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WAYS TO INCREASE THE EFFECTIVENESS OF THE USE OF INNOVATIONS IN THE PROVISION OF SERVICES IN THE CONDITIONS OF PANDEMICS

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ABSTRACT

In this article, the role of using innovative ideas and works in the development of the sphere of services in the conditions of pandemics, the economic achievements and shortcomings achieved in hotels in this direction, the situation in the Republic are studied and the results are presented.

KEYWORDS: *Sphere Of Services, Innovation, Economy, Sphere Of Services, Stable, Concept, Management, Engineering And Technology, The Process, Activity, Society, Invention, Production, Profitable.*

INTRODUCTION

At a time when there is currently a very big problem for humanity, it becomes necessary to create new and improve existing service areas in various areas of life, based on demand. In the course of activities in this direction, there is an increase in the need for services. This, in turn, has led to new business opportunities for many service sectors. In other words, technological development has accelerated and is being used to increase funds for research in advanced areas. In other words, people stay at home and conduct scientific activities, look at their child, do household chores, rest in time, protect themselves, family, and loved ones from illness, can satisfy their request to learn a language that they can't do, but can't do for years, as well as exchange contacts with foreign friends, and engage in scientific activities.

Level of study of the subject

In recent years, in the renewal and radical reform of the economy, on the basis of innovative developments and development of sectors with high volumes of scientific and technical achievements, it has become important to ensure its sustainable growth. The transfer of the economy to an innovative view is one of the most important issues for our country today. And this, of course, can be done only in conditions in which there is an effective and dynamic development of decisive areas of scientific and technical development.

Innovation plays a key role in the development of the economy. Without innovation, the economy will not grow. In the absence of innovation, the level of economic development is low, labor productivity decreases. In turn, the increase in labor productivity is achieved only through the introduction of innovations. On the basis of modernization of Economy, Innovation and development of sectors with high science capacity in our country, its sustainable growth

RESEARCH METHODOLOGY

The transfer of the economy to an innovative view is one of the most important issues for our country today. And this, of course, will accelerate the effective and dynamic development of decisive areas of scientific and technical development. As a research methodology, analysis, synthesis and forecasting of growth indicators of the services sector in the Republic of Uzbekistan were carried out and shown in the tables.

Analysis and results

The transfer of the economy to an innovative view is one of the most important issues for our country today. And this, of course, will accelerate the effective and dynamic development of decisive areas of scientific and technical development. World experience shows that the growth of the services sector is one of the important areas of development of the modern economy. It is worth noting that the share of services in developed countries is from 2/3 of 3/4 of the gross domestic product (GDP). At the same time, the stable growth of the service sector has a sharp impact on the level of employment of the population. We will discuss the growth indicators of the services sector in Uzbekistan over the years on the basis of the table:

TABLE 1. GROWTH INDICATORS OF THE SERVICES SECTOR IN UZBEKISTAN (1989-2019 YEARS) [15]

Years	GDP			Jobs		
	total billion.unit of any currency	at the same time in the field of services		Total million. on account of someone	at the same time in the field of services	
		in billion	comparative weight in %		Volume, billion soums	comparative weight in %
1989	30,2	2,5	8,2	5045,7	2281,8	45,2
1996	559,1	205,8	36,8	8561,0	3052,0	35,6
2000	3255,6	1201,9	37,0	8983,0	3657,0	41,1
2005	15923,4	5871,7	37,7	10196,3	4544,0	44,6
2006	20759,3	8197,7	39,5	10467,0	4745,0	45,4
2007	28186,2	11979,1	42,5	10735,4	5381,6	50,1
2008	38969,8	17646,6	45,2	11035,4	5563,8	45,4
2009	48097,0	22680,2	47,1	11328,1	5930,9	50,1
2010	61831,2	30397,2	49,0	11628,4	6104,9	52,5
2011	78764,2	40951,5	51,9	11919,1	6022,6	50,5
2012	97929,3	51121,1	52,0	12223,8	6242,8	51,1
2013	120861,5	64056,5	53,0	12523,3	6339,9	50,6
2014	145846,4	78757,0	54,0	12818,4	6436,2	50,2
2015	171369,0	93396,1	54,5	13058,3	6568,3	50,3

2016	199325,1	90202,9	54,0	10667,8	5275,0	49,5
2017	116795,7	63054,3	53,9	11423,2	6227,7	47,3
2018	91460,0	44123,5	48,2	11547,0	6305,3	54,4
2019	54133,3	28689,1	52,9	11929,3	6343,8	56,1

The table shows the growth indicators of the service sector in Uzbekistan, and provides a comparative analysis by year. In the service sector in modern economic development, up to 2/3 of GDP, and in some cases up to 2/3 of GDP. In the developed world, services account for 70-76% of the total GDP and 66-76% of the country's employed population in the service sector. The total share of the service sector in Russia's GDP is 58.6%, and the share of the service sector in Uzbekistan's GDP is 56.1%. Today, an important condition for the development of the service sector in Uzbekistan is its innovative development. This leads the country to take a strong position in the world market and increases the competitiveness of services, diversifies the economy. Without innovation, it is impossible to meet the growing needs of society on the basis of geometric progression. This is not only about developing the service sector, but also about creating gross sectors of the economy. Directly linking a country's sustainable development with its competitiveness on the world market, it is impossible to achieve this without scientific and technological progress. This will determine the need for a continuous and growing flow of technological innovation and innovation. To ensure the innovation process, the following steps must be completed. Personnel support, financial support, informational organizational support. Socio-economic efficiency is achieved as a result of innovation and reflects the effectiveness of commercialization of the application of research results.

TABLE 2. INNOVATIVE POTENTIAL OF THE ECONOMIC SYSTEM [16]

Innovative potential					
Personnel potential		Production capacity		Investment potential	
Volume of research and development		Volume of special design developments		Innovative product development capacity	
Personnel options	Personnel Reserve	Production capacity	Development reserves	Investment opportunities	Investment reserve
Volume of scientific research work, results that can be used at the stage of experimental design developments	Volume of scientific research work, the remaining results at the level of scientific research	Innovative product development capacity	The volume of samples taken in the experiment	Volume of realization of innovative products	Volume of non-realization of innovative products

The table shows the innovation potential of the economic system, and the mechanisms of innovation potential are developed. The service sector plays an important role in meeting the needs of society in the current economic environment. With the formation of a post-industrial information society in our country, the role of the service sector is also increasing, and their

diversity is constantly expanding. The development of the service sector is directly related to innovation. The modern economy is a complex economic mechanism that can be influenced by various elements of a commercial, industrial, informational, and financial nature. The success of this mechanism must be modified to reflect the interests of society as a whole. This is what science-based news helps us do. Science-based news every year, more and more attention is paid to the wide use of innovative ideas and developments, the accelerated and promising development of society and the state, and the country's conquest of the world's leading economic positions in this direction. As proof of this, we can cite the creation of the Ministry of innovative development of the Republic of Uzbekistan, the Fund for support of innovative and innovative ideas, centers for innovative ideas, developments and technologies, and the emphasis on science. Innovation is one of the most pressing issues in recent years

And this is due to the fact that it is becoming increasingly difficult to imagine the production of all spheres of life of society, the country, the provision of services, management, financing without the introduction of innovations. The same innovation leads to the renewal of the market, the improvement of the quality of the goods, the increase in color uniformity, the improvement of the service.

CONCLUSION AND RECOMMENDATION

Proceeding from the above information, as a conclusion, I note that it is necessary to raise the national economy to a fundamentally new level of quality through tireless electoral actions, bringing it to the level of development. Since the innovative development of the services industry depends on several factors: the provision of high-quality and competitive services based on modern technologies, as well as the development and financing of effective innovative projects that ensure the production of quality products, we must have a clear strategic goal, the formation of innovative personnel, increasing the demand for resources that provide the innovative

Thanks to these factors, the innovative economic system achieves socio-economic efficiency, increases the frequency of scientific and technological changes, accelerates the developed process, increases production efficiency, and forms the necessary level of equipment and technologies. Thanks to these mechanisms, the quality of services in the country will be improved and will be provided at a high level, and the quality of service in recent years, the hotel business in Uzbekistan is developing very rapidly. The majority of entrepreneurs are interested and begin to open hotels. But, as in every industry, there are subtle aspects of the hotel business that are not visible from the outside, are not engaged in this business, and can go unnoticed by a person. Ignoring such features from the start can be costly after the hotel finishes. Therefore, with responsibility for each issue.

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