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QUALIFICATION PAPER

on the topic " UKRAINE'S PLACE IN THE WORLD MARKET OF SERVICES"
Specialty 292 "International Economic Relations"

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It is submitted for the Bachelor's degree requirements fulfillment.

Qualifying Bachelor's paper contains the results of own research. The use of the ideas, results and texts of other authors has a link to the corresponding source

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ABSTRACT

on bachelor's degree qualification paper on the topic
« UKRAINE'S PLACE IN THE WORLD MARKET OF SERVICES »

student Yevchenko Alina
(full name)

The main content of the bachelor's degree qualification paper is presented on 46 pages; including references consisted of 50 used sources, which is placed on 4 pages. The paper contains 4 table and 1 figures.

Keywords: WORLD MARKET, MARKET OF SERVICES, GLOBALIZATION.

The purpose of the study is to study the features of the world market of services, to identify the place of Ukraine in the world market of services. To study the economic content of the world market of services, analyze the classification of services in the world market. To study the specifics of pricing in the global services market; analyze the dynamics and structure of the global services market; to study the regulation of the world market of services; analyze the optimization of the structure of Ukraine's international services; analyze the prospects for the development of the Ukrainian services market in the context of globalization.

The object of research is the development of the Ukrainian market of services and its place in the world market of services.

The subject of the study is the global services market.

During the research, the following methods of scientific research were used: empirical, comparative, method of statistical analysis, compilation and grouping. Also in the course of writing, the work was the processing of literary sources, as well as the method of displaying the results of scientific research in graphical and tabular forms.

According to the results of the study, the following conclusions are formulated:

1. Theoretically, foreign trade allows countries to specialize in those activities in which they have a comparative advantage, and subject national producers to the healthy discipline that competition with foreign company's needs. This results in higher productivity

and rising living standards as consumers are able to enjoy a wide variety of goods and services at lower prices.

2. Public policy should be aimed at creating a favorable environment for the development of small and medium-sized businesses. Information technologies and e-commerce are of paramount importance for the further development of the services sector in Ukraine sectors of the economy.

3. The dynamics of the development of services markets is significantly influenced by the activity of the private sector. Therefore, public policy should be aimed at creating a favorable environment for the development of small and medium-sized businesses.

4. The development of the service sector in Ukraine needs to intensify the attraction of investments in this area, including foreign ones. Attracting foreign capital into the Ukrainian economy will contribute not only to the receipt of necessary financial resources, but also advanced technologies, technically efficient methods of services, which will improve their quality and availability, service culture and ultimately - increase the competitiveness of domestic service providers and significantly strengthen Of Ukraine in the international exchange of services

The obtained results can be used in the process of development of the Ukrainian market of services.

Results of approbation of the basic provisions of the qualification Bachelor work was considered at the conference “International economic relations and sustainable development 2022” the abstract was published.

The year of qualifying paper fulfillment is 2022.

The year of paper defense is 2022.

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TASKS FOR BACHELOR'S DEGREE QUALIFICATION PAPER

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1. The theme of the paper is «Ukraine's place in the world market of services »

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3. The purpose of the study is to study the features of the world market of services, to identify the place of Ukraine in the world market of services. To study the economic content of the world market of services, analyze the classification of services in the world market. To study the specifics of pricing in the global services market; analyze the dynamics and structure of the global services market; to study the regulation of the world market of services; analyze the optimization of the structure of Ukraine's international services; analyze the prospects for the development of the Ukrainian services market in the context of globalization.

4. The object of research is the development of the Ukrainian market of services and its place in the world market of services.

5. The subject of the study is the global services market.

6. The qualification paper is carried out on materials of domestic and foreign economic organizations such as UN, UNCTAD, WTO, a number of scientific works of foreign scientists are devoted to it, in particular G. Feketeku, E. Haksever, B. Hindley, A. Smith.

7. Approximate qualifying bachelor's paper plan, terms for submitting chapters to the research advisor and the content of tasks for the accomplished purpose is as follows:

Chapter 1 Theoretical aspects of world market research

Chapter 1 deals with Economic content of the world market of services. Classification of services on the world market and Specifics of pricing in the world market of services.

Chapter 2 Features of the world market for services

Chapter 2 deals with dynamics and structure of the world market of services. Tourism as a leading direction of development of the world market of services and regulation of the world market of services.

Chapter 3 Integration of Ukraine into the world market of services

Chapter 3 deals with optimization of the structure of international services of Ukraine and prospects for the development of the Ukrainian services market in the context of globalization.

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INTRODUCTION

The service sector is one of the most important and fast-growing components of the world economy. In the context of globalization of the world economy, the service sector is becoming one of the influential factors on which economic growth depends, increasing the country's competitiveness in world markets, improving the welfare of the population.

At the beginning of the XXI century, the international services market acquires new features. It is characterized not only by dynamic development, as it was at the end of the XX century, but also changes its nature and structure. In the context of globalization of the world economy, it is affected by new factors that change the perception of the mechanism of its functioning. The development of the international market is impossible without improving the mechanism of its regulation. For many years, global trade in services has been regulated on a bilateral basis. The main participants in these relations were independent states and foreign firms. However, with the advent of an international network of services based on modern means of communication and computers, the effectiveness of traditional regulatory methods has declined significantly, which in turn has hampered progress in services. It is necessary to create a universally effective international mechanism through which it would be possible to coordinate foreign economic activity in this area.

In the 1990s, there was a gradual transition to the creation of an international mechanism for regulating trade in services by developing uniform rules for the entire sphere from an extensive system of national regulation.

In the context of the study of the international market of services, the question arises about the role of Ukraine in this market, its opportunities and problems. Trade in services plays an important role in Ukraine's international economic activity.

The study of the international market of services is associated with significant methodological difficulties, especially with the definition of relevant economic categories. This is because by the mid-70 of XX century services tended to fall out of the theory of

international trade, they were considered incapable of international exchange due to their three key properties: inability to store, simultaneous production and provision of services and elusiveness of the result.

Today the problem of growth of international trade in services is actively studied within the UN, UNCTAD, WTO, a number of scientific works of foreign scientists are devoted to it, in particular G. Feketeku, E. Haksever, B. Hindley, A. Smith and others.

The purpose of the study is to study the features of the global market of services, to identify the place of Ukraine in the global market of services.

The purpose of the work defines the following tasks:

- To study the economic content of the global market of services;
- Analyze the classification of services in the global market;
- To study the specifics of pricing in the world services market;
- Analyze the dynamics and structure of the world services market;
- Consider tourism as the leading direction of development of the global market of services;
- To study the regulation of the global market of services;
- Analyze the optimization of the structure of international services of Ukraine;
 - Analyze the prospects for the development of the Ukrainian services market in the context of globalization.

The object of research is the development of the Ukrainian market of services and its place in the global market of services.

The subject of the study is the world services market.

The results of the qualification paper were tested at the conference "International Economic Relations and Sustainable Development" in 2022. Theses of the reports were published.

1. THEORETICAL ASPECTS OF THE WORLD SERVICE MARKET RESEARCH

1.1 Economic content of the global market of services

All areas of international cooperation need developed services, which is a continuation and development of modern production. The main features of the world services market include the following:

- Systematic development, which means that the services market is considered as a holistic system with many interrelated components;
- Sensitivity to market changes, which is caused by constant fluctuations in demand and supply of services in the market;
- High rate of capital turnover associated with a shorter production cycle in the service sector;
- Constant growth of the range of services [50].

The main difference between trade in services and in goods, which stems from the peculiarities of international in services trade, is that services do not have the ability to accumulate [40]. The volume of the services market is about 25% of world trade, and the growth rate of this sector of the world economy is much higher than the growth rate of global trade. Trade in services also affects the employment of the national economy largely than the commodity market.

The specific features of international trade in services include: the place of production and consumption of services coincide:

- The export of services necessarily involves their production abroad;
- Close connection of the market of services with the market of goods, capital and labor;

- The degree of concentration in the market of modern services is much greater than in the market of goods;
- The national sphere of services is more strongly protected;
- A number of services are practically not included in international circulation.

The international service market consists of:

- Services of freight;
- Other services of transportation;
- Tourism;
- Other services provided by government organizations such as banking, insurance, exchange, mediation, technology export, etc.;
- Other services provided by the private sector.

The main role in world trade in services is played by tourism and transport services.

Hugh Corbett, the founder of the Trade Policy Research Center in London, was one of the first to recognize trade in services in the global economy. Examining non-tariff barriers to goods trade and the possibility of negotiating a General Agreement on Trade in Goods (GATT), he concluded that similar research could be the basis for negotiations on trade in services [1].

The first published document in which the provision of services is interpreted as “trade in services” can be considered the Report on Long-Term Problems of Trade in the World Economy with a Short Section on Trade in Services prepared by the OECD High Level Group on Trade and Related Issues. The report states that “... although many service activities have not yet risen to the international level, there are service industries in which international transactions have grown in virtually the same proportion as trade in goods, or even more so. The services sector, like the industrial sector, is undergoing internationalization and interpenetration. For some countries, trade in services is at least as important, and in some cases more important, than trade in goods.”

There is still no clear generally accepted scientific term of "international services trade" and "international services market". Even in the framework of the General Agreement

on Trade in Services (GATS), they are absent; instead, four possible ways of providing services on the international market are indicated. We use the most acceptable interpretation of the concepts of "international trade in services", "international market for services" answer: a foreign or legal entity of another country and is a profitable sale [2].

"The international market for services is a part of the global market for services, in which there is an international exchange of intangible products as well as services between inhabitant of dissimilar countries, anyway of the place of the agreement between them."

Services can be both an independent object of trade and "accompaniment" of the goods sold. The key factor in the growth of world trade in services, their diversification was the spread of information technology and demand for computer products and services in general, not tied to material media, and so on.

The international nature of the service is manifested either in its direct international nature or in the various economic consequences of a particular commercial action, which may be associated with the emergence of various obligations or prospects for further cooperation of multinational counterparties. Such consequences as features of international services, depending on their nature, may be mandatory or fragmentary.

In addition, economic globalization, as well as the development of regional integration processes, increasingly blur the boundaries between "domestic" and "foreign" services, which also adds to the conditionality of any classification of services on the principle of national jurisdiction or customs territory.

There is also a tendency to increase the relationship between "visible" and "invisible" trade, especially in high-tech and science-intensive areas. The sale of new or complex technical equipment requires the provision of services for its maintenance, as well as the need for further intensive information exchange, consulting and advertising services [3].

Thus, we can distinguish the following features of world services trade contrast goods trade:

- World trade in services is controlled not at the frontier, but within the country by the pertinent supplying of domestic legal. The leaving or attending of the fact that the service crosses the border cannot be a criterion for exporting or importing the service;

- Services other than goods are not subject to storage. They are provided and devoured at once. So, the most kind of services are built on straight contracts between their makers and consumers;

- Manufacture and selling of services have great state protection compared to the domain of material manufacture and trade. Transport, transmission, monetary and insurance services, science, education, and health care in many countries are wholly or partly state-owned or under strict government control;

- World trade in services is closely linked to and significantly affects trade in goods. For example, the great influence of the service sector on the trade in knowledge-intensive goods, which requires significant amounts of maintenance, information and various consulting services [24].

In the future, we should expect a further shift in exports of direct investment in services, especially transport, communications and business, demand for which is growing rapidly in both developed and developing countries. Possible breakthroughs in computer technology, medicine and genetic engineering are also expected to bring about major new developments in the service sector [4; 36].

1.2. Classification of services on the world market

International economic services are goods that do not pass customs control and that do not require a customs declaration. Services do not take the form of tangible property to

which property rights extend. The implementation of services and their production are inseparable. The main thing in trade in services is that there should be a sale and purchase operation that covers the activities of economic and foreign entities of Ukraine, which takes place as an economic territory of Ukraine and abroad [15; 24].

The moment of the procedure for import-export of services is the date of receipt on an accrual basis or actual provision, most often the date of registration of such operations coincides with the time of production. However, there are exceptions when, at the end of each year, payments are transferred, and then the moment of registration of the service is fixed by the terms of payments according to the acts. The time of reflection in the account may be related to such factors as the term of signing the contract, the term of payment, the term of the obligation to pay for services. The dates of reflection in accounting do not always coincide. Registration of services in these cases occurs when the ownership changes, and in the payment documents is posted to the exporter and importer, when the cost of the service is created, exchanged, transferred [5; 26].

Exports (imports) of services are registered at the time of signing the foreign trade contract (agreement). This is an important agreement among two or more subjects of international activity and their international counterparties, focused on the establishment, development or completion of their mutual rights and positions in international activity. The moment when all obligations under the agreement are assigned, including the issuance of an obligation or the agreement of loan agreements, is the moment of the agreement.

Statistical monitoring of the volume of services provided is carried out by collecting statistics on state reporting from enterprises and organizations of all forms of business and ownership, performing activities related to the provision of export services to business international partners and the receipt of imports from international partners both on the territory of Ukraine and abroad, according to contracts.

The systematization of services is carried out according to the Classifier of types of general economic activity of the counting commission of the European Union.

The fundamental types of international services in the field of culture and recreation are such as transportation, tourism, construction, research and development, architectural and engineering, utilities, insurance, macro-financial, computer-information, legal, accounting, communication services, services to physical persons. Services related to the delivery of goods to the border country of import and destination, conveying of commuter by all modes of transport, ensuring the functioning of the transport infrastructure (loading and unloading, emergency rescue operations, port services, stations, parking lots, transport agencies, customs brokers), transportation by pipelines of gas, ammonia, oil, electricity are transport services [6 ; 44].

Before the trip - services of hotels, restaurants, travel agencies and travel agencies, services in the field of health protection.

Construction of construction sites, installation of equipment, construction of highways, various types of roads, sports and recreation centers, services related to the rental of construction equipment, such services are classified as construction.

Insurance services include services such as housing and pension insurance, cargo insurance and reinsurance.

Financial services include money intermediation services, financial leasing, and financial market management services and securities portfolios.

Consulting services for informatization, software development, data processing and database creation are related to computer services.

Patent-licensing activity refers to patent-licensing services.

Services in the field of law, accounting, business and management refer to legal and accounting services [10].

Services related to research and production in the field of natural and technical sciences, social sciences and humanities are research and development services.

Services related to activities in the field of architecture and construction, technical control and analysis, certification activities are architectural and engineering services.

Services related to the sphere of public administration in the economic and social spheres, the activities of which fall within the competence of the state, are public services.

Communication services - postal and telecommunication services. Communication services are the activities of receiving, processing, storing, transmitting, delivering telecommunication messages or postal items [45].

Services for individuals and in the field of culture and recreation - services for the rental of audio and video media from the funds of these institutions, sound equipment, musical instruments, stage production equipment, costumes, shoes, theatrical props, props, wig accessories, cultural equipment, animals, exhibits and books [7].

Thus, we can conclude that the international services market consists of the following main types of services: cargo transportation, other transportation, tourism, other government services (banking, insurance, exchange, brokerage, and technology exports), and other services. Private sector. In addition, it should be noted that the classification of the international market for services is based on the Classification of Economic Activities of the Statistical Commission of the European Union. In our country, a slightly different classification is used in the accounting of statistical services: transportation, tourism, building, indemnity, economics, desktop and details, royalty and licensing, lawful, auditing, investigation and evolution, constructive and technical, public services, services relation and services in the field of culture and recreation [8].

1.3 Specifics of pricing in the world market of services

Pricing in the services sector follows a similar pattern to pricing in any other area of trade.

The fact that in market conditions the price is set objectively due to the ratio of supply and demand, there is no doubt. The development of a pricing strategy in the field of services in foreign markets is related to the following:

- Pricing is one of the main aspects of marketing activities, an important means of management that allows you to generate profits;
- Free pricing in a market economy is associated with the solution of such issues as the choice of criteria and methods of formation, protection from state regulation of prices;
- Most small in the service sector have limited resources to compete in price competition;
- The services market is, in essence, a buyer's market.

Thus, we can conclude that such a factor of consumer preference plays an important role in the service market, i.e. pricing will largely depend on what will be the demand for services in a particular region [41].

When forming a pricing strategy, an enterprise should take into account the following properties that affect the pricing process in the service sector:

- High price elasticity of demand; a large gap in time between the moment of setting the price and the moment of purchase and sale;
- Impossibility of product storage, because of which untimely products lead to losses;
- strong influence of competitors on the pricing process;
- State regulation of prices in the field of transport;
- The need for seasonal price differentiation;
- High level of focus on the psychological characteristics of the consumer, as the price may be associated with the social status of the customer;
- High cost of various services.

However, it should not be assumed that the manufacturer of services relies only on the price offered to him by the market, and he does not take any part in pricing. The service provider uses the method of calculating initial prices. Services are offered to buyers at such prices [9].

The process of calculating prices for services includes setting the task of pricing, cost estimation, tailored to demand for the service, analysis of prices and services of competitors, the choice of pricing method. The main task of pricing is to cover the costs of services and profits. The price allows the service company to gain market leadership. Its essence is to gain significant market share.

This is achieved through lower prices or the production of superior property services. Price reduction has a certain minimum limit - to cover production, issue and marketing costs, including a fair rate of return. If the company does not cover the costs of services with the help of the price, it will go bankrupt after some time. Therefore, a correct estimate of all costs is required. In order to successfully use price as a lever of competition, the service provider must constantly look for ways to reduce the cost of producing services. If the individual value is less than the market value, the manufacturer, selling services at market prices, receives a surplus profit, which gives him significant advantages over competitors.

When setting the price it need to calculate the demand for these services. Rising prices can reduce the purchasing power of buyers and, consequently, the demand for services. Lowering the price increases demand, but to a certain extent. Demand does not increase, but begins to fall after a price level. The buyer begins to be suspicious of cheap service, believing that it is of low quality and can harm him. The elasticity of demand for services should also calculate and producers should be aware that if services lose their elasticity of demand, prices should be reduced [10].

Thus, we can conclude that the minimum price is determined by the cost of production of services, and the maximum price depends on the demand for these services. The price level of the enterprise is also affected by the prices of competitors. The service provider must know the prices and quality of services of its competitors. To do this, use the following methods: comparing prices using price lists, purchasing equipment and checking its quality, studying the opinion of buyers about the quality of competitors' services and the level of prices for services. If it is established that the quality of service is not inferior to the quality of service of competitors, set a price close to the price of service of competitors [42].

If quality services are better than competitors' services, you can set a higher price.

There are many pricing methods. And every company has the right to choose the one that meets its interests. The simplest method of pricing is to calculate the price by the formula: average cost plus profit. The second application is sometimes called a markup, its size depends on the type of service, demand for it, the cost of the service, sales, and so on. Another method of pricing is based on the balance of supply and demand. The seller feels this balance of steady demand for their services. Also popular is the method of calculating the price based on break-even analysis and ensuring the target profit. The manufacturer knows that covering the gross costs of services requires a certain amount of production. This method of pricing involves the analysis of different price options, their impact on sales. It is necessary to overcome the level of break-even and obtain the desired profit.

Thus, calculate the process of pricing services, the following pricing methods were identified: costs-plus; pricing based on regulatory profitability and pricing based on the value of the service. It should be emphasized that the pricing process involves the formation of a pricing strategy, which is an integral part of pricing policy. Pricing strategy is the main directions, measures and methods by which a certain goal of pricing policy can be achieved. Service companies work in world markets apply a cream skimming strategy, a discriminatory pricing strategy, and a market penetration strategy. Here are the characteristics of these strategies.

The strategy of "removing the cream" works successfully if the market is reducing the supply of services, and demand is not elastic from rising prices for services. For example, the implementation of cruise tours. This strategy is rare in the international services market, as it is difficult to invent new services for which consumers will agree to pay the highest prices [11].

The discriminatory pricing strategy is considered to be a very flexible tool that calculates changes in market demand, prices depending on time, place, type, product and sales volume. Emphasis is placed on the unequal demand elasticity in different consumer groups. For example, discriminatory pricing is appropriate for firms to enter national markets

that are emerging when the domestic economic situation (inflation, high prices and tariffs with low levels of service) stimulates the growth of outbound tourism. Price manipulation is materialize by enterprises that receive serious competition in foreign markets. Setting lower prices for services creates a dumping situation. Economically justified is the price difference at which the total sales of the firm provides a profitability not lower than normal. Price discrimination by consumer category is also practiced for for dissimilar market pieces depending on the willingness and ability to pay this price. For example, students, the disabled, and newlyweds are given discounts at hotels when purchasing transportation tickets. Time-based price discrimination is used when hotels and transport companies lower prices before the peak season to attract consumers and thus recoup the costs of maintaining a level of service and retaining qualified staff. Prices are discriminated by location, for example, when the cost of the same hotel rooms is different depending on, for example, the windows view. Hotel room with sea views is much more expensive than a room with windows overlooking the hotel's courtyard [43].

The market penetration strategy is based on setting low prices in order to attract more customers. The low price in this case is a kind of fee for the introduction of the service on the market. Start-ups or companies looking to capture more market share apply this strategy. As sales increase and the firm strengthens in the market, the price gradually rises to the average industry level, but this does not reduce demand.

Summarizing the above, we note that pricing in the world services market is based on the same rules as pricing in any other industry. This uses standard marketing pricing strategies [12].

2. FEATURES OF THE FUNCTIONING OF THE LIGHT SERVICE

2.1. Dynamics and structure of the world market of services

Foreign trade in services has been an extremely dynamic area of the world economy in recent decades. At the end of the twentieth century. Exports of services from leading market countries grew twice as fast as merchandise exports. In world trade, there is a steady increase in export-import transactions in the services market controlled by growth countries (44% of world exports of services account for the United States, Britain, Germany, France). Despite the fact that some of the developing countries are major exporters of services (Republic of Korea, Mexico, Singapore), in general, this group of countries is characterized by a negative balance in international trade in services.

Today, the service sector occupies most of the world's production and employment, especially in industrialized countries. Thus, over the last 40 years (1980–2020), their world exports increased from 64 to 2415 billion dollars, ie 38 times [10]. During the period from 2012 to 2020, when the multilateral agreement on the on the modernization of world trade in WTO GATS services first entered into force the average annual increase of world exports of services was 6.5%, and the growth of goods was similar (6.5%).

Such synchronization of the dynamics of trade is due to the intensification of globalization of the economy, where tangible and intangible components of world production form a single cycle of reproduction. Thus, the world movement of goods automatically generates the movement of aggregate services, and conversely, trade in services has a significant impact on trade flows.

The growing interconnection between world markets for goods and services has an impact on structural changes in global trade. Due to this, a group called "business services"

refers to the process of enterprises began to develop at an accelerated pace. It forms the basis of “other services” for which it publishes WTO statistics below in table 2.1 [25; 38].

Table 2.1 – Growth of world exports of services by groups (in % to the previous period)

Group of services	2012– 2014	2015– 2017	2018– 2020	Share in world exports of services
Transportation	6	3	10	23,6
Travel	9	3	7	29,4
Other types of services	10	7	11	47,0

The international services market is dominated by eight countries: the United States, Britain, France, Germany, Japan, Italy, the Netherlands and Spain, which account for 2/3 of world exports of services. They also provide more than 50% of imports of services with only one difference: instead of Spain, China is one of the eight importers. These countries provide a an extensive range of services and high-tech models. The United States, Britain, Germany and France account for 36% of world exports of services. The export quota of the USA and Great Britain on the world market is 24%, the import quota is much lower [13; 14].

Almost absolute consumers in the services market are developing countries, except for "new industrial countries" or emerging markets, including South Korea (exports consulting, engineering and construction services), Mexico (tourism), Singapore (financial and banking services) [44].

New Zealand and Australia have significantly increased trade in services in recent years. This is primarily due to the spread of tourism, especially the lifting of restrictions on air transportation and the creation of tourist centers. France has now gained importance as a seller of financial and insurance services, Sweden - services of technical, managerial and advisory nature. Exporters of education and infirmary are the UK, the USA, France, Switzerland and Germany. The highest level in the number of exhibitions reached the United States and Western Europe (mostly Germany). In the field of financial and freight services,

the United Kingdom and the United States have lost much of their monopoly position, while Japan and Germany, on the other hand, are becoming increasingly important suppliers.

Regarding structural changes in the world services market, the leading trends will continue: first, there will be a further expansion of the position of the business and professional services sector. Thus, the share of information, computer services, as well as consulting, marketing, management and others up to 14%, and by 2020 it may increase to 17-18%. The highest growth rates in the future are forecast for such services as information (including the Internet), software development, marketing and advertising, and so on. The number of people working in business and professional services in the United States, according to experts, will increase by 2012 to 21 million people. (2005 - 17 million people).

In general, we can highlight the following features of the sectoral structure of the modern world services:

- 1) Large-scale and sustainable growth of socio-cultural industries due to the multiple complication of their functions (increasing the investment role of education, culture, health);
- 2) Organizational and technological modernization of a number of branches of services.

A fundamentally new phenomenon in the service sector in the last 15 years is the increase in productivity growth, especially in the United States (Table 2.2), which in many industries outpaced the average in industry and the economy as a whole: growth in 1990-2002. In the US, mining industry was 131%, manufacturing - 121%, wholesale - 188%, retail - 148%, air transport - 189%, commercial banks - 129%. During the same period, the productivity of software development services increased 3.7 times [39; 45].

Table 2.2 – Dynamics of the main indicators of the US services sector, %

Indicator	1990-2000	2001-2005	2006-2009	2010-2020
1. Gross value added	3,3	3,2	3,2	3,2
2. Number of employees	2,2	1,3	1,2	1,2
3. Fixed capital	3,7	3,3	3,2	3,1
4. Productivity	1,2	1,8	1,9	2,1
5. Capital intensity of products	0,5	0,2	0,1	-0,2
6. Capital armament of labor	1,6	1,9	1,7	1,8

The most promising services include the Internet, conferencing, digital and cable TV, e-mail, and more. At the same time, there is an integration of different types of terminal equipment into a single telecommunications complex. However, the development of information technology unifies the types of trade. After all, the subject of international exchange is information, the product properties of which cannot be ignored and which meets modern criteria for identifying services.

Of late years, a new form of international division of labor has emerged in the world services market - outsourcing - the transfer of technology and brand of products owned by an entrepreneur (company) in one country, under certain conditions to a foreign entrepreneur (company).

In general, the emergence of new forms of division of labor between states, the distribution of functions for the production of services and their implementation lead to the deepening of globalization. Countries that transfer the production of services to other countries benefit from increasing productivity, reducing costs due to lower wages in countries which production is transferred.

The US share of world exports of services may decline after 2010, but the country will remain the most competitive in the international market. In the EU, the share of services in GDP will increase from 71 to 74-75%, mainly due to financial and business services, communications, private services, etc. In addition to these service segments, tourism and

hotel business can play a significant role, especially in Southern Europe. At the same time, in several of old EU members the share of services may exceed 80%, which is currently typical only for the Luxembourg economy [46].

For the new EU countries, the share of services in them will grow more slowly, due to the need for significant investment in the development of services, usually subsidiaries of foreign telecommunications companies, stock, indemnity companies, etc. [15; 16].

2.2. Tourism as a leading direction of development of the world market of services

Tourism is the most dynamic branch of services. The need for recreation is stimulated by urbanization, scientific and technological revolution, general improvement of living standards and more.

The market of tourist services (or the tourist market) has as its objective basis the growth and diversification of social needs and the corresponding deepening of the social division of labor. It is part of the global market of services, its specific component. The tourist market is a sphere of satisfaction of needs of the population in the services connected with rest and meaningful carrying out of leisure in travel.

The separation of the tourist market is based on the specifics of the tourist service. The tourist service has all the previously listed features of the service, i.e. intangibility, continuity of the production / consumption process, the impossibility of accumulation and heterogeneity of quality, but also has a number of specific features:

- Complexity. Tourist service is always a set of services, which necessarily includes accommodation, food, transportation, excursion services and a number of others that ensure the realization of the purpose of travel;
- Mobility involves the mandatory movement of the consumer to the place of service;

- Inseparability of the service process is related to the previous features. Service in tourism is a continuous process, because only in this way can the goal of travel be realized. Thus, the moment of production and consumption of tourist service coincides in time and space;

- Rhythmicity. This feature reflects the nature of activities in the tourism market. The mechanism of regulation of supply and demand in this case is based on the constant variability of demand and relative stability of supply. The population's demand for tourist services is subject to fluctuations depending on the life cycle: daily, weekly, annual. In addition, it varies depending on the ratio of objective and subjective internal and external factors. That is, there is a gap in time between subordinate fluctuations in demand and constant supply [17].

Tourist services by value in the process of travel are divided into basic, without which travel is impossible (accommodation, food, transport and excursion services, etc.), additional that contribute to the comfort of travel (household, trade, communication, information, banking, financial, medical, sports -health, cultural, etc.) and related, which increase the efficiency and contribute to the full realization of the purpose of travel (production and sale of souvenirs and tourist equipment, arrangement of beaches, observation decks, restoration of monuments, etc.). Each of the main services can be a tourist product, characterized by stable supply, but only a combination of them is a tourist service.

Tourism occupies a prominent place in international foreign economic relations. It is an important stimulus for the to develop global trade, which contributes to the expansion and intensification of international trade. At the same time, tourism should be considered as an independent type of international relations [47].

Expansion and deepening of tourist ties between countries is an important problem of modern international relations. Problems of tourism development, its political, economic and cultural impact on the world economy and international relations are actively discussed in political, business and scientific circles.

At the global level, a characteristic feature of tourism in recent years is a high dynamism and stability of its development, as well as its active impact on the economies of other countries with favorable recreational resources.

Tourism exchange between countries is, in fact, one of the types of international relations that covers important issues of public life. Today, objective preconditions for international cooperation have been created.

International tourism and tourism in general play an important role in built up global peace, improving understanding and friendship between peoples, expanding trade, scientific and cultural cooperation, and establishing good relations between states.

Being acquainted with the customs, way of life, culture of the people of another country, with its history and historical monuments encourages a deep knowledge of the environment. The combination of the words "rest, recovery + knowledge, impressions" best conveys the current direction in the development of both international and domestic tourism [18].

Tourism allows people not only to be acquainted with each other's lives, but also to compare different economic systems. Along with the growth of tourist flows to the most developed areas of tourism, interest in new and still underdeveloped areas is increasing, despite the high transport costs and somewhat limited opportunities for tourist service.

In Ukraine, traveling is recognized as one of the industries in need of priority development.

In our opinion, tourism is a type of recreation associated with leaving the outside of permanent residence, active recreation, during which recovery is combined with health, cognitive, sports and cultural and entertainment purposes.

The rapid development of mass tourism in the world has led to the corresponding development of the tourism industry and related industries, science and culture, education.

Given these prerequisites, the tourism industry is a set of different subjects of tourism (hotels, tourist complexes, campsites, motels, boarding houses, catering, transport, cultural, sports, etc.), which provide reception, service and transportation of tourists.

Consider now what a tourist product is. According to Figure 2.1 of the Law of Ukraine "On Tourism" tourist product - a pre-developed set of tourist services, which combines at least two such services that are sold or offered for sale at a certain price, which includes transportation services, accommodation services and other travel services, not related to transportation and accommodation (services for organizing visits to cultural, recreational and entertainment facilities, sale of souvenirs, etc.).

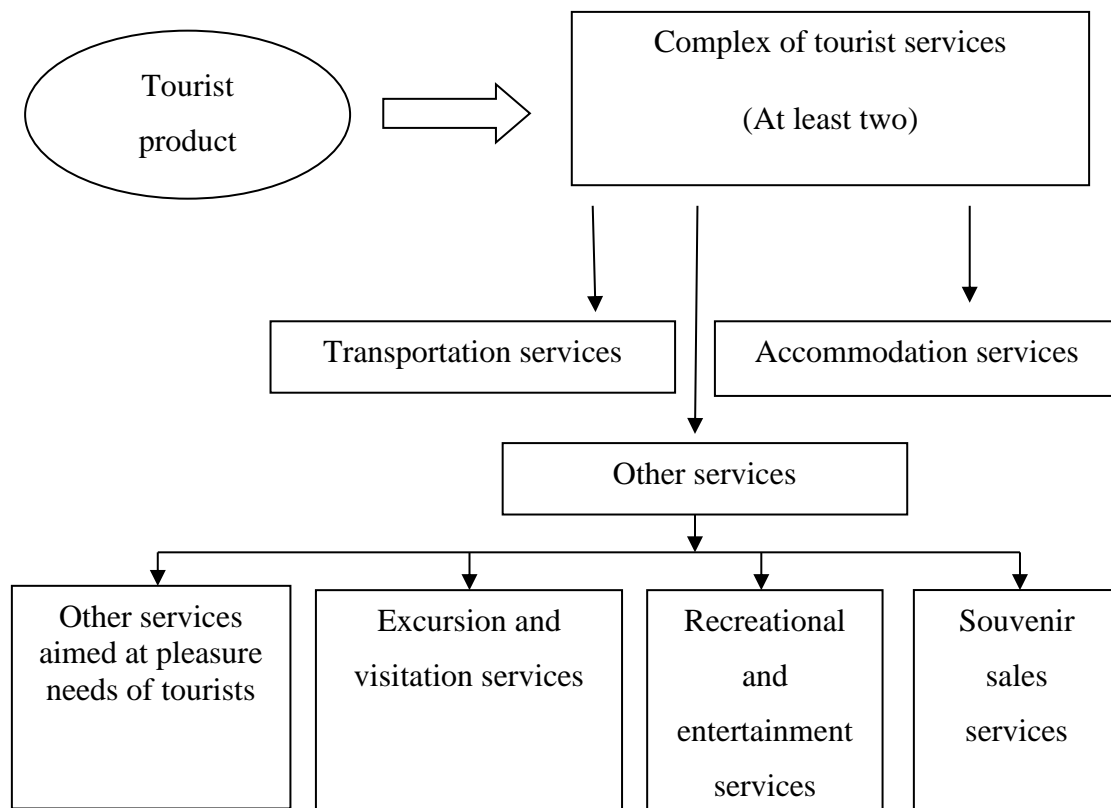


Figure 2.1 – The essence and composition of the tourist product

From this definition, it follows that tourist services include:

- Tourist transportation services;
- Tourist accommodation services;
- Services for organizing excursions and visiting cultural facilities;
- Leisure and entertainment services;
- Services for the sale of souvenirs;
- Foodservice;

- Other services provided or may be provided to tourists at their request.

The License Terms, which characterize tourist activity, stipulate that tourist services are services of subjects of tourist activity on accommodation, food, transport, information and advertising services, as well as services of cultural, sports, life, entertainment, etc. aimed at meeting the needs of tourists.

Thus tourism directly affects about 40 sectors of the economy and 10-15% of the working population of any country: it is a whole industry that unites many related industries, such as passenger transport (air, car and sea), consumer services (hotels, restaurants, laundries, entertainment venues, etc.), souvenirs and much more. Therefore, finding the preconditions for the growth of the tourism industry is an urgent problem for every country [19; 20].

2.3. Regulation of the world market of services

Existing institutional structures, in particular the World Trade Organization (WTO), are used to develop an effective mechanism for regulating trade in services. The General Agreement on Trade in Services (GATS) regulates the field of trade in services within the WTO.

Prior to the Uruguay Round, the GATT system of foreign trade regulation was used only for trade. In the Uruguay Round, developed countries, especially the US and the EU, which have some advantages in trade in services, insisted on large-scale modernization of foreign trade; developing countries, especially India and Brazil, were opposed to such initiatives because their services industry was uncompetitive and many were net importers of services. Because of those talks, the General Agreement on Trade in Services (GATS) was signed. Although it is correct to assume that the GATS is the first agreement concerning services trade, there have been other international agreements concluded before the end of

the Uruguay Round. Examples of such agreements are the Treaty of Rome establishing the European Economic Community in 1957, the North American Free Trade Agreement on Current Invisible Operations (Services) in 1961, and various sector-specific agreements, such as the 1944 Chicago Convention on International Civil Aviation. other agreements related to financial services and telecommunications. Some services are incorporated into a product that is subject to customs regulation, in accordance with the GATT (eg legislation, audiocassettes, developed photographic film, computer programs) [48].

The General Agreement on Trade in Services (GATS) is the first generally agreed and legitimate agreement with a system of rules and principles that have ever existed in foreign services of trade [21].

This is a complex document. In addition to the general provisions (conventions, principles and rules applicable to all trade regulations), it consists of annexes relating to specific service sectors, as well as schedules of specific commitments (national timetables) of each Member State. It is important to note that the GATS is a framework agreement that has become the basis for regulating services of trade. When the GATS came into force in January 1995, there had been no significant modernization of the world services market.

Most of the countries' commitments are clearly reflected in the existence of restrictions on trade in services. However, the GATS ensures and increases the transparency of services of trade in the internal markets of WTO members and prohibits the imposition of restrictions that would be greater than existing ones. Due to the imperfection of some provisions of the agreement and the impossibility of achieving a higher level of modernization the services of trade, the GATS accord provided for the launch of a new round of negotiations.

GATS covers all areas of foreign services of trade, excluding services provided the state on a commercial basis and which do not compete with the private sector (police, customs, etc.). GATS-regulated services consist of 12 sectors and 49 subsectors with many subcategories and activities. The list of 160 types of services service used during talks was based on a list compiled by the United Nations entitled "Classification of Basic Products (Services)".

It is important to note that the GATS rules apply to all levels of government (state, regional, municipal), and civil-society organizations acting under the authority delegated to them by all levels of government, such as independent agencies, commissions and self-government bodies.

The GATS sets out the principles for the use of the national and most-favored-nation treatment in foreign services of trade. It contains provisions that define the main responsibilities of WTO members in the field of trade in services; application on the special status of certain types of services; lists of mutual concessions for access to services markets.

The development of general trade in services rules in the foreign market should promote the expansion of international trade based on consensus on the implementation of the following general principles in the practice of exchanging services:

- Market competition; the greatest promotion of non-discrimination; publicity and unity of interpretation of laws;
- Mutual guarantors of non-application of national laws to the detriment of foreign partners;
- Special and differentiated treatment of developing countries.

These principles can be the basis of the regulatory mechanism, if the wording of some of them is clarified.

Foreign services of trade is also regulated at the sectoral and regional levels. At the sectoral level, a large number of different organizations deal with the regulation of a particular service sector.

In the field of transport, the International Maritime Organization (IMO) plays an important role in addressing many technical issues, with the task of developing cooperation between all countries on maritime shipping [22].

ICAO (International Civil Aviation Organization) and IATA (International Air Transport Association), which determine international tariff policy and represent the interests of airlines in various international organizations, are of great importance in addressing administrative, legal, financial and technical issues in the field of civil aviation.

In the second case, the regulation of the external market complete the framework of regional integration agreements (for example, the European Union) [23;24].

3. INTEGRATION OF UKRAINE INTO THE WORLD MARKET OF SERVICES

3.1. Optimization of the structure of international services of Ukraine

In the context of the study of the international market of services, the question arises about the role of Ukraine in this market. Since the early 1990s, the Ukrainian services market has been in the process of active development. Banking and insurance, telecommunications, computer technology, trade; catering, tourism and the entertainment industry were the most active. Features of Ukraine's participation in foreign services of trade in the XXI century. Traditionally because it to some extent offset the negative balance of the overall trade balance of the country [49]. This is due to the presence of such important for trade in services benefits of international economic activity, as a favorable geographical location, the presence in accordance with the historical traditions of participation in international trade of extensive transport infrastructure of rolling stock [28; 29]. The structure of the Ukrainian services market is dominated by traditional industries - transport services, most of which are pipeline transport services.

Table 3.1 – The structure of foreign trade in services of Ukraine in 2020

	Export			Import		
	Thousand dollars USA	In% to the total volume, section, subdivision	In % by 2020	Thousand dollars USA	in% to the total volume, section, subdivision	In % by 2020
Transport services	7807681,0	67,1	123,8	1145726,6	21,1	114,9
Sea transport	1231626,7	15,8	96,8	141319,2	12,3	109,4
Air transport	1177836,1	15,1	106,0	430894,6	37,6	127,2
Railways	1456773,8	18,7	117,4	458337,5	40,0	108,1

Continuation of Table 3.1

Other transport	583721,8	7,5	101,2	114574,9	10,0	111,2
Travel	380646,1	3,3	127,2	345062,8	6,3	121,9
Connection services	345051,3	3,0	107,4	125237,8	2,3	80,5
Construction services	138737,0	1,2	112,1	105110,4	1,9	66,2
Insurance services	60550,1	0,5	74,5	103445,0	1,9	74,8
Financial services	475344,6	4,1	127,9	1084454,4	19,9	82,2
Computer services	334997,5	2,9	120,2	175735,5	3,2	111,0
Licensing services	41514,3	0,4	284,4	411970,8	7,6	158,8
Other services	127430,6	1,1	127,8	232820,7	4,3	145,8
Total	11636606,3	100,0	121,2	5440293,7	100,0	105,2

As can be seen from Table 3.1, Ukraine mainly exports transport services (67% of total services), namely pipeline transport services (over 43% of total services). The share of sea, rail and other modes of transport is significant. At the same time, the level of exports of business, tourism services, and especially information and those related to the application of highly qualified production efforts, does not meet the potential of Ukraine [33].

Accordingly, in the geographical structure of Ukrainian trade in services, the main exporters are the CIS countries, Europe and Asia (Table 3.2) [32].

Table 3.2 – Geographical structure of export-import of services, million USD

	Total	CIS countries	Other countries of the world	Europe	EU countries	Asia	Africa	North and South America	Australia and Oceania	Uncertain countries
Export										
2015	5307,9	2497,3	2810,6	1653,8	1558,0	424,3	51,4	409,3	3,1	268,7
2016	6134,7	2815,5	3319,2	1870,4	1766,4	593,1	72,2	476,8	6,9	299,8
2017	7505,5	3409,9	4095,6	2360,8	2271,8	734,2	94,3	574,8	10,5	321,0
2018	9038,9	3666,3	5372,6	3154,1	2979,7	939,0	125,9	793,1	16,4	344,1

Continuation of Table 3.2

2019	11741,3	4245,5	7495,8	4176,4	4066,3	1380,5	203,1	1247,2	26,4	462,2
2020	9598,3	3826,6	5771,7	2936,1	3020,5	1162,4	164,4	1117,5	31,3	360,0
Import										
2015	2058,6	399,1	1659,5	877,7	896,1	233,3	20,6	283,4	1,1	243,4
2016	2935,0	509,3	2425,7	1220,2	1298,6	462,5	28,7	391,7	1,7	320,9
2017	3719,4	690,4	3029,0	1703,9	1794,3	534,8	50,7	396,1	1,7	341,8
2018	4980,6	799,8	4180,8	2402,1	2596,5	745,5	61,9	574,7	2,7	393,9
2019	6468,0	1058,0	5410,0	3488,9	3836,8	1156,7	87,0	570,4	4,9	102,1
2020	5173,5	787,2	4386,3	2640,2	3042,0	1038,8	43,2	450,4	7,2	206,5

In the geographical structure of Ukraine's international services of trade, the importance of European countries is constantly growing, the share of these countries increased to 30, 5% in 2020. The dynamics of imports of services, as well as exports, in recent years has a steady upward trend. However, the exception was 2020, which was caused by the negative consequences of the global economic downturn [31; 32].

It should be noted that although trade in services has a significant potential, it accounts for a small share of Ukraine's foreign trade. The structure of imports of services of Ukraine is dominated by such types of services as transport, financial, various business services. The main partners of Ukraine in terms of both imports and exports are the CIS and Europe.

3.2. Prospects for the development of the Ukrainian market of services in the context of globalization

The dynamic development of the world service sector as a system-forming sector of the economy is a manifestation and consequence of the formation and evolution of pre-capitalist society, especially in leading foreign countries. In the next decade, this process will be due to both the basic long-term patterns of social progress and the growing impact of a number of new phenomena that have led in recent decades to accelerate the growth of

services. Improving the living and cultural and educational level of the population will be accompanied by an absolute and relative increase in spending on services in the structure of consumer spending. In the conditions of continuous technological complication of production, the growth of competition in the world economic space will increase the demand of business for all-around of services that help increase its competitiveness. The socio-humanitarian orientation of post-industrial development, in turn, will require further expansion in the structure of the economy of such service sectors as education, health care, social assistance, cultural and recreational industries, etc. [34].

It should be noted that with the use of that with the use of telecommunications and automation technology in many sectors of the service sector there are sometimes revolutionary discoveries:

- Radically changing the material base, nature and content of operations; the range of offered services is expanding, especially in the segment of financial, telecommunication and business services;
- A complex of new branches of services was formed, first of all, information direction (mobile communication; information flow processing services; software development;
- Information systems management and maintenance); queuing models are actively complemented by an individualized approach and customer-oriented service. The basic features of services have also changed:
- The local location of service production is being leveled;
- Created conditions for their transmission over different distances in real time.

Since in the service district there is an especially close helplessness of the result of new applied-science and the sell success of firms on the quality and rational use of intangible assets use of intangible assets (systems of management decisions, human capital, etc.), it is expected that business strategy in the service sector will be devoted to improving the characteristics of the workforce. Already at this stage of world economic evolution, the service district is being actively integrated into the knowledge economy, and in terms of

knowledge intensity, a number of services types (information, business, professional) are among the leaders. Thus, in software development this figure is 21.5%, in information systems management services - 17% (for comparison - in the manufacturing industry - 3.6%).

The scientific component of the evolution of the service district is also strengthened by the integration of two forms of production within large corporations, which combine the development of a particular product and the development of technologies for the provision of services for its implementation and maintenance. Given the crucial role of innovation in competition at the present stage of world economic development, we can expect further deepening of the scientific component in the development of international services [50].

In the near future, the impact of globalization on the development of the world services market should also be awaited to increase. At the same time, the global market for services remains more significant rule barriers than trade in goods, which determines the decisive role of states in the liberalization of trade in services. Of particular importance in this context is the work of the WTO, where services market modernization programs have come to the fore.

At the same time, in the globalized space, the demand for services of developed countries will be restrained due to entering the world market of service providers from developing countries [35; 49].

The evolution of the service district in Ukraine needs to intensify the attraction of investments in this area, including foreign ones. Attracting foreign capital into the Ukrainian economy will contribute not only to the receipt of necessary financial resources, but also advanced technologies, technically efficient methods of services, which will improve their quality and availability, service culture and ultimately - increase the competitiveness of domestic service providers and significantly strengthen Ukraine in the international exchange of services. The dynamics of the development of services markets is significantly influenced by the activity of the private sector. Therefore, public policy should be aimed at creating a favorable environment for the evolution of small businesses. For the further

development of the services sector in Ukraine, information and communication technologies are of paramount importance, especially the Internet, electronic and mobile commerce, which increasingly influence not only the organization of individual enterprises by reducing costs, increasing mobility and competitiveness, but also largely determine areas. Further development of other services and other district of the economy. Prospects for the development of the Ukrainian services market and its inclusion in the international services market are related to the activities of our country in the WTO. In order to harmonize the international and national mechanism for regulating the services market, the following consistent tasks should be ensured:

- Identify key technology and science-intensive industries, as well as “sensitive” service sectors that need temporary measures of direct and indirect support;
- To determine the list of those types of production that Ukraine should not include in the list of internationally agreed obligations and in respect of which it is appropriate to apply exemptions from the most-favored-nation treatment, bilateral and multilateral agreements and ensure appropriate restrictions on trade;
- It is necessary to improve the statistical base of national exports and imports of services. In this regard, cooperation between the State Statistics Committee of Ukraine and statistical offices of foreign countries is expedient, which will further improve the quality of the statistical database on the development of the Ukrainian services market [27; 37].

CONCLUSIONS

The analysis conducted in the course work gives grounds for the following conclusions.

There is currently no single definition of services. Most economists provide a definition of the category of services precisely because of their characteristics which differentiate services from goods, that is: impalpable,, heterogeneity, intangibility, invisibility, inconsistency of quality, inability to maintain. In our opinion, the service is the result of the activities of producers to meet the specific needs of the consumer, ie the service is a beneficial effect of an intangible nature. The service is an object of purchase and sale.

The international market for services is mostly regulated by non-tariff measures, as the vast nature and the existence of specific ways of providing make it impossible to protect the market for services through tariffs.

Modernization of foreign services of trade is a much more complex process than modernization of foreign trade in goods, as barriers due to legislative and administrative practices are set mostly within the country.

At present, trade barriers in the international services market are influential and are used mainly to maintain national security, public and private monopolies, and to control, for example, immigration and licensing services. Therefore, within the WTO, work towards the liberalization of world services markets has begun, as today this area remains the most protected by member states.

Under the service, it is accepted to understand such activity, which is not realized in a material product, and is shown in some useful effect for the consumer, satisfaction of concrete need of the consumer of service. The definition of a service in the GATS is provided by four methods of service delivery:

1) Cross-border supply: a company in one country and the consumer is in another (for example, consulting services provided through international telephone networks);

2) Consumption abroad: consumers come to another country to receive or purchase services (e.g. tourism services, education, etc.);

3) Commercial presence: the supplier through a branch, representative office, subsidiary or other structure provides services in another country where the consumer is;

4) The presence of individuals who travel to the consumer's country to provide services (e.g., travel consultants, doctors, etc.). This is also called temporary entry, which is important, for example, for managers or specialized personnel.

The evolution of the service district in Ukraine needs to intensify the attraction of investments in this area, including foreign ones. Attracting foreign capital into the Ukrainian economy will contribute not only to the receipt of necessary financial resources, but also advanced technologies, technically efficient methods of services, which will improve their quality and availability, service culture and ultimately - increase the competitiveness of domestic service providers and significantly strengthen Of Ukraine in the international exchange of services. The dynamics of the development of services markets is significantly influenced by the activity of the private sector. Therefore, public policy should be aimed at creating a favorable environment for the evolution of small businesses. Information technologies and e-commerce are of paramount importance for the further development of the services sector in Ukraine sectors of the economy.

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SUMMARY

Yevchenko A.Y. Ukraine's place in the world market of services - Bachelor's qualification paper. Sumy State University, Sumy, 2022.

The final paper is devoted to analyze the place in the world market of services, its classification, its features and optimization of the structure of international services of Ukraine.

Problems and prospects of the Ukrainian market of services in world market.

Keywords: World market, market of services, globalization.

Анотація

Євченко А. Є. Місце України на світовому ринку послуг - Кваліфікаційна робота бакалавра. Сумський державний університет, Суми, 2022.

Підсумкова робота присвячена аналізу місця на світовому ринку послуг, його класифікації, особливостей та оптимізації структури міжнародних послуг України. Проблеми та перспективи українського ринку послуг на світовому ринку.

Ключові слова: Світовий ринок, ринок послуг, глобалізація.