

The Need to Develop the Service Sector in Rural Areas and Its Socio-Economic Role in Improving the Living Standards of the Population

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Abstract

The article presents views on the analysis of services that affect the well-being of the rural population. In addition, recommendations were given on the types of services that affect the well-being of the rural population, and their characteristics.

Keywords: *rural population, welfare, socio-economic status, services, trade services.*

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In the construction of a new Uzbekistan and at the current stage of development of society, services, their production and consumption have become a leading and key factor in socio-economic development of society, and most importantly, the prospects for rapid growth of quantity and quality in the future. requires the development of science-based proposals and recommendations to expand the scope and strengthen its position in socio-economic development.

Any economic reality, radical changes in economic development are the result of many years of interdependent development of a complex set of economic, social, political, institutional processes. Under the direct influence of this process, radical changes in the productive forces will lead to a new situation in the economy, the emergence of new opportunities to meet the material and intangible needs of the population.

Independence has created real opportunities for the development of productive forces on the basis of easing the sharp contradictions in the relations of production, especially in distribution and exchange, and improving them within the requirements of the times. These opportunities are first of all reflected in the drastic changes in the structural structure of the national economy by sectors and industries.

According to our approach, over the past 30 years, the national economy has created services worth 219,978.5 billion soums by 2020, or 6426.1 thousand soums per capita. The fact that its share in GDP increased from 33.8% (1991) to 35.7% (2020), ie by 1.9 points, should be considered as a major positive event in the socio-economic development of the country, a major positive process. In particular, the share of industry in the national economy increased from 17.6% (1990) to 26.4% (2020), the share of transport and communications from 5.2% (1990) to 8.5% (2020), the share of trade services - 4, Of particular significance is the increase from 5% (1990) to 7.4% (2020).

Research on economic reforms and other processes taking place in the national economy in the framework of the New Development Strategy of Uzbekistan, as well as research on rapid changes, serve to improve theoretical knowledge, create new knowledge and apply it in practice, equip practice with theoretical knowledge. Therefore, at the present stage, the issues of comprehensive economic reforms, development of the service sector in the complex of theoretical and practical problems of raising the country's economic development to a new level and bringing its share in GDP in the future to the level of developed European countries. should be thoroughly investigated.

Before analyzing the activities of the service sector and all its enterprises and organizations, to identify their problems and causes of underdevelopment in rural areas, to look for problems related to improving living standards and welfare, to give scientific and practical suggestions and conclusions on ways to overcome them, I think first In turn, it is expedient to explain the essence of the concepts of "service", "living standards", to comment on the views and scientific approaches of economists who have come before us in this regard.

Although A. Smith did not dwell on the essence of the concept of "service" in his research, his remarkable contribution to the development of the theory of services is that he was one of the first to recognize that services are a unique, independent type of human labor. therefore, he realized that this aspect of the industry should be taken into account in excluding it from the structure of social wealth, paving the way for the consistent continuation of research in this area. Later, the representative of the neoclassical doctrine A. Marshall also expressed his views on the

concept of "service". He also denied that services participate in the formation of social wealth as an invisible, intangible result of labor.

Man is both a producer and a consumer of goods and services. In a market economy, he also acts as a seller. Looking at the service sector from a consumer perspective allows us to clarify our views on the nature of the industry, its socio-economic significance and place. For example, among economists, "Which sector of the economy does the transport and communications sector belong to?" Has long been debated and debated by some economists: G.A. Dremina., N.M. Lisovaya et al. Introduced light vehicles into the service sector and thus solved this problem. However, the weight and lightness of the vehicles are not important in solving such problems.

On the contrary, it is expedient to determine the work being done, depending on the services provided. In our view, the approach to revealing the essence of the concept of "service", defining it, assessing the role of the service sector in the national economy and improving the welfare of the population, based on the interests of consumers, recognizing its primary importance. However, none of the definitions of "service" given by economists above reflect consumer interests. Based on this, we found it necessary to define it as follows: service is a general economic category, it is a common type of labor activity aimed at meeting the needs of consumers (light weight, long distance, easy difficulty) and ensuring their interests.

The service sector has long been an important part of human life and activity. It is not surprising that the development of the service sector has played a key role in the transition from one type of economic system to another at all stages of human historical development.

Commodity production has emerged as a result of the development of subsistence farming, an increase in the variety and quantity of products. The process of development of natural economy, production and trade took place on the basis of the deepening of the division of labor, specialization of production, the emergence and development of private property.

The deepening of the division of labor, the specialization of production, the development of private property and the exchange between members of the economy, that is, through trade services. Also, during the period of natural economy, its members used certain types of services, including the exchange of information, protection from the external environment. Naturally, they did not understand the essence and socio-economic significance of these services. However, these types of services have played an important role in meeting the daily needs of natural farm members. At the same time of human development, the service sector began to play an important role in the socio-economic life of society. Over a long historical period, the service sector has evolved and today it has become an integral part of a market economy.

At the current stage of human civilization, the service sector is becoming an integral part of the economy, the growing role of the population in shaping the living standards and quality of life increases the need for its rapid development. It is this need that makes the development of the service sector a priority and requires the development of measures and ways to implement it and its implementation on a systematic basis. In our opinion, it is necessary to argue that the rapid development of the service sector, strengthening its position in the socio-economic life of the country is not just a simple measure, but an important direction of long-term strategic development. -related to the disclosure of economic significance.

In the existing literature and research, the role of the service sector in the formation of GDP, employment in the country, or in some other respects, is recognized. However, the socio-

economic role of the service sector in the formation of a postindustrial society has not yet been comprehensively and thoroughly studied.

Theoretical research shows that there are also many, often sharply different, views on the role of the service sector in the national economy.

In explaining the role of the service sector in the country's economy, the Russian economist DM Dalagatova based some of its aspects, which, in our opinion, are not important to him. According to him, this sector will, firstly, reduce the amount of public funding, secondly, increase competition between businesses, and thirdly, lead to the emergence of new types of services. In our view, these views expressed by the author are not sufficient to reveal the role of the service sector in the national economy and public life and to shape a postindustrial society. Although the services sector is involved in strengthening inter-sectoral competition, it does not make sense to base this on the assessment of its place in the economy. Today, when the service sector is becoming a leading, primary sector of the national economy, its role is not limited to increasing competition between economic entities or, say, reducing the process of public funding. Today, the service sector is, first of all, the main means of meeting the needs of the population, its survival and development, secondly, the primary sector, which plays a leading role in the formation of GDP, and thirdly, the sector has a great role in solving employment.

Recognizing the important role of the service sector in society and the national economy in rural areas, Russian economist AN Guseva noted that the development of the service sector has allowed women to reduce their "housework" and increase their free time. As a result, in the Russian Federation, the share of women in the economy is 51%, in the education sector - 70%, in health and social care - 80%, and in trade and catering - more than 40%. In their research, NV Vaselenko and IV Vengerov describe the role of services in the economy as follows:

- Technological changes are taking place in the country's economy;
- Increases labor productivity in social production;
- The country's economy will be provided with qualified labor resources;
- Centers for maintenance of complex technologies will be opened.

Most of the studies examined recognize the role of the services sector in creating new jobs, increasing the country's GDP, increasing incomes and improving living standards. In some textbooks, the assessment of the role of the service sector in the economy is based on its economic and social functions. Scholars have elaborated on the role of the service sector in the economy. However, in our opinion, the socio-economic importance of the service sector in rural areas in improving the living standards of the population is not limited to these. As proof of this theoretical conclusion we cite the following:

First of all, the role of the service sector in solving problems such as the implementation of the policy of modernization of the national economy in rural areas, the development of scientific and technological and innovative processes in the economy, the widespread introduction of advanced techniques and technologies. This includes the provision of qualified personnel and the process of creating modern equipment and technologies for the service sector, from the provision of necessary information about them to their purchase, transportation, installation, assembly, loading and unloading, restoration and management of appearance, operation. repair, through which they perform a number of functions until the delivery of finished products produced to consumers.

Second, the service sector also plays an important role in reducing inflation in the economy and establishing a healthy money supply. At the same time, it is possible to reduce inflation by providing the excess money supply with services. For example, in 2019, the country's nominal GDP will reach 199325.1 billion. During this period, real GDP amounted to 184902.6 billion soums. soums.

The real economic growth of the country is expressed in real GDP. The difference between nominal GDP and real GDP results in an excess money supply. In our country, this figure amounted to 14422.5 billion soums. If 14422.5 billion in the country. Inflation will be prevented if gross services in the amount of UZS 1 billion are developed.

Third, the service sector also plays an important role in increasing the revenue of the state budget and the formation of its revenues. In particular, the service sector plays an important role in solving the problems associated with the development of remote areas, the reduction of revenues to the local budget. At the same time, it is necessary to find ways to increase the number of paid services by expanding the service sector, providing services in densely populated areas and at convenient times. Payment of the proceeds from the service to the local budget will ensure financial stability in the region.

Fourth, the rural broadcasting sector will improve the market infrastructure, which has ample opportunities in shaping the income of the population. At the same time, due to the fact that the service sector is a multidisciplinary and comprehensive sector, it allows the population to earn money by engaging in certain services outside of working hours. The wide range of services, the short pay period for the services provided, the availability of real opportunities to adjust the service from the main place of work to leisure, high profitability of services and similar features make people interested in providing services.

Fifth, the role of the services sector in the distribution of gross income of the population to consumer spending and savings is significant. As a result of the rapid development of the service sector in rural areas, the population's access to it will also increase. This affects the structure of consumer spending of the population. The higher the share of services in the structure of consumer spending, the higher the standard of living of the population of this country. This figure has a growing trend in Uzbekistan, and in 2020 the share of services in the structure of consumer spending amounted to 21.3%. This figure is 4.8 points higher than in 2011. An increase in the share of services in the structure of consumer spending will encourage producers engaged in this sector with additional income, resulting in an increase in the supply of services.

In short, it is not enough to justify the socio-economic importance of the service sector in improving the living standards of the rural population. In the construction and development of the new Uzbekistan, the service sector plays an important role not only in providing materially for the population, but also in educating people as educated, cultured, healthy, spiritually rich, open-minded, mature people.

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