

UNIwersytet PEDAGOGICZNY  
im. Komisji Edukacji Narodowej w Krakowie  
INSTYTUT GEOGRAFII  
KATEDRA PRZEDSIĘBIORCZOŚCI  
I GOSPODARKI PRZESTRZENNEJ

POLSKIE TOWARZYSTWO GEOGRAFICZNE  
KOMISJA GEOGRAFII PRZEMYSŁU

**Problematyka 37.**  
**Międzynarodowej Konferencji Naukowej nt.**  
**„Wpływ pandemii**  
**na przemiany przemysłu i usług”**

*pod redakcją*  
*Zbigniewa Ziło i Wojciecha Pionka*

KRAKÓW - WARSZAWA 2021

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**Main Theme of 37<sup>th</sup> International  
Scientific Conference on**

**“The Impact of the Pandemic  
on the Transformation of Industry and Services”**

PEDAGOGICAL UNIVERSITY OF KRAKOW  
INSTITUTE OF GEOGRAPHY  
**DEPARTMENT OF ENTREPRENEURSHIP  
AND SPATIAL MANAGEMENT**

POLISH GEOGRAPHICAL SOCIETY  
**COMMISSION OF INDUSTRIAL GEOGRAPHY**

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*edited by*

***Zbigniew Ziolo and Wojciech Piontek***

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INNA POPLAVSKA

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## **Conceptual features of the service sector organization**

The services sector is rapidly expanding and diversifying according to the growth and differentiation of the demand for services. At the same time, there is a disproportion in the territorial organization of the services sector, the contrasts of the services level in the center and on the periphery, caused by migration processes. The perfect territorial organization of the services sphere is among the key tasks of regional state policy, one of the administrative-territorial system's restructuring criteria.

From the point of social geography, the needs and behavior of consumers are important factors in the territorial organization of the services sector. The developed model of consumer behavior in the selection of services reflects the impact of political, legal, scientific, economic, geospatial, natural, demographic, social, cultural, psychological, and inductive factors on human behavior in the consumer market.

The determining factor for the formation of the services sector is the focus on the consumer, so the service sector is subject-oriented in space. Its "territorial image" forms the contingent of service users, according to which the entire services system is organized.

Using the law of Robert Metcalfe, it can be stated that the usefulness of the service sector is proportional to the square of the number of users of these services. That is, the greater the number of nodes in the networks is, the greater the benefit to the networks of all nodes becomes.

The services sector is characterized by a complex structure, a multifactor of interconnections, and a hierarchical organisation. The driving force behind the development of the services sector is the need to determine the strategy, goals, mechanisms and performance. Each level of the needs hierarchy meets certain services. At different regional levels, meeting the needs of one hierarchical level has its own specifics.

The services sector is a powerful communicative component of the globalisation process. The emergence of global producers and services consumers, and the creation of global channels for services implementation, are factors determining the development of the services industry at the present stage. In the future, consumers will receive "global" services in the event of the direct absen-

ce of contact with the manufacturer, and traditional local services will make changes to the geospatial structure.

Within the structure of the national economic complex, the services sector is the dominant segment of dynamic development: the production of services is increasing and their structure is becoming more complicated. A priority task of the services sector's development is the need to eliminate significant regional disproportions in the production and sales of services in Ukraine.

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