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ECONOMY OF SERVICE SECTORS THE ROLE OF SERVICE SECTORS IN THE ECONOMY, AS WELL AS THE DEVELOPMENT OF THE EMERGING TYPE OF SERVICES

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ABSTRACT

The article presents the importance of service networks not only in the economy, but also in the social sphere, new types of services, and now presents proposals and recommendations on changes in the country's share in the gross domestic product, the development of service networks.

KEYWORDS

Diversification of the economy, structural, transformations, services industry, service, strategy, services market.

INTRODUCTION

The sphere of services covers all segments of the population and affects almost all socio-economic processes taking place in society, which shows how important and significant this issue is. During the years of independence in Uzbekistan, systematic work has

been carried out to diversify the economy and deepen structural changes, to rapidly develop the service sector and service as one of the important directions and factors in increasing the employment, income and quality of life of the country's population. In addition,

this sector occupies an important place in ensuring sustainable growth of the economy.

In this regard, the task of "on the strategy of actions for the further development of the Republic of Uzbekistan" [1] is to set "active development of small cities and towns of urban type, attracting funds from large economic associations, loans from banks and private foreign investments due to the establishment of new industrial production and service centers", to ensure the further development of

Some problems are also encountered in the formation and development of the subjects of the service sector, as well as in ensuring their operation with high efficiency. The need to eliminate these problems, to solve not only practical, but also a number of theoretical issues in exchange for increasing the efficiency of this sphere, the socio-economic development of our country necessitates the conduct of research work aimed at Sustainable Development.

ANALYSIS AND RESULTS

Currently, the service sector plays an important role in the sustainable development of the economy. One of the founders of Marketing theory is F.Kotler said: "service is any activity that one side can offer to the other; as a result of this, nothing is divided by having. Service can be related to a material product."

Sometimes it is difficult for goods and services to be differentiated. In general, there are four different descriptions of services: inability to notice; inability to maintain; indistinguishable from the service provider and variability in terms of quality. In addition, the service sector as a component of the economy has the following distinctive features:

- Services are not visible to the eye as material goods, and most of the service entities are represented as individuals;
- The service providers as a single person are each specific and there is no possibility of separating or selling the services from the manufacturers;
- The quality of service varies, that is, the service of one person can be of different quality in one period, and the services do not appear as a subject in the process of purchase and sale;
- There is no possibility to store the service by taking it in reserve, but the service can only be consumed in the process of the service provided;
- There is no possibility of moving the service itself from one place to another without a fork from the owner, but the production and consumption of the service occurs at one point;
- The service provider and consumer entities can be directly together in the service process, etc.

These aspects, in addition to universally recognized features on a global scale, also included features that correspond to the path of development of our country. It should also be noted that the inability to notice

services - to display them, transport, store, pack (packaging) or to learn after purchase-means that it is impossible. The services market, in the essence of the fzi, develops on the basis of the laws of the market economy and forms part of the goods market. Together with this, it has a number of distinctive features that require a special approach aimed at satisfying the demand for services in entrepreneurial and marketing activities.

Service is both an economic and social sphere at the same time. Because, in all aspects, including in the economic, social and even political spheres, service network activities are used. The economic sphere of services is manifested in the fact that in this area a part of the country's gross domestic product is created. Its social sphere is such that most of it is aimed at improving the life of people, at making it easier for them to live. Based on the activities of the service sector, it is possible to Group Services as given in Figure 1.

Figure 1

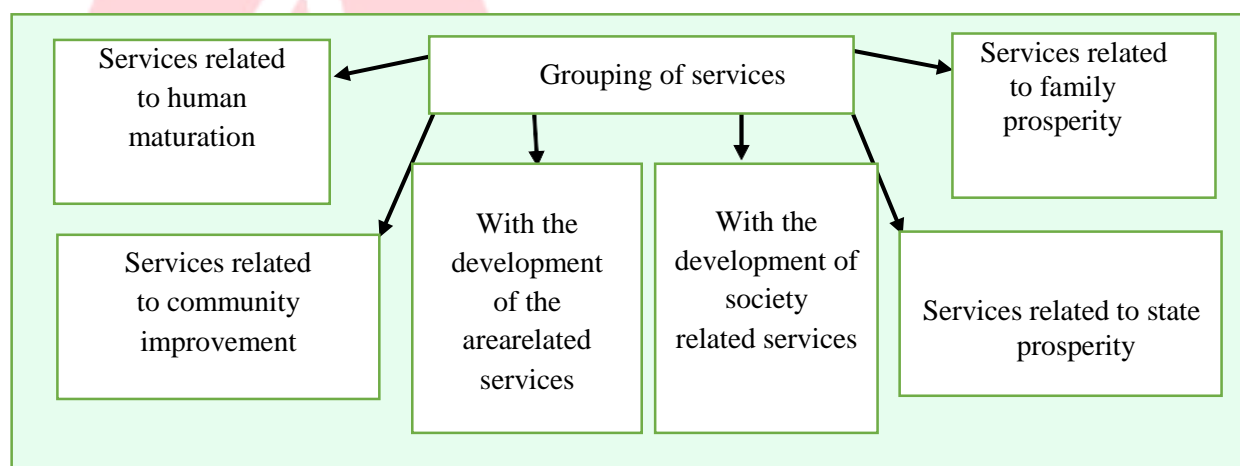


Figure 1. Grouping of services according to the activities of the service sector

Source: author development based on research results.

Based on the information presented in Figure 1, it is appropriate to describe "service - the perfection of mankind, the improvement of collective relations, the development of the family, the state and the territory, the conscious activity of those who are aimed at

satisfying a certain need for the development of society and bringing benefit."

Currently, the service sector is a rapidly developing sector of the economy and is emerging as a new direction that determines the development of the

economy of FZ PA. Various new types of services expanding and rapidly developing, including in the development of banking, finance, tourism, Insurance, Information and Communication Services, which occupies a significant place in the market of services, new jobs are being built. In particular, the informatization service for the development of service types is becoming the most popular, its activities are widely developed, divided into various mini-types of services. In particular, computer and Internet services are among them.

As a result of the addition of this service to the direct communication service, modern paid service – shipment channels (Paynet, Unipay, Western-union, etc.) were formed. The progressive development of the services market in the Republic serves as an incubator for entrepreneurship. Because, due to the speed of capital turnover, favorable conditions are created in business entrepreneurship. The structure of the services market in the overwhelming majority of cases consists of small enterprises, which makes it possible for most economically active individuals to engage in business. The services market - represents the buying and selling relationship of the population for the provision of domestic, educational, medical, technical, municipal, cultural, communication, transport, consulting, engineering, leasing and other services. Its own city and institutions are also formed.

SUMMARY AND SUGGESTIONS

In conclusion, the experience of developed countries shows that private entrepreneurship, especially the subjects of the service sector, is one of the main factors ensuring socio-economic stability in all aspects of the development of society. The development of this industry leads to the enrichment of the country's population, the development of the economy, the saturation of the consumer market, an increase in state budget revenues, a decrease in unemployment.

Also, one of the important areas of increasing the efficiency of the service sector is the practical justification of the effectiveness of economic potential and the development of a system of indicators representing them, as well as ways to identify and analyze the factors affecting their change;

- Identification and analysis of factors affecting private enterprises engaged in the service sector;
- Currently, based on the importance of determining the point of utility of the service sector, it is possible to indicate that several methods can be used and show ways to increase efficiency by analyzing the factors that affect its change;
- Improvement of standardization, licensing and certification systems in improving the efficiency of the service sector;
- based on the importance of increasing the profit and profitability of the service sector in the conditions of a free economy, by analyzing the

factors that affect their change, showing ways to find internal opportunities in improving these indicators.

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