

THE IMPORTANCE OF THE DEVELOPMENT OF THE SERVICE SECTOR IN THE REPUBLIC OF UZBEKISTAN

Xudayberdiyeva Dilafruz Abidovna

*Teacher, Yodju Technical Institute of Tashkent City,
Tashkent, Uzbekistan*

ABSTRACT	KEYWORDS
<p>The sphere of services is a generalized category, which includes various types of services, production, provided by enterprises, organizations, as well as individuals.</p> <p>This article shows that the role of the services market as one of the most important sectors of the economy today. The complexity of services and the saturation of the market with new goods require rapid growth of scientific and technological progress, and the article also shows the ways of development of the service sector.</p>	<p>services, service sector, social sphere, digital economy, national economy, service sector market, modern world.</p>

Introduction

Currently, the sphere of services is a complex, specific socio-economic system with various functions, resources, connections due to the nature of services, their purpose, types of activities and the specifics of service processes.

With the development of society and the growth of productive forces, a certain development of the service sector occurs. Currently, there is an increase in employment in this area, an increase in the technical equipment of Labor and the introduction of advanced technologies.

The development of the service sector plays an important role in the economy of modern times. The main factors of the growth of services in the economy are such factors as scientific knowledge, sets of intangible forms, integration of Information Technology and entrepreneurial activity. This sector of the economy contributes to an increase in production efficiency, including various types of activities. The final result of this activity is not the finished product, but the services provided. Services can be provided not only to enterprises, but also to individuals - final consumers. The scope of the services sector is very diverse. This includes the delivery of products from the manufacturer to the customer, including the organization of entertainment events. It also includes hairdressers, restaurants, repair shops, sports clubs, travel agencies, etc.

Modern entrepreneurship is gaining popularity, which is primarily due to the development of the service sector, the opportunities created for the functioning of small business entities in this area. A specific quantitative advantage of small business entities is a characteristic feature of this area.

Small businesses make a significant contribution to the development of the service sector in the country. Therefore, state support and stimulation of business entities is necessary. The growth of

enterprises operating in relation to small business entities affected the growth of the total number of enterprises and organizations operating in the field of services.

The level of development of the services sector ensures the territorial and social mobility of the population, the development of new economic regions, increased production efficiency and consumption of material products. As you know, the level of development of the services sector is an indicator of ensuring a decent quality of life for the population. World experience shows that low quality and lack of services, lack of modern service negatively affect the survival of people. On the contrary, the high quality and variety of services have a positive effect on the health and mood of people, increase the labor productivity of workers, reduce consumer costs, help increase leisure time, and increase the efficiency of leisure.

The measures taken to promote balanced domestic demand and comprehensively promote the development of domestic service producers ensured changes in the structure of consumer demand for services. The demand for Transport and mobile services, organization of family events and Recreation, Internet services, household, health and Educational Services has increased.

The increase in the volume of market services provided is positively influenced by the increase in the share of services such as financial and transport services, trade, communications and informatization in the structure of services provided.

The development of the service sector is following the path of making economic decisions. In a short time in trade, the number of its small retail organizations - tents, stalls, counters, pavilions with light construction and fair types-is increasing.

With the help of small traders, the problem of replenishing the consumer market was quickly solved, the buyer had the opportunity to choose a product. An important role in the economic life of each country is played by the trade service, which carries out the relationship between production and consumption, has an impact on the volume and composition of production of products, as well as on the improvement of their types and quality.

In addition, in recent years it has been observed that the market is equipped with modern information technologies, means of communication. The use of high-tech innovative developments in the field of information and communication technologies helps to increase the efficiency of management and technological processes in enterprises, create new markets for goods and services in various sectors of the economy and expand existing markets, which ultimately leads to an improvement in the life of the population.

As practice shows, the most important condition for the formation of an economy of knowledge and services is a developed system of training and retraining of personnel. In the process of ongoing reforms, the country needs highly qualified specialists in various fields. Highly qualified personnel will be the driving force behind an innovative economy.

The development of the field of education and science, which is considered one of the priorities of the strategy of Action for 2017-2021, is as follows: further improvement of the system of continuing education, increasing the capabilities of quality educational services, continuing the policy of training highly qualified personnel in accordance with the modern needs of the labor market; improving the quality and effectiveness of the activities of higher educational institutions on the basis of the introduction of international standards for assessing the quality of education and training, gradually increasing admission quotas to higher educational institutions; stimulating research and innovation

activities, creating effective mechanisms for the introduction of scientific and innovation achievements into practice, organizing specialized scientific and experimental laboratories, high-tech centers and As part of the implementation of measures to reform the health care system in the Republic, the further reform of its initial link, the system of rapid and emergency medical care, aimed at improving the comfort and quality of medical and socio-medical services to the population, expanding the possibilities of the population to use high-quality medical services, providing them with special and The level of development of the service sector is an indicator of ensuring a decent quality of life of the population. As the post-industrial information society is formed in our country, the role of the service sector is growing, as the needs of the population are growing and their diversity is expanding.

The Decree of the President of Uzbekistan No. PP-104 dated January 27, 2022 "On additional measures for the development of the service sector" was adopted. The document was developed with the aim of developing the service sector on the basis of special approaches based on the specifics of the regions, providing business entities with financial resources and infrastructure, as well as introducing a favorable tax regime for them.

It should be noted that one of the most important factors affecting the development of the service sector is the digitalization of the economy.

The digital transformation of the financial and economic system of the state, in modern realities, is an irreversible process that allows ensuring the proper level of competitiveness of the enterprise in the conditions of modern processes of development of the national economy, the study of trends and patterns in this area and determines the relevance of the subject of this scientific research. The last three decades, the service sector largely determines the new macroeconomic indicators of most countries of the world, significantly surpasses the industrial sector of the economy and agriculture in terms of gross domestic product, leads in the number of new jobs and the number of employed, is a key sector in ensuring sustainable development and combating poverty worldwide.

The Strategy "Digital Uzbekistan-2030" has been approved in the republic, according to which programs of digital transformation of regions and industries for 2020-2022 are being implemented. According to the results of the first half of 2021, the volume of services rendered in the digital economy amounted to seven trillion 200 billion soums, the export of computer programming services amounted to 17 million 500 thousand dollars. And the introduction of a payment system for 360 types of state duties through a Single billing system saved 24 billion soums. Meanwhile, in 65 organizations, 116 districts and cities, the digitalization process is stalling.

Currently, two patterns can be identified:

- enterprises of service industries that pursue an active policy of digitalization of business are characterized by a higher rate of reduction in the number of business entities, a higher level of turnover and a decrease in the number of personnel;
- enterprises of service industries that pursue a moderate policy of digitalization of business are characterized by a lower rate of reduction in the number of business entities, a lower level of turnover and an increase in the number of personnel.

Summing up the above, we can say that the current situation in the field of digitalization of business processes of enterprises in the service sector of the Republic of Uzbekistan is characterized by relative heterogeneity. Along with industries that pursue an active policy of digitalization of business (finance, insurance, trade), there are industries that pursue a moderate policy of digitalization (construction, hotel industry, transportation and storage industry). There is a clear trend towards a higher level of

efficiency of enterprises in industries that have a higher level of digital activity. At the same time, a certain problem is being formed in this aspect - a decrease in the number of employees, which may cause a deterioration in the general economic situation in future periods.

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