

SERVICES INDUSTRY MANAGEMENT IN UZBEKISTAN

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ABSTRAT

The article studies and analyzes the management of the service sector in our country, its features, development, main groups and new service sectors in our society.

Keywords: Service sector management, non-market services, trade and transport services, industrial and agricultural services, various other services required by society.

INTRODUCTION

In the process of rapid development of the economy, the service sector is important in improving the material and spiritual life of people, raising and improving their standard of living. In this regard, the leader of our country said: "Stable growth of the economy, first of all, directly depends on the development of leading industries. Any industry that creates a high-value product, we will support that industry first. Therefore, we need to develop and implement a strategy for the development of sectors that will give a serious impetus to the development of the economy", [1] his words are worth noting. On this basis, deepening the structural change and diversification of the national economy in our country, providing employment, increasing the income and quality of life of the population, as one of the important factors and directions, the rapid development of the service sector is emerging as one of the priority issues. It is planned to increase the gross domestic product and increase its share in the economy of our country due to the development of the services sector in our country. In this regard, it can be seen from the measures implemented in practice that today it is possible to get income in this field in a short period of time with low expenses.

ANALYSIS OF LITERATURE ON THE TOPIC

The definition of services offered by Philip Kotler is becoming popular among foreign scholars in substantiating the theoretical aspects of the service industry: "A service is any measure or benefit in which one party offers something intangible to the other party, and this situation leads to ownership of the offered thing. will not bring." At the same time, F. Kotler points out the main properties of services as intangibility, inseparable from their source, quality instability and non-maintainability [2].

Christopher Lovelock suggests the following two approaches to defining services: 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 has an intangible character and does not lead to the ownership of something. Services are a type of economic activity that creates value and provides certain advantages to consumers as a result of tangible and intangible actions aimed at receiving services at a specific time and in a specific place [3].

RESEARCH METHODOLOGY

Services have always played an important role in the economy. The role of certain services is related to the areas of consumption of material production products that provide uninterrupted production, distribution processes, exchange and reproduction system. Other services are related to ensuring the development of the labor force, increasing the educational and cultural-technological level, strengthening health and development of working ability, providing recreation. The service sector is one of the fastest growing sectors of the economy. Today, there are almost no enterprises that do not provide one or another type of service or at least have not encountered it. Each of us is affected by service every day. We use the services of mobile communication, Internet, shopping and entertainment centers, catering, beauty salons, consulting, medical and educational centers, travel and transport goods in various vehicles. All these types of services make up the concept of the service sector.

The service sector is a comprehensive sector that includes the reproduction of various types of services provided by enterprises, organizations and individuals. In other words, the service sector is the sector of the country's economy that specializes in providing commercial, professional and household services. As a consumer of services, many do not understand its essence and importance, there are several definitions of the concept of services (Figure 1):



Figure 1. The content of the concept of service.[4]

- these are useful actions, work or activity in general;
- these are intangible assets produced for the purpose of sale;
- is a process or series of actions, that is, these actions can be a means of creating value. They can create value, but they are not independent value in themselves.

Services are the result of production activities that change the status of consumers (legal entities and individuals) or facilitate the exchange of goods, services or financial assets.

In the economy, services are divided into market and non-market services. Market services are services that are sold at economically significant prices (fully or partially covering the costs of the service provider) as an object of sale.

Non-market services include services provided to consumers at prices that are not economically significant (on a free basis). They are socially oriented and are services paid for at any level from budgetary or extra-budgetary funds, as well as from the funds of public organizations. Free services include, for example, free education, health, public administration, defense and other services.

The services sector covers everything from trade and transportation to financing, insurance and other types of intermediation. The service sector is a complex of networks, network links and types of activities whose functional function is to produce services and spiritual benefits for the population in the social production system. The sphere of services is important in raising the level of material and spiritual life of people, improving and improving their lifestyle. The service sector saves material, labor and financial resources, increases the worker's free time, increases the creative content of his work, reduces unreasonable expenses outside of working hours, makes people's lives more comfortable and pleasant, and thus brings out the vital interests of all social groups and strata of the population of Uzbekistan. Due to the differences in the understanding of the economic nature of services and their distribution areas, there are often different opinions on the assessment of the role and importance of the service sector in the modern economy.

The service sector is one of the three main components of the economy, along with industry and agriculture. The level of development of the country's economy can be assessed by the share of the services sector in the GDP. In economically developed countries, the main part of GDP growth falls on the service sector. For example, in 2021, the share of the services sector in GDP was 78% in the USA, more than 70% in Europe, and 51.6% in China. In the CIS countries, for example, in Kazakhstan, this indicator was 54.2%, in Belarus it was 48.0%. In Uzbekistan, this indicator was equal to 49.7% compared to January 1, 2020.

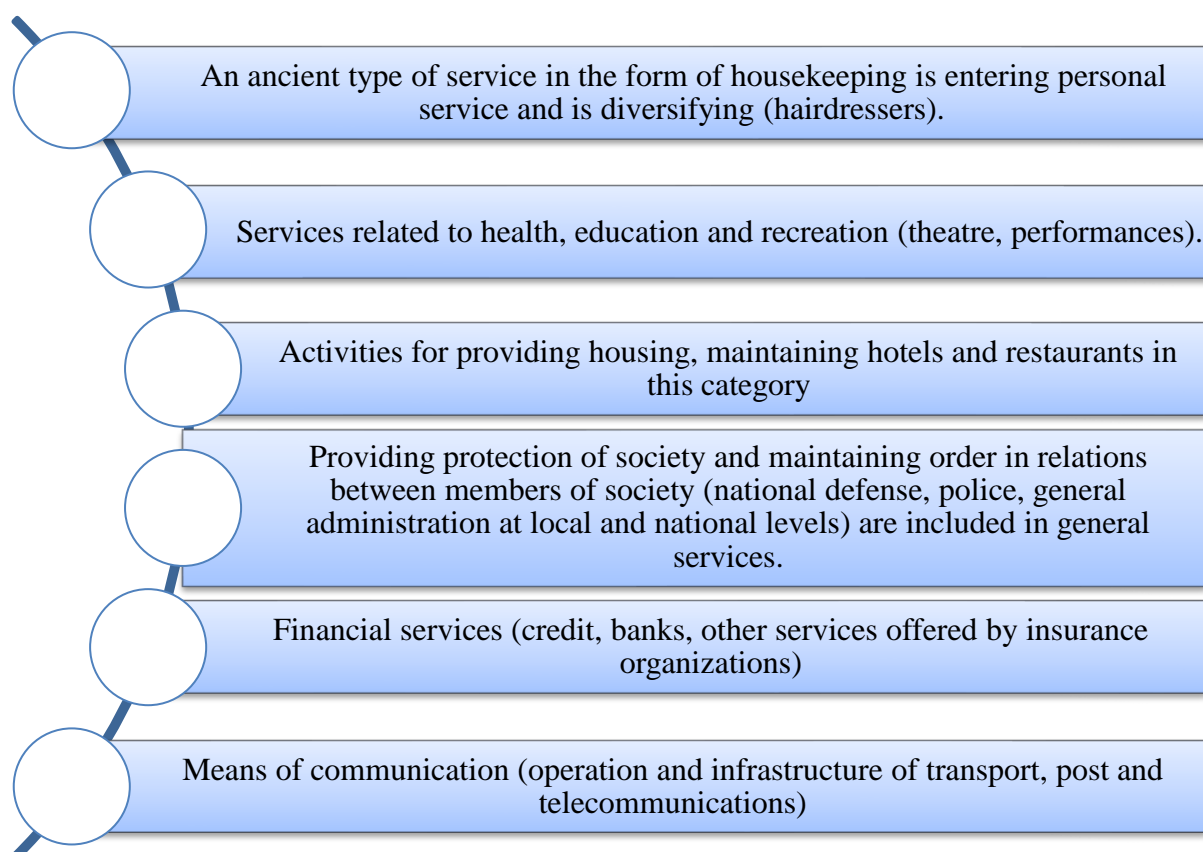
At the same time, the service sector is the main part of the economy and employment in economically developed countries. If we look at the world experience, the share of the service sector in the GDP of developed countries is determined by the fact that, for example, it is 80% in the United States of America, more than 70% in Great Britain, Canada, France, and 68% in Germany, Italy, and Japan. Today, 49.7% of the population employed in the economy of Uzbekistan is in the service sector.

In modern conditions, the service sector helps to increase free time, creates an opportunity to further satisfy and increase the needs of society and people, and appears as an important element of shaping the quality of modern life.

If we study the main directions of the management of the service industry, some of the types of services are consumed by production and cannot be preserved in material form. Hotel room, plane, theater tickets are not valid for further use. It is definitely offered to the client only on the specified day and time.

While the hot food in the kitchen is prepared, the customer eats it and can verbally express his opinion to another customer. As a result of the services provided by the dentist, the filling poured into your tooth may not last long. If your combed hair is blown away by strong wind, etc., it shows the nature of services that cannot be maintained for a long time.

There are groups of the following directions of services:



Based on the information in the above picture, the essence of this core of "public services" is that the state government should organize, manage and ensure their functioning.

New services are constantly appearing in the community, and they can include:

- new type of business (professional) services - trading with real estate, placement of temporary free money, information, marketing and advertising services, preparation of accounting balances and reports;
- services for raising and teaching children, private kindergartens and schools;
- pet care services - treatment, feeding, walking and temporary care of animals;
- other types of services that are needed in the society. At the same time, diversification of services is observed in the world. Services, which were previously separated by their own characteristics, are being combined at the scale of one company. A company can increase its competitiveness by offering a range of services or reduce possible risks by diversifying services. In particular, banking, exchange and brokerage services are being combined into a single set of financial services[5].

Today, the service sector in our country is becoming an independent sector of the economy. This situation occurred due to the following reasons: the decrease in state funding, i.e. the impact of the processes of changing the form of ownership and the increase in the provision of paid services to the population and organizations as a result of the development of private entrepreneurship, the emergence of many new types of services, and the strengthening of competition among service enterprises.

The deepening of economic reforms, the gradual implementation of socio-economic priorities aimed at economic liberalization and support of entrepreneurship ensures high-speed development of the service sector in our republic. For example, increasing the gross social

product due to the development of the service sector, its share in the economy of the republic was increased to 49.8%. From 2016 to 2021, services in rural areas were increased by 1.9 times. Due to the development of engineering-communication, road transport infrastructure, the introduction of modern information and communication technologies in networks, conditions were created for the rapid development of structural changes in the service sector.

The use of telecommunication networks of the population, provision of technical capabilities, provision of quality services based on them, complete transition to digital systems of telephone communication and television is being implemented.

CONCLUSION

In the conditions of modernization of the economy, the reforms that are being carried out in the formation of a stable and efficient economy in our country are showing their positive results today. In particular, as a result of the rapid development of the service sector, an opportunity is being created to ensure the well-being of the population and solve employment issues. In the years of independence, the service sector has become the most promising and rapidly developing sector in the economy of Uzbekistan. If at the beginning of the 90s, the share of the service sector in the economy was around 33%, now its share is about 50% of the GDP. About half of the total employed population works in this field. In the current period, systematic work on the rapid development of the service sector is being continued as one of the important factors and directions of deepening the structural change and diversification of our economy, ensuring employment, and increasing the income and quality of life of our people. The implementation of such measures aimed at the development of the service sector on a large scale within a certain period of time will allow the expansion of the activities of the institutions of this sector, the increase of work efficiency and, as a result, the stable development of the economy, and the material well-being of the population of our republic will increase.

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