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OPPORTUNITIES FOR SUSTAINABLE DEVELOPMENT OF THE SERVICE SECTOR IN THE DIGITAL ECONOMY

Abstract:

Introduction. This article provides analytical information on the process of sustainable development of the service sector in the digital economy, the service economy and tourism development opportunities.

Research methods. Digital transformation has led to a number of socio-economic changes in society, including globalization processes, changes in local and global market regulation, increased pressure on prices and market volatility, increased population mobility, demands for environmental protection and social responsibility, humanism and the search for attention.

Results and discussions. Thus, the development of a personal mobile application for a service company will become an important element of information support. Its mobile application provides convenient communication with the client, helps to increase the number of new customers and increase the loyalty of existing customers, ensures brand recognition, and a positive image of the service company.

Conclusions and discussion: The economy of services is being rebuilt to the active introduction of digital technologies, first of all we are talking about communication services, banking services, tourist services, etc. Digitization of the service economy will lead to changes in the labor market.

Keywords: digital economy, service sector, service economy, tourism, stages of economic development, digital transformation, blockchain, digital technologies.

Introduction. The development of the fourth industrial revolution in the service and tourism sector is one of the most promising types of economic activity. In developed enterprises, the service economy plays an important role in increasing production volumes and income from them. According to the World Trade Organization, the trading economy includes over 150 different commodities. These include business services, communication services, ancillary services, educational services, tourism and related services, transportation services, transport and recreational services, cultural and sports products.¹

Therefore, we can say that the service sector is currently the main type of economic activity. Almost everyone uses one service or another.

The current stage of economic development is associated with the Fourth Industrial Revolution, characterized by the digitalization of all economic activity. K. Schwab, President of the World Economic Forum in Davos, notes that the scale and complexity of the Fourth Industrial Revolution (Industry 4.0) is unparalleled. It is based on fundamentally new technologies that have emerged in recent years, including artificial intelligence, robotics, big data processing technologies, blockchain and much more.

¹ Сервис plus Том 12 2018 №1 / Service plus Volume 12 2018 #1

Research methods: Digital transformation has led to a number of socio-economic changes in society, including globalization processes, changes in local and global market regulation, increased pressure on prices and market volatility, increased population mobility, demands for environmental protection and social responsibility, humanism and the search for attention. In addition, digital transformation will affect the quality of life, well-being and happiness of the population.

Digital transformation and socio-economic changes have led to the formation of a digital type of production and a digital type of consumer goods. These processes developed rapidly during the Fourth Industrial Revolution. Each industrial revolution occupies a special place in the development of mankind.

Brief description of industrial revolution technologies¹

Table-1

1800s Industry 1,0	1900s Industry 2,0	1970 yillar Industriya 3,0	2015+ Industriya 4,0	2030+ Industriya 5,0
The invention of the steam engine	Mass production. Invention of electric motors and internal combustion engines.	Electronics. Industrial robots, information technology and production automation. The advent of the Internet	Digital forms of delivery. Data analysis. Digital products, smart manufacturing	Process virtualization. Virtual communication with clients

It is not difficult to feel the impact of the digital economy on all aspects of human life. Today, every second inhabitant of the planet has access to the Internet, and digital economy services, social networks, and various instant messengers have already become a key attribute of interpersonal communication.

In most countries of the world, the service sector has been the main macroeconomic indicator of the country over the past three decades. The introduction of new technologies in industry and agriculture, as well as the automation of production, are becoming the main source of employment in the service sector.

The development of the service sector is a universal process characterized by the following trends of the last decade.

1. Digital transformation of social life and economy;
2. Socio-economic processes of sustainable development, globalization and humanization;
3. Service trends and emergence of hybrid products;
4. Development of a cooperative economy and a joint consumer economy;

The digital economy is a new system that links political, economic, scientific, social, cultural and educational relations using digital technologies, and in the digital economy, the sustainable development of the service sector is of particular importance.

Apple, Microsoft, Saudi Aramco, Alphabet, Amazon, Tesla, Facebook, Berkshire Hathaway INC, Tencent and Visa top the list of the world's 10 largest companies by 2021. Most of the leading companies in this rating are companies that specialize in providing

¹ David B., Chalon R., Yin C. Collaborative Systems & Shared Economy (Uberization): Principles & Case Study. 2016 International Conference on Collaboration Technologies and Systems (CTS), Orlando, FL, 2016,

different levels of services. The digital economy has made the service sector the most profitable, along with large industrial enterprises.

The digital economy involves the digitalization of all business processes related to the creation, promotion and sale of goods and services. Digital data has become a key factor in production, the main asset of companies and a key player in all areas of economic activity.

Of particular importance is the information environment of the service business, which provides prompt access to information about the functioning of economic systems in the global network. Digital infrastructure includes a set of technologies that meet the computing, telecommunications and networking needs of companies using digital technologies.

The latest digital technologies included in the digital infrastructure of the new economy include:

- Big data technology
- Blockchain technologies
- Internet of Things
- neural networks (artificial intelligence)
- Technologies of virtual and augmented reality
- 3D printing
- Mobile devices
- Smart sensors, etc.

Communication services in the service sector, banking services, tourism services are fully focused on the active introduction of digital technologies, many business processes in the service sector have already been rebuilt in accordance with the new paradigm of the development of the digital economy.

The Internet of Things (Internet of Things) allows you to remotely control many devices (objects) in real time using special sensors. This technology makes the smart home concept widely used in the hospitality industry.

One of the most actively implemented areas of digital technologies is tourism services. To create an attractive tourist route and ensure the flow of tourists, it is necessary to create a good information base containing all the necessary information for the traveler.

According to the survey, 80% of tourists study videos and photos posted on social networks and at a selected location, 86% consider mobile communications to be the main thing during a trip, and 73% of tourists consider electronic tickets and tickets important. 75% of tourists leave their comments on their websites, 37% of tourists need a concierge service on their smartphones while traveling, 69% want to get as much information as possible about their destination, on average tourists visit 17 different places while traveling. variety of mobile applications.

Social media marketing IMM (Social Media Marketing) is widespread in the service and tourism industries. The exchange of content, ideas, experience and relevant media information, the search for people with similar interests and the receipt of information about tourist destinations have led to the creation and development of thematic groups and communities of companies and brands. The use of mobile services has become a major trend in recent years. This is due to the mobile devices themselves and the widespread use of services for them.

By 2020, the number of active mobile device users will exceed 6,1 billion. Mobile devices and their applications are used in a wide variety of business areas, including services and tourism. The number of downloads, areas of use is growing, the requirements

for the functionality of mobile applications are changing. Many service companies have their own mobile application.

Mobile applications for communicating with customers are especially popular in the tourism and hospitality industries. They provide travel products, search and purchase of air tickets, use of navigation and banking services, booking services and much more.

There are several groups of mobile services for travelers;

- cartographic services,
- geographic information systems,
- textbooks and audio aids,
- links with comments and tips,
- booking air tickets,
- hotel booking,
- booking railway tickets,
- car and taxi rental,
- certificates of catering establishments
- weather reports,
- financial Accounting,
- translation programs,
- internet messengers,
- travel organizers
- additional services.

Mobile applications are designed to simplify the process of communication with customers as much as possible, to make this interaction more efficient and two-way. For example, mobile banking, which began with the simplest operations of checking an account balance and transferring funds, now opens new deposits, issues bank cards, converts funds, pays various bills, withdraws funds, and offers many different services, such as transfer.

Results and discussions: Thus, the development of a personal mobile application for a service company will become an important element of information support. Its mobile application provides convenient communication with the client, helps to increase the number of new customers and increase the loyalty of existing customers, ensures brand recognition, and a positive image of the service company.

The introduction of new advanced technologies and the transition to a digital economy will require large investments, the results of which may not be immediate. Serious research is needed to see the prospects and directions for development in order to achieve the planned results of the introduction of digitalization.

Therefore, many countries have developed and implemented digital economy strategies: Singapore in 2005, Australia in 2006, United Kingdom and Hong Kong in 2008, Norway in 2009, Canada in 2010, Malaysia in 2012, Republic of Korea in 2013, in 2015 - India and New Zealand. By the Decree of the President of October 5, 2020, the Strategy "Digital Uzbekistan-2030" was approved, which provides for the implementation of more than 280 projects for the digitalization of management, production and logistics processes at enterprises in the country's regions and the real sector of the economy over the next two years.

In his Message to the Oliy Majlis on the most important priorities for 2019 dated December 28, 2018, the President of the Republic of Uzbekistan also said the following about the development of the digital economy in the country: we need to develop a "National Concept for the Digital Economy". Based on this, we need to implement the Digital Uzbekistan 2030 program.

The digital economy will increase GDP by at least 30%, dramatically reduce the level of corruption, it was underlined. In addition, in pursuance of the Decree of the President of the Republic of Uzbekistan dated February 19, 2018 No. UP-5349 “on measures for the further development of the sphere of information technologies and communications”, as well as in order to create conditions in the republic for the accelerated development of modern information technologies for the introduction of the digital economy into the public administration system, it should be noted that, in in order to ensure information security, the Cabinet of Ministers on August 31, 2018 adopted a resolution “on additional measures for the introduction and further development of the digital economy in the Republic of Uzbekistan”, defining the goals and objectives of the digital economy, as well as the decree of the President of the Republic of Uzbekistan “On measures for the development of the digital economy in the Republic of Uzbekistan” dated 03.07.2018 No. PP-3832 the same can be said about the activities.

The past year 2020 has been announced “The Year of the Development of Science, Education and the Digital Economy”, and an active transition to the digital economy for the next 5 years is designated as one of the main priorities.

Over the past four years, Uzbekistan has made a big step in the development of information technologies, which has contributed to the expansion of digitalization processes in many sectors of the economy and an increase in its share in the so-called digital economy. The components of the digital economy include e-commerce, the E-Government system, the introduction of smart technologies in various sectors of the economy, services, the creation of a smart city, a Safe City, as well as the widespread use of the Internet of things, etc.

The level of development of the digital economy, directly related to the level of development of information and communication technologies (ICT), is usually estimated by various indicators. These indicators include: the share of the digital economy in GDP, the volume of investments in the ICT industry, the speed of the Internet, its coverage of the country and accessibility to the population, the level of development of e-commerce, the share of public services in the "Electronic Government" system, the provision of organizations with specialists in the field of ICT, etc.

In addition, indicators in international ratings that assess the level of information technology development in the country are of no small importance.

According to most of these indicators, Uzbekistan has made significant progress since 2016. Thus, the gross value added created in the field of services in the field of “information and communication technologies” has increased by 2 times since 2016, from 4,4 to 8,8 trillion dollars. sums, and the volume of services rendered by the type of economic activity “information and communication” increased by 2 times, from 6,3 to 12,9 trillion soums.

During 2016-2020, a 4-fold increase in the volume of investments in fixed assets by type of activity “information and communication activities” (\$1,2 trillion, of which 4,8 trillion.soums), including an increase in the volume of foreign investments and loans by 2,5 times (up to 0,8 trillion dollars, 2,0 trillion rubles up to the sum) have created great opportunities for the development of the ICT industry.

Dynamics of growth in the volume of services in the field of "information and communication" services in gross value added in 2016-2020. (trillion dollars sum).¹

	2016	2017	2018	2019	2020
Gross Domestic Product	242,5	302,5	406,6	510,1	580,2
Gross value added of industry	220,1	267,7	361,1	464,9	535,8
"Information and communication" spheres	4,4	5,7	7,0	7,4	8,8

Source: Goskomstat

Dynamics of growth in the volume of services provided by the type of economic activity "information and communication" in 2016-2020. (trillion dollars sum)².

	2016	2017	2018	2019	2020
Services-total,	97,1	118,8	150,9	193,7	218,9
growth rate (%)	114,7	110,7	108,9	113,2	102,3
area "informatization and communication"	6,3	5,7	7,0	7,4	8,8
growth rate (%)	14,6	121,3	115,9	108,3	115,3

Source: Goskomstat

The prospects and profitability of the introduction of digital technologies in the production of goods and services can be seen in various examples of the development of a successful business. Eight of the ten largest companies in the world by capitalization are "Apple", "Microsoft", "Alphabet", "Amazon", "Facebook", "Alibaba Group", "Tencent", "Visa Inc" this is digital.

The experience of foreign countries shows that the digital economy is developing simultaneously in a wide range of industries and is usually not built by a limited number of companies, even if they are endowed with special powers and resources. Therefore, a key role in the digital economy should be played by private business with a strong entrepreneurial and innovative approach, and the state should be engaged in creating infrastructure and conditions for private initiative.

The most important thing is that the development of ICT in the country, including high-speed Internet at an affordable price, should be overshadowed by the interest of private business in introducing digital technologies into various production processes in order to increase labor productivity, reduce costs, as well as increase production and profits.

The state is successfully coping with its role in creating the necessary conditions for the development of the digital economy in Uzbekistan, as evidenced by the results achieved and ambitious goals for the near future.

The new economy of digital services is based on modern technologies, including artificial intelligence, robotics, big data technologies, blockchain and much more. The economy of digital services involves not only employees of enterprises providing services, but also all consumers who have the opportunity to purchase new information, services, goods through it, actively participating in the virtual network. The digital economy affects all spheres of a person's life, leads to a change in his behavior. The digital economy is characterized by the fact that the most important resource in the field of production,

¹ <https://review.uz/oz/post/obzor-centra-ekonomicheskix-issledovaniy-i-reform-razvitie-cifrovoy-ekonomiki-v-uzbekistane-za-chetre-goda>

² <https://review.uz/oz/post/obzor-centra-ekonomicheskix-issledovaniy-i-reform-razvitie-cifrovoy-ekonomiki-v-uzbekistane-za-chetre-goda>

distribution, exchange and consumption is digital information. Information that generates new knowledge becomes the main asset, its value increases.

Conclusions and discussion: The economy of services is being rebuilt to the active introduction of digital technologies, first of all we are talking about communication services, banking services, tourist services, etc. Digitization of the service economy will lead to changes in the labor market. The structure of the labor market in the service sector is also changing, the loss of some professions and the emergence of new ones are predicted. To work in the digital economy of services, new cognitive, social behavioral and digital skills are needed, which must be formed in the process of training personnel capable of working in the digital economy.

Since the digital economy is based on processing large amounts of information, digital competencies of employees, security, reliability, and long-term storage of large amounts of information are of particular importance.

At enterprises in the field of information and communication technologies, the share of employees with higher education is 74 percent, which confirms the need for the formation of information and communication competencies of personnel to work in the digital economy.

The high level of production of all processes of the digital economy of services necessitates the constant development of personnel, and therefore there is a need for continuous professional development of personnel. Continuous training and self-development are necessary to maintain highly qualified personnel, update knowledge in connection with the acceleration of scientific and technological progress, ensure the competitiveness of personnel and advance up the career ladder.

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