

**PROSPECTS FOR DEVELOPMENT OF THE SERVICES FIELD**

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**Annotation.** This article discusses the importance of developing the service sector in the Republic of Uzbekistan at the present stage of development of the economy.

**Key words:** service sector, social sector, digital economy, increasing the role of services in the national economy, the service sector market.

In our country, the rapid development of the service sector, as in all other sectors, is a constant focus. In our country, in particular, in the Namangan region, a number of necessary measures aimed at the development of the service sector are being implemented and sufficient conditions are being created.

In Namangan region in 2017-2021, the total volume of services increased by 1.6 times, and services provided per capita increased from 1896.0 million soums in 2017 to 2451.7 million soums by 2021. In particular, financial services saw 4.8 times higher growth rates, transport services 1.8 times higher, and educational services 2.5 times higher.

Last year, 1,424 legal entities were registered in the field of services in Namangan region, which made up 23.2 percent of the total number of registered legal entities 8506.7 trillion in the service sector in 2017-2021, 33,950 new jobs were created and the number of investment projects increased by 10 times due to the implementation of 1,404 projects worth 1,404 soums. By 2026, the service volume is expected to increase by 2.5 times in real terms.

The following measures are expected to be implemented to ensure stable growth rates in the service sector:

1. Activities in the social sphere. In doing so, after studying the activities of existing schools and pre-school education, health care, cultural and sports institutions in the region, the scope of providing social services to the population will be doubled by involving the private sector in unused vacant buildings and structures and land areas.

2. Development of tourism services. According to this, Chodak ecotourism cluster was established in the territory of Pop district, and this complex is aimed at providing high-quality and diverse services to tourists,

increasing the flow of tourists, and providing employment to local residents. This cluster includes camping and glamping, alpinism and trekking, horse riding and mountain tours, family guesthouses, tourism information center and tourism information indicators. As a result, 150,000 to 250,000 visiting tourists, 450 new jobs, annual service volume of 50.0 billion soums, and an average of 10.0 billion soums of revenue to the local budget are expected.

In addition, in the territory of the Nanay village of the Yangikurgan district, the establishment of recreation centers and an ecotourism cluster has been started, thereby increasing the flow of tourists to the region.

In particular, the number of facilities serving tourists will be brought to the level of demand, taking into account the demands and visits of tourists over the years. In this case, accommodation of tourists will be organized in hotels, guest houses, increasing the number of tour operators, expanding the activity of tourist information centers, increasing Wi-Fi internet zones.

Through this, the number of tourists visiting the region is 1.7 million. 7.4 mln. export of tourism services is 5.4 mln. 65.0 million dollars. USD is planned.

3. Construction of large trade and service facilities in cities and districts, expansion of activities of markets and amusement parks. In this regard, establishment of a culture and recreation park by "Namangan Independence Park" LLC in Namangan city, establishment of hotels by "MerryMed farm" LLC and "IstiqloJavakhiri" LLC in Namangan city, organization of logistics center by "J-United Group" LLC in Namangan district, establishment of a jewelry center by "GAVHAR JEWEL GROUP" enterprise in Namangan city, establishment of trade complex by "AMINJON OTA NURIDDINOV FARMERS' MARKET" LLC in Namangan district, establishment of trade complex and showroom by "ART SOFT TOWER" LLC in Namangan city.

Also, establishment of a medical hospital by "HurriyatSevinch Medical Center" LLC in Uchkurgan district, establishment of a diagnostic center of "Shodlik Med Servis" LLC in Uchkurgan district, establishment of a modern medical center by "MerryMed farm" LLC in Namangan city, "Namangan Premium Invest" in Namangan city "Namangan Square residential complex will be established by LLC, "Namangan Outstanding Square" complex will be established by "Namangan Qianxing Investment" LLC in Namangan city, sanatorium and health center will be established by "Al Hamdani group" LLC in Chortoq district.

In order to develop the services sector in the future, it is appropriate to implement the following measures:

- Achieving a fundamental change in the composition of the provided services at the expense of modern high-tech types;

- Development of service enterprises in rural settlements;
- strengthening attention to communal household, housing repair and construction, preparation of agricultural products;
- Creation of necessary conditions for strengthening the activity of entrepreneurs in the field of service provision, attracting young people from among graduates of vocational colleges and higher educational institutions to family business entities;
- Rapid development of new promising types of consulting, banking, finance, insurance, leasing and evaluation services, which are in high demand among the population;
- Pay special attention to the training, retraining and upgrading of the personnel working in the service sector.

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