

УДК: 415.263

ТЕОРЕТИКО-МЕТОДОЛОГИЧЕСКИЕ ПРОБЛЕМЫ РАЗВИТИЯ СФЕРЫ УСЛУГ

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Аннотация. В статье подчеркивается, что развитие сферы услуг является ключевым фактором социально-экономического развития страны.

Ключевые слова: сфера услуг, уровень жизни, качество жизни, спрос, потребление, сбережения, заработная плата, доходы населения.

THEORETICAL-METHODOLOGICAL PROBLEMS OF SERVICE SECTOR DEVELOPMENT

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Abstract. The article emphasizes that the development of the services sector is a key factor in the socio-economic development of the country.

Key words: service sector, living standards, quality of life, demand, consumption, savings, wages, income of the population.

From the methodological point of view, all the nutrients consumed by the human beings can be divided into two groups: nature conserved natural habits prepared for human consumption, and produced in order to meet their needs, affecting the nature through human economic activity and labor, ie, unwanted favors. Therefore, it is desirable to have 2 types of natural resources and non - material (economic) benefits in terms of the source of all human nutrition. This approach is recognized in the economic theory from A. Smith's age.

However, theoretical research on the evolutionary changes taking place in the proportion of natural and unnatural (economic¹) nutrients in human consumption, their general consumption, theoretical investigations on the causes, changes, and effects of human consumption are ignored by economists.

At the initial stages of human development, human beings began to create different products, effectively influencing the nature, feeling that they were not enough to satisfy the necessities of life, not only of natural habits (land, water, air, wild animals, trees, plants, etc.). The benefits of human labor over the centuries have been compounded by quantity and quality. During the great historic period of human

¹Due to the fact that it is a product of human economic activity, it is possible to call it unrealistic economic benefits.

society, the proportion of the benefits created by human labor has grown steadily in the total number of delicious ingredients it consumes. On the contrary, the share of natural nutrients in the total consumption of human beings has gradually diminished. More importantly, as the production capacities develop and the expansion and rising of the human needs for various benefits, the share of the benefits created through the use of labor increases gradually.

This economic phenomenon is the result of the interconnected development of various economic, social, political, and cultural processes, and is ultimately reflected in the improvement of human quality of life. On the other hand, natural prosperity and quality improvement of every person, living in favorable conditions, full satisfaction of his material and spiritual needs are the driving force of the development and promotion of society and the power of the whole system of economic activity. This natural desire, which is unique to human nature, represents its essential interests.

There are natural and non - formal benefits in the consumption pattern. Recognizing that each of them plays an important role in shaping people's living standards, we will try to find out which of them is primary and which is of secondary significance.

Of course, at the present stage of the development of society, one can not imagine a lifestyle without stereotyped pleasures. On the surface, it seems unlikely that natural and unnatural pleasures should be separated from the consumption and living standards of a person, and that they can not be distinguished as being of primary or secondary importance. But if we take a closer look at the problem, the proportion of natural systems in the consumption system is low, but they are of primary importance in maintaining human life. At the early stages of human development, human beings enjoyed only the gifts they enjoyed. The legendary hero RabinzonCruzo has been living on an empty island for only a few years, consuming only natural flavors. However, it is difficult for a person to live without natural flavors. More importantly, the economic benefits of production can not be achieved without natural resources. We believe that this can be the basis for acknowledgment of unnatural pleasure, which is the primary source of natural nutrition in human consumption, the product of human labor.

As we have mentioned above, when production capacities develop and the human capacity for economic activity is expanding, the uneven quality of production grows continuously, its types grow and the quality is improved. As a result of deepening of labor division at a certain stage of development, a new branch of production of economic products - the production of services began to be formed.

Some services are known from ancient times and have been instrumental in determining the lifestyle and lifestyle of the people at that time². For example, medical services, shopping, educational services, and various social services have

² Urunbaeva Yu.P. Needs and prospects for improving living standards // "Problems of management and business development" International Conference. - Samarkand: SamISI, 2008. pp. 187-188.

been an important part of socioeconomic relations. But as an important branch of the economy, it has emerged in later centuries and has attracted the attention of economists.

The scientific views on the services had originally been formed in the works of the classics of the theory of classical economics. In order to substantiate the essence of the services concept and to distinguish them from the merit of the merchandise, all the nutritional needs of the person are divided into two types: material gifts and frivolous gifts. Theoretical physicist teaches that all services are considered to be infinite, and in the history of science they laid the foundation for the scientific understanding of services.

The great economist A. Smith (1723-1790) introduced the concept of "productive work" and "inexhaustible labor" to solve the problem of revealing the economic content of servicing entertainment as a source of social wealth of the country. He believes that all kinds of labor, which produce material goods and material blessings, are productive work that creates a new value. In contrast, the work of those who are busy in serving, is in vain, and this work does not create a new value, but serves to gain the value created in material production.

Along with mentioning the above-mentioned scientific points of view on the importance of the modern science theory in this area, it should be admitted that it is not worthy of scientific research to consider labor as a productive or productive work, depending on the production of material goods or services. The Conception of the productive and endless work that continues to date, which has brought the attention of many economists to the attention of many former economists in the history of the Soviet Union, has led to considerable scientific debate and controversy. First of all, it can not serve as the basis for determining the essence of the concept of "Services", the role of social enhancement or the role of the gross product. It is noteworthy that any kind of nutrition that is necessary for human consumption, regardless of whether material or non-material, should still be regarded as productive. The voiding of the types of work related to the creation of the services leads to considerable drops, more precisely, the degradation of the role of this sector in social and economic development of the society.

It would be more appropriate for us to understand that any effort (whether material or non-material) is an endless effort to achieve an end-effect of the economic activity of an individual, that is to say good-bye. For example, if a porcelain dish comes out of the packaging or transportation process, it still does not deliver to the consumer, or if the production process goes unheeded, or goes out of the store shelves without the buyer's purchase, then all the work done to produce and sell the same blessing it can be viewed as inefficient or ineffective.

Whether or not the farmer plows the ground in the spring, but with no seeds sprouting in the rain, it can be seen that every living and lifeless work spent on land for the first time on land, planting, sowing seeds, It would be logical to use this approach to be productive and productive in terms of productive and endless species. There is an opportunity to carry out scientific and theoretical and practical research

on the problem of reducing the share of labor that has not yielded any results for the poor, poor, and the satisfaction of the population's nutrition in the social production process³. The first of a proportion of productive labor and endless work is of great practical significance, and its outcome is reflected in the increase of productivity of social production.

The concepts and scientific views of classical economic doctrines on non-material blessings and services have been further developed and enriched by research by economist scientists. In particular, the English economist A. Marshall (1880-1959) made a considerable, yet more logical, reasoning statement on the services and eventually made a worthy contribution to the theoretical foundations of the service industry. He interpreted the services as the undeniable results of the labor intuition, the intuition of the labor force. In this regard, A. Marshall did not go far beyond the ideas of classical economic doctrine, but suggested a number of progressive points in explaining the role of services in the formation of social wealth. He focused on proving that all the benefits are material and non-material, and that each of them is equally important in shaping the social wealth in the country. It is not only a full recognition of the vital and indispensable necessity of material gifts (natural gifts, industries, and agricultural products, etc.) that satisfy the needs and needs of the human being, but also the diversity of non - and that the benefits and services are of great importance. In the way of life and the way of life, the material benefits are increased for the person.

But it is also crucial for a person to live for the sake of his life, what country he lives in, what country he lives in, the conditions in that country, the civil and military security, the right to enjoy state-owned property and free education, and the right to judicial protection. Therefore, according to A. Marshall, these blessings should also be reflected in the evaluation of the social wealth of the country. From this scientific point of view, A. Marshall has been able to develop the theories that are so well-known in his discovery of the essence of social wealth.

Over the past period, the theory of service has always evolved and improved. Towards the present stage of human development, the sphere of services has become the leading network of many countries, especially in the developed economies. The share of the services sector in the country's GDP is currently 70% in Japan, 78% in Germany, and 80% in France. The growing role of science in increasing the economic potential of this industry and increasing its role in addressing human needs and shaping the standard of living. The scope and range of research services, their essence, importance, development trends, causes and effects are widening.

Modern-day theoretical knowledge about the field of services has been significantly narrowed down by their original imagination and scientific views about them. The vast economic potential of the sphere of services today and its position in

³ Urunbaeva Yu.P. Services and Living Standards: Relationships and Prospects // Monograph. - Tashkent: Academy of Sciences of the Republic of Uzbekistan, Science, 2013. 144 p.

the national economy and the theoretical knowledge of this field are the result of evolutionary development of several centuries.

However, it should be noted that for many years, many researchers - scientific researchers have concluded that the essence and the economic content of the services have not been finalized, and that most of them have unanimously agreed on the merits. In this article, we decided to refrain from dwelling on the analysis and detail of the definitions given by various scientists, and we would like to summarize some of our ideas on the essence of services between economists and scholars on diversity of tariffs and instabilities. In our view, economists have tried to rely on the specific features of production and consumption of this gift in the service description. For example, a renowned economist, marketer F. Cotter, describes the services as: a useful activity that does not allow any activity or blessing that may be invoked by one party. The Polish economist O.Lange describes the services as: services that are directly or indirectly linked to the satisfaction of consumers.

Of course, services also serve to meet certain human needs, such as commodities; they are the product of human economic activity, such as merchandise; they have the same value and value as commodities. From the scientific point of view, there is no objection to that. However, in our opinion, the main criterion for disclosing the essence of the concept of services and providing them with a scientific definition is the role and importance of this industry in the development of human reproduction and the development of personality, the distinctive features and signs that distinguish it from other types of production and consumption. should be followed.

In the formation of the theory of services, all the blessings have a profound meaning in terms of material and non-material blessings, but also of vital importance for the development of human society and the extensive reproduction. However, it is possible for all the blessings not only to be material and non-material, but also to look at their condition, depending on their place of consumption, in the presence of dark and liquid, or, for example, the place of consumption at home and at home. Although it is possible to differentiate the benefits according to these signs, it can not be practically valid. There is no need for a theory that does not serve for practice.

The development of human society has led to a turning point in its life from the moment a person has developed and consumed some services to meet his own needs. From the point of view of timely prosperity, as mentioned above, the production and consumption of secondary blessings began much earlier than the material benefits - the use of primary nutrients. In the primitive community, people first produced and consumed material nutrition through their own hands or the simplest work tools. At a certain stage of society's development, some kinds of services, such as health services, educational services, and some social services have emerged and developed as a literary outcome of the development of production capacities.

The important aspect of the research is that during the historical period the production of services has grown rapidly compared to the production of material goods and, as we have already seen, they have become the main source of human

satisfaction. Hence, the production and consumption of services in society is governed by the law of faster growth than the production and consumption of material goods. It means that human beings focus their attention on the production of services, increase the share of services in its consumption and become a major factor in shaping the quality of life.

By the 20th century, when science became direct production power, the economy developed at unprecedented rates. The introduction of science and technology achievements, and the continuous increase in labor productivity have further enriched the potential of human economic activity. If all of these capacities were intended to produce only material things, then there would be new serious problems with society. More importantly, these opportunities were largely mobilized to expand and develop the services sector.

In the 70s of the last century, economists have faced a major challenge: labor productivity has grown dramatically, after a number of years, the number of people employed in material production has to be reduced to 2 times or reduced by 2 times. Scientists of the same period have made serious researches on how to use the free time available due to the sharp decline in the working hours of the employed population, and to reduce the amount of material production, and to find out how to work for the unemployed, definitely The role of the services sector is unmatched in solving this problem.

The emergence and development of the services sector as a cornerstone of the development of production forces and the division of social division plays a significant role in addressing a number of other issues facing the human society. Here are some of these, in our view, the most important ones⁴. Human nature is merely a unique characteristic. This is also a dissatisfaction. From what Successes, achievements, accumulated wealth, position in society and so on. This characteristic of human nature has a great positive and, at the same time, major negative aspects, which are difficult to deny. The positive thing is that if this was not the case in human beings, people would not have gone through the history of the primitive community a lifetime. It is true that the feeling of dissatisfaction with existing things is the driving force of the society, which is the driving force of continuous socio-economic development. Its negative aspect reflects man's ambition, his pursuit of career and wealth, his efforts to strengthen his position in the society, and constantly expanding his economic activities. All this, ultimately, creates an ecological situation threatening the immense balance of nature and the lives of people.

As a manifestation of the dissatisfaction with human beings, which is reflected in the law of continuous growth of needs, A.S. An example of Pushkin's famous "Golden Fish" fairy tale. The content of the work can also be understood not only by

⁴ Urunbaeva Yu.P. Services and Living Standards: Relationships and Prospects // Monograph.- Tashkent: Academy of Sciences of the Republic of Uzbekistan, Science, 2013. 144 p.

not grasping the essence of dissatisfaction, but also of the consequences of its disastrous consequences. To explain the essence of human suffering, we would like to make a statement of the great Greek philosopher Xenofont (430-355 AD): No one had the money to the maximum of what he wanted. So, no matter how much money, wealth, nobody has ever considered it sufficient, and has sought to increase it further.

Growth of the quantity, volume and quality of services, and the growing volume of purchasing services in the structure of consumer spending contributed to a certain extent the growth of the role of non-material, non-economic and spiritual potential. It indicates that the development of the society has a tendency to increase the value of non-material blessings, that is, the role of services in shaping the living standards of the population, which is the decline of their loyalty to things and things, rather their diversity of services.

The transformation of many economical categories and concepts has changed as a result of the transition of the world to industrial, and especially to the next postindustrial developmental stages. At this stage, services have served not only to satisfy the needs of people, but also as an important factor in the growth of the broader reproduction and the national economy in general. One of the key features of the subnational economic society is the achievement of the leadership role in the sphere of services in the production of gross product and employment. There is a serious methodological problem in assessing the potential, role and significance of the services sector in shaping the economy and living standards of the population. To solve this problem, you need to introduce and apply the concept of gross services and pure services.

Gross services are the industry's total value of marketable goods produced during certain period of time in industry networks and goods produced in material industries, but sold through the services sector. That is, the value of the total cost of services will be reflected in the value created by the population employed in branch network.

Pure services are merely the value of the services rendered by the industry's personnel and represent the real economic potential of the service sector. The higher the share of net services in the structure of gross services, the higher the efficiency of the population employment in this area. In order to determine the value of pure services, the value of the total services will be deducted from the cost of finished products delivered to consumers via branch network offices, that is: $S_k = Y_{ak} - T_m$

In this case:

S_k - pure services.

Y_{ak} - Gross services

T_m - Supply of consumers through industry networks finished product size.

In evaluating the economic potential of the sphere of services and the role of the sector in shaping the living standards, it is desirable to use the purely clear services. The higher the relative share of the net services in the GDP and the consumer spending, the more rarely used rare and rare material resources, the more

successful the solution to the problem of the active interaction with the nature in the interests of the individual.

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