

## THEORETICAL VIEWS OF THE ECONOMY OF THE SERVICE SECTOR

Bo'tayev D.E.

Assistant of department of "Marketing", SamIES

**Abstract.** In this article, the theoretical views of the economy of the service sector in our country today are studied by the author. In addition, as a result of the research, suggestions and recommendations were developed by the author.

**Key words:** economy, service, theory, enterprises.

## ТЕОРЕТИЧЕСКИЕ ВОЗЗРЕНИЯ НА ЭКОНОМИКУ СФЕРЫ УСЛУГ

Бутаев Д.Э.

Ассистент кафедры «Маркетинг», СамИЭС

**Аннотация.** В данной статье автором исследованы теоретические взгляды на экономику сферы услуг в нашей стране сегодня. Кроме того, в результате исследования автором были разработаны предложения и рекомендации.

**Ключевые слова:** экономика, сервис, теория, предприятия.

**Introduction.** The socio-economic development of the service sector is based on its content of increasing the quality of life and its quality, creating optimal conditions for the development of human capital associated with the formation of modern industries, and the distribution of a relatively high level of division of labor. covers various directions of economic activity.

In the conditions of the transformation of the economy, the service sector is more economically efficient than industrial production, because the implementation of initial activities in the service sector requires less funds, and the turnover rate of capital is much higher.

Currently, in the conditions of the transformation of the economy, the improvement of the socio-economic mechanism of increasing efficiency in the continuous and stable development of service enterprises and the provision of service intensity is a particularly urgent issue.

**The main part.** Economic growth, development of the service economy, socio-economic development of the service sector, improvement of the quality and competitiveness of services, improvement of service processes, regulation of socio-economic relations, factors of increasing economic efficiency, modern service networks fundamental aspects of problems related to development, growth of labor productivity, innovative development of personnel. , Abdurakhmanov K.Kh., Kotova L.R. is explained in his works.

Qualitative and quantitative assessment of the factors of economic growth in service industries, determination of the contribution of each of these factors to the growth of service industries and industries is still an important scientific issue. In the works of the above-mentioned authors, the impact of various factors on the socio-economic development of the industry is studied. In these studies, the directions of socio-economic development in service enterprises were not systematically studied. Accordingly, in the course of the research, the mechanisms of socio-economic development in the service sector were studied. In the process of research, a dialectical and systematic approach to the study of economic systems and ratios, comprehensive assessment, comparative and comparative analysis, statistical and dynamic approach, and grouping methods were used for the study of economic systems and ratios for ensuring economic socio-economic development in service enterprises.

Today, the effectiveness of service enterprises directly depends on the basis of the strategy, and its formation is one of the main tasks of the top management. Improvement of the socio-economic mechanism of the development of service enterprises is of particular importance in the constantly changing conditions of the external and internal environment, and makes it possible to maintain a leading

position in the market. Therefore, in order to develop a rational mechanism for the management of service enterprises, it is important to study the role and importance of the activities of enterprises in the field of service to the end consumers, in particular, individuals and legal entities, and to the economy of the country as a whole.

When researching the service industry, it is necessary to first emphasize how unique this industry is. The reason for this is that service enterprises and organizations, as well as employees working in this field, are able to satisfy most of the material, social, daily and spiritual needs of the population. In order to give a general description of the service sector and to determine the role and importance of economic entities operating in this sector, first of all, consider the concepts such as "work" and "service" and take into account the existence of a boundary between these two concepts. taking into account, it is necessary to provide their exact definitions, because although their economic nature is similar, they differ from each other in legal terms.

Considering the provision of services not only as the activity of the executor necessary to provide the service, but as a process, it is possible to distinguish the following main stages: provision of necessary resources, technological process of execution, control making, testing, acceptance, evaluation, service process.

Quality indicators have a special place in the process of service delivery, and they are in the process of constant change and improvement. The following can be taken as the main basic parameters: service time (the period of time during which the consumer interacts with the service provider); service completion time (standard time for service completion). All quality parameters that affect the consumer of the service must be recorded in the following two internal documents of the organization and must be constantly monitored by the quality control service at the enterprise: service rules - requirements regulating the order and conditions of service and document containing standards; terms of service - a document describing the set of factors affecting the consumer during the service.

Quality service and service quality are not the same thing for different people. Even when sellers understand what customers mean by quality service, there are challenges in managing service to prevent non-standard deviations.

In addition, there may be differences of opinion among service personnel, which are more difficult to accurately evaluate against a machine-made product. The problems associated with trying to prevent service quality variability are compounded by the fact that consumers do not emphasize that service quality inconsistencies require management's attention, resulting in management being unaware of poor service levels and taking appropriate action. can't agree.

The provision of services began to have a significant share in the structure of the gross domestic product of countries with developed market economies.

All over the world, the services industry is going through a phase of changes of a revolutionary nature, in which traditional business models are becoming less and less viable. At the beginning of the new millennium, under the influence of new trends in the field of services, people's life and work methods are undergoing drastic changes. Constantly, new methods of meeting the needs in this field are being invented, in which ways to meet the needs that people could not even imagine existed until recently are also emerging.

The socio-economic development of service enterprises requires them to comply with the basic rules in the implementation of their goals and tasks. Accordingly, taking into account the specific characteristics of the service sector, the main principles of the development of enterprises and organizations operating in this sector are as follows:

1. The principle of goal orientation of service activities. This principle consists in realizing the goals of ensuring socio-economic development in service enterprises. In the process of effective use of economic resources, it is necessary to determine the directions of improving the efficiency of service, taking into account the general and special characteristics of the tasks.

2. The principle of compliance with the final results of the service provider and the buyer. It is necessary to distinguish the final result of the work of the service provider and the customer (the final result of the service). The complexity lies in the fact that the goals, interests and resources of the service provider and its customer are often not aligned or clearly defined. In order to fight against the inconsistency between the final results of the relationship between the service provider and the customer, it is necessary to implement the following measures: legal support of the services; risk insurance; certification and standardization of services and certain procedures; introduction of special procedures for control of execution quality; time control; analysis of complaints and suggestions; to carry out a comparative analysis of competitors for the provision of these services.

**Conclusions and suggestions.** An important issue for service industry managers is efficiency. Accordingly, increasing labor productivity is an important goal determined both at the state level and at the enterprise level. It can be noted that increasing efficiency without increasing labor productivity is a way to find much easier ways to achieve unsatisfactory results. The task of improving labor productivity in the service sector presents its own complexities, which are not only related to its increase, but also to the evaluation, which is largely the result of the management's actions.

Another important feature of the service sector is that many services are provided without the transfer of ownership rights and the relationship between consumers and producers of services.

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