THE PROSPECTIVE DEVELOPMENT OF THE SERVICE SECTOR IN MODERN URBAN RESIDENTIAL AREAS

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Abstract. *This article analyzes, from both scientific and practical perspectives, the key factors determining the prospective development of the service sector in modern urban residential areas. The study was conducted based on the example of residential districts in the city of Samarkand. The research substantiates the importance of territorial planning, diversification of services, strengthening of management and service systems, digital monitoring, and regulatory planning for the sustainable development of the service sector. In conclusion, a set of findings and practical recommendations aimed at ensuring the development of the service sector in modern urban residential areas is proposed.*

Keywords: *modern urban residential area, housing, service sector, housing stock, population size, households, types of services, diversification.*

Introduction

In recent years, the number of modern multi-story residential buildings has been steadily increasing across the regions of the country, particularly in the city of Samarkand. The construction of new multi-story housing, the growth of population density, as well as the intensification of internal migration and urbanization processes have led to significant transformations in the functional structure of urban areas. Residential complexes are no longer merely clusters of housing units; rather, they are evolving into complex socio-economic spaces where the daily life of the population is organized, including consumption, social interaction, recreation, healthcare, education, and access to various services.

Under such conditions, the study of the prospective development of the service sector acquires particular scientific relevance. As the housing stock and population increase, the demand for services changes not only in volume but also in structure and quality. If these processes are not studied and planned, newly developed residential areas may function solely as living spaces, forcing residents to seek essential services in other parts of the city. This, in turn, increases transport load, leads to time losses, and reduces the overall quality of life.

Research indicates that certain types of services develop relatively rapidly in modern urban residential areas. For instance, retail trade, supermarkets, private healthcare services, banking, and public catering respond quickly to market demand. However, services such as preschool education, general secondary education, public healthcare, sports, culture, recreation, markets, and administrative service systems often develop at a slower pace. Therefore, the development of the service sector should be considered not only in terms of overall growth but also in terms of structural balance and territorial coverage.

This article aims to analyze the key factors determining the prospective development of the service sector in modern urban residential areas, to identify practical growth trends, and to formulate future development directions as well as management-related recommendations.

The main objectives of the study are as follows:

• to assess the current state of the service sector in modern urban residential areas;
• to identify growth rates and territorial disparities among different types of services;
• to analyze the key factors influencing the future development of the service sector;
• to develop prospective directions and practical recommendations for further development.

Research methodology

The study employed methods of economic and statistical analysis, comparative assessment, analysis of dynamic series, territorial comparison, and generalization. The empirical basis of the research consisted of practical data for the period 2021–2025 on five modern urban residential areas in the city of Samarkand. The analysis covered population size, the number of multi-story residential buildings, the number of households, and the number of facilities for each type of service.

A methodologically significant aspect of the study is that the service sector was not assessed based on aggregate indicators. Instead, individual service segments such as preschool education, general secondary education, healthcare, sports, banking, trade, public catering, transport, markets, cultural and recreational services, and management service systems were analyzed separately. This approach made it possible to more accurately determine the prospective development of the service sector not through overall quantitative indicators, but through the dynamics of individual service segments.

The research focused on the following residential areas: Sugdiyona residential area, Vokzal district, Kimyogarlar township, Korasuv residential area, and Sartepo residential area. These territories are currently being formed as modern residential complexes and provide a suitable empirical basis for comparative assessment of the development of the service sector.

Results

The research results demonstrate that modern residential areas of Samarkand possess a strong demographic and territorial foundation for the future development of the service sector. During the period from 2021 to 2025, the population increased in all five residential areas. By 2025, the population reached 48,157 in the Sugdiyona residential area, 43,430 in the Vokzal district, 21,130 in the Kimyogarlar township, 40,374 in the Korasuv residential area, and 35,774 in the Sartepo residential area. Notably, the increase in the population of the Korasuv residential area from 18,168 to 40,374 indicates a significant internal demand for the development of the service sector in this area.

The growth of the multi-story housing stock has also emerged as an important factor for the future expansion of the service sector. As of 2025, the number of multi-story residential buildings amounted to 274 in Sugdiyona, 222 in the Vokzal district, 119 in Kimyogarlar township, 212 in Korasuv, and 177 in Sartepo. This indicates that residential density is particularly high in Sugdiyona, Vokzal, and Korasuv, where the demand for services is expected to continue increasing in the coming years.

It was identified that the current state and growth rates of different service types are uneven. In 2025, the number of preschool education institutions was 7 in Sugdiyona, 10 in the Vokzal district, 6 in Kimyogarlar, 2 in Korasuv, and 6 in Sartepo. These results indicate the need for accelerated development of preschool services, especially in Korasuv. General secondary education institutions numbered 5 in Sugdiyona, 4 in the Vokzal district, and 3 each in Kimyogarlar, Korasuv, and Sartepo, which also reflects the growing demand for school services in rapidly expanding areas.

In the healthcare sector, family polyclinics were present in all areas (one in each), while the number of public hospitals was 5 in Sugdiyona, 3 in the Vokzal district, 5 in Kimyogarlar, 2 in Korasuv, and none in Sartepo. This indicates a substantial need for the future development of public healthcare services. In contrast, private healthcare has developed more rapidly: 24 facilities in the Vokzal district, 18 in Sugdiyona, 16 in Korasuv, 15 in Sartepo, and 12 in Kimyogarlar. This suggests that the private healthcare segment is likely to continue expanding in the future.

Trade and financial services emerged as the fastest-growing sectors. In 2025, the number of trade service facilities reached 628 in the Vokzal district, 564 in Sugdiyona, 406 in Sartepo, 254 in Kimyogarlar, and 210 in Korasuv. In Korasuv, this figure doubled from 105 in 2021. The number of banks and banking service centers was 10 in the Vokzal district, 8 each in Sugdiyona and Korasuv, and 3 each in Kimyogarlar and Sartepo. The number of supermarkets also increased across all areas. These data indicate that trade, supermarket, and financial services will continue to develop dynamically in the future.

Public catering establishments in 2025 amounted to 25 in Sartepo, 22 in the Vokzal district, 20 in Sugdiyona, 18 in Kimyogarlar, and 14 in Korasuv. This segment also demonstrates growth potential, as the increasing complexity of urban lifestyles and service demand contributes to its expansion.

In terms of transport services, a significant need remains. The number of bus routes was 13 in Sugdiyona, 16 in the Vokzal district, 4 in Kimyogarlar, 4 in Korasuv, and 7 in Sartepo. Despite having a large population, Korasuv has no more bus routes than Kimyogarlar, which indicates that the development of transport services will be one of the priority areas in the future.

Additionally, several underdeveloped but essential service segments were identified. For example, cultural and recreational parks are present only in the Vokzal district (1 facility), while absent in other areas. Markets are absent in Korasuv but present (one each) in the other four areas. Management service companies number 10 in Sugdiyona, 7 in the Vokzal district, 6 in Sartepo, 5 in Kimyogarlar, and only 2 in Korasuv. This indicates that the development of management and service systems is one of the most important future directions, particularly for Korasuv, where the number of multi-story buildings is rapidly increasing.

Overall, the results show that in the future, the development of the service sector is expected to be particularly high in the following segments: trade services, private healthcare, banking services, supermarkets, public catering, management service companies, and transport services. At the same time, targeted expansion is also required in socially significant segments such as preschool education, general secondary education, public healthcare, sports, culture, and markets

Discussion

The obtained results indicate that the prospective development of the service sector in modern urban residential areas is not random but is determined by several key factors. First and foremost, it is driven by population growth. As the population increases, the demand for daily services becomes more complex. However, existing practice demonstrates that not all types of services develop at the same rate.

Segments where market mechanisms operate more effectively tend to develop more rapidly. These include trade, banking, supermarkets, public catering, and private healthcare services. This is explained by the fact that demand in these sectors is monetized more quickly, meaning that sources of income for entrepreneurs are formed faster. Therefore, these segments are likely to act as the main drivers of development in the future as well.

However, social and institutional services do not develop at such a natural pace. Preschool education, general secondary education, public polyclinics and hospitals, sports, culture, markets, and certain service sectors depend largely on normative planning and managerial decisions. If these segments are left solely to market forces, the development of modern urban residential areas will become unbalanced: the consumer market will expand, while social infrastructure will lag.

For this reason, the future development of the service sector should be pursued simultaneously in two directions. The first is the proper territorial and qualitative regulation of naturally growing market segments. The second is the targeted support of slowly developing but socially essential service segments.

Another important conclusion is that development should not be assessed through the total "number of services" but rather analyzed separately for each type of service. Otherwise, the abundance of trade facilities and supermarkets may obscure deficiencies in schools, polyclinics, or transport services. Consequently, the prospective management model should evaluate the development of services not through aggregate indicators but based on individual functional segments.

The most important condition for future development is the strengthening of the management mechanism of the service sector. In this regard, demand-based placement of services, maintenance of service registries, digital monitoring, expansion of service management systems related to multi-story housing stock, establishment of normative indicators for each service type, and diversification of services play a decisive role.

Conclusion and Recommendations

This study demonstrates that there is a strong socio-economic foundation for the future development of the service sector in modern urban residential areas of Samarkand. During the period 2021–2025, the increase in population, the number of multi-story residential buildings, and the number of households significantly intensified the demand for services. At the same time, it was revealed that the rates of development across different service types are not uniform.

The most important conclusion is that the future development of the service sector should be evaluated not through overall growth, but through the development of individual service segments. Trade, banking, supermarkets, public catering, and private healthcare are expected to continue their active growth in the future. However, preschool education, general education, public healthcare, sports, culture, markets, and management-service sectors require targeted policy measures and managerial interventions.

Thus, the prospective development of the service sector in modern urban residential areas is determined by the following factors:

- population growth;
- expansion of the multi-story housing stock;
- increasing complexity of daily demand for services;
- natural activity of market-driven segments;
- normative demand for social services;
- the quality of management and monitoring systems.

Based on the research findings, the necessity of a management model grounded in territorial and service-type approaches has been substantiated. This approach will enable a more balanced, accessible, and sustainable development of the service sector in modern residential areas.

Based on the results of the study, the following recommendations are proposed:
• minimum service provision standards should be developed for each type of service;
• in rapidly growing residential areas, particularly in the Korasuv residential area, priority should be given to preschool education, general education, public healthcare, and transport services;

• trade, public catering, banking, supermarket, and private healthcare segments should be territorially coordinated;

• it is advisable to strengthen the activities of management service companies and to establish an integrated service management system linked to the multi-story housing stock;

• a digital monitoring system for managing the service sector should be developed, and service registries should be regularly updated;

• targeted development programs should be designed for cultural, sports, recreational, market, and other socially significant public services.

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