



## The Essence of the Concept of “Service” in the Development of the National Services Sector

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**Abstract:** This paper makes analyzes of the essence of the concept of "service" in the development of the national services sector of the Republic of Uzbekistan. On this case, both theoretical and practical knowledge were stated and investigated as the whole. Moreover, different research topics of the service sector has been investigated with the foreign experience. In conclusion, research has suggested different research points as the whole

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### INTRODUCTION

The service sector is a part of the national economy, a system of interconnected economic relations, and is governed by societally accepted economic laws. Regarding the limits of the service sector, there are currently a variety of viewpoints in the economic literature. Household services, passenger transport services, communication services, communal services for residents, education, culture, sanatorium-health care, and services with comparable socio-economic functions in the field of law are all included in this field.

The literature currently contains a variety of service tariffs, from the most basic short-life tariff to tariffs with scientific foundations. Because of this circumstance, the service sector is complex and comprises a range of activities.

R.A. Fathutdinov defines that "service is a mutual, agreed activity of the executor and the consumer, and is the result of the executor's activity in satisfying the consumer's needs."<sup>1</sup>

The proposal made by F. Kotler<sup>2</sup> categorizes services into two markets: personal services and enterprise services. Personal services are those that are provided to individuals. The service may be offered in a commercial or non-commercial capacity.

Services usually refer to all types of useful activities that do not create material value.<sup>3</sup>

Among the scientists in our nation, M.Q. Parдаev and I.S.Ochilov believe that "service" is defined as "the conscious activity of people, aimed at satisfying a particular need of a person, labor team, territory, state, and society."

<sup>1</sup>Фатхутдинов Р.А. Стратегический менеджмент.: Учебник.: - М.: ЮНИТИ-ДАНА, 2000. - 272 с.

<sup>2</sup>Котлер Ф., Боуэн Дж, Майкенз Дж. Маркетинг. Гостеприимство и туризм: Учебник для вузов: Пер. с англ. Под ред. Р.Б. Ноздревой. – М.: ЮИИТИ, 1998. -787 с.

<sup>3</sup>Маркова В.Д. Маркетинг услуг. – М.: Финансы и статистика, 2006. -128 с.

We summarized and organized the theoretical approaches to services and proposed an extended classification of services, which is complemented by the designation of service provider and consumer location, in A. Bektimirov's monograph "Theoretical-methodological foundations of improving the system of heat supply services." In this instance, services are separated into the following categories based on the classification object:

- *on service development* – tangible and intangible;
- *according to the areas of service implementation* – production, professional, consumer or public, social;
- *perception of services* - human-centered tangible action, commodity and other physical object-oriented tangible action, human consciousness-oriented intangible action, intangible asset-oriented intangible action;
- *by service consumer segment* – business and personal;
- *according to the service description* – day-to-day services, long-term services, special assortment services;
- *according to the type of service providing organization* – services of commercial and non-commercial organizations;
- *according to the location of the service provider and the consumer* – international, state, regional and local.

The authors of the article B.A. Abdulkarimov and Sh.A. Sultanov state that "in our opinion, service activity is the achievement of final results aimed at satisfying the material, social-material, and educational demands and needs of the population, social groups, enterprises, and organizations based on the provision of services in various forms and directions." is regarded as a process that involves consumers, either directly or indirectly.

J.M. Kurbanov defines "service is a special act in society, the act of doing good to a person, which is considered a philosophical category in its implementation, should benefit both parties."<sup>4</sup>

The following is how E.S. Fayziev defined service: "The goal of service is to fulfill the needs and demands of others. This activity is manifested as a useful outcome of the labor expended in the actual labor process (intangible services), and it is embodied in a product (tangible services) ".<sup>5</sup>

"Services are a type of widespread economic activity, the result of which is aimed at a useful socio-economic effect that can satisfy various human needs," in our opinion.

Due to the constant emergence of new service types as a result of changing social needs, the concept of services is currently in the formation and standardization stages.

In general, the service sector can be thought of as a system made up of various forms of economic activity that includes not only the production of physical goods but also the production and consumption of social goods.

The primary characteristics of the current development of the service sector are the tightening of the connections between its technological and repetitive production and material production, as well as the penetration of services into every sphere of society. This demonstrates the importance of the service sector to the economy and to finding solutions to issues pertaining to raising standard of living.

The use of a variety of tools results in the implementation of the public influence methodology on the service sector. These instruments include the following:

- Licensing, regulation, antimonopoly prohibitions of service types;
- service quotas, standardization and regulations;

<sup>4</sup>Курбанов Ж.М. Сервис парадигмаси.// Сервис. – Самарканд.: СамИСИ, №3, 2009. - 12 б.

<sup>5</sup>Файзиев Э.С. Сервис тизими фаолияти асослари.: Маърузалар курси. – Самарканд.: СамИСИ, 2007 – 5 б.

- state order for services, loans, grants and subsidies;
- service planning, forecasting and programs;
- taxes, tax benefits, customs duties;
- open market operations, foreign exchange intervention, etc.

Today, as a result of state management, measures are being taken to ensure the efficient operation of the service sector and address the issues relating to its development. The issue hasn't been fully and accurately covered in educational literature or in scientific monograph research, aside from a few scientific attempts to study it. Due to this, it is well known that conducting excellent scientific research in this area is one of the urgent issues of the science of national economy, given that the service industry is a significant branch of the global and national economies.

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