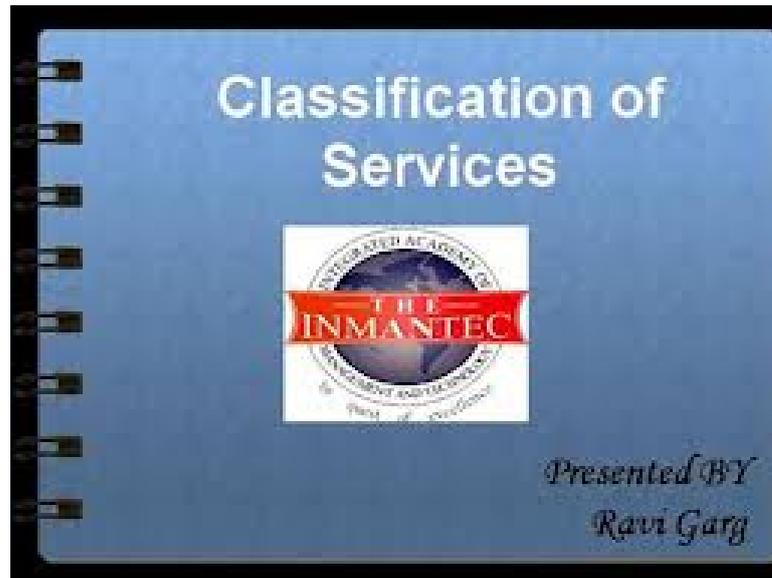
**Ex. 3 Give definitions for the following words:**

- a) Sustainable tourism / soft tourism
- b) Proprietor / ...
- c) Amount / ...
- d) Assumers / ...
- e) Liable / ...
- f) Suffering / ...
- g) Approximately / ...
- h) Debts / ...

**Ex. 4 What is the English for.**

- a) Turistik xizmatlar bozori.
- b) Turizmدا reklama vositalari.
- c) Kichik biznesni ahamiyati.
- d) Joriy kichik biznes soliqlari.
- e) Kichik biznesda qonuniy harakatlar.
- f) Mulkdorning me'yoriy javobgarligi.
- g) Iqtisodiyotning kichik biznesdagi bog'liqligi.

## №6. CLASSIFICATION OF SERVICES



In the previous chapter you learned how to identify and design services. This chapter starts by revisiting the classification of services that was explained in the previous chapter, the aspects on which it is based and how the classification can be applied. The chapter briefly discusses why it is important to classify services based on your needs and what aspects can be used to create a classification of services.

You will then learn how services can be combined into larger services, which is called service composition. Composition is one of the building blocks for the classification scheme. Next, the different elements of the classification scheme will be discussed in detail. Finally, the chapter revisits the design principle of isolation and explains why composition and isolation is a good match.

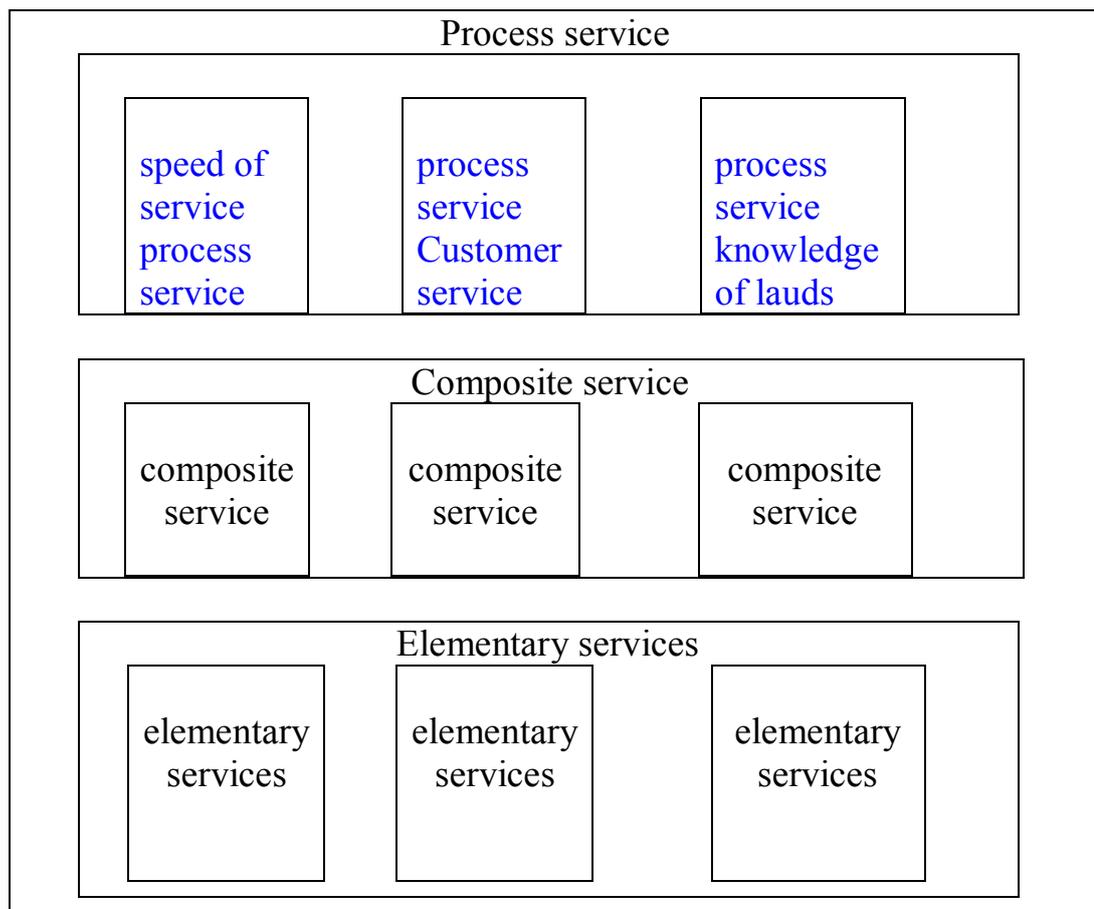
Service classification revisited.



You have learned in the previous chapter that services can be divided into elementary services, composite services, and process services:

- Elementary services: The smallest possible components that qualify as services. For example, a service that can be used for zip code lookups.
- Composite services: Services that result from combining two or more other services into one service that provides more value. Composite services are executed in a single transaction and their execution time is relatively short. An example is a service to book a hotel and light together.
- Process services: Longer running services that can take a couple of hours, days, or even more to complete and span multiple transactions. An example is a service for ordering a book online. The entire process (order, pay, ship, deliver) involves multiple transactions and takes a couple of hours at least.

The following figure shows this classification of different services:



## Example – insurance company

Let's take a look at an insurance company. The company offers a Claim to Payment Service. We saw in Chapter 1, Understanding the Problem that this is a process service that consists of the following steps:

1. Receive claim.
2. Review the claim.
3. If the claim is valid, pay the claim.
4. Otherwise refuse the claim.

The steps are realized using the following composite services:

- Claim Service, operation receive and operation review
- Payment Service, with operation pay
- Customer Service, with operation inform Customer

### New words

English	Russian	Uzbek
classification	Классификация	tasnif
design	дизайнер	dizaynerlik
combine	объяснять, добавлять	birlashtirish, qo'shish
scheme	схема	sxema
discuss	обсуждать	muhokama qilish
isolation	распределять	ajratish
match	конкурс	musobaqa
composite	сложное	murakkab gulli
process	процесс	jarayonlar
pay	оплачивать	to'lamoq
deliver	принести	olib borib bermoq
ship	корабль	kema

### Ex.1 Answer the questions

- 1) That such a classification services?
- 2) Service can be divided into services which?
- 3) On what services you can book year hotel as an example?
- 4) What have you learned about the technology services?

**Ex. 2 Fill in the gaps with *much*, *many* or a *lot of* and one of the words from the list.**

shops, friends, giraffes, money, snow, time, suitcases, rice

- 1 This sweater doesn't cost ...*much money*...
- 2 Maria is very popular. She has .....
- 3 Do you spend ..... studying for exams?
- 4 How ..... are there in the zoo?
- 5 I haven't got ..... with me.
- 6 There isn't ..... in the cupboard.
- 7 This shopping centre is very big. There are

**Ex. 3 Now choose the right meaning.**

in a bad mood; steadily; ages; concentrate on; normally; cancel;  
beforehand; miracle.

1. pay attention to
2. generally
3. without,
4. stopping, annoyed
5. a long time
6. earlier
7. not give
8. wonderful event

**Ex. 4 Circle the correct modal verbs**

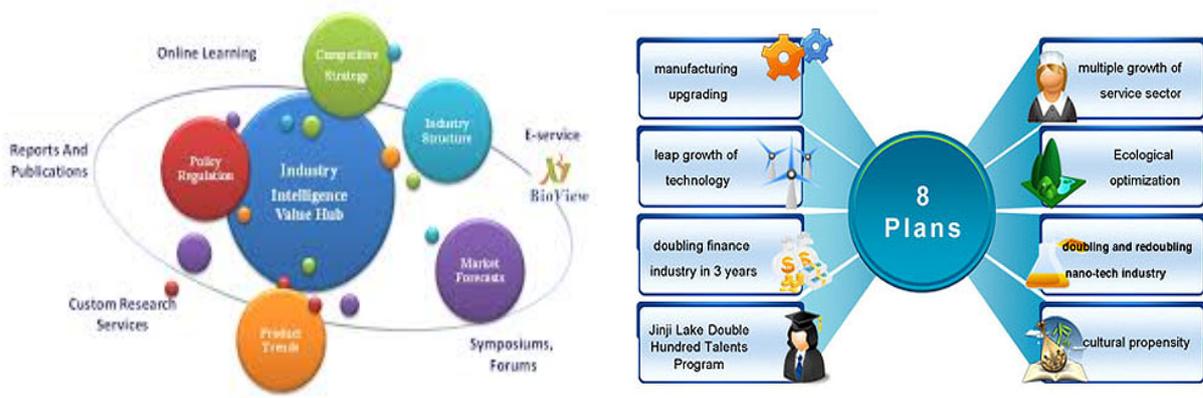
- 1 'I've got a temperature and I feel awful.' 'I think you *must* / *should* go to bed.'
- 2 When you fly to another country, you *must* / *should* take your passport.
- 3 You *mustn't* / *shouldn't* steal money.
- 4 Before you can go to university, you *must* / *should* get the right qualifications.
- 5 We don't think you *must* / *should* lie to your boss.
- 6 I have a dentist's appointment later today and I *must* / *should* arrive on time.
- 7 Do you think I *must* / *should* see a doctor?
- 8 I don't think you *should* / *must* use your phone now.
- 9 'Must I do this test?' 'Yes, you *must* / *do*.'

## №7. DEVELOPMENT OF SERVICE AND INFORMATION INDUSTRIES

Over time the U.S. economy has become increasingly involved in the production of services, rather than goods. Service industries do not produce tangible objects, such as automobiles or refrigerators.



Rather they provide services such as transportation, banking, insurance, tourism, communications, entertainment, data processing and consulting. In fact, many services—such as computer, engineering, legal, accounting and advertising services—are used in the production of goods.



Between 1950 and 1990, total U.S. employment grew from 48.5 million workers to 118 million workers. Most of the increase was in services; in the decade of the 1980s alone the service-producing sector had a net increase of 20 million jobs, which exceeded the net 19 million job increase in the overall economy. The two industries adding the most jobs were business services, including the advertising and computer and data processing industries, and health services. Twenty-seven percent of the net employment gain during the 1980s was in those

two categories. Computer and data processing industries added nearly half a million jobs during the 1980s.

The growth in service-sector employment has absorbed labor resources freed by rising manufacturing productivity. Manufacturing productivity increased at an average rate of 4.5 percent from 1982 to 1990, which allowed manufacturing to retain a roughly constant share of U.S. gross national product (slightly over 20 percent), even though only about half of the 3 million manufacturing jobs lost during the severe recession of 1981-1982 were regained by 1990.

Most experts now dismiss the idea of a rapidly eroding U.S. industrial base. Instead they believe the statistics demonstrate that the structural shift in the U.S. economy, from goods-producing to service-producing industries, has been a relative one, which has occurred primarily in employment. For example, the goods-producing sector accounted for 41 percent of nonfarm employment in 1946, 28 percent in 1980, and only 23 percent in 1990. Of course, many of the new service jobs did not pay as highly as did manufacturing jobs, nor did they carry the same benefits. This put a squeeze on many family incomes and forced large numbers of women into the work force during the 1980s. This trend is likely to continue.

### New words

English	Russian	Uzbek
tangible	реальный	real, aniq
insurance	страхование	sug'urta
entertainment	развлечение	o'yin kulgu
rate	норма	norma
job	работа	ish
advertising	реклама	reklama
to believe	верить, думать	ishonmoq
percent	процент	foiz
base	база	baza

#### **Ex. 1 Answer the questions.**

1. Why has the economy of the USA become increasingly involved in the production of services?
2. What has to add to business services?

3. What has the growth in service-sector employment absorbed by?
4. What did a squeeze a family income put?
5. How long time US Economy has become increasingly?

**Ex. 2 Change the sentences in the past simple.**

- 1) Service industries do not produce tangible objects.
- 2) Many sectors of services are increased.
- 3) In US \$ employment grows day by day.
- 4) The Services sector include a lot of factors.
- 5) Manufacturing productivity increases free by rising raw materials.
- 6) This trend is likely to continue.

**Ex. 3 Continue the given sentences.**

- When I have free time ...
- I wish you would ...
- Most people like to ...
- I am sure I will ...
- Unemployment is one of the most ...
- Over time US Economy ...
- Between 1950 and 1990 total US ...
- Service industry is ...
- Among the Service sectors is ...

**Ex. 4 Translate from Uzbek into English.**

- Servis sanoati hozirgi kunda tezlikda rivojlanib bormoqda.
- 20 asrda AQShda ishsizlik muammosi servis sanoati orqali hal bo'ldi.
- Servis va informatsion sanoat bevosita bir-birini to'ldirib rivojlantirib boradi.
- Zamonaviy hayotda xizmat ko'rsatish va turizim iqtisodiyotning asosiy sektorlaridan biriga aylandi.
- Ma'lumki servis sanoati mahsulot ishlab chiqarmaydi, balki xizmat ishlab chiqaradi.
- O'zbekistonda va butun dunyoda servis xizmatlari ijtimoiy hayotning barcha sohalarida faoliyat olib bormoqda.
- Albatta servis sanoatini rivojlantirishda tabiiy va xom-ashyo materiallari juda muhim hisoblanadi.
- Ommaviy axborot vositalarida tez-tez takrorlanib aytilmoqdakim servis mamlakat iqtisodiyotini o'sishiga 70-80% o'z hissasini qo'shmoqda.

## №8. TOURISM TODAY



The effects of tourism since the 1960s have been incredible. To take just a few examples:

The Mediterranean shores have a resident population of 130 million, but this swells to 230 million each summer because of the tourists. This is nothing. The United Nations projects that visitors to the region could number 760 million by the year 2025. In Spain, France, Italy, and most of Greece, there is no undeveloped coastline left, and the Mediterranean is the dirtiest sea in the whole world.

In the Alps, the cable cars have climbed ever higher. More and more peaks have been conquered. It is now an old Swiss joke that the government will have to build new mountains because they have wired up all the old ones. There are 15,000 cable car systems and 40,000 kilometers of ski-runs.

American national parks have been operating permit systems for years. But even this is not enough for the most popular sites. By 1981, there was an eight-year waiting list to go rafting down the Grand Canyon's Colorado River, so now there is a lottery once a year to select the lucky travelers.

In Notre Dame in Paris, 108 visitors enter each minute during opening hours. Thirty-live buses, having put down their passengers, wait outside, their fumes eating away at the stonework of the cathedral.

**Poor Venice** with its unique, exquisite beauty. On one hot, historic day in 1987, the crowds were so great that the city had to be closed to all visitors.

**In Barbados and Hawaii**, each tourist uses ten times as much water and electricity as a local inhabitant. Whilst feeling that this is unfair, the locals acknowledge the importance of tourism to their economy overall.

**The prehistoric cave paintings at Lascaux in France** were being slowly ruined by the breath and bacteria from 200,000 visitors a year. The caves have now been closed to the public and a replica has been built. This is much praised for its likeness to the original.

### New words

English	Russian	Uzbek
incredible	невероятный	extimoldan uzoq
shores	берег	soxillari
resident	проживающий	qarorgoh
swells	возвышение	shishmoq
dirtiest	грязный	o'ta iflos
climbed	поднимал	yuqoriga ko'tarilgan
peaks	вершине	avjuga chiqqan
conquered	завоевал	qamrab olgan
wired	провода	o'ralgan
permit	позволять, допускать	yo'l bermoq
rafting	плот	sol
lottery	лотерея	lotariya
exquisite	изысканный	nafis
inhabitant	житель	istiqomat qiluvchilar
breath	вдох	nafas olish
bacteria	бактерии	bakteriyalar
caves	пещеры	g'orlar
praised	похвалил	maqtovli

### Ex. 1 Answer the questions.

- 1) How long time have been incredible the effects of tourism?
- 2) Why Mediterranean became popular?
- 3) How many visitors can be expected in Usin 2025?
- 4) How many cable car systems are ski-runs?

- 5) What about American national parks?
- 6) Where is famous stonework cathedral?
- 7) Where can you exquisite beauty?
- 8) Why some caves are becoming ruin in France?

**Ex. 2 Complete the sentences using “if” sentences.**

- I) We shall have a supper if my .....
- II) If you have free time we .....
- III) If I were you I would .....
- IV) My Mather will help you if she .....
- V) Where will you go if you .....
- VI) If she were not angry .....
- VII) Mass tourist would come If .....

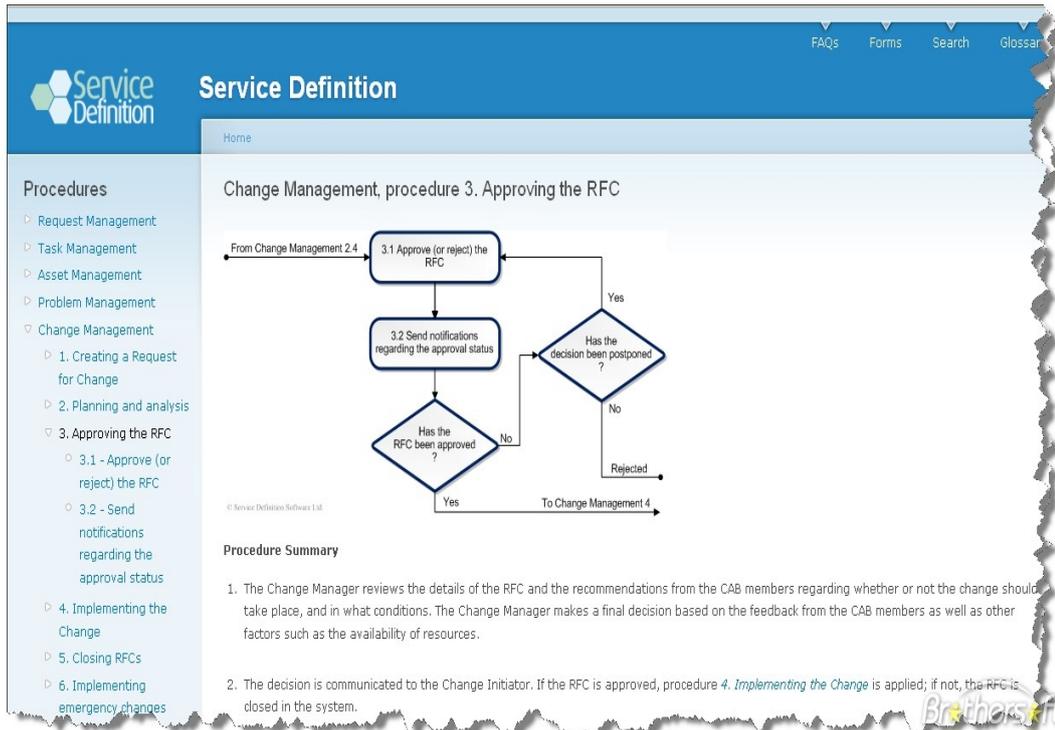
**Ex. 3 Insert pronouns where necessary.**

1. .... dream is to be come famous sportsman.
2. Will .... give me your new address please?
3. Some time .... students go to the plant.
4. Jane was very happy in .... birthday.
5. They often send .... interesting articles.
6. Who was the best champion in .... team.
7. Today .... brings us another information.

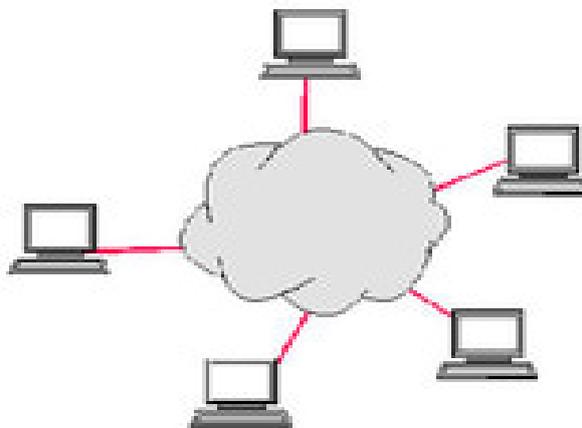
**Ex. 4 Translate sentences from Uzbek in to English.**

- Turizm butun dunyoga o'z tasirini o'tkazadi.
- Har yili milionlab odamlar O'rta yer dengiziga tashrif buyurishadi.
- Ko'pchilik odamlar tog' sayoxatini afzal ko'rishadi.
- Amerikaning Milliy bog'i ham ko'plab sayyohlarni o'ziga jalb qiladi.
- Venetsiyada xatto hashamatli binolar g'ozal joylarini ko'rish uchun keladi.
- Har yili dunyo bo'ylab minglab turistlar Frantsiyani diqqatga sazovor joylarini ko'rishga kelishadi.

## №9. NEW BASIC SERVICE DEFINITION



At a minimum, the following service elements must be offered on a nondiscriminatory basis by any carrier providing Residential Basic Telephone Service (basic service) within California. These revised basic service elements do not impose an obligation to provide basic service upon any carrier where no such obligation exists today. Nor do they prohibit a carrier from electing to provide additional elements as part of its basic service offering. Any carrier may use any technology to satisfy any obligation to provide basic service as detailed below:



I. Basic Service Elements:

1. The provider must offer customers the ability to place and receive voice-grade calls over all distances utilizing the public switched telephone network or successor network.
  - a. Carriers offering basic service must at a minimum enable calls to be sent and received within a local exchange or over an equivalent or larger-sized local calling area.
  - b. A basic service provider must allow equal access to all interexchange carriers within the local calling area in accordance with state and federal law and regulation.
  - c. Carriers offering basic service must provide a voice-grade connection from the customer residence to the public switched telephone network or successor network.
2. Free access to 911/Enhanced (E) 911 service.
  - (a) A basic service provider must provide free access to 911/E911 emergency services, in compliance with current state and federal laws and regulations.
  - (b) Any carrier that is not a traditional wireline provider of basic service will be required to make a showing by filing a Tier 3 Advice Letter that demonstrates its ability to provide 911/E911 location accuracy and reliability that is at a minimum at least reasonably comparable, but not necessarily identical to, that traditional wire line service offered by the existing COLR.
  - (c) The basic service provider will further be required to certify in a Tier 3 Advice Letter filing that it is compliant with 911/E911 standards established by state and federal laws and regulations, and will not be deemed to provide basic service if it has

obtained a waiver from such state and federal laws and regulations.

3. Access to directory services.

- (a) Each basic service provider must offer access to directory assistance within the customer's local community that covers an area at least equivalent to the size of the geographic area the existing COLR's directory assistance service provides.
- (b) For basic service provided by other than a traditional wireline carrier, a customer's listing may be excluded from the local directory and directory assistance as a default unless the subscriber affirmatively requests to have the number listed.
- (c) For basic service provided by a traditional wire line carrier, a customer's listing shall be included for free in the local directory and directory assistance as a default unless the customer affirmatively requests to have the number unlisted.

4. Billing Provisions

- (a) Providers of basic service must offer customers the option to receive unlimited incoming calls without incurring a per-minute or per-call charge.
- (b) Carriers offering basic service must offer a flat rate option for unlimited outgoing calls that at a minimum mirrors the local exchange or an equivalent or larger sized local calling area in which the basic service customer resides.
- (c) Basic service must be offered on a non-discriminatory basis to all residential households within the provider's service territory. A carrier may satisfy this obligation using different technologies throughout its service territory.

5. Access to 800 and 8YY Toll-Free Services.
  - (a.) Each provider of basic service must offer at least one basic service option that allows unlimited calls to 800 and 8YY toll-free numbers with no additional usage charges for such calls. A provider may offer alternative billing plans for basic service that may include usage charges for calls to 800 and 8YY toll-free numbers.
  - (b) In any event, the carrier must provide full disclosure to the customer concerning how charges for 800 numbers would apply if the customer does not subscribe to an unlimited calling flat rate option.
6. Access to Telephone Relay Service as Provided for in Pub. Util. Code § 2881.

Basic service providers must offer free access to California Relay Service pursuant to § 2881 for deaf or hearing-impaired persons or individuals with speech disabilities.

7. Free Access to Customer Service for Information about Universal Lifeline Telephone Service (ULTS) Service Activation, Service Termination, Service Repair and Bill Inquiries.

The basic service provider shall provide free access to customer service for information about the above-referenced services.

8. One-Time Free Blocking for Information Services, and One-Time Billing Adjustments for Charges Incurred Inadvertently, Mistakenly, or Without Authorization.

Basic service must include the provision of one-time free blocking for 900/976 information services and one-time free billing adjustments for changes inadvertently or mistakenly incurred, or without authorization.

## New words

English	Russian	Uzbek
Basic	важно	Muhim
Definition	правило	Ta'rif qoida
Provider	снабженец	Ta'minlovchi
Utilize	использовать	Foydalanmoq
Access (to)	вход, разрешение	Kirish yo'li, huquqi
Compliance (with)	согласие	Rozilik
Accuracy	точность, правильность	Aniqlik, to'g'rilik
Exclude (groom)	выводить	hiqarib tashlamoq
Provision	снабжение, снабжать	Ta'minot, ta'minlash
Option	выбор	Tanlash
Reside	жить, проживать	Yashamoq, turmoq
Additional	окончание	Qo'shimcha, ilova
Event	событие, происшествие	Voqea, hodisa
Apply	обращаться	Murojat qilmoq

### Ex. 1 Answer the questions

1. Who must offer customers the ability to place?
2. Who's offering basic service must at a minimum enable calls to be sent?
3. What mean Billing Provisions?

### Ex. 2 Complete the sentences using a word from list A. You need use some words more and a word from list B.

A: away, back, for ward, on out, up.

B: at, of, to, with.

- 1) You are walking too fast. I can't keep ... you.
- 2) My holidays are nearly over. Next week I'll be ... work.
- 3) We have nearly run ... money. We've got very little left.
- 4) Martin isn't very happy in his job because he doesn't get ... his boss.
- 5) I love to look ... the stars in the sky at night.
- 6) Are you looking ... the party next week?
- 7) There was a bank robbery last week. The robbers got ... \$ 300.00

**Ex. 3 Complete these sentences, using the words in the box.**

blow	chance	foreign	parties	turned into
career	crowd	part	rehearse	well over

- 1 There were some fantastic . . . scenes in the film, with . . . ten thousand people in each!
- 2 When the business closed down, that was the end of his ...? It was a terrible ... to him.
- 3 They offered me a ... in the play, but I really haven't time to ... .
- 4 I like going to ... . Besides, it's my only ... to meet interesting people.
- 5 Do you remember that cinema where they used to show . . . films? Well, they've ... it ... a supermarket!

**Ex. 4 Complete the sentences with the adverbs in the box.**

<del>carefully</del> just of course only still together
---

- 1 Hold the baby carefully.
- 2 They danced \_\_\_\_\_ all night.
- 3 They are \_\_\_\_\_ in love after forty years together.
- 4 They have \_\_\_\_\_ celebrated their anniversary.
- 5 \_\_\_\_\_ I have a job – I need the money.
- 6 He \_\_\_\_\_ works for six months a year.

## **№10. THE PROFESSIONAL SERVICES INDUSTRY IN THE UNITED STATES**

The United States is the world's most desired location for professional services firms.

In today's integrated global environment, businesses find it critical to access the talent, institutions, business processes, and client base offered in the United States. Additionally, the educational and research infrastructure present in the United States is an important asset for domestic and international professional services firms.

In 2014, the U.S. professional services industry comprised about 760,000 firms with combined annual revenues of \$1.3 trillion. The industry employed 7.8 million Americans.

The world's leading professional services companies locate in the United States to serve the large and dynamic U.S. corporate sector. The United States features a transparent, stable regulatory environment, strong intellectual property rights protection and enforcement, and a reliable judicial system. Together with a highly skilled workforce and intellectual leadership from the boardroom to the classroom, the United States generates a greater and more stable demand for professional services than any other country.



## Industry Subsectors

**Accounting:** Firms in this subsector generated \$116.1 billion in revenue in 2010. Firms provided payroll services, financial auditing services, tax preparation services, and other consulting services for individuals and corporate clients.

**Architectural services:** This subsector accounted for more than \$26.1 billion in revenue in 2010, with the majority of that revenue generated from non-residential construction. This sector includes firms primarily engaged in planning and designing residential, institutional, leisure, commercial, and industrial buildings and structures. As with engineering firms, many architectural firms are small niche companies that complement the work of larger U.S. firms that have a more global footprint.

### **Engineering services:**

This subsector posted \$172.4 billion in revenues in 2010. Industrial and manufacturing engineering contributed most significantly to total revenue. Other contributors included commercial and institutional architecture, transportation infrastructure, and power generation and distribution activities. This subsector includes firms primarily engaged in the design, development, and utilization of machines, materials, instruments, structures, processes, and systems. Engineering services include the preparation of feasibility studies and preliminary and final plans and designs; the provision of technical advice and assistance during the construction or installation phase; and the inspection and evaluation of engineering projects.



**Legal services:** Legal services generated \$240.3 billion in revenue during 2010. Firms in this sector provided a variety of legal services including litigation support, general corporate services, plaintiff and defense work for individuals and companies, patent agent services, paralegal services, and process serving services. The subsector is highly fragmented with the 50 largest firms accounting for less than 15 percent of total revenue.

**New words:**

<b>English</b>	<b>Russian</b>	<b>Uzbek</b>
Feature	особенность, характерная черта	xususiyat
Property	имущество; собственность	mol-mulk
Enforcement	давление,нажим, принуждени	bosim, siquv, majbur qilish
Payroll	выплаченная служащим	ish haqi
Paralegal	помощник юриста	yordamchi huquqshunos
Majority	большинство	katta qism
Revenue	доход; выручка	daromad, foyda
Leisure	досуг, свободное время	bo'sh vaqt
Significantly	многозначительно	sezilarli, ko'zga tashlanadigan
Utilization	использование, употребление, утилизация	qo'llash, ishlatish
Preliminary	подготовительное, предварительное мероприятие	tayyorgarlik
Installation	1) водворение, установление 2) введение в должность 3) установка; сборка; инсталляция	o'rnatish, sozlash
Feasibility	осуществимость, выполнимость	bajarish mumkin bo'lgan, bajarsa bo'ladigan
asset	главное, средство	mulk, asosiy vosita
judicial	судебный	sudga oid
distribution	распределять	taqsimlash
provision	обеспечение	ta'minlash, ta'minot
revenue	прибыль	daromad
patent	очевидный, явный	aniq, yaqqol

**Ex. 1 Answer the questions**

1. What will happen in the future in USA service system?
2. Can you explain two aspects of service in the USA?
3. What is volunteering?
4. Who is volunteer?
5. How many percent of HR managers believe about volunteering?
6. How will be importing the service sector in the future?
7. What is the role of the service sector of the USA?
8. What is the definition of HR managers?

**Ex. 2 Vocabulary practice. Complete these sentences, using the words in the box.**

admit	bend	directly	flew	island	wider
area	bored	disturb	holiday	noise	

- 2 I'm sorry I made a lot of . . . last night. I hope I didn't . . . you.
- 3 This is the first week of our . . . , so we don't know them . . . very well yet.
- 4 What shall we do? Have you any ideas? I must . . . I'm feeling . . . !
- 5 The valley is just round this . . . . You'll see it in a minute when the path gets . . . .
- 6 The house was on an . . . , in the middle of a lake, and we . . . almost . . . over it.

**Ex. 3 Now choose the right meaning.**

- |                          |                             |
|--------------------------|-----------------------------|
| 1. <i>hardly</i>         | a) be afraid                |
| 2. <i>flashed</i>        | b) a piece of open ground   |
| 3. <i>edge</i>           | c) shone                    |
| 4. <i>yard</i>           | d) not very much            |
| 5. <i>at great speed</i> | e) stay as much as possible |

6. *panic*

f) side

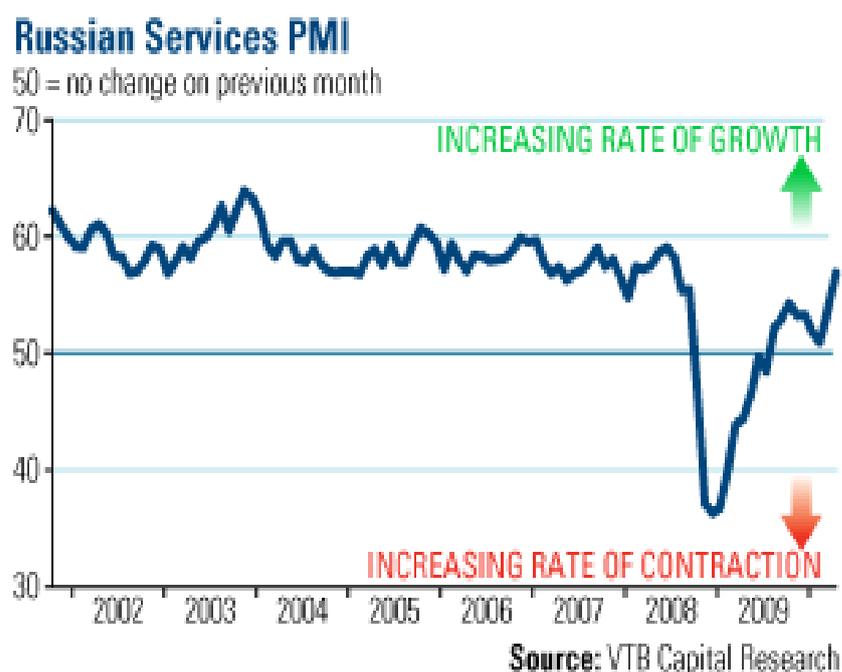
7. *keep well*

h) very quickly

**Ex. 4 Put the verbs in brackets into the present simple or continuous.**

1) I'm writing .....(write) to you from Golden Beach Hotel. I am here with Sandy and Pat. The hotel 2) ..... (belong) to Pat's uncle and she 3) ..... (spend) every summer here. The place is very nice and I 4) ..... (think) all the people at the hotel 5) .....(have) a nice time. We 6) .....(swim) and 7) ..... (go) windsurfing every morning. At noon we 8) ..... (have) lunch and in the evening we 9) ..... (go) for walks. Today it 10) (rain) so we can't go out. I 11) .....(hate) this *weather!* At the moment Sandy and Pat 12) ..... (have) lunch. They 13) ..... (eat) fish today and it 14) ..... (smell) very good. 15) ..... (you/have) a good time at home? Write soon and tell me all your news.

## №11. THE RUSSIAN SERVICES SECTOR



Services sector in developed Western countries takes leading positions in the economy, and the level of its development, dynamics, technological, structural and other characteristics influence on economic and social progress and the positions of countries in a globalized world. Modernization of the Russian economy also implies improving the socio-economic role of the service sector, and in the last decade and a half, it develops rapidly, many industries transforms radically.

By 2006, the number of audit firms in Russia rose to 3,4 thousand, while the number of employees - up to 44,4 thousand people, advertising - up to 3,2 thousand and 53,5 thousand accordingly, real estate - up to 3,2 thousand and 32,1 thousand; the scope of the information and computer services, consulting and other services for the production expand. Telecommunication services, commercial banks and other financial institutions, insurance and others were almost re-established.

Business mastered social and cultural services: the number of private educational institutions increased; private medicine, which was focused at the beginning in the field of dentistry, cosmetic, drug abuse, diagnosis of disease, etc., has spread on many other areas.



Due to the organic growth of new private firms, the group of traditional industries was updating and renewal essentially. It can be believed that the entry of new producers was the main reason for the increasing number of existing structures in the retail trade and public catering - from 640 thousand in 1996 to 1622 thousand in 2004, and transport accordingly - from 53 thousand to 129 thousand.

Small business found the hospitable ground in the services industries: in 2005 there were concentrated 82% of production, 57% employed and 73% firms and organizations of small businesses. Mainly due to the new business the share of services sphere in the number of Russian enterprises and organizations increased from 60% in 1996 to 73% in 2005.

The arrival of foreign capital has significant importance for the restructuring of the service sector. Russian manufacturers receive not only unprofitable financial injections that vary important in itself, but also they receive a chance to overcome the huge gap in the level of technology, organization and management, in methods of service, become familiar with the highest standards of service, business culture, etc. A huge effect, including the demonstration, has activity in the Russian market and TNCs, such as Auchan, Spar, Metro Cash and Carry, Citibank, Raiffaisen bank, Societe Generale, Marriott, Accor, Morgan Stanley, McDonalds, «Big Four» auditing and consulting firms, and many others.

## New words

English	Russian	Uzbek
hourly service	Ежечасный служба	Soatlik xizmat
settlement	Место	Joy, makon
Fleet	флот	flot
transatlantic	Транс атлантический	Atlantika orqali o'tish
Utilize	утилизировать	foydalanmoq
subsidiary	второстепенный	Ikkinchi darajali
Inflight	предлагаемый	parvoz vaqtida
frequent	частый	Odatiy
Turbo-prop	турбовинтовой	turbovintli
exist	существовать	Mavjud
imply	подразумевать	nazarda tutmoq

### Ex. 1 Answer the questions.

1. How called Russian service industry?
2. When Russian Airways became member of Star Alliance?
3. How many daily flights performs Russian Airways?
4. How many people employing in the Russian Airways?
5. When Russian Airways and CNG Airlines have become one of the largest airlines in the world?
6. How many classes have in the Russian Airways?
7. Can you explain the Economy class?
8. When Russian Airlines and Russian Airways announced plans to merge?

### Ex. 2 Which word is different?

- 1 noisy; peaceful; pleasant; quiet.
- 2 helpful; nervous; scared; worried.
- 3 headmaster; secretary; student; teacher.

**Ex. 3 Supply the words where necessary: economy, cultural, service sector, financial, private.**

- 1) Modernization of the Russian economy also implies improving the socio-economic role of the ... ..
- 2) Business mastered social and ... services.
- 3) Russian manufacturers receive not only unprofitable ... injections.
- 4) The arrival of foreign capital has significant ... importance for the restructuring of the service sector.
- 5) Services Sector in developed Western countries takes leading positions in the ...

**Ex. 4**  
*a few or a little?*

**T 4.2** Match a line in A with a line in B and a line in C.

A	B	C
1 Does your tooth hurt?		It takes them about an hour a night.
2 Were there many people at the party?		I'm trying to lose weight.
3 Is there any food left over?		You can borrow them if you want.
4 Have you got any whisky?		The children ate most of it.
5 Do you have any books on French literature?	A few.	But I prefer reading.
6 Would you like some cream?		Do you want some ice in it?
7 Are there many Spanish people in your class?	A little.	But most of them come from France.
8 Do you watch much TV?		I'll go to the dentist tomorrow.
9 Do you get many letters?		But no one that you know.
10 Do your children get a lot of homework?		But most of them are bills.

## №12. THE HOTEL SERVICES



Many of us luxury travelers believe that **service makes the difference** between a very nice hotel and a memorable hotel. But what constitutes truly great [luxury hotel](#) service?

To find out how a savvy hospitality consultant appraises hotel service, I spoke with one of the world's best: NYC-based expert **Eric Weiss** of [Service Arts Inc.](#)

Eric is a hotel-service guru who terms the hotel trade "the ultimate people business." He is called in to consult and train at some of the world's top hotel and resorts, including *all those pictured on this page*. See if Eric's definitions of hotel service make you see your hotels in a new way.



And then see some scary details: [bad hotel trends we hate](#).

And if you can take it, 12 "tells" that convey that a luxury traveler [is..really...not](#).

### **An Available Hotel General Manager or Resident Manager**

A hotel needs a top manager – a GM or resident manager – who is **on premises** and not sequestered in an office or focused on conference business. The **boss must be present**, available, and in evidence.

He or she should be out on the floor greeting guests and putting a face on hotel operations. Connected, committed, **on-on-one hotel service starts at the top** and sets the tone for the entire hotel.

### **An Emotionally Intelligent and Spirited Staff**

To be great, a hotel needs a team -- both management and front-line staffers – with emotional intelligence. This means **intuitive people sense**, empathy, and genuineness.



There's the phrase "hospitality personality," which goes further than cheerfulness. That's important, but so are natural kindness, graciousness, humor, and *joie de vivre*. A person who quietly makes guests feel comfortable and important.

A great, [five-star hotel](#) employee also thinks things through. He or she has a sense of priority, attention to detail, practicality, follow-through and efficiency."

You could boil all this down to the question: does the guest feel that a hotel staffer **really cares** about them? Sadly, I'd say that this happens 10% of the time.

### **A great reception desk and checkin team:**

- Make a guest feel more important than the computer, with immediate and direct eye contact. The clerk's manner is personal, engaging, and efficient
- Offers not a vague "How are you?," but a hospitable greeting: "Welcome/Good evening/So nice to have you here/It's a pleasure"
- Is candid about room placement and noise issues (A converted smoking room? Fresh paint? A dog/kids/honeymooners next door?)
- Is discreet. The guest's name and (horrors!) room number should never be spoken
- If there is an issue, either during checkin or once the guest has seen the room, the front desk should be willing and eager to solve the problem, no questions asked

There's so much variation here. Room service can be **exquisite and personalized**, or perfunctory and so-what. What makes the difference:

- A room-service menu that accurately describes every dish, no guesswork, no surprises
- Phone personnel trained to take your order accurately and answer any questions
- Timing: delivery when promised; and no more than 30 minutes tops for impulse order
- The server knocks and asks where to set up, and asks when to return to clear
- Lovely presentation makes the difference between 4-star and 5-star room service. I want fine tableware and china, and linens, and a hothouse flower in a silver vase
- When the service is cleared, the cart should be brought to a hidden service area, not left in the hall

## Seamless service is like a symphony

At a great hotel, the staff is finely tuned, like an orchestra. They are conducted by a skilled, intuitive, and committed GM. Everyone knows their job, how to get it done, how to work with other staffers, and – most importantly – **how to read each guest**.

The bottom line: a hotel's goal is to create a **memorable experience** which guests will want to repeat – and tell their friends, colleagues, and online review outlets about.

You know **great service** when you find it; it feels brilliant and rare, but at the same time completely natural – the way things should be.

### New words

English	Russian	Uzbek
luxury	роскошь	xashamat
memorably	памятный	esda qolarli
consult	консультироваться	maslaxat olmok
resort	курорт	kurort
include	включать	ichiga olmoq
entire	целый	butun
intuitive	интуитивный	intuitiv
staff	желез, палка	xodim
kindness	доброта	yaxshilik
attention	внимание	diqqat
honeymoon	медовый месяц	asal oyi
accurate	точный	aniq
knock	стучаться	taqillatmoq
issue	выход	chiqmoq
truly	правдиво	chindan
trend	тенденция	moyillik
focus	центр	markaz
savvy	способный б смышле	zehnli, idrokli
premises	здание	inshoat, bino
hospitality	гостеприимство	mehmondo'stlik
seam	слой	chok, qatlam, qavat

### Ex. 1 Answer the questions

1. What means of tasks has the hotel general manager?
2. What means intelligent and spirited staff?

3. What kind of habits should be hidden in hospitality?
4. How can be hospitable greetings?
5. How can be room and phone service?
6. What is a hotel's goal?
7. Who can rule hotel's great luxury service?

**Ex.2 Put the prepositions.**

... a great hotel, the staff is finely tuned, like an orchestra. They are conducted ... a skilled, intuitive, and committed GM. Everyone knows their job, how ... get it done, how ... work with other staffers, and – most importantly – **how ... read each guest.**

The bottom line: a hotel's goal is ... create a **memorable experience** which guests will want ... repeat – and tell their friends, colleagues, and online review outlets about.

You know **great service** when you find it; it feels brilliant and rare, but ... the same time completely natural – the way things should be.

**Ex.3 Now choose the right meaning.**

- |                               |                   |
|-------------------------------|-------------------|
| 1 go to                       | a) hostel         |
| 2 talks                       | b) lectures       |
| 3 have a part of              | c) so far         |
| 4 a place where students live | d) lectures       |
| 5 until now                   | e) attend         |
| 6 very bad                    | f) share          |
| 7 all right                   | g) proper         |
| 8 in spite of this            | h) almost in rags |
| 9 waited                      | i) all the same   |
| 10 real                       | j) very well      |
| 11 old and torn               | k) hard           |
| 12 very much                  | l) hesitated      |

**Ex.4 Complete these sentences, using the words in the box.**

beard	fortune	hotel	nuisance	rag	world
childhood	gentle	lunatic	proper	voice	

- 1 What did he look like? Well, he had a long. .... and his clothes were almost completely in .....
- 2 Let's look for a . . . restaurant. Perhaps there's one in that. .... over there.
- 3 Please don't be a. .... ! I don't want you to tell my ....., thanks!
- 4 Does he really keep a gorilla in his garden? Well, in that case he must be a ..... !
- 5 Is it true you spent your ..... in different parts of the .....?
- 6 Everyone likes her ..... probably because it's soft and .....

**Ex.5 Replace each word in bold with a subject or *object pronoun*.**

- 1 *Fiona likes cats. ....She likes them....*
- 2 Peter is repairing the TV.....
- 3 Eat your breakfast! .....
- 4 is Emma reading the newspaper? .....
- 5 The children are playing with the ball.
- 6 Don't touch the wires!.....
- 7 Mother is talking to Simon .....
- 8 Are Peter and Tim listening to the radio? .....

## №13. TOURISM.

Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".



Tourism has become a popular global leisure activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is major source of income for many countries, and affects the economy of both the source and host countries, in some cases it is of vital importance.

Tourism suffered as a result of a strong economic slowdown of the late-2000s recession, between the second half of 2008 and the end of 2009, and the outbreak of the H1N1 influenza virus. It then slowly recovered, with international tourist arrivals surpassed the milestone 1 billion tourists globally for first time in history in 2012. International tourism receipts (the travel item of the balance of payments) grew to US\$1.03 trillion (€740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010. In 2012, China became the largest



Income	доход	kirim, foyda
Exploration	исследование	tadqiqot, o'rganish
Refer	направлять	aytib o'tmoq
Acquire	достигнуть	erishmoq
Particular	специальный	maxsus, alohida
Arrival	прибывание	yitib kelish

### Ex. 1 Answer the questions

- 1) What is tourism?
- 2) How important is tourism to your country?
- 3) Are tourists in your country funny?
- 4) Do you think tourism is bad for the planet?
- 5) What do you think tourism will be like in the future?
- 6) Do you think tourism helps people in the world understand each other?
- 7) What do you think of the idea of space tourism?
- 8) How does tourism change lives?
- 9) What is eco-tourism? Do you think it's a good idea?
- 10) Is tourism something that only rich people take part in?

### Phrasal verbs

Come along (with) ..... accompany - birga kelish

Get together (with) ..... joint, meet - qo'sharmoq, uchrashmoq

Come over ..... visit the speaker's place - ko'chib kelmoq

Go over ..... approach - yaqinlashmoq

Hang around, hang out (with) ..... spent undirected, idle time – vaqtini bekorga sarflamoq

Set out (for) ..... begin to trip – sayohatni boshlamoq

Sit around (with) ..... sit and do nothing – quruqqa o'tirmoq (hech nima qilmasdan)

Tear down ..... destroy building - binoni buzmoq

Tear up ..... tear into small pieces - mayda bulaklarga bo'lmoq

Point out ..... call attention to - e'tiborini tortmoq

Fill in ..... complete by writing in a blank place - ochiq joyini yozib to'ldirmoq

**Ex. 2 Complete the sentences with phrasal verbs.**

Are you busy tonight? NO.

Would you like to come ..... us to the movie?

I need to talk to you. When can we get .....

My teenage daughter is lazy. All she wants to do is hang ..... her friends

He was crying. I went ..... him and asked if I could help.

It's a long trip. We'd better set ..... early.

My wife pointed ..... an interesting article in the newspaper.

I ..... the secret note.

They ..... the old house and built a new one.

You can't just ..... Do something.

**Ex. 3 Put the verbs in brackets into the present perfect. All the verbs in this exercise are regular.**

1 Please stay for dinner. Oliver ..... a lovely meal, (cook)

2 It's nice to see you here but why ..... you ..... me before?  
(not/visit)

3 She ..... a lot in her life, (travel)

4 We ..... often ..... along this road, (walk)

5 You ..... to phone your mother? (remember)

6 I ..... very hard for this exam, (work)

7 Has Molly ..... your letter? (answer)

8 She likes him but she ..... never him. (love)

9 You ..... very hard. You can do better work than this, (not/try)

Ex. 4

**16**

**Fill in the gaps with one of the introductory verbs from the list below in the past simple.**

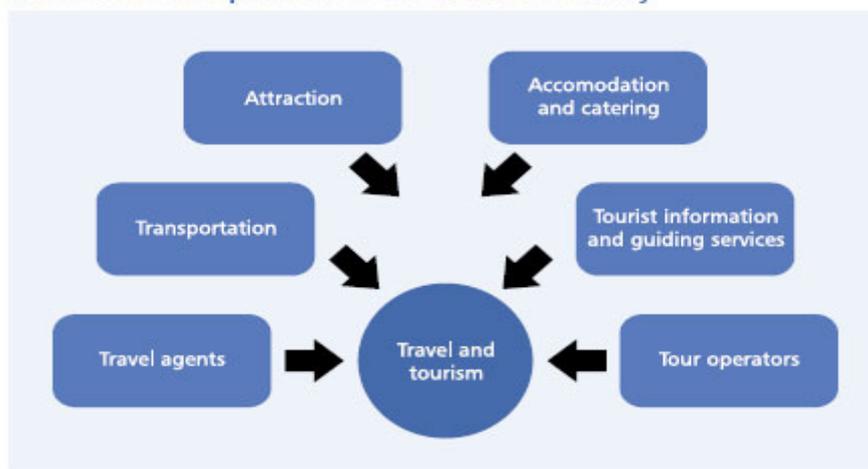
<i>deny</i>	<i>suggest</i>	<i>boast</i>	<i>agree</i>
<i>insist</i>	<i>accuse</i>	<i>promise</i>	<i>complain</i>
<i>advise</i>	<i>threaten</i>	<i>warn</i>	<i>remind</i>

- 'I'm the fastest runner on the team,' he said.  
He ...*boasted*... about being the fastest runner on the team.
- 'I didn't take your jacket,' he said to her.  
He ..... taking her jacket.
- 'You should go to the doctor's,' Mum said to me.  
Mum ..... me to go to the doctor's.
- 'I'll call you next week,' she said to him.  
She ..... to call him next week.
- 'Yes, I'll set the table for dinner,' he said to her.  
He ..... to set the table for dinner.
- 'He always forgets my birthday,' she said.  
She ..... that he always forgot her birthday.
- 'Let's go for a walk,' she said.  
She ..... going for a walk.
- 'Leave, or I'll shoot,' the man said to them.  
The man ..... to shoot them if they didn't leave.
- 'Don't forget to feed the cat,' she said to him.  
She ..... him to feed the cat.
- 'You broke my CD player,' she said to him.  
She ..... him of breaking her CD player.

## №14. THE TOURIST INDUSTRY

Tourism has been one of the fastest growing industries in recent years. The growth rate of tourism has generally exceeded the growth rate for the worldwide economy. In spite of its rapid growth, it is not easy to define tourism.

Exhibit 1.1: Components of the tourism industry



Source: D&B Research

Tourism necessarily involves travel; a tourist is usually defined as a person who is visiting some place other than his usual residence for more than 24 hours.

A tourist is distinguished by the length of his trip from an excursionist, who is away from his usual residence for less than 24 hours, or a weekend.

The purpose of travel must also enter into the definition of tourism.

Many people travel entirely for the purpose of recreation or pleasure; they are people on holiday. Other people travel for reasons of health.

Other people travel to visit friends or relatives, a reason that has become more important because of increased mobility throughout the world. Still others travel in order to educate themselves because travel is broadening.

All of these people are generally considered tourists since the primary reason for their trips is recreation. Most tourist statistics also include people who are travelling on business. Among them are businessmen and government officials on specific missions, as well as people attending meetings or conventions.

Many people among those travelling on business often combine pleasure with their work. They also use the same transportation, accommodations, and catering facilities as the holiday tourists.



**Accommodations** refer to hotels or other places where a traveler can find rest and shelter; **catering facilities** refers to places where a traveler or another member of the public can find food and drink.

Tourism is a relatively new phenomenon in the world. Since being away from home is a necessary component of tourism, its development as a mass industry depended on modern means of rapid and inexpensive transportation.

#### Phrasal verbs

<i>go over</i>	---- <i>approach</i>
<i>get on</i>	---- <i>enter (a bus/air lain/train)</i>
<i>get in</i>	---- <i>enter (a car, a taxi)</i>
<i>get out of</i>	---- <i>leave (a car, taxi)</i>
<i>run into</i>	---- <i>meet by chance</i>
<i>get over</i>	---- <i>recover from an illness or a shock</i>
<i>hand in</i>	---- <i>give homework, papers... to a teacher</i>
<i>pick up</i>	---- <i>lift</i>
<i>put off</i>	---- <i>postpone</i>
<i>figure out</i>	---- <i>find the solution to a problem</i>
<i>put away/through</i>	---- <i>put something in its usual or proper place</i>

*put out* ---- *extinguish (stop) a fire, a cigarette*  
*try on* ---- *put on clothing to see if it fits*  
*turn down* ---- *decrease the volume*  
*turn up* ---- *increase the volume*

### New words

English	Russian	Uzbek
rate	расценка ставка	narx, foiz
exceed	превышать	oshmoq
involve	включать	taqozo etmoq
residence	местожительство	turar joy
excursionist	экскурсовод	sayohat qiluvchi
entirely	полностью	butunlik, yaxlitlik
recreation	отдых	xordiq chiqarish, dam olish
increase	совершенно	o'sish, ko'payish
mobility	мобильность	oson harakatlanadi
breeding	расширение	kengaymoq
mission	миссия задание	vazifa, topshiriq
attend	посещать	qatnashmoq
combine	сочетать	qo'shmoq, biriktirmoq
accommodation	место жительство	turar joy, bino
cater	обеспечивать	ta'minlamoq
shelter	убежище крыша	boshpana, turar joy
mass	массивный	juda ko'p, ko'pgina
specific	точный, ясный	aniq, muayyan
convention	съезд, собрание	seyzd, qurultoy
postpone	откладывать	kechiktirmoq, keyinga surmoq

#### Ex.1 Answer the questions

1. What involves Tourism?
2. What is the purpose of Tourism?
3. Why do people travel?
4. Is there any facilities those who travel on business?
5. Where a traveler can find a rest?

6. What kind of things do catering facilities include?
7. Does mass industry impact on our life?
8. To what extent do you agree with these statements?

**Ex.2 Give definitions for these words.**

2. In spite of its **rapid** growth, it is not easy to define tourism.
3. A tourist is distinguished by the length of his trip from an **excursionist**.
4. Tourism is a relatively new **phenomenon** in the world.
5. Many people among those travelling on business often **combine** pleasure with their work.
5. They also use the same **transportation, accommodations**, and catering facilities as the holiday tourists.
6. **Catering** facilities refers to places where a traveler or another **member of the public** can find food and drink.

**Ex.3 Complete the sentences with particles.**

out    up    over    of    into    in    out of    in    on
---

1. John figured ..... their problem yesterday.
2. The weather was bad, so we put ..... the picnic until next week.
3. Tom picked ..... the baby.
4. Student handed ..... their homework to teacher.
5. Sue got ..... her cold and returned to work.
6. I ran ..... Kxurshid at the Samarkand Economy and Service Institute.
7. I get ..... the taxi at the hotel.
8. Steve got ..... the taxi at the airport.
9. I got ..... the bus at the Amir Temur street.
10. I went ..... to the window.

## №15. FOOD SERVICE



Historians tell us the genesis of food service dates back to ancient times. Street vendors and public cooks (caterers) were readily available in Ancient Rome. Medieval travelers dined at inns, taverns, monasteries and hostelries. Colonial America continued this tradition in the form of legislated Public Houses. The restaurant, as we know it today, is said to have been a byproduct of the French Revolution.

Modern food service is a product of the Industrial Revolution. Advances in technology made possible mass production of foodstuffs, quick distribution of goods, safer storage facilities, and more efficient cooking appliances. Advances in transportation (most notably trains, automobiles, trucks) also created a huge demand for public dining venues. Another thought to ponder: how military foodservice impacted civilian industry.



"Foodservice organizations in operation in the United States today have become an accepted way of life, and we tend to regard them as relatively recent innovations. However, they have their roots in the habits and customs that characterize our civilization and predate the middle ages. Certain phases of foodservice operations reach a well-organized form as early as feudal times...Religious orders and royal households were among the earliest practitioners of quantity food production...Records show that the food preparation carried out by the abbey brethren reached a much higher standard than food served in the inns at that time...The royal household, with its hundreds of retainers, and the households of nobles, often numbering as many as 150 to 250 persons, also necessitated an efficient foodservice...In providing for the various needs, strict cost accounting was necessary, and here, perhaps, marks the beginning of the present-day scientific foodservice cost accounting..."

#### New words

English	Russian	Uzbek
historian	историк	tarixchi.
revolution	революция	inqilob.
ancient	древний	qadimgi.
vendors	продавцы	sotuvchilar.
available	доступный	kirish mumkin bo'lgan.
legislate	издавать законы	qonun chiqarmoq
byproduct	побочный продукт	qo'shimcha mashg'ulot
modern	современный	zamonaviy.
foodstuff	пищевой продукт	oziq-vqatga oid mahsulot.
distribution	распределение	taqsimlash.
industry	промышленность	sanoat.
accept	принимать	qabul qilmoq.
habit	привычка	odat.
necessary	необходимо	zarur.

#### Ex. 1 Answer the questions

1. [History and development of Food Service?](#)
2. How has the food service industry evolved over the years?

3. What are some defining factors of the modern food service industry?
4. Why is it important to understand the history and evolution of the food service industry?

**Ex. 2 Fill in was, wasn't, were or weren't.**

- 1 The children ... *were*--- at the beach yesterday.
- 2 Ben .....at the park. He was at home.
- 3 .....the students at school?
- 4 Sara and Mike ..... at a restaurant. They were at a cafe.
- 5 .....Betty at the library?
- 6 All the doctors at the hospital very busy.
- 7 Ben .....at the clothes shop. He was at the record shop.

**Ex. 3 Fill in the gaps with for, since, already, yet, just, never or ever.**

- 1 I've ... *already*--, finished my homework but Mark is still doing his.
- 2 Jane hasn't been to the zoo .....
- 3 We haven't seen Julie ..... March.
- 4 We've known each other ..... years.
- 5 I've..... taken the cake out of the oven. It's still hot.
- 6 He's..... been to Paris twice this year.
- 7 I have .....tasted Chinese food, but I want to.
- 8 Have you.....tried to climb a tree?
- 9 I haven't eaten anything ..... yesterday.
- 10 Has Peter returned the books to the library ?
- 11 Dave's been ill ..... three days.
- 12 We haven't got our exam results .....
- 13 Please, be quiet! We ...*are trying*... (try) to get some sleep.

## №16. SERVICE INDUSTRY

**Service industry**, an industry in that part of the economy that creates services rather than tangible objects. Economists divide all economic activity into two broad categories, goods and services. Goods-producing industries are agriculture, mining, manufacturing, and construction; each of them creates some kind of tangible object. Service industries include everything else: banking, communications, wholesale and retail trade, all professional services such as engineering, computer software development, and medicine, nonprofit economic activity, all consumer services, and all government services, including defense and administration of justice. A services-dominated economy is characteristic of developed countries. In less-developed countries most people are employed in primary activities such as agriculture and mining.



The proportion of the world economy devoted to services grew steadily during the 20th century. In the United States, for example, the service sector accounted for more than half the gross domestic product (GDP) in 1929, two-thirds in 1978, and more than three-quarters in 1993. In

the early 21st century, service industries accounted for more than three-fifths of the global GDP and employed more than one-third of the labor force worldwide.

The simplest explanation for the growth of service industries is that goods production has become increasingly mechanized. Because machines allow a smaller workforce to produce more tangible goods, the service functions of distribution, management, finance, and sales become relatively more important. Growth in the service sector also results from a large increase in government employment.

### NEW WORDS

English	Russian	Uzbek
Tangible	ясно, точно	aniq ravshan
Consumer	потребитель	iste'molchi
Defense	защита	mudofaa, himoya
Explanation	объяснить	tushuntirish
Wholesale	оптом	ulgurji savdo, ko'tarasiga
Services-dominated	высокое достижение	yuqori xizmatlar

#### Ex. 1 Answer the questions.

1. What do you understand service industry?
2. What are services-dominated economy?

#### Ex. 2 Now you have to read two sentences and write one sentence with the same meaning.

Use a relative clause in you sentence.

Example: a girl was injured in the accident. She is now in hospital.

The girl who was injured in the accident is now in hospital.

1. A man answered the phone. He told me you were out.

The man .....

2. A waitress served us. She was very impolite and impatient.

The .....

3. Some boys were arrested. They have now been released.

The boys .....

4. Jack has three brothers. All of them are married.

Jack .....

5. They gave us a lot of information. Most of it was useless.

They gave .....

**Ex. 3 Put the verb into the correct form, - ing or to + infinitive.**

**Example: I enjoy being (be) alone.**

1. Do you mind ... (travel) such a long way to work every day?

2. Ann loves ... (cook) but she hates ... (wash) up.

3. I can't stand people ... (tell) me what to do when I'm driving.

4. I don't like that house, I would hate ... (live) there.

5. Do you like ... (drive)?

6. When I have to catch a train, I'm always worried about missing it. So I like ...

7. I very much enjoy ... (listen) to classical music.

8. I would love ... (come) to your wedding but it just isn't possible.

**Ex. 4 Complete the sentences with WHEN or if**

**Complete the sentences with *when* or *if*.**

1 I'll tell my cousin when I see her.

2 \_\_\_\_\_ England win the World Cup, I'll be surprised.

3 \_\_\_\_\_ I get home, I'll ring you.

4 He'll cook dinner \_\_\_\_\_ his wife gets home.

5 She'll send me the book \_\_\_\_\_ she can find it.

6 I'll call \_\_\_\_\_ I get back from my holiday.

## **№ 17 HISTORY OF SERVICE**



The G.S.O. Archives invites you to listen to the fascinating recordings collected in “History of Service,” prepared in 2005 as a double CD set. These historical recordings include a rich selection of speeches focusing on the early development of services in Alcoholics Anonymous.

These recordings are still available for sale as a double CD set, for a price of \$10. To order, we ask you to please contact the nearest Central Office or Intergroup Office. If you are unable to reach your local Central Office or Intergroup Office, please contact the General Service Office.

From the early history of Native American peoples to modern society, service and volunteerism has long been honored as a communal ethic that has contributed greatly to the benefit of our democratic society.

The meaning of “service” has been literally evolving for centuries. The word as we now know it dates back to 16th-century England, when it was used to mean “an instance of beneficial or friendly action” and “conduct tending to the welfare or advantage of another.” Even earlier, “service” was used in its religious sense: serving God by “obedience, piety and good works.” And by 1700, the definition had expanded to include the idea of secular duty through public or military service.



**CD 1** – You will find a humorous narrative by A.A. co-founder Bill W., recounting the history of the early struggles of the organization as a handful of alcoholics tried to locate funds to publish the Big Book.

*History of Service: The Words of Our Founders and Pioneers* –Bill delivered this talk at the Texas State Convention, in June 1954. ([Time: 1 hour, 25 seconds](#))

**CD 2** – There are also four shorter audio segments describing the inspiration for the creation and growth of the general service structure.

**Track 1** – recorded in 1954, Bill W. reflects on why he and Dr. Bob thought it vital for the Fellowship to create a service structure as a means of communication between groups and the Board of Trustees. ([Time: 22 minutes, 12 seconds](#))

**Track 2** – Hank G., the first part-time general manager of A.A. Headquarters, addresses the progression of A.A.'s evolving service structure. He spoke at the Oklahoma State Convention in June 1960. ([Time: 8 minutes, 47 seconds](#))

**Track 3** – contains excerpts of Robert H.'s farewell talk in 1977, upon his retirement as chairman of General Services. Robert cautions against taking A.A. for granted, and urges members to be vigilant in keeping A.A. strong and vibrant. ([Time: 9 minutes, 36 seconds](#))

**Track 4** – is a brief and powerful message by Bill W. at his last public appearance in 1970, reminding members always to be mindful of the spiritual aspects of the Fellowship. (Time: 1 minute, 40 seconds)

### New words

English	Russian	Uzbek
Invite	приглашать, вызывать	taklif qilmoq, chaqirmoq
Fascinating	принуждать	hayratda qoldirmoq, jalb etmoq
Prepare	готовить, быть готовым	tayyor bo'lmoq, tayyorlamoq
Volunteer	оказать помощь, приглашать	(o'z yordamini) taklif qilmoq
Ethic	поведений	axloqiy
Benefit	1) прибыль, содействие 2) пособие, помощь	1) foyda, naf, 2) nafaqa, yordam
Growth	развитие	rivojlanish
Retirement	выйти на отпуск	istefoga chiqish
Spiritual	просветительво, мышление	ma'naviy, aqliy

#### Ex. 1 Answer the questions

1. What must you do if you are unable to reach your local central office or intergroup office?
2. "The Words of our founders and Pioneers" When and where delivered this talk?
3. When was W.Bill's last public appearance?

#### Ex. 2 Fill in *what, which, who, when, where, whose* or *why*.

1. "...*What* is your name?" "John."
2. "..... shirt do you want?" "The biue one, please."
3. "..... is your favourite colour?" "Red." "
4. ....are you from?" "Poland."
5. "..... time do you usually go to bed?" "At ten."
1. "..... are you crying?" "Because I've hurt my finger."

2. " ..... are those books over there?" " Paul's."
3. " ..... is your best friend?" "Mary."
4. " ..... did you go on holiday last year?" "Mexico."
5. " ..... are you leaving?" "Tomorrow."
6. " ..... is that man over there?" "My dad."
7. " ..... are you going to cook for dinner?" "Roast beef."
8. " ..... do you want to leave?" "Because I'm bored."
9. " ..... is Mr Smith?" "Our science teacher."

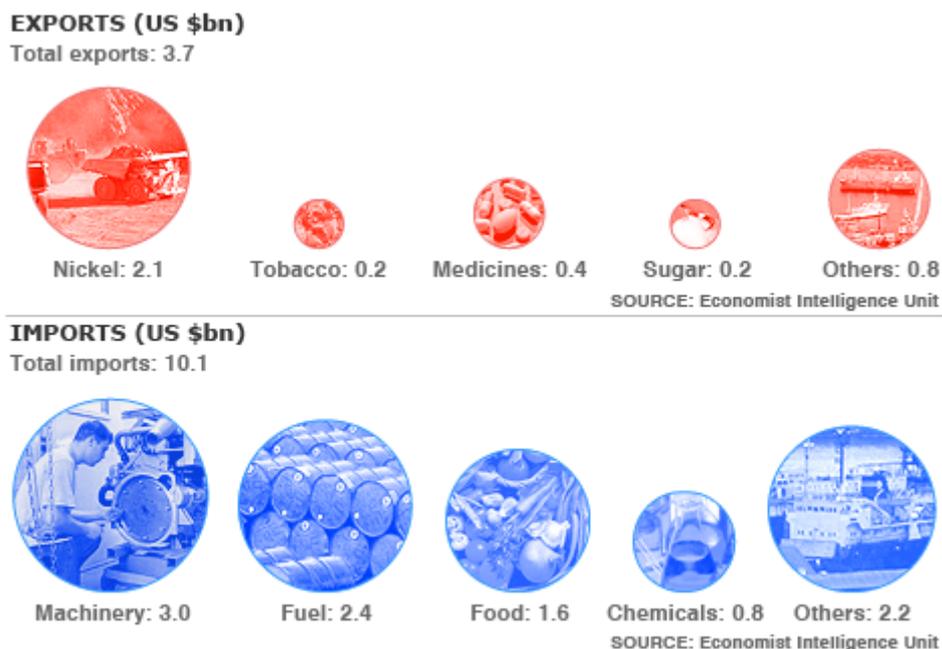
**Ex. 3 Underline the correct word.**

- 1 I must/*mustn't* go to school every day.
- 2 *Can/Cannot* I borrow your pen, please?
- 3 You *must/mustn't* go out alone at night.
- 4 I *can/can't* show you where the office ts. It's next to my house.
- 5 *Can/Must* Susan come and play with me ?
- 6 I *can/can't* go out tonight. I'm busy

**Ex. 4 Translate these jobs.**

- |                          |                  |
|--------------------------|------------------|
| 1 ambulance driver _____ | 6 lawyer _____   |
| 2 decorator _____        | 7 mechanic _____ |
| 3 detective _____        | 8 miner _____    |
| 4 farmer _____           | 9 plumber _____  |
| 5 firefighter _____      | 10 soldier _____ |

## №18. UZBEKISTAN SERVICE INDUSTRY



In the past 5 years, the service sector in Uzbekistan has emerged as a key source of value-added and new jobs. It grew by 13.3% a year between 2007 and 2011, well above the 8.7% rate of overall economic growth. Strong growth in services was underpinned by macroeconomic stability, anchored on trade and fiscal surpluses. Government support has also been instrumental. From 2008 to 2011, the government provided incentives for commercial banks to increase lending to small and medium-sized enterprises, including those in the service sector. In addition, the government provided soft loans to newly established services companies in rural areas through a special microcredit bank that from 2007 to 2010 extended loans amounting to \$14 million for the purchase of capital goods. The government has also granted exemptions on profit and property taxes until 2014 to small businesses in finance and banking, to insurance firms, and to health and recreational centers. Over the past 5 years, trade, financial services, and telecommunications were the main drivers of growth in the service sector, posting a combined 24% growth in 2011, supported mainly by strong domestic demand and domestic lending. In telecommunications, increasing foreign investment due to low penetration rates was the main growth factor. Between 2008 and 2011, the share of these three in service sector output increased from 31.2% to 35.9% .



Despite the impressive growth in services, a number of barriers and challenges to the sector's sustained growth remain. According to the most recent enterprise surveys, the most important regulatory barriers are informal payments; excessive bureaucratic costs; tax burden; and foreign currency restrictions. The current foreign exchange restrictions in particular render cross border trade in services virtually non-existent. Lack of information on foreign markets, lack of internationalization, and tight government control of the cross-border trade in services are often cited by entrepreneurs as the main limiting factors for entry into cross border trade. Supporting this conclusion are the country rankings in the World Bank's 2012 Doing Business report. Uzbekistan is ranked 166 out of 183 economies in the ease of doing business category and lowest in the trading across borders category. Simplifying and increasing the transparency of legal and regulatory policies will encourage increased private sector participation in the service sector. In addition, increased access to finance and foreign exchange would unleash underutilized potential in the cross-border trade in services. In the domestic service sector, tax exemptions and privileges should be extended not only to small businesses but to other groups as well. As small and medium-sized enterprises accounted for only 46% of service sector output in 2011, supporting more market participants with greater absorptive capacities is also important for sustained service sector growth. In financial services, competition between private

banks and state banks should be promoted to enable access to credit at lower cost for private businesses, particularly micro loans for individual entrepreneurs. Greater efforts are needed in improving quality of services provided by state-owned enterprises, especially the rail and air transportation monopolies. This should be done through greater management accountability and performance orientation. With its rich history and culture, Uzbekistan has enormous potential to develop tourism. Even though the country leads the region in the number of UNESCO-designated world heritage sites (there are four of them), tourism accounts for only 0.2% of the service sector output and has seen little growth over the past 5 years. Although tourism is almost fully private, it needs government support to realize its potential, including a comprehensive state-led development strategy that combines improved tourism infrastructure with incentives for private sector operators.

#### New words

<b>English</b>	<b>Russian</b>	<b>Uzbek</b>
important	важной	muhim
challenge	затруднительный	qiyinchilik
disproportion	непропорциональность	nomutonosib
demand	требует	talab
qualified	квалифицированных	etarli malakaga ega bo'lmoq
innovative	инновационной	yangilik
needed	необходимый	muhtoj bo'lgan
advanced	расширенный	rivojlangan
telecommunication	телекоммуникации	telekomunikatsiya
engineering	машиностроение	muhandislik
insurance	страхования	sug'irta
tax	налог	soliq
potential	потенциал	imkoniyat
exchange	биржа	ayriboshlash
finance	финансы	moliya, pulmablag'lari
payment	оплата	to'lov
render	предоставлять	to'lash
restriction	ограничение	cheklov
conclusion	вывод	yakunlash
promoted	продвинутое	ko'maklashmoq

loan	заям	qarz, zayom
insurance	страхование	sug'urta
joint venture	совместное предприятие	qo'shmarkorxon

**Ex. 1 Answer the questions.**

1. When the service sector in Uzbekistan has emerged as a key source of value-added and new jobs?
2. How many per cents did the service sector grow a year between 2007 and 2011?
3. Which branch of the service increased from 31.2% to 35.9% between 2008 and 2011?
4. What informal payments can we use as the most important regulatory barriers?
5. How many economies is Uzbekistan ranked in the ease of doing business category and lowest in the trading across borders category?
6. In which sector of service should tax exemptions and privileges be extended not only to small businesses but to other groups as well?
7. What accounted for only 46% of service sector output in 2011?
8. What works have been done in financial services?
9. Which sector of service has rich history and culture in Uzbekistan?

**Ex. 2 Supply the articles where necessary.**

10. This actress has been \_\_\_\_\_ success in all performances.
11. All the newspapers wrote about \_\_\_\_\_ success of the exhibition.
12. We are proud of \_\_\_\_\_ progress which is made by our country in the field of science.
13. The fair was held under the motto: Peace and \_\_\_\_\_ progress all nations.
14. \_\_\_\_\_ industry of Siberia achieved much progress, as compared with previous years.

**Ex. 3 Fill in the gaps with some, any or no.**

1. Would you like ...*some*... cake?" "No, thank you."
2. I'm going to the baker's. I need ..... bread.
3. I haven't got .....pets.
4. Have you got .... fresh eggs?
5. Don't buy .....butter. We have.....in the fridge.
6. I'm hungry. Can I have ..... sandwiches, please?
7. He's got ..... money, so he can't buy a hamburger.
8. I've got ..... lemonade, ..... orange juice and lots of food.
9. Have you got ..... cakes? No, I must buy. I must also buy ..... biscuits.
10. Have you got ..... party hats or decorations? No, I haven't, but I'm going to buy ..... of those, too.

♦ We use any in questions and not any in negations.

*e.g. Have you got any money? No, I haven't got any money.*

We can use no instead or not any in negations

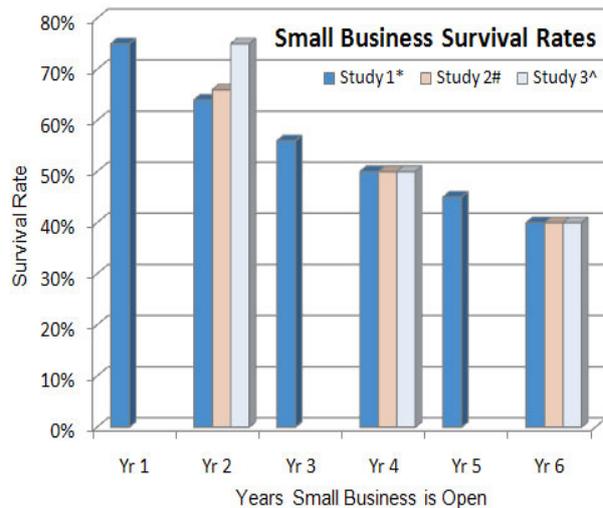
## №19. SMALL BUSINESS



Analysts of small business recognize that several economic factors tend to thwart this business form. To offset these factors, legislation was enacted creating the Small Business Administration, an independent federal agency. In Washington, D.C., and in regional offices around the country, trained specialists provide professional expertise and financial assistance to those wishing to form small businesses or to those already operating such businesses.

In a typical year, the SBA guarantees about \$3.5 thousand-million of bank loans made to small businesses. These loans usually are for the purchase of plant, equipment and inventory.

A unique feature of the SBA is the management assistance that is offered to new or faltering businesses. In the SCORE program, successful entrepreneurs who are retired volunteer their services to help others. Working in conjunction with individual state agencies and universities, the SBA also operates about 700 Small Business Development Centers that provide technical and management assistance to new and existing small businesses.



African-, Asian- and Hispanic-Americans. The agency also administers an aggressive program to identify international markets and joint venture opportunities for small businesses that have export potential.

In addition, the SBA is well known for its disaster relief program. Ever since its inception, the SBA has offered assistance to homeowners and business firms suffering physical damage as a result of floods, hurricanes, tornadoes and other natural disasters.

### New words

English	Russian	Uzbek
Tend	направляться	yo' naltirmoq
Thwart	перечить: мешать	amalga oshirishga qo'ymaslik
Offset	компенсировать	zararni qoplamoq
Legislation	законодательство	qonun tuzish
Enact	вводить, ставить	rol o'ynamoq
Trained	подготовленный	tayyorlangan
Provide	обеспечить	ta'minlamoq
Loans	ссуда	qarz
Purchase	покупка	xarid
Inventory	опись	mol mulk ro'yxati
unique	уникальный	noyob, kam uchraydigan
faltering	спотыкаться	ikkilanmoq
score	получат	hisobga ega bo'lmoq
entrepreneur	предприниматель	ishlab chiqaruvchi
retired	уходит на пенсию	nafaqaga chiqmoq
volunteer	добровольный	ko'ngilli
existing	существовать	mavjud bo'lmoq

effort	попытка	urinib ko‘rmoq
minorities	меньшинства	kamchilik, oz
aggressive	агрессивный	tajovuzkor
identify	определятся	aniqlamoq
joint	совместного редприятия	qo‘shma korxonona
disaster	катастрофа	fojiya
inception	основания	boshlash joyi
homeowners	владелец	uy joy egasi
suffering	страдание	zaxmat chekish
damage	повреждение	zarar yetkazish
floods	наводнение	suv bosishi
hurricanes	ураганы	bo‘ronlar
tornadoes	смерч	qattiq shamol
disasters	бедствие	nochorlik

### Ex. 1 Answer the questions.

2. What is it **SBA**?
3. How many loans separate to small businesses in a typical year?
4. What is differences between small business with another business?
5. Why is **SBA** make a serious effort to fund programs?
6. Is **the SBA** well known in Uzbekistan?
7. Are any low to defend the **SBA**?
8. What will be peccary for your **SBA**?
9. **What is the Banks rule in SBA**?
10. How much USA dollars you have spent in your small business?
11. Where is general administration of **SBA** situating?
- 12.

### Ex. 2 Complete the sentences with necessary grammar rules.

- 1) ... Links, Incorporated and its NGO representative to the United Nations, have worked diligently to produce ... strong and cohesive plan to strengthen its work with the United Nations.
- 2) The Model UN program engages grade school and college students at Historically Black Colleges and Universities, as well as ... other institutions of higher learning, to become informed and active citizens of this changing world.

- 3) Students are invited to special events sponsored by ... Links, Incorporated and are encouraged to become involved in international affairs by working with the United Nations.
- 4) This program's goal is to provide as many ... international experiences for our students as possible.
- 5) Through the Model UN program, students are given the opportunity to research and discuss complex global issues such as the role of women in developing countries, apartheid, ... child labor and human development.

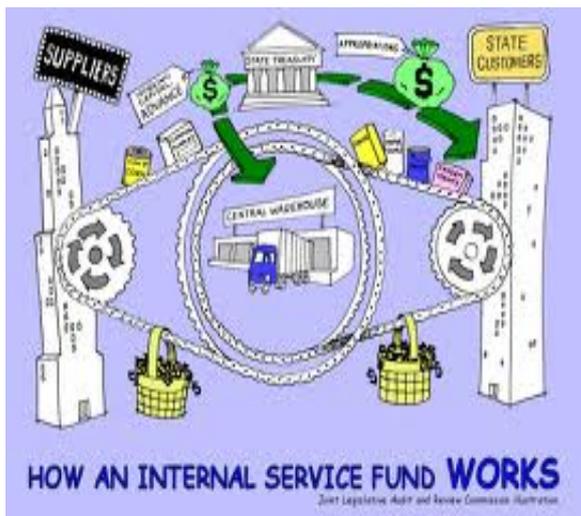
**Ex. 3 Put the prepositions very necessary.**

- 1) The SBA makes a serious effort ... fund programs ... minorities.
- 2) Management assistance ... new and existing small businesses.
- 3) These loans usually are ... the purchase ... plant equipment and inventory.
- 4) ... a typical year, the SBA guarantees about \$3.5 thousand-million ... bank loans made ... small businesses.
- 5) Working ... conjunction ... individual state agencies and universities.
- 6) ... off set these factors, legislation was enacted creating the SBA?
- 7) ... Washington D.C. and ... regional offices around the country, trained specialists provide professional expertise.

**Ex. 4 Translate from Uzbek into English.**

1. Jahon hamjamiyatida kichik biznes o'zining ma'lum bir harakteriga ega.
2. Siz avvalambor o'zingizni biznes rejangizni tuzib chiqishingiz lozim bo'ladi, qachonki kichik biznes bilan shug'ullanishdan oldin.
3. Dunyoning eng nufuzli biznesmenlari o'z faoliyatlarini avvalambor kichik biznesni rivojlantirishdan boshlaganlar.
4. Har qanday mamlakatni milliy iqtisodiyotni rivojlantirishda kichik biznesning roli juda muhim hisoblanadi.
5. Biznesda ko'plab tavakkalchiliklar bo'lib, ular ba'zan omad, ba'zan inqirozga olib keladi.
6. Kichik biznes ko'plab Yevropa mamlakatlari ishlab chiqargan mahsulotlarini xalqaro bozorda o'sishga yordam berib kelmoqda.

## №20. INTERNAL SERVICES



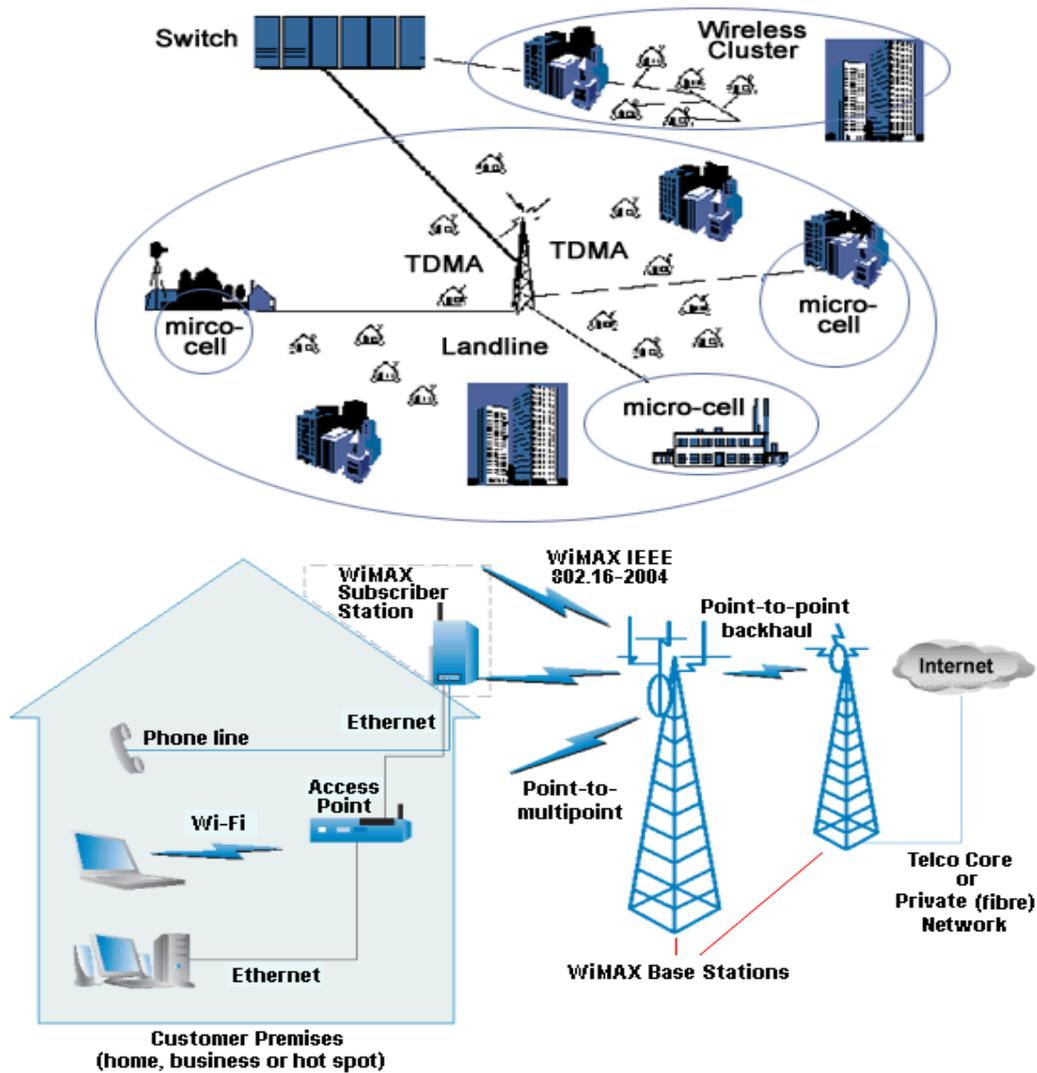
Internal Services supports the day-to-day operation of Sacramento County. Services include technology; financial management; tax collection and business licensing; facilities management; fleet vehicle and equipment services, contracts, bids and purchasing; personnel services; Board of Supervisors agendas; real estate official records, vital records, and marriage certificates.

Internal Services are groups of related activities and resources that are administered to support the needs of programs and other corporate obligations of an organization. These groups are: Acquisitions; Communications Services; Financial Management; Human Resources Management; Information Management; Information Technology; Legal Services; Management and Oversight Services; Material; Real Property; Travel and Other Administrative Services. Internal Services include only those activities and resources that apply across an organization and not to those provided specifically to a program.

### **Acquisitions**

Acquisition Services involve activities undertaken to acquire a good or service to fulfill a properly completed request (including a complete and accurate definition of requirements and certification that funds are available) until entering into or amending a contract.

## Communications Services



Communications Services involve activities undertaken to ensure that Government of Canada communications are effectively managed, well coordinated and responsive to the diverse information needs of the public. The communications management function ensures that the public – internal or external – receives government information, and that the views and concerns of the public are taken into account in the planning, management and evaluation of policies, programs, services and initiatives.

## Financial Management

Financial Management Services involve activities undertaken to ensure the prudent use of public resources, including planning, budgeting, accounting,

reporting, control and oversight, analysis, decision support and advice, and financial systems.

## **Information Management**

Information Management Services involve activities undertaken to achieve efficient and effective information management to support program and service delivery; foster informed decision making; facilitate accountability, transparency, and collaboration; and preserve and ensure access to information and records for the benefit of present and future generations.

## **Information Technology**

Information Technology Services involve activities undertaken to achieve efficient and effective use of information technology to support government priorities and program delivery, to increase productivity, and to enhance services to the public.

### **New words**

<b>English</b>	<b>Russian</b>	<b>Uzbek</b>
internal	внутренний	ichki
fleet	флот	flot
vehicle	транспорт	transport, vosita
bid	тендер, денежная помощь	tender, pul taklifi
estate	богатство, наследство	mol mulk, meros
vital	нужный	kerakli, muhim
acquisition	приобретение	o'zlashtirgan
cluster	объединять	bog'lam, birlashmoq
subscriber	абонент	abonent
haul	тянуть	tortish
ensure	обеспечивать	ta'minlamoq
diverse	разный	har – xil turlicha
evaluation	оценивать	baholash
initiative	дискуссия, диспут	mulohaza, tashabbus
prudent	грамотный, умный	aqilli, dono
budget	план расходов	xarajat rejasi

oversight	невнимательность	e'tiborsizlik
decision	вывод	hukm, xulosa
a chieve	выполнять	bajarmoq, ado etmoq
efficient	энергичный, шустрый	chaqqon, g'ayratli

**Ex. 1 Answer the questions**

1. What is the internal service?
2. What is acquisition services?
3. Speak about communications services involves.
4. What is the financial management service?

**Ex. 2 Which word is different?**

1. depressed; glad; sad; unhappy.
2. field; garden; wall; yard.
3. cigar; indicator; number plate; wheel.
4. bread; chocolate; fruit; stone.
5. exhausted; hungry; tired; worn out.
6. account; bank; cheque; diary.
7. daughter; friend; husband; son.
8. computer; poster; television; video.
9. nice; selfish; stupid; unpleasant.

**Ex. 3 Find pairs of similar words, e.g. big - large.**

afraid; big; clearly; close to; fast; give; hand over; invent; large; make up; near; obviously; quickly; sorry

**Ex. 4 Divide these words into opposite pairs, e.g. beginning - end.**

beginning; boring; bottom; breakfast; comic; early; empty; end; fast; finish;  
full; interesting; late; old; serious; short; slowly; start; supper; tall; top;  
young.

**Ex. 5 What are the past tense forms of these verbs?**

begin; break out; bring; buy; catch; choose; drive; fall; find; fly; grow;  
hide; hold; know; leave; lie; lose; meet; rise; run; see; shake; sit; stand;  
take; think; wake; wear; win; write.

## №21. MEDICAL SERVICES



The Division of Medical Services provides assistance to those who qualify for Medicaid or the Children's Health Insurance Program (CHIP) by providing health insurance and paying for medical services such as visits to the doctor, hospital, dentist, chiropractor and more.

### **The Division of Medical Services is committed to:**



- Improving access to medically necessary medical care.
  - Improving the quality of medical care recipients receive.
  - Ensuring enrolled providers receive payment for covered services in a timely and proficient manner.
- Continuing access to care for families and recipients.
  - Securing Medicaid payments for services rendered.

### **South Dakota Medical Electronic Data Exchange (SD MEDX)**

SD MEDX enhances our ability to meet the needs of the individuals we serve by offering more efficient claims and payment processes, enabling access to useful information for our providers and recipients, and helping us to manage Medicaid operations more efficiently.



If you recall finding information previously on these Medical Services web pages, you will now need to click on the SD MEDX link provided above as all of our previous information has been converted and updated.

For more information on provider enrollment, please visit "Become a Provider" located [here](#).

For help in navigating through this new system, click [here](#).



Flying Medical Service is a strictly non-profit, volunteer organization, which provides regular preventative, curative and health-related education services. We also do air transport for medical emergencies.

We have been based at Arusha airport since 1983. We operate two specially equipped Cessna 206 aircraft.

FMS provides medical transport for people throughout Tanzania regardless of religion affiliation, ethnic background or ability to pay immediately. We work in remote areas that are far from regular health care facilities.

We try to be affordable and sustainable.

FMS has full-time staff volunteers who are pilots, one is a doctor. The government of Tanzania has granted us important exemptions. This helps us to provide our service as affordably as possible for the average Tanzanian citizen.

### New words

English	Russian	Uzbek
Health	здоровье	sog'liq, sog'lom
Insurance	страхование	sug'urta
dentist	зубной врач	tish doktori
division	разделения	bo'lim
medical care	медицинская помощь	tibbiy yordam
recipients	получительный	qabul qiluvchilar
timely	по времени	vaqti bilan
rendered	оказывать услуги	yordam berilgan
enhances	увеличивать	oshirilgan
efficient	действенный	samarali
recall	вспоминать	eslamoq
enrollment	внесение в списки	ro'yxatga olish
preventative	предупредительная мера	oldini oladigan
staff	кадры	xodim
affordably	быть в состоянии	imkoniyatga ega bo'lmoq
average	среднее число	o'rta hisobda
exemptions	освобождение	ozod qilish

#### Ex. 1 Answer the question:

- a. What is a rule of Medical Service in our social life?
- b. What does it mean (CHIP)?
- c. How many divisions are there in MS?
- d. Where can take care of Medical pensioners?
- e. Must we improve access of Medical care?
- f. Is it important any medical center and why?

- g. What is the advantage of MC and Insurance?
- h. What is your opinion about New Med technology?
- i. What is a financial activity for MS?
- j. What is new innovation? On Medical sphere in your community?

**Ex. 2 Choose an appropriate form of the Verb in each sentence.**

- 1) Could you ring the airport and ask what time the first flight to Brussels – shall leave / leaves?
- 2) We had better hurry, up – it looks as if it's going to rain / will be raining.
- 3) I am fed up with working here. I am going to try / will try to get a better job somewhere else.
- 4) Don't panic! I'll have finished / I'll be finishing the report by Wednesday afternoon.
- 5) It is not surprising he will not do / is not to do any work for you – you don't pay him!
- 6) The Antarctic will certainly be come / will certainly be becoming an important tourist destine lion.

**Ex. 3 Fill in the gaps with *something, somebody (someone), anything or anybody (anyone)*.**

- 1 I'm looking for ...*something*... in this box, but I can't find it.
- 2 Hello? Is there ..... at home?
- 3 .....is calling me. I don't know who it is.
- 4 "Is there .... in your suitcase?" "No, it's empty."
- 5 My foot hurts. There's ..... in my shoe.
- 6 The shop is closed. I can't see ....inside.
- 7 I want to buy ..... for my sister.
- 8 " ..... is talking to Jim," "Yes, it's my mum."

#### Ex. 4 Put in *a*, *an* or *the*.

All... time, of course, she was looking for ... small part in ... film. Her big chance came when they started to make... film in our town. Jane managed to meet... director at... party, and he offered her... role as... shopkeeper. It really was... very small part - she only had ... few lines to say - but it was ... important moment for Jane. Before ... great event, she rehearsed for days. In fact, she turned ... sitting-room into... shop! We all had to help, going in and out of... shop until she was word perfect. And on ... actual day she was marvellous. ... director congratulated her. Jane thought that this was ... beginning of her film career!

#### Ghost Doctors In The Sky

An old Maasai went striding out, one dark and windy day  
He tripped and broke his leg against a rock along the way;  
And as he lay in agony he looked up in the sky  
And saw a Cessna 206 - swiftly drawing nigh.

Yippee-i-ayy, yippee-i-O-o - Ghost doctors in the sky

The plane was held together by duct-tape and baling wire  
Its paint was old and peeling and its engine did misfire;  
And as this ghostly aircraft through the gloomy sky did sail  
A flash of lightning showed the blood-red cross upon its tail.

Yippee-i-ayy, yippee-i-O-o - Ghost doctors in the sky

The plane it swiftly landed and out poured its ghostly crew  
They hurried to the Maasai and began their work to do;  
They cleaned his leg and dressed it, with bandages and splint -  
Then swiftly climbed back in the plane - and vanished in the wind.

Yippee-i-ayy, yippee-i-O-o - Ghost doctors in the sky  
Yippee-i-ayy, yippee-i-O-o - Ghost doctors in the skyyyyyy!!

David Bygott - December 2005

## Contents

№	Theme	Page
	PREFACE	3
1	THE TYPES OF SERVICES	4
2	TOURIST PROMOTION	8
3	WORLD TOURISM	12
4	THE FIRST PARAGRAPH HAS BEEN DONE FOR YOU	17
5	THE BUSINESS PARTNERSHIP	20
6	CLASSIFICATION OF SERVICES	24
7	DEVELOPMENT OF SERVICE AND INFORMATION INDUSTRIES	28
8	TOURISM TODAY	31
9	NEW BASIC SERVICE DEFINITION	34
10	THE PROFESSIONAL SERVICES INDUSTRY IN THE UNITED STATES	40
11	THE RUSSIAN SERVICES SECTOR	45
12	THE HOTEL SERVICES	49
13	TOURISM	55
14	THE TOURIST INDUSTRY	60
15	FOOD SERVICE	64
16	SERVICE INDUSTRY	67
17	HISTORY OF SERVICE	70
18	UZBEKISTAN SERVICE INDUSTRY	74
19	SMALL BUSINESS	79
20	INTERNAL SERVICES	83
21	MEDICAL SERVICES	87
	CONTENTS	92

**Самарқанд иқтисодиёт  
ва сервис институти  
Институт босмахонаси,  
Шохруҳ кўчаси, 60**

**Буюртма №101  
Ҳажми 6 б.т  
Адади 50 нусха**





