

**ASSESS AND ANALYZE THE SOCIO-ECONOMIC ROLE OF SERVICE INDUSTRIES
AND THEIR IMPACT ON THE STANDARD OF LIVING OF THE POPULATION.**

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Abstract. The service sector is an important sector of the economy, performing economic and social activities for society and people. This article discusses the economic analysis of the service sector, its importance, types and opportunities for the development of the sector. The main indicators of the service sector by type of activity and its share in the gross domestic product are analyzed using economic and statistical methods.

Keywords: local producers, gross domestic product, digital economy, service sector, service provision, social sector, consulting services, market services, international experience, private sector, small business.

INTRODUCTION. The level of development of the service sector has become a determining factor in ensuring a high quality of life for the population and accelerating economic growth. The incomparable importance of this sector, especially in solving the problem of ensuring employment of the able-bodied population and increasing its income, should be recognized as a great achievement of human society. Increasing the role of the sector in improving the standard of living and quality of life of the population requires, first of all, a thorough analysis of the current state and development trends of this sector, identifying existing problems in this area and finding solutions to them, identifying opportunities and using them effectively in the future.

The following tasks are set in Appendix 1, Objective 34 of the Decree of the President of the Republic of Uzbekistan No. PF-60 dated January 28, 2022 "On the Development Strategy of New Uzbekistan for 2022-2026": "Development of the engineering, communication and social infrastructure system of the regions, as well as the service and service sectors"[1]:

By developing services and service industries in the regions, we will triple the volume of services in the next 5 years and create a total of 3.5 million new jobs in this area.

To develop paid service points in urban and district centers, such as plumbing, electrical, home appliance repair, and catering, to develop household and communal services that meet the daily needs of the population.

To establish 130 modern markets and shopping complexes in the regions of the republic through the development of trade and roadside services, as well as 65 large and 5,000 small service facilities for the development of roadside infrastructure.

Reduce the share of the shadow economy in the service sector by 3 times. Provide additional benefits to business entities in the sector in order to increase the attractiveness of the service sector.

One of the pressing issues today is the provision of incentives for further state support for the service sector in Uzbekistan, the development of scientific recommendations and proposals to improve the business environment through further development of infrastructure, and the identification and elimination of problems arising in these processes.

An important component of the national economy of the country is the service sector. The service sector plays a leading role in the socio-economic development of the country, in particular, in the production of GDP, employment of the population, satisfaction of its various needs, increasing the standard of living and quality of life, and the formation of the state budget.

At the same time, the service sector is a multi-sectoral sector that operates in several directions at once. In this sector, complex socio-economic processes that are constantly interconnected with other sectors of the national economy occur and develop. The service sector, on the one hand, has a significant impact on other sectors and branches of the national economy, their condition and development, and on the other hand, its development opportunities and prospects are determined by the dynamics of other sectors and branches.

Analysis of literature on the topic. Local and foreign scientists have conducted and are conducting scientific research and studies on the subject, contributing to the development of this field. “The great economist Adam Smith, in order to fully reveal the economic content of goods in the form of services and to solve the problem of considering them as a source of social wealth of the country, expressed his opinion on the concepts of productive labor and unproductive labor in his world-famous work “An Inquiry into the Nature and Causes of the Wealth of Nations” [2]. In this way, A. Smith made a great contribution to the creation of the initial concept of service by distinguishing between material and immaterial production.

The definition of the concept of Service given by I. Ochilov, one of the prominent scientists of our republic, is more complete in terms of content and essence than others and is given in the following form: “Service refers to the conscious activity of people related to the process of service that brings benefit, aimed at satisfying a certain need of a person, economic entities, the state and society”[5].

M. Muhammedov emphasizes that the service sector has a direct and significant impact on the health, mood, attitude to work, productivity of workers, level of satisfaction and happiness with their lives, and, in general, on the life and development of the productive forces.

In particular, the definitions of our country's scientists MQPardayev and HNMusayev, who state that "the service sector is a component of the market economy and participates in the general system of economic relations" [6], are a clear example of this.

Successfully addressing the priority tasks set out in the "Uzbekistan-2030" development strategy requires developing specific measures to provide quality services to the population of our republic by increasing the economic efficiency of the service sector, improving the system of statistical indicators, and statistically forecasting its prospects.

Research methodology. The information in the article was analyzed comparatively, and an attempt was made to theoretically shed light on the types of service industries, their economic significance, the development of the service industry, and the opportunities created for the development of the industry. In the process of scientific analysis, observation, generalization, grouping, comparison, and synthesis and analysis methods were widely used. Types of service industries were studied as the object of research.

Analysis and results. The service sector occupies a leading position among the main directions of development of the modern economy. It is a complex multifaceted mechanism and is one of the promising sectors of the modern economy, covering a wide range of activities, from trade and transport to education and insurance services. The diversity of service activities, as well as the interaction between various activities in the service sector, serve as a factor for the rapid development of this sector. Changes in the structure of consumer demand are provided by measures taken to balance domestic demand and comprehensively support the development of local producers.



In recent years, a number of opportunities have been created for economic entities operating in the service sector to increase their share in the country's gross domestic product. In our country, high-tech and market-oriented types of services are developing rapidly.

The New Uzbekistan Development Strategy for 2022–2026 sets out specific measures to develop the services sector, including important tasks such as "implementing targeted programs for the construction of affordable housing, development and modernization of road, transport, engineering, communication and social infrastructure"[8].

According to preliminary data from the Statistical Agency under the President of the Republic of Uzbekistan for 2023, the volume of services reached 470,286.5 billion soums, and the share of small businesses in this sector was 47.7%, the volume of services per capita was 12,915.6 thousand soums, and the share of enterprises and organizations was 70.7%.

According to the results of 2023, the share of the services sector in GDP increased from 41.6% to 43.4%. 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 from 6.5% to 6.2%. In 2023, the volume of GDP per capita at current prices amounted to 29,291.4 thousand soums.

CONCLUSION AND SUGGESTIONS.

In conclusion, it should be said that today the service sector is one of the most important sectors of the modern national 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 through specific links with almost all sectors of the economy.

The “New Uzbekistan Development Strategy for 2022-2026” sets out many goals and objectives. Based on these goals and objectives, it is necessary to continue the continuity of reforms, in particular, to systematically develop the service sector in the future. Therefore, we believe that it is appropriate to make a number of proposals for the development of this sector in the current digital economy.

Based on these goals and objectives, it is necessary to continue the continuity of these reforms, in particular, to systematically develop the service sector in the future. Therefore, we believe that it is appropriate to make a number of proposals for the development of this sector in the new period of economic development.

First, it is necessary to expand the scope of modern market services, create a positive competitive environment in the sector by introducing new types of services, and sharply increase the share of the sector in the country's national economy. To do this, it is necessary to further increase the efficiency of the service sector and make the service sector a driver of the economy.

Secondly, in order to develop IT, education, tourism, communication, transport and logistics services, increase the level of Internet access in remote areas and improve quality indicators, adapt roadside service infrastructure to modern requirements, and effectively use vacant buildings and land in the healthcare system, foreign investors and the private sector should be attracted to this sector.



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