

THE SIGNIFICANCE AND NECESSITY OF DIGITALIZATION OF THE SERVICE FIELD

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Abstract

This article presents the author's views on the development of the service sector and digitalization issues. Also, proposals and recommendations for the digitalization of the service sector were developed.

Keywords: service, service, digital, digitalization, digital economy, digital service, blockchain, cloud technologies, diversification, modernization, innovation.

Introduction

In the context of the transition to a digital economy, the socio-economic reforms implemented in our country make an important contribution to the development of the country and serve to improve the standard of living and well-being of the population. It is appropriate to mention the service sector as one of the main engines for the development of socio-economic reforms. In our country, special conditions have been created for the organization and development of the service sector, and preferential assistance is provided. Currently, the sphere of public service is increasingly penetrating into all aspects of economic processes. However, its effectiveness in the national economy largely depends on the formation and development of new social-labor relations.

President of the Republic of Uzbekistan Sh.M. Mirziyoyev "... it is necessary to develop and implement in practice the "National Concept of the Digital Economy", which provides for the renewal of all spheres of the economy based on digital technologies" [2]. stated that the priority goals of gradually transferring our country's economic sectors to a digital technology program and increasing its share in the gross domestic product by at least 30% by 2030 remain one of the main tasks of today. The implementation of such tasks is one of the priorities of economic reforms, requiring the development of the service system and its diversification based on digital technologies. As an effective solution to this problem, we can improve service efficiency, develop the country's economy and improve the well-being of the population through the introduction of innovative digital technologies in the service sector.

Analysis of literature on the topic. Fotis Kitsios, Maria Kamariotou on the issues of digitalization of the service sector in the context of the transition to a digital economy, in the scientific article "Digitalization of the innovation process in the service sector: areas of application and research", the goal of digitalization of the service sector in an innovative economy, In the process of developing new types of services, the role of digital programs and



technologies and ways to effectively use digital technologies by managers in the implementation of services, as well as ideas for attracting investments to improve the technological level in the field of digital services, as well as proposals and recommendations have been developed [3].

R.H. Ayupov, G.R. Boltaboeva in their textbook "Fundamentals of the Digital Economy" discuss issues related to modern e-commerce and the problems that form the basis of the digital economy, the mechanism of transition to the digital economy, several effective business models of e-commerce and Electronic business. Valuable information is provided [4].

M.K.Pardaev, K.Zh.Mirzaev, O.M.Pardaev "Economics of the service sector" in the Study Guide, theoretical issues of the economics of the service sector, the main directions and prospects for the development of the industry by industry, the specifics of each industry and assessment methods in this sector are considered and activity accounting. The content of the activities of the public services sector and methods of accounting for them are also analyzed [5].

Scientific article by M.M. Payazov "Transformation of the service sector is a priority in economic management" issues of digitalization of the service sector, the role of digitalization of the service sector in ensuring the quality of life of the population, the role of the state system in the transformation of industry issues, such as the digitalization of manufacturing enterprises, the use of the Internet by the population stores and Internet banking services, analysis of the situation in the regions, increasing the well-being of the population as a result of digitalization of the service sector [6].

In the scientific article by Zh.N. Fayzullaev "Analysis of scientific approaches to the essence of the concept of "digital economy"", a comparative analysis was carried out and scientific approaches to the formation of the concept of "digital economy", its content and essence were grouped. The meaning of the concept "digital economy" as an economic category is explained [7].

Research methodology

The study of this problem was studied based on the use of a number of methods, including mainly the results of monographic analysis of foreign experiences, monographic research, analysis and synthesis, systematic analysis, etc. has gained importance in revealing the possibilities for doing.

Analysis and results

Today, every country considers the development of the digital economy as its priority. With the help of state programs, digitization, security and legal regulation, the level of digital literacy in our country is being analyzed and developed. Uzbekistan is also increasing the pace of adaptation to the process of developing the digital economy.

On April 28, 2020, the President of Uzbekistan signed Resolution No. 4699 on "Measures for Widespread Implementation of Digital Economy and Electronic Government" [2]. By 2023, it is planned to double the share of the digital economy in the GDP of Uzbekistan, and to increase the number of electronic public services to 376 (currently, the provision of 326 public services



through the single interactive public services portal (YIDXP) has been launched. and I can say that this goal has been increased to a full-fledged goal.

According to statistics from the World Trade Organization (WTO), the number of global travelers who visited tourist destinations in 2019 reached 1.4 billion, which is a 4.4% increase compared to 2018. and we can explain this trend with the widespread use of digital technologies in practice. In addition, the World Trade Organization reported that in 2019, 75 percent of hotel reservations worldwide were made online. In Iran, the number of domestic and foreign tourists reached 8 million 444 thousand 144 in 2019, and we can see that the number of foreign tourists visiting Iran has increased in recent years. The main reasons for this can be explained by the fact that various technologies such as digital, in particular, augmented reality, artificial intelligence and blockchain are increasingly used in the tourism industry [13]. For example, some hotels use augmented reality to provide a great experience for travelers, some airlines use artificial intelligence to improve operations and provide superior services to passengers.

The impact of digital technologies on the tourism industry is not limited to Iran, as the digital economy and related technologies are becoming important factors in the global transformation of the tourism industry. More than 80% of hotel reservations in the United States are made online through various websites and apps. In China, blockchain is used as a strategic technology in the tourism industry as one of China's largest tourism companies uses blockchain to manage and protect travelers' data. In Europe, digital technologies such as augmented reality and artificial intelligence are also being used in the tourism sector, some hotels are implementing augmented reality technology experiences, and some airlines are using artificial intelligence extensively to improve performance and service quality [13].

As we know, one of the first fronts in the development of the digital economy is the service sector. Initially, the digital economy began the processes of providing services to the population through the "Internet of Things" and "Internet of Media" software. In these processes, digital technologies have aroused great interest among manufacturers and users due to their effective operation, low cost, system transparency, and open operation. This situation, in turn, accelerated the process of transition of social production processes to new economic procedures, dramatically changed the internal and external processes of social and economic activity of people, sharply prevented corruption in the system, and created the basis for the emergence of positive changes.

From an economic point of view, it can be said that the digital economy should serve to increase economic efficiency, labor productivity, and create added value in the material component of the production of social wealth, and this will become its first economic content in the economy of the information society. In this regard, scientists of our country state that "the digital economy, or in other words, the web economy represents a system of economic, social and cultural relations organized using modern digital technologies" [4]. Therefore, the digital economy is distinguished by its vertical economic growth in the field of tangible and intangible production.

During our research, we see that the digital economy has entered a decisive phase in 2017, and it is a confirmation of our opinion that half of the population of the planet is connected to the Internet. According to McKinsey Global Institute (MGI) analysis, in the next 20 years, up to



50% of the world's manufacturing and service sectors will be digitized, the scale of this process is XVIII-XIX can be compared with the industrial revolution that took place in the centuries [8]. Also, the higher the dynamics of economic diversification and growth, the greater the circulation of unique information inside and outside the country, and the greater the information traffic within national economies. Therefore, the digital economy develops rapidly in markets where the number of participants is large and information technology services are widespread.

Nowadays, we can see digital services in many aspects of the service industry. For example, the digitization of delivery, online sales, e-business, e-commerce, media, education, communal services, medicine, public services, banking services and other areas will increase the efficiency of the sector, increase the quality of services, increase the transparency of the system, reduce corruption. serves to eliminate. However, the lack of full digitization of the service sector is an obstacle to the full use of the sector's activities. In the context of the transition to the digital economy, digitization of services in the field of transport services, household services (hairdressing, car repair, food), real estate services, architecture, engineering research, technical testing and analysis. It leads to an increase in the overall efficiency of the display sector.

Digitization of the above-mentioned service areas is one of the priority tasks of the current period. For this purpose, the President of the Republic of Uzbekistan Sh.M. Mirziyoyev "...improve the quality of products and services due to the introduction of modern information systems and software products, reduce their cost, stoppages in production, and increase the transparency of financial and economic activity" [1] . that they stated, defines the tasks that should be implemented in the socio-economic sphere. For this purpose, it is necessary to provide financial, legal, and customs support to enterprises that bring digital technologies to the territory of our country, as well as to create conditions for investors who produce digital technology tools, to organize the activities of digital technology-based enterprises in our country. digital technology programs, giving tax incentives to producers of their goods, improving the skills of existing personnel in countries with developed digital economy, training qualified personnel who meet the standards of the time in digital service delivery institutions, and providing digital services within the framework of public-private partnerships We can achieve service efficiency and vertical growth of our country's economy by implementing such goals as forming the activity of service entities.

Also, digitalization of the service sector can have the following positive advantages:

- to reduce the costs of making payments for the service process;
- the possibility of obtaining detailed and faster information about the provided services;
- entry of tangible and intangible goods produced in our country to the world market;
- rapid improvement of goods and services due to quick feedback (consumer opinion);
- creation of a faster, better quality, more comfortable environment in the process of service delivery;
- prevents the development of the secret economy.



Conclusion

Based on the above-mentioned points, we have come to the following conclusions and proposals for the purpose of digitizing the service sector:

1. Effective use of digital technologies (blockchain technology, cloud technology, artificial intelligence, 3D technology, 5G communication system, Internet of Things) in order to increase the volume of e-commerce and improve customer service, as well as digitalization of the service sector diversification with platforms and improvement of interaction mechanisms with customers (customers);
2. By training qualified personnel who can work in digital technologies in the service sector, fundamentally improving the level and quality of educational activities in the field, retraining and improving the skills of service specialists, by attracting specialists from countries with developed digital economy to the service system. development of the field;
3. Further development of the system of electronic payments for digital services and services, as well as improvement of the information base of the information infrastructure in the economy and finance, taking into account the possibilities of receiving and processing payments in the provision of electronic government services;
4. Providing customs privileges for the entry of digital technology, software, and digital tools into the territory of our republic, and gradually implementing the process of production and service of digital equipment and technology;
5. implementation of proposals such as modernization of postal and logistics infrastructure, which plays an important role in the development of electronic commerce, as well as improving the quality of postal and logistics services.

As a result of the implementation of these proposals and recommendations, the development of the country's economy, an increase in the share of services in the GDP, an increase in the well-being of the population, the saving of non-renewable natural resources, the mitigation of negative environmental consequences, rapid access to the world market, and the inclusion of the digital economy in the GDP by the year 2030, set by the President we can reach 30% delivery rate.

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