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# MAIN ASPECTS OF TRANSPORTATION SERVICES IN THE DIGITAL TRANSFORMATION OF THE ECONOMY

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## ABSTRACT

In this article, we look at research on key aspects of transport services in economic transformation, as well as definitions "service", "transport services" and "quality of transport services" by foreign and local scholars, scientists. Under the conditions of transition to the digital economy, the main directions, factors and conditions for using innovation in transforming transport services in the digital economy are also mentioned.

**Key words:** services, transport services, transformation, digital economy, digital quality.

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## INTRODUCTION:

The transformation of the socio-economic system observed in Uzbekistan. In recent years is inextricably linked with the development and implementation of the digital economy. Improving the quality of transport services with the help of the digital economy tool will stimulate an increase in the efficiency of the processes of artificial intelligence and digital technology industry development, as well as the solution to the country's internal problems.

It is known that in the conditions of the current digital economy, the importance of local and foreign companies providing services in the market of transport services is playing a big role. In particular, in order to increase the profitability of companies involved in the transport industry in the service market, resulting from an efficient market economy, depending on service operations, favourable fuel and labour costs, such large companies have a wide range of has a macro-level economic indicator by providing transport services, micro-level companies can compete in providing services to local and regional areas.

The development strategy of New Uzbekistan for during 2022-2026 reflects the strategy "Digital Uzbekistan - 2030", which is one of the initiatives outlined in the Decree of the President of the Republic of Uzbekistan dated 11 September 2023, entitled "Uzbekistan - 2030" (No-158).

In decisions no.-59 of 16 February 2023 on measures to reform the public transport system, the aim is to develop transport services in small and large cities and counties with a population of more than 300,000 and to introduce information systems and software products to automate management, production and logistics processes in transport-related enterprises in the real economy sector. By 1 June 2024, a new network of routes will be introduced, along with an automated payment system and dispatching service. Software modelling systems will also be introduced to comprehensively develop the transport system. [1;2;3]

## LITERATURE REVIEW

Problems aimed at improving the quality of transport services in the digital transformation of the economy, as well as foreign and domestic scientists who comprehensively studied the concepts of services, transport service and the quality of transport services include Adam Smith, John Stuart Mill, Alfred Marshall, Jean-Baptiste Sey, Karl Marx, F. Kotler, Henry Assael, John Whitelegg, Jean-Paul Rodrigue, Karel Martens, Susan Handy, David A. Hensher, Ilina E.A., Shinkarenko V.G., Romanovich J.A., S. Yu. Morozova, Koziboev B.H., Pirniyazov G.J., Rakhimov A.N., Ochilov M.A. and others made a significant contribution to the coverage

of this topic.

During the study, before explaining the concepts of "transport service" and "transport service quality" we will focus on the term "service". In this case, the term "service" was used by the Scottish economist and philosopher Adam Smith in 1776, who discussed the idea of services as a part of economic activity in his work entitled *The Wealth of Nations*. The scientist divides labor into "effective" and "ineffective" and emphasizes that it is divided into material goods and intangible goods.

Similarly, the renowned contemporary marketing theorist F. Kotler defines 'service' as an activity or benefit that can be offered to another party in a tangible or intangible form and does not necessarily involve the production of a physical product.

The Marxist economic representative and German economist Karl Marx acknowledges the term 'service' in two different ways regarding issues related to providing services and the problems of service activities. In the broad sense, it refers to the various forms of unproductive labor that are not specifically designated for the production of goods. In the narrow sense, it refers to the labor that produces services. He emphasizes its broad and narrow meanings. If it is based on meeting the various needs of the company and the government, it can be seen as an operational form of activity. If considered from a theoretical perspective, the term 'services' is not used within the framework of a market analysis. Additionally, during its time, the service sector has emerged as a small type of economic activity.

In general, a service is an activity that is provided by one party (the service provider) to another party (the customer or user) to meet a certain demand or need. Unlike material goods, services do not necessarily involve the production or delivery of physical products, but rather involve activities that provide value and respond to a specific requirement, interaction, or experience.

The opinions expressed in the aforementioned 'service' designation lead to the following conclusions by foreign and local experts regarding the concepts of 'transport service' and 'quality of transport services'. In particular, the British scientist John Whitelegg, transport service - involves the movement of people and goods from one place to another using various processes and infrastructures. These services aim to provide efficient, safe and sustainable mobility solutions and include the planning, operation and management of transport systems. As well as transport geographer Jean-Paul Rodrigue "Transport services are the activities, networks and systems that enable the movement of people, goods and information. These services include physical infrastructure, vehicles, logistics and operational processes, and provide mobility for people and goods.

Karel Martens, a researcher in the field of transport, explains that "transport service is an organised activity that facilitates the movement of people and goods and connects them to their destinations". It describes the physical infrastructure, vehicles and management processes associated with providing transport services with seamless and efficient mobility solutions.

Susan Handy, a scientist who designs transportation systems, says: "transportation services are the delivery of people and goods to their destinations using transportation systems and facilities. These services also include the coordination of infrastructure, traffic, planning and information distribution to meet the travel needs of individuals and businesses".

Vladimir Grigoryevich Shikarenko, one of the Russian scientists, said that transport and road transport services in general: in the case of cargo transport it is the result of the process of presentation, and in the case of passenger transport it is the process and result of its presentation. That is, in this case it is necessary to clarify the essence of the main characteristics of services and to determine the marketing activities, which occur as a result of the manifestation of the characteristics of services.

"Transport service is a complex economic system covering all passenger and cargo transportation services on air, land and water," said Koziboyev, one of the scientists from Uzbekistan.

In general, transport services are a dynamic and important part of the daily life of modern society, where services include: a complex network of systems, modes and tools that facilitate the movement of people, goods

and information over geographical distances. The quality of transport services is a set of characteristics that indicate the suitability of a passenger, freight or transport expedition to meet the needs of passengers, consignors and consignees in the process of service provision.

### **RESEARCH METHODOLOGY**

The following methods were used: empirical observation, comparative analysis, expert evaluation and interviewing. And, based on the opinions of domestic and foreign scientists who have extensively studied the methodological bases and methods of the main aspects of transport services in the digital transformation of the economy, the main directions of the transformation of transport services in the digital economy are also identified.

### **DISCUSSION AND RESULTS**

As a key sector of the economy and society, the transport sector has a major impact on growth and employment. According to the European Commission's Science and Knowledge Service, the transport sector employs around 10 million people and accounts for 5% of global GDP. Logistics, such as transport and storage, account for 10-15 percent of the cost of finished goods for European companies. The quality of transport services also has a significant impact on people's quality of life.

Transport is one of the main elements of household expenditure, and on average about 13 percent of the household budget is spent on transport goods and services, which indicates the need to create and develop the transport services market.

According to Research and Markets, the volume of the global transport and logistics services market will increase by 5.8% in 2022 compared to 2021, reaching 1015.6 billion USD. In 2023, the transport and logistics services market will reach 9,407.5 billion USD, and this figure will continue to grow steadily until 2032, growing at a CAGR of 6.4% to reach 15,978.2 billion USD. 1 out of 4 of the world's transport services market, i.e. 23 percent, is accounted for by the United States, 19 percent by European countries and 15 percent by the Republic of China. However, in the last 15 years, international trade has undergone a drastic change, i.e. it is associated, on the one hand, with the removal of trade barriers and the liberalisation of the trade regime within the country and, on the other hand, with the export of the economies of the countries of the Asia-Pacific region. It is illustrated by the rapid development of its branches.

According to the data of the Statistical Agency under the President of the Republic of Uzbekistan, in 2022 the volume of market services provided in the transport networks of the Republic will be 81.0 trillion soums, and in 2023 this indicator will increase to 27.5 trillion soums.

Currently, the effective organisation of the digital economy is determined by the quality of the country's Internet technology, the skills and knowledge of the population in using the Internet, the development of information and communication technology software tools, or the level of use of mobile technologies. Furthermore, in further improving the quality of digital life of society, it defines as the use of digital technologies all aspects aimed at increasing their well-being, productivity and overall quality of life. The importance of digital quality of life in transport services aims to improve the accessibility, efficiency, sustainability and user experience of transport.

Every year, digital quality of life (DQL) covers almost 90% of the world's population. The DQL survey is conducted by the cyber security organization Surfshark and evaluates the digital well-being of 121 countries on 5 key criteria.

Analysis of the Digital Quality of Life Index shows that these indicators have grown rapidly over the years. In particular, European countries have recorded a high rate over the last three years, while the country across the ocean, the USA, and the Japan, are among the top 20. According to the interpretation of the DQL, the Digital Quality of Life indicators of the top 20 countries are shown in Table 1.

Table 1.

**Highest Global Digital Quality of life, 2023**

№	Countries	5 pillars					Total
		Internet affordability	Internet quality	Electronic infrastructure	Electronic security	Electronic government	
1.	France	0.65	0.57	0.91	0.95	0.88	0.79
2.	Finland	0.43	0.46	0.96	0.95	0.94	0.75
3.	Denmark	0.27	0.57	0.98	0.95	0.93	0.74
4.	Germany	0.51	0.43	0.94	0.98	0.82	0.74
5.	Luxemburg	0.63	0.44	0.94	0.85	0.81	0.74
6.	Spain	0.41	0.54	0.88	0.97	0.82	0.72
7.	Estonia	0.37	0.41	0.92	0.99	0.91	0.72
8.	Austria	0.53	0.36	0.88	0.95	0.86	0.72
9.	Switzerland	0.45	0.55	0.97	0.80	0.78	0.71
10.	Singapore	0.57	0.58	0.95	0.48	0.97	0.71
11.	Sweden	0.29	0.45	0.98	0.95	0.88	0.71
12.	Netherlands	0.24	0.50	0.97	0.94	0.89	0.71
13.	Lithuania	0.37	0.46	0.88	0.99	0.78	0.70
14.	Romania	0.59	0.52	0.73	0.97	0.65	0.69
15.	United Kingdom	0.32	0.44	0.93	0.87	0.90	0.69
16.	Japan	0.40	0.46	0.92	0.74	0.89	0.68
17.	Israel	0.32	0.50	0.90	0.76	0.85	0.67
18.	Poland	0.29	0.46	0.84	0.96	0.76	0.66
19.	United States	0.26	0.56	0.97	0.54	0.97	0.66
20.	South Korea	0.26	0.36	0.96	0.76	0.94	0.66

The table above shows the digital quality of life scores of the top 20 countries in 2023, and we can see that most countries have high internet prices. However, electronic infrastructure, electronic security and electronic government are highly developed in almost all countries. This is very important for the digital economy of the countries.

Overall, digital quality of life plays a crucial role in transforming transport services into a digital economy by enhancing accessibility, connectivity, literacy, rights, and inclusion in transportation. By prioritizing digital quality of life considerations in the design, implementation, and management of digital transport solutions, transportation providers can create more user-centric, efficient, and sustainable transportation systems that meet the evolving needs of users and contribute to the advancement of smart and connected cities.

Based on the main characteristics of the quality of digital life, in the transport services of the digital world, in the process of using digital tools in land, rail, air and sea vehicles, information can be delivered to people in a short time, goods or information can be moved from one place to another. Transport services play

an important role in facilitating economic activity, trade and mobility, connecting individuals, businesses and communities in different geographical areas. It also includes public transport, trucking, taxi services, air transport, courier and delivery services, logistics and supply chain management.

Since the 2000s, Uzbekistan has adopted several legal documents on digitisation, in which the digitisation of all sectors of the state economy has been given particular importance. At the same time, due to the transformation of transport services into a digital economy, tasks such as the development of social and economic sectors of regions, provision of employment in urban and rural areas, digitisation of regions and improvement of high indicators of the level of total income per capita are being implemented.

**Main directions for the transformation of transport services to a digital economy**

Main direction	Features/Characteristics of direction
<p><b>Smart Mobility Solutions</b></p> <p><b>Digital Platforms and Marketplaces</b></p>	<p>Implementing smart mobility solutions that integrate data, technology, and infrastructure to optimize transportation networks and enhance the overall mobility experience. This includes initiatives such as intelligent transportation systems, real-time traffic management, and multimodal journey planning apps.</p> <p>Developing digital platforms and marketplaces that connect transportation providers, service users, and other stakeholders in the transportation ecosystem. These platforms facilitate seamless booking, payment, and sharing of transportation services, leading to greater convenience and efficiency for travelers.</p>
<p><b>Connected and Autonomous Vehicles (CAVs)</b></p> <p><b>Electrification and Sustainable Transport</b></p>	<p>Advancing the development and adoption of connected and autonomous vehicles (CAVs) to improve safety, reduce congestion, and enhance accessibility in transportation. CAVs rely on sensors, artificial intelligence, and communication technologies to navigate and interact with their environment autonomously.</p> <p>Promoting electrification and sustainable practices in transportation to reduce greenhouse gas emissions, mitigate environmental impact, and enhance energy efficiency. This includes the adoption of electric vehicles (EVs), renewable energy sources, and alternative fuels in public and private transportation fleets.</p>
<p><b>Data Analytics and Predictive Insights</b></p> <p><b>Last-Mile Delivery Solutions</b></p>	<p>Harnessing big data analytics and predictive insights to optimize transportation operations, improve asset utilization, and enhance decision-making processes. Data-driven approaches enable better planning, forecasting, and management of transportation services, infrastructure, and resources.</p> <p>Developing innovative last-mile delivery solutions that address the challenges of urban congestion, logistics efficiency, and customer experience in urban areas. This includes the use of drones, robots, and micro-mobility solutions to facilitate faster, greener, and more cost-effective delivery of goods and services.</p>
<p><b>Digital Infrastructure and Connectivity</b></p>	<p>Investing in digital infrastructure and connectivity to support the seamless integration of digital technologies across transportation systems. This includes expanding broadband networks, deploying 5G technology, and enhancing Wi-Fi connectivity to enable real-time communication and data exchange among vehicles, infrastructure, and users.</p>

<b>Regulatory and Policy Frameworks</b>	Establishing supportive regulatory and policy frameworks that foster innovation, competition, and collaboration in the digital transportation ecosystem. This includes addressing regulatory barriers, ensuring data privacy and security, and promoting interoperability and standards among different stakeholders.
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Changes in the industry of developed countries are aimed at radical modernisation of all existing infrastructure, creation and implementation of innovative projects. In this case, in exchange for the transformation of transport services into a digital economy, artificial intelligence (Artificial Intelligence - AI), the Internet of Things (IoT), 5G technology, big data (Big Data), analytical processing, blockchain and high-tech building a smart and intelligent city using high performance computing (HPC), economic growth and competitiveness with modern innovative technologies, improving the quality of life and level of the population, automation of activities is pushed to reduce the cost of processes.

The "Industry 4.0" that has been taking place in modern developed and developing countries in recent years has an innovative and ecological industry that uses the knowledge-based digital information economy to live a high-quality and safe life in the world, an effective public administration that ensures the rational use of territory and infrastructure, and an information society that is fully used by its citizens. The embodiment of the ideas of the revolution requires the formation not only of production, but also of intelligent production, in other words, on the basis of its transformation into an information subject of the digital economy.

As a result, by embracing these main directions of transformation, the transport industry can unlock new opportunities for efficiency, sustainability, and innovation in the digital economy, ultimately improving the quality of transportation services and enhancing the overall mobility experience for individuals and communities.

The creation of conditions for the digitalisation of transport services and the formation of a single digital space is a priority direction of cooperation between states within the framework of various regional, national and international organisations and communities. Transport of modern markets requires constant change, growth and innovation of companies; in such conditions, transport companies need reliable connections to strengthen their position and expand their capabilities. These software development service providers and online investment platform administrators become strategic partners to their clients.

### CONCLUSIONS.

In summary, services play a vital role in the transport industry by enhancing the customer experience, supporting logistics and supply chain management, ensuring safety and security, facilitating information and communication, promoting accessibility and inclusivity, providing value-added offerings, promoting environmental sustainability, and driving economic growth and development. Services contribute to the overall efficiency, effectiveness, and sustainability of transportation systems, benefiting passengers, businesses, and communities alike.

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