

**WAYS TO INCREASE THE EFFICIENCY OF RENTAL SERVICES IN THE DIGITAL
ECONOMY**

Hukumova Sadoqat Norquzi qizi
Master of SamIES
sadoqathukumova@icloud.com

Abstract: This article presents the opinions of the authors about the importance and role of the service sector in today's digital economy, ways to improve the efficiency of rental services. In addition, scientific and practical proposals and recommendations were developed to increase the efficiency of rental services based on digital technologies.

Keywords: Digital economy, rental services, efficiency.

In world practice, different types of services can be seen in different aspects of the economy. The role of the service system in the country's economy is incomparable. After all, the share of services in GDP is also high. Economic activity cannot be carried out without appropriate resources, including labor, capital, material and informational resources. The central place in material resources is occupied by real estate, whose ownership, disposal and use predetermine the level of organization of the economy of the entire nation, as well as the economy of a region or individual enterprise.

The service economy and the tourism sector are one of the most promising types of economic activity. In developed countries, the service economy is becoming increasingly important, the volume of production of services and income from them is increasing. According to the classification of the World Trade Organization, the service economy includes more than 150 different services. These include business services, communication services, financial services, educational services, tourism and related services, transportation services, transportation and recreation, and cultural and sports activities.

It can be seen that currently the service sector is the main type of economic activity. Almost everyone uses one or the other service. The digital economy requires, first of all, the creation of broadband Internet ports and the laying of optical fiber Internet lines. Taking into account these problems and creating favorable conditions for the development of e-commerce in the country is now urgent.

In recent years, the concept of digital economy has appeared in the theory and practice of the economy of many countries. It is characterized by the rapid development of digital technologies, the revolution in the information sector and the acceleration of the processes of globalization of the economy.

The formation of the real estate market serves as a basis for the operation of the labor market, the financial market, the market of goods and services, and others. The non-residential commercial real estate market creates the necessary conditions for the implementation of business activities and investment policies.

Support of small and medium-sized businesses in real estate operations, in particular, in rental relations, development of the regional economy, increase of population employment, creation of additional jobs, filling of the consumer market, it is a condition of filling the state and population.

Regulation of brokerage activities in the rental of non-residential commercial real estate is currently seen more as a means of supporting small and medium-sized businesses. However, the

experience accumulated in some subjects of the Federation has not yet received the necessary theoretical basis. Methodological approaches to the analysis of the market of non-residential real estate rental services, regulatory influence on the dynamics of rent, and justification of the concept of marketing policy have not been developed.

The formation of the modern commercial real estate rental sector is largely hindered by the backwardness of the development level of the rental market, which does not yet fully satisfy the demand for the size and structure of the space and the quality of the services provided.

The construction (construction) of the lease agreement is distinguished by the provision of effective and purposeful use of the property. For example, the property is alienated from the owner under certain conditions and procedures in a contract of sale or rent. After the conclusion of the contract, the subsequent disposition of the property is irrelevant for the seller and the lessee. In contrast, rent

The lessor has the right to monitor the use of the property based on the conditions specified in the contract, assuming that the lessor's property is returned to him, and in case of violation of these conditions, he has the right to demand unilateral cancellation of the contract.

A lease agreement is a contract concluded for a fee, according to which one of the main obligations of the lessee is to pay the rent for the use of the property.

In January-August 2023, rental services will cost 4,501.3 billion. reached soums, and their share in the total volume of provided services was 1.6%. Compared to the same period last year, the growth rate was 100.8%. High growth rates for this type of service were observed in Tashkent city (108.0%) and Samarkand region (104.3%).

In conclusion, it can be said that the digital economy in Uzbekistan

The state is successfully fulfilling its role in creating the necessary conditions for development, which is evidenced by the achieved results and ambitious goals for the near future. Digitization of the service sector will bring about changes in the labor market. The structure of the labor market in the service sector is also changing, the disappearance of some professions and the emergence of new professions are predicted. To work in the digital service economy, new cognitive, social behavior and digital skills are required, which should be formed in the process of training personnel capable of working in the digital economy. Since the digital economy is based on the processing of large amounts of information, the digital competencies of employees, security, reliability, and long-term storage of large amounts of information are of particular importance.

References

1. Shavkat Mirziyoyev “Yangi O‘zbekiston strategiyasi”.-Toshkent: “O‘zbekiston” nashriyoti, 2022.
2. O‘zbekiston Respublikasi Prezidentining 2021 yil 11 maydagi “Xizmatlar sohasini jadal rivojlantirish to‘g‘rsida”gi PQ-5113-sonli Qarori.
3. Umarov O.S. Raqamli iqtisodiyot va uning rivojlanish tendensiyalari “Iqtisodiyot va innovatsion texnologiyalar” ilmiy elektron jurnal. №3 may-iyun 2018 yil.
4. Асаул А.Н. Экономика недвижимости. СПб: Издательство Питер, 2008. - 240 с.

**INTERNATIONAL MULTIDISCIPLINARY JOURNAL FOR
RESEARCH & DEVELOPMENT**

SJIF 2019: 5.222 2020: 5.552 2021: 5.637 2022:5.479 2023:6.563

eISSN 2394-6334 <https://www.ijmrd.in/index.php/imjrd> Volume 11, issue 01 (2024)

5. Абрамов В.А. Недвижимость. М.: Издательство "Ось-89", 2008. - 256 с.
6. Горемыкин В.А. Экономика и управление недвижимостью. М.: Издательство МГИУ, 2007. - 345 с.