

**WAYS TO OPTIMIZE THE STRUCTURE OF SERVICES IN THE FIELD**

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Abstract

The article emphasizes the importance of increasing the volume of services, optimizing its structural structure in the further development of the service sector, and developed scientifically based proposals and recommendations in this regard.

Keywords: postindustrial society, economy, material production sector, services, service sector, service sector structure

Introduction

Accelerated development of the service sector is one of the priorities of the Action Strategy for the further development of the Republic of Uzbekistan. This is due to the growing role of society in solving important social and economic problems of development. At the current stage of socio-economic development, the role of the service sector in Uzbekistan in addressing the most pressing issues such as "... reducing unemployment among the population, increasing the income of people and families ..." is invaluable.

It is noteworthy that as a result of the successful implementation of the State Program for the development of the service sector in 2016-2020, the quantitative growth of the industry has accelerated, the network structure of services has improved and expanded, a modern and quality services market has been formed.

However, the new economic situation in the country under the influence of the pandemic has had a significant negative impact on the national economy, the economy of all sectors and industries, including the service sector. The economy of the service sector has suffered greatly from the complications of the pandemic, which began unexpectedly and spread rapidly around the world.

Analysis of statistical data showed that in 2020 the share of transport services, including road transport services, accommodation and catering services, real estate services, personal services in total services will fall sharply. If in 2019 the share of road transport services in total services was 28.1%, by 2020 it will fall to 24.8%, ie by 3.3 points. This, of course, is the result of quarantine measures announced in the country. At the same time, the share of communication and information services, financial services and trade services in total services increased during this period. If in 2019 the share of financial services in total services was 17.6%, in 2020 it reached almost 21%,





an increase of 3.3 points. During the quarantine period, due to the situation, there was a development of modern banking services, such as credit card payments, Internet trade. Similarly, the growth of macroeconomic indicators in the field of trade services was due to the expansion of e-commerce and Internet services.

Liberalizing the services sector from the complications of the pandemic and ensuring the rapid development of the industry in the future is inextricably linked with improving its structural structure across sectors. Therefore, it is important to study the problems of optimization of the service sector structure on the basis of adaptation to the new economic situation that has arisen under the negative impact of the pandemic.

Developed Economies

The main part of the population employed in the economy is engaged in the service sector. The growth of the employed population in the service sector in the general employed population in the economy also determines the development of the country. The results of the analysis show that while this figure was 50.5% in Uzbekistan, it was 70-80% in developed countries. If we increase employment in the service sector in Uzbekistan to 70%, and as a result of increased employment in the sector and their effective use, the volume of services will reach 167339.4 billion soums. (According to our calculations, if 2744.6 thousand people are involved in the service sector, and each of them will create services worth 17681.3 thousand soums, a total of 167339.4 billion soums will be created.)

Another way to develop the service sector is to improve the structure of the industry by industry. For example, in Uzbekistan, the share of educational services in total services is only 3.6%, while in developed countries this figure is 15-16%. In developed countries, the number of young people admitted to higher education is 1% of the total population of the country, while in our country the figure is around 0.2%. Due to the large number of highly qualified specialists in the field of services in developed countries, the quality of services is high, so the demand for it is high, resulting in high salaries of employees engaged in the field. If we increase the share of the education services sector in total services, the average wage in this sector will increase. According to our estimates, if the share of educational services increases by 15%, the volume of these services will increase from 4277.2 billion soums to 17821.7 billion soums or 4.2 times. At the same time, if the number of employed (1108.7 thousand people) does not change, the average salary in the industry will increase from 1160.2 million soums to 4838.4 million soums. soums.





Prospective segments of the services market include transport, tourism services, education services, health services, as well as computer and information and communication services (ICT). Studies have shown that 30 to 50 percent of GDP growth can be achieved through the development and dissemination of information and communication technologies. In the field of computers and information and communication technologies, our country has demonstrated its competitiveness in the world market, and has a large number of specialists in this field. But it is emerging as an importer of services. If the appropriate legal, tax and financial conditions are created, we will be able to play a significant role in the field of software development and the global computer technology market, despite the fact that it lags behind in the field of hardware. In this regard, the example of India is exemplary, it lags far behind in terms of informing the public, but currently exports \$ 3 billion worth of software products per year. This result was achieved due to the government's tax, customs and fiscal policies that supported this aspect of the service sector.

Foreign experience also shows that tourism plays an important role in economic growth. The share of tourism in Uzbekistan's GDP is about 2.5%. In developed countries with a large tourism sector, this figure is up to 10%, in the island countries and less developed countries this share is from 30 to 50%. Tourism accounts for 8% of world exports of goods and services, making it the largest export sector, ahead of exports of automobiles, chemicals, food, computers and fuel. In 83 WTO member countries, tourism is one of the top five export sectors, and in 38% of countries it is the main source of foreign exchange earnings. In addition, in countries where tourism is an important source of income, it has become a major source of employment. For example, 66.7% of the population is engaged in tourism in the Seychelles, 52.2% in Grenada, 48.2% in the Bogamy, 33.3% in Iceland, 22% in Cyprus and 15% in Thailand. According to the WHO, in the third millennium, the demand for tourism products that provide the most satisfaction in a short period of time will be high. Uzbekistan has all the necessary resources for the development of tourism: there are ancient historical and architectural monuments, monuments of folklore, nature reserves, mountain and water tourism and others. The development strategy of Uzbekistan until 2035 is expected to increase the share of tourism in GDP from 1.4% to 28%.

The rapid development of market services meets the requirements of modern world trends formed in developed countries. In the near future, the number of employees in the field of paid services should approach the level of highly developed countries. The growth is primarily due to the complex structure of the network, ie the increase in the share of professional services (audit, marketing, information services).





Another strategic direction in the development of the service sector is the development of entrepreneurship in this area. The emergence of many small businesses in the services market, the provision of various types of services by them, will allow to saturate the market with many services in the face of growing demand for services, coordinate pricing policy for services, create an effective competitive environment.

The practice of developed countries in the world shows the need to develop the market of educational services for economic growth. In developed countries, an increase in the level of knowledge and skills of employees provides an increase in labor productivity in social production, which, in turn, leads to an increase in national income of up to 30%. In our opinion, the development of educational services in Uzbekistan at this stage is associated with an increase in the level of complexity of the education system and the formation of a network of non-governmental educational institutions. From the 2000-2001 academic year to the 2016-2017 academic year, the number of higher education institutions in Uzbekistan increased from 60 to 72, and the number of students increased from 183.6 to 288.5 thousand.

Thus, the following can be identified as priorities for the development of the service sector in Uzbekistan:

- Relatively rapid development of tourism services, education services, medical services, computer and information and communication services, auditing, marketing, finance, consulting and information services in terms of optimizing the structure of the service sector;
- Development of small business and private entrepreneurship in the service sector.
- introduction of best practices in expanding services, launching new types of services.

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