

## The Role of the Service Sector in the Sustainable Development of the Economy

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### Abstract

*The article aims to study the influence and role of the service sector in ensuring the competitiveness of the national economy in the context of the implementation of the concept of sustainable development. A historical analysis of the development of the concept of "sustainable development" was conducted, its main components were studied. It was found that the service sector, as it includes social services (for example, education and health care), has a direct impact on the implementation of the social component of the concept of sustainable development and the provision of social development.*

**Keywords:** *service industry, competitiveness, national economy, sustainable development, green economy, social development.*

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### Introduction

The impact on the economic and environmental components is carried out due to the direct activity of the service sector and its interaction with other sectors of the economy. It was found that there is a direct and indirect influence of the service sector in ensuring competitiveness. The direct effect is related to the efficiency and productivity of the service sector, while the indirect effect is related to the development of other sectors of the country's economy due to the use of services. Taking into account the importance of the service sector in increasing the competitiveness of the national economy, as well as its impact on ensuring sustainable development, a conclusion was made about the important role of the service sector in the formation of the country's stable competitiveness. This corresponds to the main ideas of the concept of sustainable development and guarantees a strong competitive position of the country in the world division of labor. The following promising directions for accelerating the formation of sustainable competitiveness are proposed: encouraging the development and implementation of environmental services; development of sustainable tourism.

**Basic content.** The current and increasing role of the service sector in the development of the world economy is characteristic. More than half of the gross domestic product is created in the service sector of developed countries, most of the labor resources are employed in the service sector, and international trade in services is growing.

A significant impact of the service sector is on the production sectors of the economy (participating in production processes due to services) and the social environment in the country (educational and health sectors due to the activity), conditions play an important role in economic provision plays

Presentation of the main material of the research In the modern understanding of the concept, sustainable development was first formed. In 1987, the report of the International Commission on

Environment and Development Research, "Our Common Future", also known at that time as the "Brundtland Report" - Gro Harlem Brundtland, the head of the commission: The Brundtland report said the following. The concept of sustainable development definition: it is a turn that meets the needs of today, it is understood that the needs of the generations are met without compromising the ability of the future.

The concept of sustainable development includes two key concepts: the concept of "needs", in particular the basic needs of the world's poor. The idea of given priority and imposed limitations is the satisfaction of the environment given by the state of technology and social organization. current and future needs for capacity. Further development of the concept of sustainability was developed at the UN Conference on Science.

For the 21st century, the plan, known as Johannesburg, also helps to develop a series of multi-kingdom partnerships to achieve stability. Thus, economic stability requires making decisions that are as fair and financially sound as possible.

The concept of social development includes citizenship and equality, empowerment, inclusion, cultural identity and institutional stability.

The service industry is the sum total of everything. Manufacturing industry and small sectors, production and sale of intangible products and services. Services are a unique product because, in most cases, they do not have material, simple expression, and their characteristics are important, largely dependent on the producer. Processes (transport, communication, engineering services) and after-production maintenance (repair and maintenance), service, insurance) are actively used in the production of some services. In addition, certain sectors of the service sector carry out and achievement-oriented activities have a higher level of development of the social environment. Such services, in particular, education, health, recreation and education, etc. According to Ya. Ostafychuk, especially in the context of human development, determining the quality characteristics of a person is directly called social services.

Education and security, health are an integral part of a person. The service sector is responsible for quality education and health services, sustainable development through empowerment, human capital, reducing inequality and improving overall well-being. . These networks play an important role in shaping consciousness and are essential for sustainable development, which is vital to a healthy society.

The service sector is highly dependent on innovation and an important driver of advanced technology.

The implementation of innovative solutions such as promoting sustainable development through the development of the service sector, as a green, renewable infrastructure, energy, digital platforms and effects can be used efficiently. In addition, as mentioned above, the service sector significantly affects other sectors of the economy.

The service sector contributes to a lot of technological progress and innovation, foreign investment and growth, and its global competitiveness makes it an attraction for the country.

Taking into account the important role of the service sector, it is possible to implement the concept of sustainable development of this economic sector in the implementation of the single economy, as well as significant opportunities in strengthening national competitiveness.

The ideas of the concept of sustainable development and, at the same time, allow to ensure stable economic stability and the country's strong competitive position in the global distribution of labor,

due to the formation of sustainable competitiveness, in particular, the implementation of the following measures that can be achieved:

1. Encouraging the development and implementation of environmental services that contribute to energy efficiency, waste reduction and conservation of resource collection. For example, the service industry can offer environmental consulting services to help businesses identify and implement sustainable practices, not only to increase productivity, but also to increase competition.
2. Sustainable tourism - the development of the service sector plays a decisive role in the tourism industry. Contributing to the responsibility of providing them with tourism services, such as eco-tourism, cultural exchange and conservation of cultural heritage, contributing to the sustainable development of the service sector, as well as promoting the country's tourist attractiveness.
3. The provision of educational services to promote awareness of the principles of sustainable development may include educational programs, seminars and workshops on environmental practices, sustainable business models and ecologically clean lifestyles. The service sector can also play an important role in disseminating information and promoting environmental products and services among the population.
4. Implementation of ethical and responsible business practices and environmental considerations clustered in the social sphere. Such practices may include fair trade practices, ensuring worker welfare and equal opportunities, using sustainable supply chains and reducing environmental impact through responsible waste management and energy consumption practices. .
5. Collaborate with other sectors, including governments, non-profit organizations and businesses, to build capacity and sustainable initiatives. The result of joint efforts can be infrastructure projects aimed at sustainable development, regeneration initiatives, energy sources, management programs and sustainable urban planning.
6. In the implementation of innovative technologies and the activities of the service sector, practitioners bring a positive direction from the point of view of safety and organize the results of sustainable development. Such measures may include digital implementation and the development of platforms and tools to improve efficiency and reduce consumption of resources, the use of renewable resources, energy sources for the provision of services and sustainable business models that contribute adoption constitutes the principles of the sharing economy.

### **Conclusion.**

Currently, the stage of economic development, the factors of ensuring competitiveness of the national economy and the unity of the economy become one of the services of prosperity, growth of the industry

Thus, it can be concluded that there is a significant correlation between the level of competition and the implementation of the concept of sustainable development in the service sector, so the service is considered promising in the development of the sector.

Development enables the formation of the service sector. The logo of economic and social growth plays an important role in the development of development, environmental protection, as well as strengthening competitiveness, the potential and development of the national economy, and the development of new competitive advantages.

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