

THE ROLE OF THE DEVELOPMENT OF THE SPHERE OF HOUSEHOLD SERVICES FOR THE POPULATION IN IMPROVING THE WELL-BEING OF THE POPULATION

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Service in the conditions of innovation development of the economy it is important to correctly formulate its sphere organizationally and economically. Because, when the development of this industry is organizationally optimal and the services market is flexible in relation to the conjuncture, the higher the quality and efficiency of service delivery. The correct Organization of labor activity in the service sector will cause the elimination of a number of social and economic problems on the scale of the national economy.

Today in our republic “the rapid development of the service sector, increasing the role and share of services in the formation of gross domestic product, increasing the content of services provided, above all,

radical transformation at the expense of their modern high-tech types”[5]is an urgent issue.

The consumer nature, intentionality, technological and organizational aspects of service provision, as well as their erasure in the services market are generalized to subgroups according to the dental nature, which in turn can classify subgroups as follows [1; 2; 3]:

- services for the creation of new items, giving a new consumer feature, including repair and restoration, restoration and expansion of the consumer feature;
- services for the restoration of individual functional, biological and psychic aspects of the human psyche, relax sAsia, rehabilitation, recreation, the creation of conditions for the implementation of this activity from the sentence.

One-sided interpretation of household services is complex according to the following aspects:

- the industry regularly expands and covers new types of activities in a new way;
- at the same time, due to the development of society of the industry, there is a disappearance of the need for separate types of services, the emergence of new needs.

In our opinion, the sphere of providing household services is a lush and complex concept. It involves full-fledged and high-quality satisfaction of the demand of the population of a domestic nature in accordance with the stages of social and economic development.

Based on our research, we consider that the following aspects of it should be taken into account when analyzing the advantages and disadvantages of interpreting the concept we are considering above, revealing the essence of the category of household services:

- the role of the domestic services sector in the social sphere and economy;
- sub-products or performers of the domestic services industry;
- objects or consumers of the household services sector-specific aspects of the business mats of the household services sector;
- a specific aspect of the process of providing household services;
- maternal aspects of customer service function.

In this regard, we believe that it is necessary to develop an improved definition of the field of household services, taking into account the trend of social and economic development and modern conditions. Thus, the sphere of provision of household services is a multifunctional socioeconomic category with social significance:

- is a component of the national economy and services sector;
- set of economic entities that carry out services even without the organization of an organizational form, Yatt or legal entity;
- the human, human group and community are oriented towards Riga and are aimed at meeting the needs of individuals and legal entities for domestic services;
- creation and provision of household services of a production and non-production nature, based on the requirements and wishes of customers;
- the fact that people are focused on meeting their social and material needs, based on the organization of rational use of their free time.

And in the field of providing household services to the population, the activities of legal entities related to the satisfaction of the need for household services are not included.

Domestic service, on the other hand, is a term of the same content as the above concepts of the "domestic services industry", and today isolation is not scientifically relevant. Because in the era of the former Union, most household services were provided by a state enterprise, and today most household services are provided on a paid basis. Accordingly "household service":

- a separate department or functional structure of enterprises and organizations, which provides services of a domestic nature precisely within the framework of this enterprise;
- applied within the framework of individual enterprises serving the population.

It is worth noting that the labor process in the Cor rooms, which provide services for the preparation, repair and restoration of various items on the basis of orders to the population, is of a double nature. This is a service at the same time wound tooth, and secondly to show this text to a specific consumer.

Labor associated with the creation of the service is production. The result of this kind of Labor is the preparation, repair and restoration of various items.

Labor associated with the provision or provision of the created Service is non-productive labor. In this case, the result of Labor is a material product, and the customer "consumes" the effect of this Labor.

The availability and minimization of service time determines the local nature of the activities of enterprises in the industry, determines their location closest to potential consumers of services. All this makes it possible to set the limits of influence due to the concentration of household service enterprises in a particular area.

The entire sphere of domestic service and domestic services is also determined by the role that the country plays in the development of the national economy. We can define this by:

- participation in the formation of national income and General Social product;
- positive impact on the growth of labor productivity in the sectors of material production, the pace of development of industry and agriculture;
- serve to ensure the balance of monetary income and expenses of the population
- eliminate social and territorial differences in living standards, make it possible to effectively use time off work.

As a rule in the field of household services, all types of activities of functional importance are understood, and the provision of services and realization of the population in the conditions of social production represents the sides of the Jara[Sviridenko Yu.P.. Sphere uslug: problem I Per spektivi razvitiya. M.: Izd "Rope", 2001. s.5] in the process of reproduction, depending on their activity, the domestic service sector is significantly different from the one, according to the requirements for the satisfaction of needs in the manifestations of activity.

Household services provide an opportunity not only to satisfy needs, but also to save their free time, while the needs of the population are aimed at the goal of the formation niche. At the current stage of development of market relations in our country, the large-scale development of small enterprises in the field of household services creates the possibility of the development of entrepreneurial activity, an increase in additional income of the population, an increase in employment and the number of jobs, as well as non-standard employment in addition to the main job.

Services play an important role in satisfying personal needs. They have a functional significance in the satisfaction of needs of different manifestations (physical, intellectual, social), which have a specific consumption value. As an important and much-needed vital tool, household services are among the goods that make up the bulk of the Consumer Fund and satisfy needs.

The tasks of regulatory methods for regulating the activities of household services include the development of social norms. In many scientific works, the need to produce and introduce them at the territorial level is justified. From this it is expressed that the

lack of development of ijtj Moi norms is an obstacle for the further development of the sphere at the territorial level.

The widespread introduction of such social norms as the norms for the provision of household services to the population to the established level of development or optimal placement of this sphere, the success of which in many ways is a decisive factor in increasing the efficiency of the economy.

The provision of household services to the population is a multifunctional sphere, creates comfortable living conditions, helps citizens to educate themselves, as well as save time to relax and meet their cultural needs. The development of the industry serves to improve the well-being of the population, improve the quality of life. Therefore, household services to the population are a very promising area of \ u200b \ u200bThe entire region, especially local finance and the social sphere.

Today, the structural changes taking place in the world and national economy and the crisis impact of the pandemic on these processes still remain. Most people are forced to study new modern specialties, change their job profile. Due to the increased cost of living, many are needing to work in several places to earn additional income. In such conditions, the importance of domestic service can be low, but important, since they do not bring the need to retrain specialists, reorganize enterprises.

The development of the domestic service sector in our country leads to an increase in the number of jobs. In addition, enterprises will be able to be supplemented with pensioners, people with disabilities, people who cannot work on a full – time job-categories of residents who find it difficult to find a job.

Today, the provision of household services is not at the level of demand, but it makes it possible to create enterprises and jobs. The development of the enterprises and network of domestic services makes it possible to increase entrepreneurial activity in the regions and increase the additional income of the population.

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