

Specific Features of Modernization of Service Sector

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Abstract: This article examines the specific aspects of the modernization of the service sector, existing approaches to this issue, possible opportunities and problems. At the same time, in the process of modernization of the service sector, the issues of ensuring the employment of the population were considered.

Keywords: service sector, service, modernization, population employment, labor resources, reduction of employees, employment.

INTRODUCTION

The social development of society, the development and complexity of the sphere of material production, the increasing importance of the factor of scientific and technical development have led to an increase in the demand for intangible benefits. As the service sector is rapidly developing, it provides more and more employment of the labor force, contributes to the increase of tax revenues to the state budget, hard currency revenues to the foreign exchange reserve. In particular, the development of the field of paid services to the population plays an important role in achieving balance in the domestic consumer market, expanding domestic demand, which is an important condition for economic growth, and providing employment to the population.

The establishment and development of enterprises providing service and repair services for cars and household appliances leads to the expansion of demand for these products.

LITERATURE ANALYSIS AND METHODS

The improvement of the standard of living and quality of the population depends on the level of development of the service sectors. For this reason, from the first years of independence, special attention was paid to the development of service sectors. Within a short period after independence, Uzbekistan has gained rich experience in the development of service industries and increasing the employment of the population in them. This can be seen in the ongoing macroeconomic policy to strengthen the role of the service sector in the country's socio-economic development and its development. Rich experience in the development of service industries plays an important role in the modernization of this industry. In this regard, the famous economist A. Maddison in his work entitled "The World economy: a millennial perspective" spoke about the difficulty of transitioning to the modernization stage and expressed the following opinion: "...in the modernization of the country's economy, increasing the GDP per capita is of great importance. He explained that it is extremely difficult to move to the modernization stage without social upheavals, and only countries with a high and stable level of economic growth can do so. Also, the

process of modernization of the economy requires rich theoretical and practical experience, and it is a new era for the country's development."¹.

Modernization of service industries is a very complex social and economic phenomenon. It is difficult to make strategic decisions on the modernization of service industries without a thorough study of these complex socio-economic processes. Because social changes in modernization do not happen by themselves, mechanically. On the contrary, it is a very complex process, in which socio-economic changes and updates in society sometimes take place in an open, sometimes hidden form. World practice has shown that the transition of traditional societies to modern societies has a sharp impact on the standard of living of the population, stratification among the population and a violation of the balance of social justice. Some promising industries and sectors also face their own problems in a certain period of time. That is why today modernization is considered to be one of the most important and at the same time one of the most complex and criticized scientific paradigms. Probably because of this, clear and perfect methods for the implementation of the process of modernization of service industries have not yet been developed. The research conducted by economists L.N.Manitskaya and B.M.Zhukov on the modernization of service organizations is one of the most important scientific achievements in this regard². They developed models of modernization in service enterprises and showed the external and internal factors affecting it. The development of modernization models in service enterprises plays an important role in the development of the field, but it does not allow to develop and define a single approach. Modernization is also necessary to develop the service sector and strengthen its position in the national economy. Therefore, it is necessary to develop a method of modernization of the service sector.

RESULTS AND DISCUSSION

Modernization of service industries differs sharply from modernization of agricultural and industrial sectors of the economy. For example, the modernization of agriculture involves continuous and stable supply of food to the country's population, increasing the productivity of land resources, maintaining ecological balance, or sharply increasing the export potential of the industry. Modernization of industrial sectors also implies the most efficient use of non-renewable resources. The modernization of service networks mainly creates the following opportunities:

- increases the types of services;
- increases the volume of services;
- improves the quality of services;
- increases service speed.

Modernization of the service sector has its own characteristics. It leads to a reduction in the number of employees employed in some sectors of the service sector, while in others it ensures employment of the population. For example, new technologies in the field of medicine allow to simultaneously determine the patient's blood pressure, heart rate and blood composition. In this case, the patient does not need to go through another doctor's examination for his illness. Therefore, there will be a reduction in the number of specialists in this field. And in the field of education, the strengthening of the modernization process allows opening new jobs. As a result of the introduction of modernization in the field of education, the updating of educational programs and adaptation to the requirements of world standards, the annual

¹ Maddison A. The World Economy: A Millennial Perspective. OECD 2001.

² Маницкая Л.Н., Жуков Б.М. Модернизация предприятий сферы услуг: концептуальная модель и инструментальные средства. // «Современные проблемы науки и образования» №3, 2011 г. <https://scienceeducation.ru/ru/article/view?id=4711>.

training load of each teacher in educational institutions will change. Modernization in the field of education gives teachers special time to work on themselves, use new resources, find new pedagogical technologies. This allows to create new jobs in this field, to further improve the quality of education. Based on this, it is not appropriate to accept the modernization of the service sector as a whole. It should be viewed from the point of view of employment as much as possible.

CONCLUSION

The following problems arise in the process of modernization of the service sector:

- the problem of employment of labor resources increased from the service sector as a result of the modernization of the service sector;
- the problem of improving the professional skills of employees in the field of service;
- the problem of increasing labor productivity in the service sector.

In this case, modernization increases labor productivity, but there is a question of developing different ways of motivating employees in this field to provide more services. The most complex of the above-mentioned problems is the problem of providing employment to the labor resources that have increased from the service sector. This problem is much more complex than the problems of providing employment to those joining the ranks of labor resources, improving the professional skills and productivity of employees in the service sector. Although the professional skills or labor productivity of employees in the service sector affect the decrease in the volume and quality of GDP, it does not cause a social problem for the development of the country. Increased labor resources from the service sector will increase the number of unemployed. Therefore, it is recommended to look at the elimination of the problem caused by the modernization of the service sector from the point of view of "reduction of the employees employed in the sector", and to prevent the worsening of the employment of the population, it is recommended to use the following two different approaches:

- the first is to provide employment to the increased labor resources from the service sector;
- the second is to provide employment to people joining the ranks of labor resources.

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