

THE ROLE OF THE SERVICES SECTOR IN THE ECONOMY

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Abstract

In this article, the specific nature, essence and main descriptions of services, as well as the specific characteristics of the service sector, are considered by the author. The role and importance of the service sector in the economy is revealed, and suggestions and recommendations are developed by the author.

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Introduction.

Today, the service sector in our country is the most important source and factor of sustainable development of our country's economy. Today, world experience shows that this sector takes a leading position in the formation of GDP, employment of the population, and improvement of people's well-being.

On December 29, 2021, the President of the Republic of Uzbekistan Shavkat Mirziyoyev presented the next Address to the Oliy Majlis. In the petition, the important reforms, the achieved results and the priority tasks in front of us, as well as in all sectors and branches of our national economy, as well as in the service sector, were analyzed in depth within the framework of the Development Strategy in the priority direction of the development of the Republic of Uzbekistan in 2022-2026.

Today, the service sector is a complex, multifaceted mechanism, but it is considered the most promising and rapidly developing branch of our modern economy, which includes everything from trade to transport, communication and information, education, science, health care. , receives a wide range of activities such as culture, art, sports, household and communal services, technical services, banking and finance, insurance, tourism, audit-consulting services, hotels, holiday homes, television, radio, cinemas, museums .

The practice of developed countries shows that the demand for services is increasing as a result of the complexity of production and the filling of the market with technically complex goods. As a result of the emergence of various new types of services in our country, the service sector is developing at a faster pace than the production sector. Currently, more than half of the population employed in the national economy of our country works in this field. More than a third of the new jobs created each year are accounted for by this sector. Service is a type of activity provided by enterprises and individuals to the other party, which cannot be captured, seen, and does not become the property of the client.

As a result of providing the service, a physical product may or may not be created. The service can be provided with the help of people and equipment; it is shown with and without the participation of the client; may be aimed at meeting personal or business needs; be commercial and non-commercial in nature and are shown by private and public organizations. However, any services have the following four characteristics that strongly affect the marketing activities of the enterprise: invisibility, inseparability of production and consumption, and rapid change in quality. - rapid change and unsustainability.

Services are one of the most promising sectors of the economy. It has a wide range of activities, from trade and transport to finance, insurance and various mediations. Hotels and restaurants, laundries and hairdressers, educational and sports institutions, banking and financial institutions, sanatoriums, tourism companies, communication and information, Internet services, radio and television stations, consulting firms, health care institutions, museums, cinema and theaters and others are included in the service sector. In practice, almost all enterprises and organizations provide services to one degree or another. The service sector is the most important source and factor of sustainable development of the country's economy.

World experience shows that today this sector takes a leading position in the formation of GDP, ensuring employment of the population, and improving people's well-being. An example of this is the rapid growth of the service industry in our country in recent years. Today, more than half of the population employed in the economy works in the service sector. More than a third of the new jobs created each year are accounted for by this sector. To date, despite the fact that the field of services is very developed, there is no single approach to the concept of service.

By providing a service, something is not created, that is, an activity is performed through the service. Services often include all kinds of useful activities.

Service is the result of the direct interaction between the service provider and the consumer, as well as the activity of the service provider to satisfy the consumer's needs. The services market is quite different from other markets for two reasons.

First, the services will not be available until it is rendered. This means that comparisons and evaluations cannot be made until it is shown. Only expected benefits and actual results can be compared.

Second, services have a high level of abstraction, which puts the customer at a disadvantage, and service providers find it difficult to market their services. These specific features of the services market, as well as their invisibility, incapability, incapability, and frequent changes in quality make it impossible to separate production and consumption. defines the specific features of services marketing.

Services are a type of activity provided to the other party by enterprises, organizations and individuals, which do not become the property of the client.

Services include all types of useful activities that do not create material wealth (except for some types of services). The service is given to the consumer (buyer) through activity, and the goods are given through hand-to-hand transfer. For the first time, the basic distinction between a service and a physical good was given by Leonard Berry in 1980: according to him, a physical good is an object, equipment, device or thing, and a service is work, effort, effort, effort or execution and execution. So, a service is a type of activity provided by enterprises and certain individuals to the other party, it cannot be seen and captured, and it does not become the property of the client.

As a result of providing the service, a physical product may or may not be created.

The service can be provided with the help of people and equipment; it is shown with and without the participation of the client;

➤ may be aimed at satisfying personal or business needs;

➤ be commercial and non-commercial in nature and be provided by private and public organizations.

However, any services have the following four characteristics that strongly affect the marketing activities of the enterprise, that is, invisibility and inseparability of production and consumption. , the quality is often changing and cannot be maintained.

Conclusions and suggestions

In conclusion, it should be noted that by the end of 2026, the volume of service provision will be tripled by expanding the scope of service industries in the regions of our country, and in return, 3.5 million new jobs will be created.

List of used literature:

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