

Theoretische Aspekte der Serviceentwicklung im Dorf

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Zusammenfassung - Das Land beleuchtet die Bedeutung und den Inhalt moderner Ansätze zur Entwicklung des Dienstleistungssektors im ländlichen Raum sowie die theoretischen Aspekte der Beschäftigung durch die Entwicklung von Dienstleistungen. Die Daten basieren auf den Beobachtungen der Autoren und auf ausländischer Literatur, die relevante Informationen liefert.

Schlüsselwörter - Service, Service, Infrastruktur, Dorf, Landwirtschaft, Bevölkerung, Beschäftigung, Modernisierung, Technologie, Digitale Technologien.

Theoretical aspects of service development in the village

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Abstract - The state highlights the meaning and content of modern approaches to the development of the service sector in rural areas, as well as the theoretical aspects of employment through the development of services. The data are based on the observations of the authors and foreign literature, which provides relevant information.

Keywords- Service, Service, Infrastructure, Village, Agriculture, Population, Employment, Modernization, Technology, Digital Technologies.

I. Introduction

Along with the growth of the country's population, the issue of improving the living standards of the population, improving the service sector is urgent. Each

developing country pays great attention to the improvement of services and seeks to learn from the experience of economically developed countries.

It is known that the concepts of service and service are closely related. They are more common in the private or public sectors. It explains the relationship between a person and an enterprise or organization.

While covering the scientific and theoretical basis for the development of service and service infrastructure in rural areas, it is worthwhile to focus on the concepts of "service" and "service" and to understand its content.

II. Literature review

The following scholars have considered theoretical aspects of service development in the village in their research: Kotler F. [1], [2], Khristoforova I.V. [3], McDonald M., Payne E. [4], Goikhman O. Y. [5], Konopleva N.A., Karabanova S.F. [6], Frolova T.A. [7], Mozokina S.L. [8], Petrov A.N., Karpova G.A., Khoreva L.V. [9], Pardaev M.K. [10], Ochilov I. [11], Mukhammedov M.M., Mardonov B.B. [12], Mirzaev K.J. [13], Tukhliev I.S., Hayitboev R., Ibodullaev N.E., Amriddinova R.S. [14].

III. Research methodology

In this research, we used of methods of logical analysis and synthesis, grouping, comparative and structural analysis, abstraction, factor analysis, induction and deduction.

IV. Analysis and results

In the economic literature, a group of scholars recognize the concepts of “service” and “service” as separate concepts, while others interpret them as synonymous concepts.

The American scientist F. Kotler gave the following definition of the concept of "service": - “Service is any activity that one party can offer to another party” is an intangible act that does not lead to the possession of something. Its offer may be related to the material product. At the same time, F. Kotler and his co-authors offer a

broader definition of "Service": - "Service is any activity or convenience that one party may offer to another. The service is intangible and does not lead to the acquisition of property (transfer of property). In this context, the terms "activity" or "convenience" were used. The last term defines the essence of the product, the basic, initial meaning, as well as "profit", "service", "superiority" and so on.

According to Professor I.V. Khristoforova, service is the provision of services that meet daily needs.

Scientists M. McDonald and E. Payne promote the service as a set of after-sales services as a result of the sale of a tangible product. That is, service is one of the components of the interaction of market participants in the stages of the life cycle after the production and sale of a tangible product. In this interpretation, service is the services provided by a manufacturer or intermediary that allow the customer to achieve maximum satisfaction after purchasing the product.

Many researchers agree that, with the breadth of views in this category, it is a type of activity (material, quality variability, personal orientation, etc.) that deals with the provision of a specific product - service that distinguishes it from the consumer world.

They, in this interpretation, "services" are presented as a static object, acting as a dynamic (activity) category related to "service" (production).

Economists of our Republic have also conducted research in the field of services, which deserves in-depth study. In particular, Professor M.K. Pardaev said that "service is a conscious activity related to the process of service, which is aimed at meeting certain needs of people, benefits people, has certain certificates and standards, and is of high quality. It is obvious that if the service is provided not only to people, but also to enterprises, society, the state, the service is mainly a quality service provided to the population, people.

Economist I. Ochilov admitted that "Service is a conscious activity associated with the process of service that benefits a person, business entities, the state and society, aimed at meeting certain needs" in his monograph entitled that "Types of

services in market conditions and their classification. Development of services, services and tourism: problems and their solutions" conscious activity related to the service process that results".

Professor M.M. Muhammedov and Associate Professor B.B. Mardonov described the service sector as follows - although the human factor plays an important role in the development of the country, it can not be formed as a strong and powerful factor without its active participation in the development of the service sector. Therefore, the problems of innovative development of the service sector and its branches are of great importance.

Professor K.J. Mirzaev service is an activity that occurs in the productive and non-productive subjects of human beings, which is a set of actions aimed at satisfying their own consumption needs and earning income.

Service, on the other hand, is a concept that is a collection of different services provided to meet the emerging consumer needs of people in manufacturing and non-manufacturing industries and organizations, based on modern methods and technologies, while respecting the principles of community and harmony.

One of the well-known scientists of our republic I.S. Tukhliev: - "Services - this is a kind of invisible goods", interpreted the service as an intangible blessing, that is, a product of a certain invisible labor.

In our view, service is is to facilitate or solve any one of a series of actions conceived to achieve a goal.

Service is an easy, inexpensive, fast, and high-quality solution to a series of thought-provoking actions in an alternative way.

To demonstrate this in practice, it can be acknowledged as follows. - The service provider takes care of the consumer, realizes all his whims within the target.

Until recently, the service sector was much lower in terms of marketing in terms of material production. Nowadays, the global economy is becoming more and more a service economy, and market participants are becoming more and more interested in the marketing challenges of the service sector. Services are intangible,

integral, changeable and non-transferable. Each brand is associated with specific service issues and requires a specific marketing strategy. Finding intangible service methods, increasing efficiency, improving service quality and standardization, and improving service delivery management skills in times of growing and declining demand are the challenges facing every service provider.

One of the most effective ways for service businesses today is to consistently offer better service than their competitors. To do this, service providers need to pay attention to the value that customers place on the quality of service provided. Often, consumer perceptions about service providers are shaped by past experiences, rumors, and advertising.

In most cases, consumers compare their experiences and expectations about the service provider after the service has been provided. If the services expected by the consumer do not correspond to reality, the buyer loses interest in the seller, and vice versa, if the services expected by the consumer are provided, the buyer again applies to the service company.

There are several types of services, which are shown in Figure 1:

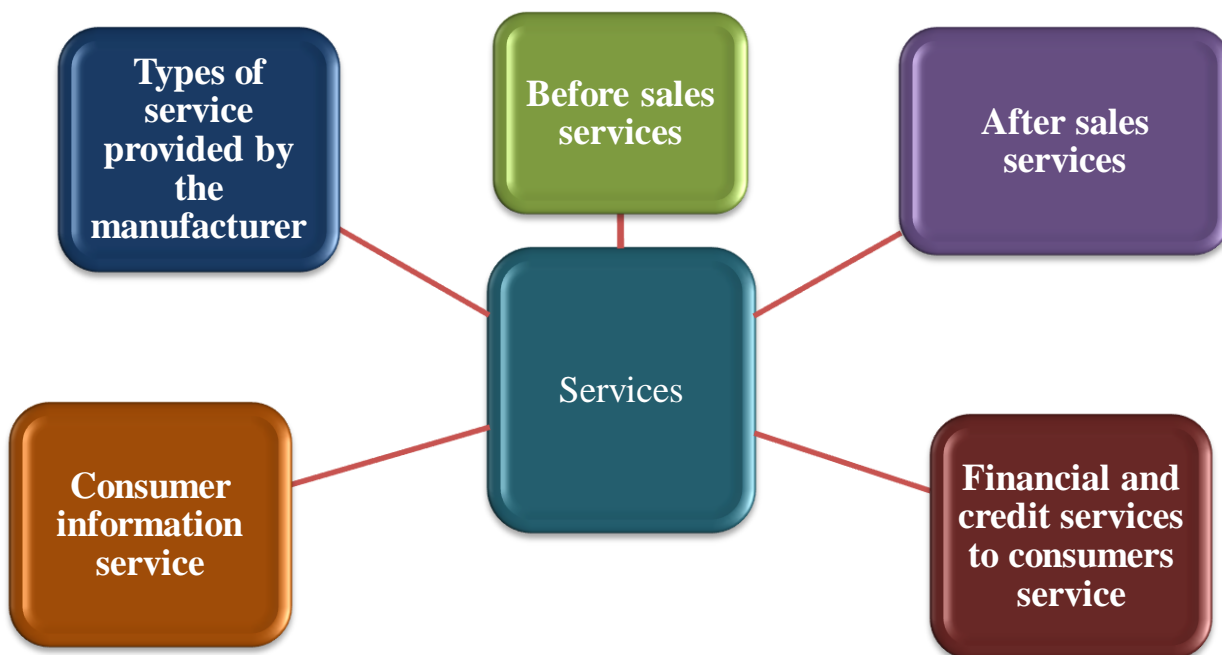


Figure 1. Types of service services

Based on Figure 1, the services perform the following functions:

1. Before sales services (customer satisfaction service) - this is a comprehensive study of the requirements of potential buyers for the product offered by the manufacturer (through its agents, dealers). Employees of the maintenance department are involved in the preparation of documents, design and development, testing and evaluation. Once the goods arrive at the points of sale, the service personnel troubleshoot the problems in the transportation of the goods, carry out the installation of the equipment and put it into operation;

2. Types of services provided by the manufacturer - this includes a set of services provided to the consumer from the conclusion of the purchase agreement (or purchase) until the delivery of the goods;

3. After sales service - includes a set of services necessary to ensure the effective operation of the product in the existing conditions throughout its life. After-sales service is provided both before and after the sale of goods and includes the following main activities:

- determination of requirements for after-sales services to consumers at the stage of production (together with the main consumers);

- determining the service provided to the consumer after the sale of goods;

- determination of the order of after-sales service in the process of concluding a contract for the supply of goods to the consumer;

- training of personnel for storage, repair of goods and preparation of necessary documents;

- organization of supply of spare parts and tools necessary for the implementation of after-sales service to the consumer;

- management of after-sales service to the consumer (planning, accounting, control, motivation, regulation);

- preparation of the infrastructure necessary for the provision of after-sales service;

- establish a system of replacement of old goods with new ones and destruction (disposal) of old ones.

Today, it is possible to provide employment in rural areas of the country by establishing low-cost service activities. In the leading countries in the field of services, the rural population has established a tourism service in the countryside without being separated from its main activity. As a result, as city dwellers and foreigners learn about rural culture during their tourist visits, they make extensive use of overnight stays, trade, guides and other services.

The importance of infrastructure in our country is great for the development of service activities in rural areas.

In recent years, the infrastructure has been developing rapidly. This can be explained by a number of factors. In particular, the growth rate of production is ahead of the development of infrastructure, which also affects the development of the economy.

Infrastructure is a very broad concept, which is primarily related to the creation of types of services that provide comprehensive services to the production process. Small businesses will benefit greatly from the development of infrastructure units, as such units will free them from the work associated with servicing production and allow them to focus their efforts on core activities.

Today, the comprehensive, well-thought-out and well-thought-out policy pursued to reform, liberalize and modernize our country, first of all, to diversify its structure, is a strong barrier that protects us from the negative effects of crises and other threats. created the tool.

Along with the growth of the population of the republic, the number of enterprises serving them is also growing. In particular, in order to radically improve the activities of enterprises providing services in rural areas, it is necessary to maximize the improvement of enterprises and organizations that assist enterprises and provide services in interaction with them.

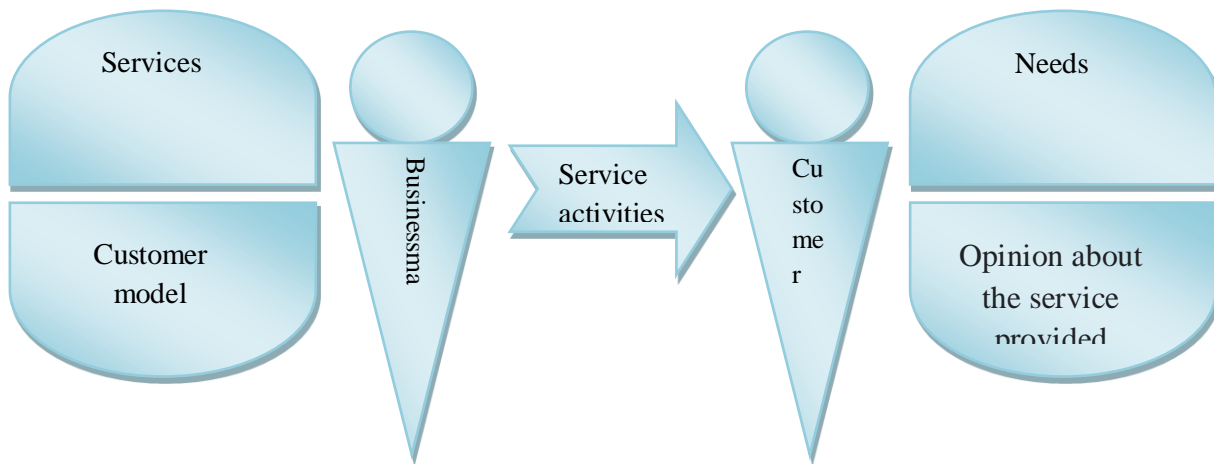


Figure 1. The emergence of service activities between businessmen and customers in the village.

If the entrepreneur has a well-developed customer model and the type of services they care about, the service activity will be perfect. This means that a service provider with a well-developed customer model will be able to serve customers as they wish.

V. CONCLUSION/RECOMMENDATIONS

Along with the further development of service in rural areas, it is important to know the theoretical aspects of service. Scientific research shows that the theoretical study of one of the factors of service serves to develop the consciousness and knowledge of the population.

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