

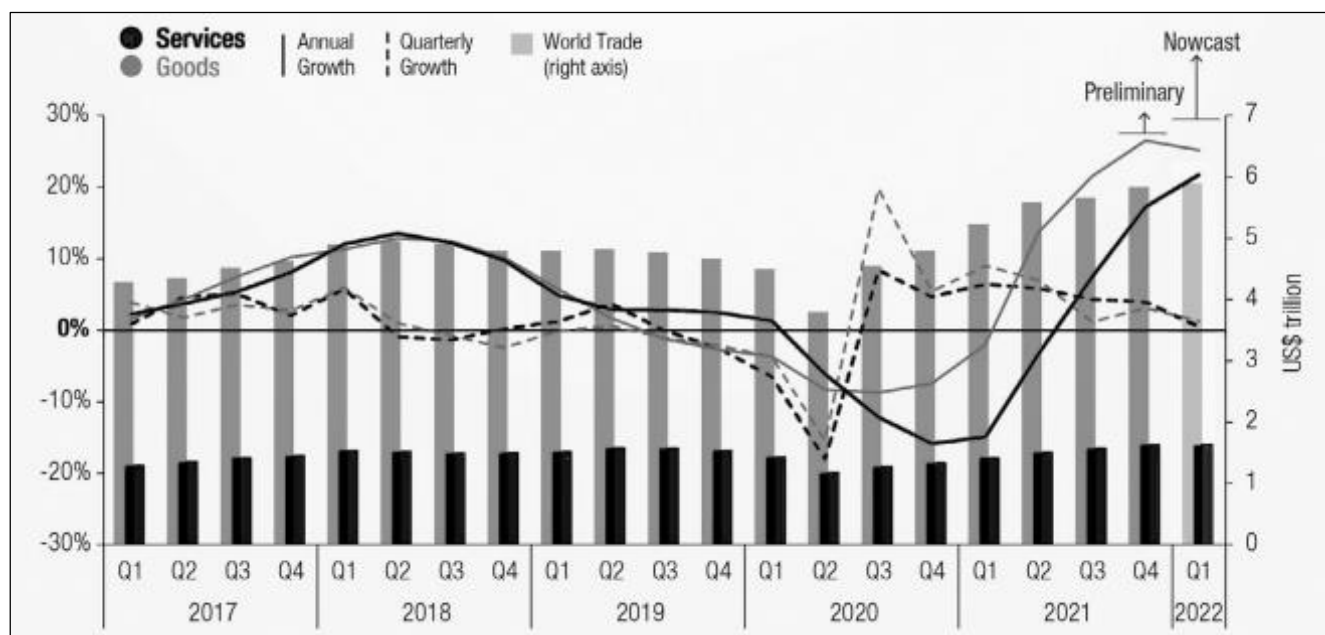
## DEVELOPMENT OF THE GLOBAL SERVICES MARKET IN THE POST-PANDEMIC PERIOD

### Развитие мирового рынка услуг в постпандемийный период

To date, the main component in the development of the economy of states is the so-called "invisible" trade — the purchase and sale of services. The functioning of the world market of services is very important for all countries, because it is one of the main arenas in which the process of buying and selling goods is carried out. But it is important to note that in 2020 COVID-19 jeopardized the continued functioning of the global services market.

In accordance with this, the purpose of this work is to study the functioning of the world market of various types of services in the post-pandemic period.

It should be noted that the global services market was forced to suspend its activities due to the pandemic, and therefore, the global market began to incur losses in various areas (see fig.).



Trends in the development of world trade in goods and services 2017–2022 [1, 2]

Speaking about the process of restoring the global services market, it is necessary to consider several areas of service provision that were affected during the pandemic. First of all, we should pay attention to the global market of educational services. It is important to note that during the pandemic, most educational institutions suspended their activities [1]. To continue the educational process, some institutions conducted classroom classes, and some switched to online classes. This period revealed such shortcomings in the education

system as failures in the use of various platforms, the unpreparedness of institutions in the implementation of online learning, as well as problems of teachers related to adaptation to online classes. It should be noted that during the entire post-pandemic period, serious work was carried out aimed at ensuring high-quality knowledge acquisition using the means of modern technologies. The problems related to the provision of classes online have been solved. To date, institutions are ready to provide high-quality knowledge acquisition using various Internet platforms, and teachers can better approach the problems that arise when conducting online classes [1].

The global tourism services market also suffered losses during the entire pandemic period [2]. Most countries have closed their borders to visitors, despite the fact that they received the bulk of their income through the development of this particular service sector. In 2020, the global tourism services market suffered a fairly large number of losses, but it is also important to note that COVID-19 served as the beginning for tourism within one country. Citizens traveled to different cities of their locality, stimulating the development of tourist services. It is important to note that in the period after the pandemic, all countries gradually began to open borders to foreign citizens, thereby contributing to the resumption of tourism, and today countries continue to restore tourism within both one and several countries [2].

Thus, based on the data provided, it can be concluded that during the pandemic, the global services market suffered significant losses in various areas. During the entire post-pandemic period, enormous work was carried out related to the stabilization and improvement of the world market of educational and tourist services. And we can say that today the work of the world market of services is not only established, but also has positive dynamics.

## References

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