

EDUCATIONAL SERVICES AND THEIR IMPORTANCE IN THE ECONOMY OF THE REPUBLIC OF UZBEKISTAN

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Аннотация. В статье рассмотрены актуальность процессов интернационализации образовательных услуг и их роль в новом Узбекистане, их положительное влияние на международную деятельность высших образовательных учреждений. Изучены наряду с объёмом и качеством образовательных услуг, международные контакты высших образовательных учреждений в настоящее время как один из наиболее весомых показателей организационного уровня и эффективности деятельности высших образовательных учреждений.

Annotation. The article discusses the relevance of the processes of internationalization of educational services and their role in the new Uzbekistan, their positive impact on the international activities of higher educational institutions. Along with the volume and quality of educational services, international contacts of higher educational institutions have been studied at present as one of the most significant indicators of the organizational level and efficiency of higher educational institutions.

Ключевые слова. Образование, образовательные услуги, человеческий капитал, инвестирование в человеческий капитал, инвестирование в будущее, квалифицированная рабочая сила, рынок труда, субъекты образовательных услуг, объекты образовательных услуг, цена труда, развитие личности, государственные образовательные учреждения, платные образовательные услуги.

Keywords. Education, educational services, human capital, investing in human capital, investing in the future, skilled labor, labor market, subjects of educational services, objects of educational services, price of labor, personal development, state educational institutions, paid educational services.

Education is one of the most important parts of modern society, which is necessary for the successful functioning of any state. By investing in education, thereby improving the quality of human capital, it is possible to increase the level of rapid development of all sectors of the country's economy. The future of the country, its security and economic development depend on the level and quality of education of the population, which in turn increases the country's competitiveness in relation to others and provides a guarantee of its independence.

The importance of this area of the economy is also reflected in the education law, which is adopted by each sovereign country. For example, the Law of the Republic of Uzbekistan "On Education" was adopted by the Legislative Chamber on May 19, 2020 and approved by the Senate on August 7, 2020, in order to regulate relations in the

field of education. It provides a definition of the term being studied: “education is a systemic process aimed at providing students with deep theoretical knowledge, skills and practical skills, as well as at the formation of general educational and professional knowledge, skills and abilities, and the development of abilities”. In the process of education, certain educational levels are achieved. Educational activities are divided by the legislator into two types:

1) activities that are carried out in accordance with educational standards (based on general education programs);

2) additional educational services (the volume and content of which are regulated by state standards, but additions from the provider of these services are welcome).

The Law also states that private and public educational institutions have the right to provide paid additional educational services to those who wish (training in additional educational programs, teaching special courses and cycles of disciplines, classes with students in in-depth study of subjects and other services in the field of education).

“In order to form the knowledge and skills of school students, educate them in the spirit of devotion to national and universal values, increase the authority of the teaching profession and the quality of teachers, improve textbooks and educational methodological complexes based on modern requirements, build modern models of public education institutions that meet international standards” the Decree of the President of the Republic of Uzbekistan "On the development strategy of New Uzbekistan for 2022 - 2026" dated January 28, 2022 was adopted. for No. VII-60 and “On approval of the national program for the development of public education in 2022 – 2026” dated 05/11/2022. for No. VII-134.

Recently, a point of view has emerged that reduces educational activities to the provision of a service, in which many definitions that are different in content and similar in meaning are given. For example, A. Skalkin in his article gives the following definition: “Educational services are an element of educational activity that has special goals and a subjective composition. The goals of educational services are the transfer of knowledge, skills, the formation of professional skills and their mastery by students. The subjects of educational services are educational organizations represented by teaching staff and students wishing to receive an education of one level or another”.

A. Chentsov offers the following definition: “educational services are created in the process of scientific and pedagogical work, which, in turn, is a type of scientific work.” “An educational service is understood as a purposeful activity, characterized by the interaction of participants in the educational process and aimed at satisfying the educational needs of the individual,” A. Strizhov cites in his works. Japarova understands an educational service as “the activity-based transfer of systemic knowledge and the inculcation of experience-tested practical skills for a specific type of activity through direct communication with the student.” Another definition, no less important in significance, is given in his work by V.N. Zotov: “an educational service is the volume of educational and scientific information transmitted to a citizen in the form of a sum of knowledge of a social and special nature, as well as practical

skills transmitted to a citizen according to a certain program".

Agreeing with all the above definitions, we can conclude that an educational service is a relationship between someone who wants to obtain certain knowledge and someone who provides this knowledge for a fee or free of charge. Educational services are directly involved in the formation of human capital, since the process of providing services takes place in conjunction with the creation of spiritual values, transformation and development of the student's personality.

Educational services have their own specificity, which is manifested both in traditional characteristics and in features inherent only to educational services. One of the specific features of educational services is that they belong to the category of "public goods". Another is the impossibility of their direct monetary measurement. The price mechanism is often unable to reflect all the costs of producing educational services. This is explained by the lack of a material form and material expression of the results, their use in the course of this activity, and also the fact that they contain a useful effect in themselves. If in the material sphere they are relatively easy to measure quantitatively, for example, in pieces or kilograms per unit of production, then in relation to educational services this is difficult to achieve, i.e. services generate intangible benefits. These benefits are not subject to ownership rights: the result of the provision of educational services is the receipt of a certain level of education, which implies the paid nature of the services. Services are provided for a fee. At the same time, the educational process in state educational institutions within the framework of basic educational programs and state educational standards is free, and for the implementation of these processes an agreement on the provision of educational services is not drawn up.

There is also another distinctive feature of educational services - the ambiguity of the goals set for organizations providing these services. As a rule, the activities of an educational institution are not explicitly aimed at achieving profit. But, on the other hand, many of their interests are related to the growth of well-being, which involves "receiving the profits necessary to ensure expanded reproduction."

Educational services are additional in nature in a non-core educational institution, since they are socio-economic benefits, and thereby exceed the state educational standard and the costs necessary for the production and consumption of such activities. Naturally, this entire process requires adequate compensation. But at the same time, it is possible to increase the volume of supply of educational services by selecting qualified teachers, expanding the classroom fund, and additional funding to provide the latest equipment and technologies.

All skills acquired during the provision of educational services, on the one hand, are a motive for the consumer when he enters the educational services market. An individual strives, with the help of educational services, to get the opportunity to choose the most suitable niche for him in the labor market. Moreover, in conditions of competition between educational institutions, he has the opportunity to choose based on various factors. In terms of content, educational services are characterized by the knowledge, skills and abilities that the consumer of educational services acquires, as well as the specialty that he receives as a result.

Factors influencing consumer motivation when choosing educational services include both the main and additional advantages of an educational organization. An important role for the consumer is played by the timing, type and form of training, the level of qualifications of teachers of the educational institution, the material resources of the educational organization, which includes classrooms for classes, their equipment with modern teaching aids, etc. In turn, to attract potential consumers of educational services, benefits such as various additional advanced training or retraining courses, diplomas, certificates, free consulting, and certain benefits are used. Thus, from an economic point of view, concepts such as “extended product” and “potential product” are used to attract consumers. The consumer’s desire to acquire knowledge, skills and abilities that will help him gain advantages in the labor market determines another characteristic feature of educational services. This is the mutual activity of the provider of such a service, as well as its recipient. This feature distinguishes educational services from others, in most of which the client remains a passive party.

At the same time, such paid educational activities were not considered entrepreneurial. Researchers of educational legislation highlight both positive and negative aspects of introducing the concept of “educational services” into legal acts. It is customary to highlight the following aspects as positive aspects.

1. The introduction of this concept legalized paid forms of education.
2. The use of the concept of “educational services” in educational legislation allows the use of civil law forms of regulation of public relations in the field of education.
3. The introduction of this concept contributed to the development of competition in the educational services market.
4. Paid educational services made it possible to find additional non-state sources of funding for state educational institutions.
5. Granting financial independence to some higher educational institutions and a number of powers of the Cabinet of Ministers and ministries, in particular, transferring the studies of foreign citizens from foreign universities to state universities in Uzbekistan and determining internal regulations, including requirements for student clothing.

In general, services based on contractual relationships that are reimbursable have created more opportunities for students. Persons seeking to obtain an education can select the forms of education that best suit their needs, motives and goals. Competition in the educational services market and expansion of choice are ultimately intended to improve the quality of education as a whole.

The opposite point of view denies remuneration as the main feature of educational services. The form of relations for their implementation in this case are civil obligations. With this approach, all activities of an educational organization are considered as a set of educational services. If supporters of the paid nature of educational services take this term in a narrow sense, then supporters of the free nature of educational services expand this concept. In this case, educational services characterize the various relationships that arise in the educational sphere in the process

of citizens acquiring the knowledge, skills, abilities and specialties they need. How these services are provided - at the expense of the state on a budgetary basis, or in another way - is not of fundamental importance. The concept of “educational process” in this case is identified with the concept of “educational services”, which are financed by the state, at the expense of consumers of educational services and by third parties.

All of the above actions are aimed at creating conditions for the development of entrepreneurship and business, accelerating the process of implementing innovative developments in the field of science and education.

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