



Article

Features and Directions of Development of the Services Sphere

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Abstract: This article examines the features and specific aspects of the development of the service sector, analyzes the volumes of services provided in our country by type of economic activity and trends in their growth rates. Reforms aimed at developing the service sector were also studied, and proposals were developed for further development of the service sector based on innovative tools and methods, as well as for increasing economic efficiency in the industry.

Keywords: services, service sector, service market, types of services, provision of services, social services.

Introduction

Today, the importance and relevance of the service sector, like all other sectors of the economy of our country, is growing. Therefore, this is due, first of all, to the complexity of economic processes, the saturation of the market with goods, the development of science and technology, bringing innovations to the life of society. All this requires the availability of information, financial, transport, consulting and other types of services. The Decree of the President of the Republic of Uzbekistan dated September 11, 2023 No. PF-158 [1] "On the Strategy" Uzbekistan-2030 "was adopted. This Decree pays special attention to the accelerated development of the service sector in the regions and defines the task of increasing the volume of services by 3 times due to the development of the service sector and the service sector in the regions. In addition, the importance of developing a modern market for services, information technology, education, medicine, law, art, tourism, hotel and general catering and transport services in medium and large cities and areas with a population of more than 300 thousand people was noted. Based on urban development projects, it is planned to develop trade, household, recreational and entertainment services by selling 233 thousand free street land plots with the necessary infrastructure and crowded streets at auctions. It is also planned to create 36 thousand trade and service facilities in the centers of medium and large cities by creating central streets specializing in the provision of services. A number of tasks were set, such as the construction of 6 thousand trade and service facilities in the New Uzbekistan areas and along

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international highways, attracting leading design organizations and turning markets into modern, convenient shopping malls that meet all safety requirements.

Of course, solving these problems requires conducting deep and large-scale scientific research on innovative development of the service sector and increasing the efficiency of enterprises in the industry. This indicates the relevance of this research topic.

Literature review

It should be noted that a service is an economic relationship that acts as an activity to satisfy specific, reasonable human needs, creating consumer values [2]. Therefore, the process of providing services should be considered as a process of providing services to consumers, that is, the process of satisfying the needs of individuals and legal entities of any kind. According to Yu.Meleshko, one of the most striking trends in the economy of the late 20th - early 21st centuries is the rapid development of the service sector. Industrial production has been the basis for the successful economic development of countries since the end of the 18th century, giving way to the service sector, due to which a structural reorganization comparable to the industrial revolution has occurred in the world economy. Today, the level of development of the service sector has become a criterion for the socio-economic development of the state [3]. M. Castells drew attention to the features of the economy associated with information and informatization, studied a new description of services and new forms of activity to provide services. In his opinion, the category of services includes types of activity that have historically developed from various social structures and production systems [4].

According to A. Marshall, he interpreted services as intangible results of labor that cannot be perceived by the senses. That is, dividing all goods into material and intangible, he paid special attention to proving that they are all equally important in the formation of public wealth in the country. He was the first to recognize that material goods are very important and necessary in human life and the satisfaction of needs, and a great many intangible goods and services that cannot be seen with the eye have scientifically substantiated their importance [5]. Christopher Lovelock offers the following two approaches to defining services [6]: - services are actions or processes offered by one party to another. Despite the fact that physical objects (goods) are involved in the implementation of this process, it is intangible and does not lead to ownership of anything; - services are a type of economic activity that creates value and provides certain benefits to consumers as a result of material and intangible actions aimed at obtaining services at a certain time and in a certain place.

Research methodology

During the implementation of the study, the research of foreign scientists on this topic was carefully studied. In the practical analysis, such official statistical data and methods as statistical observation, comparative analysis, synthesis, logical thinking, statistical table and comparative analysis were used.

Analysis and results

At present, the market of goods and services occupies a special place in solving the problems of economic growth. It is the market of goods and services, its effective functioning, on the one hand, that is an important means of increasing the standard and quality of life of consumers, that is, the population, and on the other hand, the continuous, uninterrupted functioning of the entities producing these goods and

services creates all the necessary conditions for the implementation of expanded reproduction. Maximum satisfaction of the growing and expanding needs of the population for various goods and services is a priority task of the socio-economic policy consistently pursued in our country [6].

The main distinguishing features of the services market are:

1. Availability and ease of deployment of services;
2. Complexity of economic activity and forecasting of individual services to meet the requirements of a developed market;
3. Modernization and improvement of attention to services;
4. Rapid adaptation of population groups to activities;
5. High profit potential.

According to the analysis, the volume of services created in the republic is 470.3 trillion soums, and the volume of services per capita is 12.9 million soums. According to the results of 2023, it can be seen that the share of the service sector in GDP increased from 41.6 percent to 43.4 percent. At the same time, the share of agriculture, forestry and fisheries decreased from 24.9% to 24.3%, the share of industry from 27.0% to 26.1%, and the share of the construction sector decreased from 6.5% to 6.2%.

The total volume of market services provided in 2019-2023 increased by 13.7%, including financial services by 4.5%, trade services by 2.5%, transport services by 1.8%, other services by 1.8%, communication and information services increased by 1.6%, educational services by 1.0%, accommodation and food services by 0.5%. These indicators, that is, the growth of the specified market services in 2023 compared to 2022, amount to a growth of trade services by 23.5%, transport services by 23.1%, financial services by 22.6%, communication and information services by 6.9%, educational services by 4.3%, accommodation and food services - 3.9%, real estate services - 2.6%, healthcare services - 1.8%, rental services - 1.6%, architecture, engineering research, technical testing and analysis services - 1.7%, other services - 4.2%.

Table 1

Volumes of services provided in Uzbekistan by types of economic activity and their growth rates

Services	Amount of services, bln. soums		Proportion, %	Growth rate, %
	2022-yil	2023-yil		
Services – Sum	357 554,5	470 286,5	100,0	113,7
from it:				
Communication and information services	22 917,6	32 226,6	6,9	124,6
Financial services	80431,0	106 363,8	22,6	120,6
Transport services	81 006,6	108 477,7	23,1	108,0
including:				
Auto transport services	41 318,3	51 272,7	10,9	108,4
Living and food services	11 322,8	18 327,3	3,9	112,6
Trade services	88 847,9	110 662,4	23,5	110,2
Services related to real estate	9 674,3	12 064,3	2,6	113,3
Education services	15 395,7	20 418,4	4,3	122,8
Medical services	6 384,2	8 441,2	1,8	111,6
Rent services	6 444,3	7 542,6	1,6	105,2
Computer and household goods repair services	5 842,3	7 021,5	1,5	106,6

Self-services	8 713,9	10 916,0	2,3	106,3
Services in the field of architecture, engineering research, technical testing and analysis	7 338,2	7 959,7	1,7	100,2
Other services	13 235,7	19 865,0	4,2	120,6

Today, in modern conditions, the service sector is an integral part of material and non-material production, including the executive branches of the national economy, and is an important branch providing services to meet specific socio-cultural, material and everyday needs of the population. It also covers the economy in the field of education, health care, culture and art, physical education and sports, consumer services, housing and communal services, social security, trade and public catering, or includes passenger transport, social tourism and many other branches.

In particular, the economic role of the social services sector is considered extremely important, which is a set of industries, links of industries and types of activity consisting of the production of spiritual benefits for the population in the system of social production. By developing the social services sector, the goal is to further improve the living conditions of the population, increase the standard of living and ensure favorable conditions. The social services sector plays an important role in improving the material and spiritual life of people, improving and perfecting their lifestyle.

It is known that the increase in the contribution of small businesses to the development of the service sector has become one of the important factors in the development of the service sector and service sector networks. In this area, lending and preferential taxation of small businesses and micro-enterprises have become an incentive for business development and expansion of services. The positive and high level of entrepreneurship in GDP is due, first of all, to the fact that the market for goods and services is becoming more active due to entrepreneurship, it is organized on the basis of supply and demand, and the market mechanism is well structured.

Conclusions and recommendations

Based on the research, the following should be taken into account for further development of the service sector:

1. Expand the scope of modern market services, create a competitive environment in the industry by introducing new types of services and improve the efficiency of the service sector by sharply increasing the share of the industry in the national economy of the country. and turn the service sector into the locomotive of the economy.
2. Expand the service system, provided with modern high-performance innovative technical means and technologies that ensure the provision of competitive services in the national economy and the creation of new ones.
3. Support entrepreneurs who want to provide social services at their own expense, study the opinions of those who have advanced business ideas, and expand the knowledge base about modern social services.
4. Pay special attention to the creation of enterprises that meet today's demand, that is, capable of quickly adapting to the market situation and not too large in terms of the volume of social services provided.

5. Improve the entrepreneurial knowledge of managers working in the public sector in the field of service provision and expand the system of extra-budgetary financing.

6. It is necessary to regularly pay attention to the needs of the population for housing, services of consumer services, trade and public catering, as well as culture, art, sports and other similar social services.

7. In order to develop popular services, increase the level of Internet coverage in remote areas and improve quality indicators, adapt the roadside service infrastructure to modern requirements, effectively use empty buildings and land in this area with the involvement of foreign investors and the private sector.

In conclusion, it should be noted that the service sector is one of the most important sectors of the country's economy. This sector is not limited to traditional activities, it is constantly expanding its participation in the life of society, is integrated into social production, and is also connected with almost all sectors of the economy through specific connections. Therefore, further development of the service sector based on innovative tools and methods and increasing economic efficiency in the sector will lead not only to the development of the sector, but also to the development of all sectors of the economy, thereby improving individual employment and lifestyle.

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