



The Essence of the Service Sector and the Possibilities of its Development in Rural Areas

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Abstract: This article will discuss the economic nature of the service sector and the progress of service processes in rural regions, including the establishment of performance metrics. It will also explore the effective utilization of the service sector's strengths in the context of the digital economy.

Keywords: economy, service, digital economy, market economy, innovation, novation, need, production, integration, service culture, education sector, health, tourism sector, banking and finance, insurance services sector, transport sector, communications sector, utility and household sector.



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The Republic of Uzbekistan is currently undergoing a transition from a market economy to a digital economy. This transition involves fundamental changes, reforms, innovative discoveries, and the adoption of modern technologies. It also includes the modernization of production, improvement of service processes, and the establishment of performance indicators. These changes have a significant impact not only on the country's economy but also on the revenue generated for the state budget. Consequently, there is an increasing demand to investigate matters, difficulties, and resolutions concerning the establishment of strategies to effectively fulfill an individual's economic and social requirements, as well as their material and spiritual desires. The enhanced integration between service and production allows for the establishment of a comprehensive set of measures to effectively meet economic and social needs and strategically utilize them. The service sector is a commodity and conscious activity that is characterized by elegance and cheap cost. It can be evaluated by the consumer's perception of the quality of the service at the time of its creation. In order to effectively promote the service sector in Uzbekistan, it is crucial to assess the industry's future potential, provide it with advantages, diversify the range and extent of services, and foster its growth not only in urban areas but also in rural regions. Additionally, it is important to enhance the vocational skills of the rural population, boost employment rates, and elevate the overall 'service culture'.

Service is the provision of an elegant act by a service provider to fulfil the customer's needs. Service is an economic measure that represents a broad range of interests and is considered a unique commodity.

The economists of Western European governments define the idea of 'Service' in the following manner.

F. Kottler defines services as a diverse range of activities and business transactions that one party might offer to another. These activities are intangible and do not result in ownership of any physical object. Furthermore, economists such as Professor M. Muhammedov, M. Q. Pardayev,

and I.S. To 'khlievs have contributed numerous definitions to the field of services. Our country's economic scientists are currently focused on developing the service industry in rural areas. B. Babokulov, K. J. Mirzayev, M. Q. Pardayev, and Y. P. The Yubboyeva have completed a research study. The service sector is characterized by low costs and high potential for achieving significant results.

The service industry encompasses various sectors,

1. Education
2. Health
3. Tourism
4. Banking, financial, and insurance services.
5. The sector that provides transportation services.
6. The industry that deals with communication services.
7. The domain of communal and home activities
8. Domain of software.

The service sector is highly extensive and varied. As of January 1, 2024, the total population of our country is 36,799,800. Out of this, 18,768,500 people live in urban areas, while 18,031,300 people live in rural areas.

In nearly all of the aforementioned service categories, there exist numerous challenges to the advancement and structuring of services in rural regions.

In the realm of education, there is a lack of preparation courses for studying in rural areas, and the demand for them is equally low. The limited presence of production and service firms in rural areas, coupled with the predominant engagement of the population in the agricultural sector;

The low income in rural areas compels a significant portion of the people to emigrate to foreign countries.

The current service provided for "culture" and the quality of the clock is really poor.

Affordable vehicles for the general public;

Numerous issues with banking and financial services;

Although there have been improvements in the communication service in many areas of our nation, there are still existing deficiencies related to the internet's quality.

Scarcely any entertaining destinations available;

The decision PQ-5113, made on May 11, 2021, addresses the issue of measures for the rapid development of the services sector. It sets important tasks for the development of the service sector in rural areas, including the creation of productive jobs and improving the standard of living for rural residents. This decision highlights the need for the development of significant recommendations and raises the topic to the level of Public Policy.

- Establish sufficient production and service infrastructure in rural regions of the Republic and enhance employment opportunities for the population.
- Offer incentives and government funding for any sectors that generate income in those areas.
- Undertake crucial initiatives such as enhancing the culture of service and improving overall quality.



Ultimately, it is crucial to enhance the employment rate of the population, foster the production of digital technologies and inventive endeavors, and cultivate a service-oriented culture in rural areas of our country, considering the growth of the service sector.

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