

## DEVELOPING THE ECONOMIC ACTIVITY OF TURISTIC SERVICE ENTERPRISES

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### **Abstract**

*The article is innovative in service enterprises the important aspects of the improvement of activity and the development of the digital economy are studied. The main modern socio-economic aspects of service improvement through the development of digital technologies are analyzed. The authors identified fundamental changes that occur under the influence of each of the listed processes and compiled a list of characteristics of the current state of the service industry.*

### **Keywords**

*service industry, telecommunications, digital transformation, business model, service, sharing economy, digital services , digital economy .*

### **I.INTRODUCTION**

Services were neglected due to the fact that A. Smith, one of the pioneers of Economics, described services as nonproductive endeavor. After it was understood that studying services was neglected unnecessarily and this sector could play an initiator role for economic development, studies pertaining to services accelerated. Recently, new theories and approaches which acquire new dimensions and concentrate on the impacts of economic and technical changes such as technological developments, complicating production structure, changing value concept and maintaining the unity of systems have been developed. One of these approaches is that technological developments improve services sector [1].

As you know, in the following years In the developed and developing countries of the world, the service sector has developed very widely and occupies a large place in the main macroeconomic indicators of the countries of the world. This is the gross domestic product in terms of output, it significantly exceeded the industrial sector of the economy and agriculture.

Also leading in terms of the number of new jobs created and is witnessing transformations in the digital economy, including business models, the creation of

new markets, and the emergence of new types of services. The growing number of employees in this sector is becoming a key sector for sustainable development and poverty alleviation worldwide. One of the main reasons for this is the implementation of automation in all areas, more precisely, the increase in efficiency in the service sector. Also, the penetration of digital technologies into all sectors and the increasing importance of the digital economy make it the main source of stable employment for the segments of the population in need of social protection. It is not easy for the economy, the enterprise and the employee for the population, which operates in a traditional way, to operate on the basis of new digital technologies. Because the new technologies introduced for use in the enterprise require new knowledge and skills from the employees. "Development of the country's economy, improvement of its management system cannot be implemented without information. Information consists of a continuous exchange of information between all sectors, branches, divisions of the national economy (from the workplace to ministries) and similar enterprises and organizations. With the development of science and technology, the assortment of goods increases and is renewed, the technical base of production is enriched with modern and complex machine systems, technological processes become stronger and more complex, the specialization of production expands, the specialization of production expands" [2].

According to the analysis, the main processes observed in the economy of all countries in the following years are:



Figure 1. The role of the service sector in global economic processes

Organization of new services , mass collaboration, public ownership of intellectual property, changes in consumption patterns and open labor market can be cited as characteristic indicators of the digital economy . However, at present, the contribution of the digital economy (internet trade, internet services, content, electronic payment, etc.) to the gross national income of the Republic of Uzbekistan does not even reach 1%. However, the development trends of our country show that the above-mentioned markets will develop rapidly in the future. In addition, the technological changes associated with the fourth industrial revolution and 4.0 industrial technologies, namely, mass robotization, augmented and virtual reality technological platforms, and 3D printer technologies will further accelerate this process. The above-mentioned term Industry 4.0 was first used at the Hannover Fair in 2011, and its meaning is value

is to show the global chain of production. With the worldwide spread of technologies such as "smart factories", "smart technologies" and "intelligent robots", the fourth industrial revolution will make virtual and physical systems interact on a global level. This, in turn, leads to full flexibility of products and the creation of new operating models.

Here we provide the following information;

maturity of the Internet and mobile technologies, the number of users and the volume of their use continues to grow. According to the Digital 2022 Global Overview Report [3], 62.5% of the world's population uses the Internet - the number of users will increase by 192 million (4%) to 4.95 billion in 2021. The number of users of social networks increased by more than 10 percent to 4.62 billion, which accounted for 58.4 percent of the world 's population .



Figure 2. The level of Internet use of the population

The number of Internet users has doubled in the last 10 years, leading to a CAGR (compound annual growth rate) of 8.6 percent, analysts say. At the same

time, the annual growth rate during this period varied significantly from year to year.

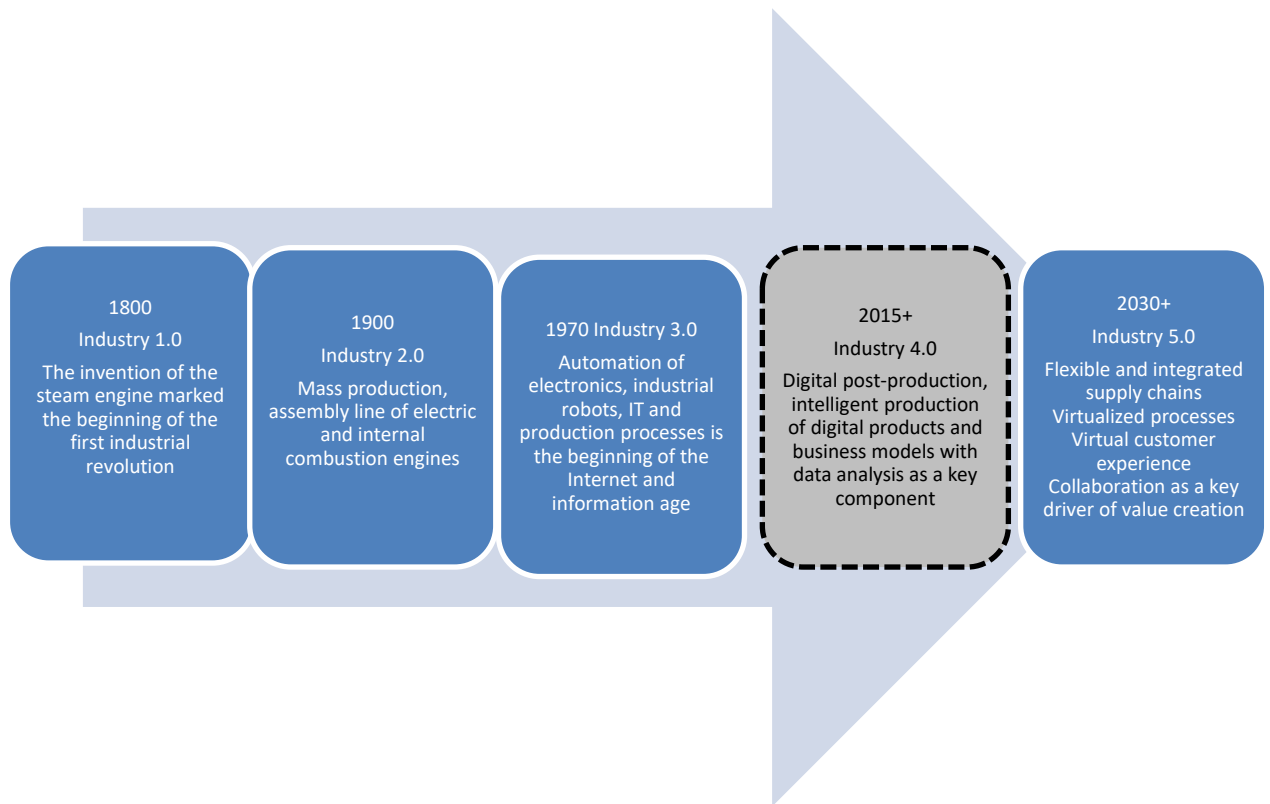


Figure 2. Prediction of industrial revolutions from 1800 to 2030 [4]

Therefore, Industry 4.0 is a set of relationships that are connected with the introduction of digital technologies into the life of society and are designed to increase the competitiveness of the country and business. Based on this, Industry 4.0 can be understood as the digital transformation of all sectors of the economy. Therefore, in the future, these situations in corporate governance accounting has become the need of the hour.

As an example of the implementation directions of the digital economy and Industry 4.0 at the corporate level, we can indicate the following:

- Professional services - on-demand professional services - accounting services, design services, consultants, translators, etc.
- Collective financing - collaborative finance - crowdfunding (crowd - funding), mutual lending (peer-to-peer lending)
- demand household services
- Shared use of housing (peer-to-peer accommodation)
- Peer-to-peer transportation

Other services of the digital economy, including big data, artificial intelligence, machine learning, crowdsourcing, crowdfunding, blockchain and cloud technologies, will also be crucial in the future economy and corporate governance, life development trends clearly show. For example, crowdsourcing and crowdfunding technologies serve to ensure the company's standing, development and competitiveness. If crowdsourcing is a collective mindset, crowdfunding is a crowdfunding mechanism. Crowdfunding, a technology for collecting financial resources for various projects, is a unique financial mechanism of great importance for all companies, regardless of the scope, type of activity and size.

Digitization in business is not a new process. It emerged in the 1990s through the automation of control systems [5]. However, this automation was based on the codification and formalization of business processes, automation of information processing, and key data was entered manually.

Also, digital transformation is combined with a number of socio-economic changes in society, such as globalization, changes in local and global regulation. market, pressure on prices and variability markets, increasing the mobility of the population, requirements for environmental protection and social responsibility, humanitarianism and indicators such as the quality of life, well-being and happiness of the population are increasing. Digital transformation and socio-economic changes have led to the formation of digital type production and digital is the type of consumption of goods.

The first trend led to the following changes:

1. The digital transformation of traditional goods and services, as well as the emergence of new digital products, applications and services that form an expanding digital business ecosystem. Digitization has led to improvements in the consumer characteristics of traditional products and services, such as availability, openness, functionality, and security.

2. Engaging consumers, partners and competitors in co-creating value for digital products and services through content creation; free interaction with other participants in value creation; transfer information about your preferences, goods, services, transactions; Dissemination of information. This change will especially affect digital platforms, where the network effect will appear - the value of the platform and the services provided on it will increase with the increase in the number of participants.

3. Data modification or data modification together with land to the fifth factor of production, capital, work and entrepreneurship.

4. Change the way businesses are created and run by simplifying communications, outsourcing processes, price transparency, lower transaction costs, and lower fixed costs.

5. traditional value chains to integrated value creation ecosystems [6], as well as changes in roles and profit distribution in them [7].

## CONCLUSION

The formation of the digital economy in Uzbekistan is characterized by the scientific basis of economic processes related to ICT development, the share of services in GDP and other indicators. Unfortunately, the researches related to the formation and development of the digital economy in our republic have not been studied in depth until now. The purpose of these studies is to study and analyze the problems of introducing modern ICT in the enterprises of our country, the role and development of the digital economy at the modern stage, to determine and develop the state of its formation and development in Uzbekistan. it allows to give suggestions and recommendations. The results of the proposed scientific researches are effective formation of the digital economy in the Republic by government bodies and evaluation of the level of development, revealing the features of e-commerce and e-employment in the status of digital economy base institutions, it is necessary to further improve work such as the introduction of modern ICT in the enterprises of our country and the identification of the problems of the development of the digital economy. "Currently, we are opening a new era of "Digital Economy". And we are entering it, the latest information technologies, including artificial intelligence, cloud computing, internet of things and big data are broad improved and implemented on a large scale. Such changes have developed and accelerates the gap between developing economies, which ultimately attracts more attention" [8].

## LITERATURE

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