

Raising the Living Standards of the Population

Urunbaeva Yulduz Pirnazarovna

PhD, associate professor, Samarkand Institute of Economics and Service

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ABSTRACT

In the article, at the present stage of development of society, the economy is turning into a complex of industries that embody not only production, but also thousands of services. The fact that the national economy that has been developing in the years of independence in the Republic of Uzbekistan, as the end result of consistently implemented economic reforms, new economic relations, creates favorable opportunities for the further development of the service sector. In addition, particular importance is attached to the fact that this industry is the main factor in improving the level and quality of life of the population due to the rapid development of the national economy.

Introduction. The properties of a person are formed and changed under the influence of the whole complex of conditions of his life. So, the frequency of getting on a tourist trip, of course, is directly related to the socio-cultural level and correlates with its other characteristics, up to those that reflect a person's behavior in everyday life during his free time from work, his labor activity, in the broad sense of the word, in particular, the activity of persons - pensioners or persons equivalent to them in their free time. And the share of free time of these persons in the period of their life expectancy is up to 18%. But it would be a gross mistake to believe that by inducing or forcing people to travel more often on a paid basis, it will be possible to automatically ensure an improvement in their attitude towards useful work, i.e. strengthening public order or educating the younger generation.

Analysis of the literature on the topic. A great contribution to the formation of the theory of the standard of living of the population was made by such well-known economists as A. Smith, V. M. Zherebin, A. N. Romanov, N. A. Gorelov. Without their theoretical approaches and theoretical views on public well-being and its achievement, it is difficult to create a system of modern scientific views on the well-being of the population and the standard of living.

Research methodology. In the course of the study, methods of logical analysis based on information were used. At the same time, such methods and concepts of the theory of knowledge as induction and deduction, space and time, analysis and synthesis were also used.

Analysis and results. Correlating the properties of persons of retirement age with the processes of labor in the field of education, health or culture, it is legitimate to consider the increment of

their experience, i.e. knowledge or health, etc. as social outcomes. However, this does not mean that they are created by someone (i.e., doctors, scientists), just as, say, a pensioner can be closely involved in the upbringing of laborers, and disabled people can (taking into account age) take an active part in sports, varieties on a level sufficient to enable them to choose according to the degree of disability or ability. The end social result is always the result of its not only the subjects of the tourism sector, who are now ready to provide various services, but also consumption, more precisely, selective and, as a rule, active assimilation of free material and intangible benefits.

The dependence of such results on specific types of services provided, including those in the tourism sector, obviously cannot be unambiguous. Accordingly, in principle, it is impossible to determine, for example, the social rate of expenditure of disabled people or pensioners for the production of a "health unit" (this does not exclude the possibility of a fruitful analysis of the corresponding dependencies, if their correlational nature is realized). Thus, neither from the point of view of utility, nor from the standpoint of assessing the share of their free time and the cost of useful time, the final social results are not analogous to the products of other sectors of the economy than tourism. This excludes the possibility of their direct comparison, summation, etc. At the same time, there is an obvious need to compare, for example, the contribution of the tourism sector to the social growth of the life of people who have more free time and an increase in the standard of living of the population as a whole.

To one row with material goods, as a means of satisfying the needs of individuals directly created in a particular sector of the economy, one can include their activities in the service sector, as a typical and not its end result embodied in a person, but the totality of the impact of this sphere on the personality of a particular consumer services. So, if we are talking about tourism, a kind of product is not the work of the guide itself (from an economic point of view, it is a labor process), but also not the cultural level acquired by them during the tourist trip. The product in this case is an act of influence of tourism subjects on tourists, more precisely, an act of their interaction.

In practical terms, the above means, in particular, that when determining the scope of services of a tourism entity, one should proceed not from the number of tourists visiting a theater or museum (if necessary), but from the number of visits. It is difficult to recognize a travel company operating with a half-empty site as working as effectively (at least in the economic sense) as a team that gathers a full audience, although from the side of activity (labor costs) they may differ little. At the same time, if we consider the work of the guide itself or its useful properties as a service, we would have to admit that it affects even when preparations for a tour are carried out, or preparatory work (before the trip) is not taken into account as part of the time spent.

In fact, a tourist who buys a ticket does not acquire (albeit for free) a visit to somewhere (a museum or a historical place), but the work of guides, not to mention their own cultural level or a guaranteed increase in this level by a certain amount. The tourist gets the right to interact with the environment. It involves the activities of persons creating this environment (both at the time of inspection and in the process of preparing it for admirers - i.e. tourists) and a certain final social outcome, the object of economic relations becomes an act of communication with the environment, demonstrating a specific historical monument. This is claimed by the tourist - the consumer of the tourist product, and this is guaranteed to him.

The service of the subjects of the social sphere (non-material good) is a process in which both the producer and the consumer participate. These are typical systemic phenomena that disappear from view when attention is fully focused on one of the interacting parties. If the producer becomes this side, the service is replaced by its prerequisites, labor costs, if the consumer is replaced by mediocre and, as a rule, rather distant results of the consumption of services. Both that, and another do not allow to analyze adequately efficiency of functioning of the social

sphere. On the contrary, if we focus not on activities in the non-material production of the consumer's personality as such, but on acts of interaction, the identification of social services, including those for the needs of practice (i.e., serving), does not cause any particular difficulties.

Examples of natural measures of services can be the number of treatment courses, the number of people who have completed short-term courses in a particular program, preliminary acquaintance at the round table of the object being inspected (building, structure, stand, historical monument, etc.). In this case, qualitative characteristics of social services have been compiled, which will be discussed below, since, first of all, it is necessary to finance the "quotas" of services and their inherent dimension. This dimension is always the product of a natural meter, some process of beneficial impact on a person free from the main working day (time) and the number of consumers (visitors) of retirement age or not working, but having significant free time, who actually took advantage of this impact.

Conclusions and offers. Having determined what a service of the social sphere is, one can confidently build natural performance indicators for various services of the subjects of the social sphere. However, physical indicators are incompatible with each other, and, as a rule, do not reflect differences in the quality of homogeneous services. Cost indicators are free from these shortcomings, without which it is difficult to do when it comes to economic analysis. The development of such indicators, of course, also involves fixing the properties of the service as an object of evaluation. However, in this case, it is no longer just the natural form of the product of non-material production that requires attention, especially since the question of the monetary valuation of its results, due to historical circumstances, has been largely obscured. In the course of a long discussion about the product of services, in the broad sense of the word, the search for its rational solution is extremely difficult.

It has now become generally accepted that the growth of production, including material production, largely depends on the scale and structure of personal consumption of social services. To some extent, A. Smith also recognized this, judging by his individual remarks: for example, on the role of education. However, in general, for him the only real alternative to investment in material production was the wastefulness of the idle strata of society. In A. Smith's discussion of productive labor, one can clearly see the situation when the development of the economy corresponded more to the number of employed than to the level and quality of their life [1].

Some other researchers, speaking about the problem of labor productivity, basically adhered to its original formulation, which led to a different line of controversy, within which the debate "On the usefulness of various types of activity" began. In this respect, "usefulness" fully belongs to the category of usefulness of the service sector, on the effectiveness of which the growth of the living standards of the population as a whole depends. Because everything that satisfies someone's need for services is useful.

Unfortunately, such a controversy has not found its development in modern economic literature. Over time, this controversy will be perceived, in the words of J. Schumpeter, as "a dusty museum object" [2].

Hence, the idea is repeatedly repeated: when it comes to the usefulness of services, it is not the sphere of employment that is dominant, but direct involvement in the reproduction of capital, respectively.

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