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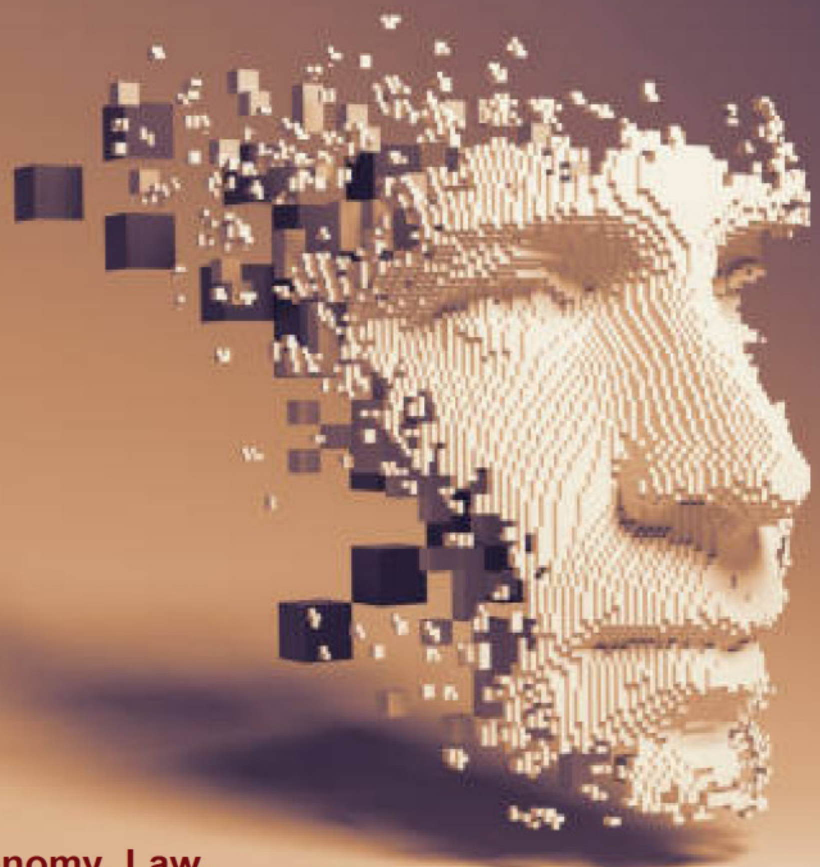

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ROBOTIZATION IN FUNCTION OF THE HUMANIZATION OF LABOR

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Abstract: The labor is a guarantee of economic, social and biological security and reproduction of man. The rapid development of technology, and in this context, robotics, brings with itself new opportunities for a better life of man, but also new dangers. One of these dangers is a reduction of the number of the workplaces on which man's labor will be required. In production of goods and services people will be replaced by robots. People will become jobless. Left without a job they will be left to all the problems that poverty brings. Poverty is accompanied by fear for their existence. Fear is the negation of security and freedom.

Without security people will fight to ensure it. There will be a social disorder and conflict. In order to avoid it, the correct distribution of the products of human labor will be necessary. If robots produce everything people needed, every one could enjoy the luxury and abundance. The condition for this is the capital owners to take care of their workers to whom labor is the only capital they have, and by larger allocations of the added value to provide them a life worthy of man. They, by want or no, will be forced to act in such a way, because the unemployment and poverty that is her companion, will lead to a fall in demand for goods and services. It will cause decline of production, so the whole economic system will be compromised. This problem can not be solved through market mechanisms. It requires solidarity in distribution of goods and services that will be provided by robots.

Therefore, the social system must be changed or, in the begining, at least social model. In adition to trade unions, numerous associations for the protection of the rights of the unemployed will be emerged. There will be a worsening political conflict between the ruling establishments and opposition. In the ranks of the opposition, the main role will have the left-wing parties and associations. The state, as an organization of citizens and the government, as their service, must assume the role of balancer between labor and capital. Control protection functions of the state will intensify. The state will increasingly become a service to citizens and less protector of the interests of capital. At the stage of complete robotics it will become in the true sense of the word, a state of citizens. The distribution of social goods will finally take place according to the principle of „everyone according to his abilities, to everyone according to his needs". Degrading wage labor will disappear.

Keywords: labor, capital, robot, state, citizens
Field: Social Sciences

INTRODUCTION

The last third of the past century was a time when at a historical stage of technology began intensive application of robots. Every adult of contemporary world, who has, at least, a basic education, has its own notion of what is a robot. This depiction, of course, depends on his general and technological education. For some people, the robot is a device to help a person who, instead of them, performs tasks that are dangerous, difficult, tiresome or simply boring. For others, the robot is a dangerous machine, which will eventually turn against man.

Subjective understanding of concepts related to robots and robotics for nearly three decades prevents objective, scientific debate on this area. Therefore, the terminology for the robotics has become a subject of international standardization. The result is the first standard on robot of the International Organization for Standardization, ISO 8373, adopted in 1994. This version of the standard, in 2012, was replaced by a new one that takes into account all significant changes that have occurred over the past twenty years. According to the standard ISO 8373: 2012, robot is a mechanism whose movements are at least programmable in two axes and which has, at least, partial autonomy in carrying out tasks within the intended operating environment. Under the autonomy involves the ability to execute tasks based on the information from the sensors and knowledge about the current state, without human intervention.

According to the purpose, robots are divided into industrial and service robots. Industrial robots are defined by Standard, using the notion of the manipulator - a machine that consists of a plurality of segments which move relative to each other rotationally or translationally, with the aim of catching and / or moving objects. Industrial robot is automated, multifunctional manipulator programmable in three or more axes, intended for use in industry. It can be fixed on the base, or movable.

Service robots perform tasks useful for men who are not related to the industry. Self-service robot

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is designed for carrying out service work, usually for one person. Professional service robot carries out commercial tasks, usually for many people (Morena.2015, Gasumova, Porter, 2018). In addition to these, there are medical robots, military robots, robots for entertainment and the like (Nikolic, 2015),

The first robot is industrial robot. It appeared on a historical scene in 1962 in factories of powerful Ford automobile industry. It was designed to extract hot parts in the production of castings. Since then, on the technology scene are paraded three generations of robots.

To the first generation of robots belong those that can repeat movements. They are used in factories for works, such as welding, pressing, drawing, castings etc.

The second generation comprises robots that are able to manage in unpredictable situations in the workplace (adaptive robots). Therefore they are used for works on the conveyor belt, assembly works, painting and the like.

In the US there are already fully automated factories for the production of the television sets. In these factories trucks deliver cassettes with parts and sets, robots take cassettes and snakes them on conveyor belt and in the trucks is already loaded ready TV sets. In the halls there are no people; lighting, heating and ventilation are disabled as unnecessary. Once in two to three weeks, the cycle stops, turns on the light and ventilation for mechanics who check the robots.

Finally, on the third generation belong the so-called intelligent robots. They apply sensors and artificial intelligence. They are equipped with modern computers and programs. They recognize their surroundings and learn from their mistakes, independently and intelligently change the mode of work to adjust and improve performance.

Modern robotic technology is able to produce's intelligent robots that have the same sensory abilities as a man, and that, based on previous firmware, form own models of behavior and actions in accordance with the wishes and needs of the people they serve. They even are designed to look like people – humanoids, or man (android) or women (gineid) (Gasumova, Porter, 2018).

These robots will perform duties as men. So, next years is expected selling robot, chambermaid, robot waiters, bartenders, nurses, nursing assistants, secretaries and many other (Rosunnara, 2020).

The extensive use of robots indicates the arrival of robotic era in which intelligent machines created by man will perform a huge number of activities in the service of humanity. This will cause changes in social relations that will every day become more and more numerous. Changes in social relations will be accompanied by turbulence in society. This will necessitate the intervention of political science, organizational sciences and legal sciences. Legal science in the field of civil law, criminal law, employment law and social law, should propose appropriate normative and legal solutions to the numerous problems of social regulation that will impose the use of robots in everyday life. These are primarily problems of liability for damages caused by the robots, then the problems of criminal liability, labor relations problems in robotic production and services, as well as problems of social care for people who will lose their jobs because the robotisation (Risteski, 2003).

WORKERS AND ROBOTS - WORKERS

It is difficult, even ethically unacceptable, making parallel between the workers and the robots workers. The worker is a lived man of "flesh and blood". Man is created by Mother Nature. He belongs to the animal world, the class of mammals. He is the most developed animal of this world and as that; he constitutes a particular type of animal - homo sapiens.

Robot is a machine, of course, a very complex, very complicated, computerized machine, created by man. It is more or less tentatively, intelligent machine. But the machine can be intelligent in itself. It is so intelligent how it is made by her creator - man, or specifically told, by its programmer, a computer engineer or roboticist. Its intelligence is conveyed. It is a part of intelligence of the man who created it. (Risteski, 2003)

The work is an action can be performed by the people and robots as their product. Therefore, when we compare human and robot, in fact we compare their work and their position in the work as an action.

A man, who works, so man worker, works for a salary. He, concluded a contract of employment with the employer on the basis of positive legislation: the law and collective agreement. Robot is bought by its owner - the employer for a certain amount of money that is paid once or on credit.

The worker sells his labor to the employer: physical, intellectual, or both together, for a monthly salary. Robot does. He does not receive a salary, because he is a property of the employer. If an employee works overtime or during national holidays, he receives an increased salary. Robot works overtime, on Sundays, during national holidays, does not require an increase in salary.

Favorable working conditions should be created for the worker: workplace lighting, heating and ventilation of the work premises. The robot does not need it.

The employer has to provide social insurance for worker. He has to pay certain amount of money monthly, in funds for health insurance, pension and disability insurance, for robot does not have to do that.

An employee has a right to a daily, weekly and annual rest and holidays. For the robot as a machine, it is not necessary.

Workers often require time off to carry out urgent private affairs. Robots do not have private affairs.

Worker during the work has physiological needs for which the employer must provide him specially designed rooms. Robot has no such needs.

The worker may be ill, and he has the right to treat the sick. The robot may malfunction. Workers are treated by doctors in health institutions, robots are repaired by mechanics or software engineer, mostly on the spot.

Women workers give birth to children and go on maternity leave. Robots do not give birth to children.

An employee may work well or less well, faster or slower, accurate or less accurate. Robot works by the way on which it is programmed by the programmer, and he programmed it as it is necessary for its owner.

An employee may be disciplined or less disciplined. Robot is always disciplined and punctual.

A worker in the workplace can be tired or rested, in good or bad mood, motivated to work or poorly motivated, depressed or full of joie de vivre. The robot, in a figurative sense, is always relaxed, cheerful, motivated and never falls into depression.

The worker, if he is dissatisfied with the working conditions and wages, can leave the job. Robot cannot.

The worker has the right to strike and he strikes. Robots do not go on strike.

Worker is protected by trade unions. The employers are feared by the trade unions in a democratic society. Robots are not organized in trade unions.

All in all, the work of workers is far more expensive than the work of robots. Employers are greedy. They love to save money. In doing so, they do not care for the workers. This creates problems. They are small today. In terms of the high degree of robotization they will be large, even huge.

ROBOTISATION AND PROBLEMS OF WORKERS

Robots - workers with their large number are competition of men workers. Cheap labor of robots with all the advantages they have, in relation to human workers, in conditions of liberal capitalism, leads to replacement workers by robots. The worker on whose workplace the robot came remains out of work, on the street. If he fails to get it, after that, will be left to the mercy of fate (Marinkovic and oth, 2014).

According to research by consulting firm Prajswoterhaus Cooper (PwC), robotics and artificial intelligence by 2030 could jeopardize a third of jobs in the United Kingdom. Research shows that the most vulnerable are the jobs in the production and services. According to the survey 30% of existing workplaces in the UK are in a potentially high-risk group, compared to 38% in the United States, 35% in Germany and 21% in Japan.

According to the research, most at risk are exposed the workplaces of employees in the sectors of transport and storage (56%), production (46%), wholesale and retail trade (44%), in administrative or ancillary services (37%), in finance and insurance (32%) and in construction (24%). At least threatened are workplaces of employees in education (only 9%). Ivan Houksvort, chief economist in that consulting firm, said for BBC that the most at risk are the workplaces in carrying out routine tasks, because they are the easiest to be programmed (www.nezavisne.com).

The workplaces that undergo less routine tasks, therefore tasks that need thinking, situation assessment and decision for action, such as jobs in health and education, the police and so on are the least at risk.

The study states very disturbing information according to which, over the next 15 years, in the UK, about ten million workers could lose their jobs.

Known expert in computer technology Moshe Vardi, at Rice University in Texas, said that until the 2045 year, there is a real danger that robots can work off most of the jobs that are now worked by people. If his vision will be realized, it's not far the day when robots will replace people in the majority of jobs in the production and service industries in the world. If robots replace humans, people will lose their jobs.

The only safe future have the people who work on hardware and software of robots, as well as a small number of selected who would be able to control operations in production plants and maintenance work in rooms and installations in them that cannot be performed by robots without human intervention.

As far as the experts for hardware, software and in particular business, there is no doubt that the need for their involvement will growth in direct proportion with the development of computerization and robotization of production and services. Only they will be privileged, only they can count on a bright future in the era of maximum robotisation.

Work, then sells labor force to the employer, is the only source of livelihood of hackney workers. Life should be maintained. In order to maintain it in terms of unemployment it should fight. Homo sapiens is also zoon politikon, and then a social being, as Aristotle said. Prudent people will be organized. They will react organized against adversity of unemployment.

At their disposal are the trade unions. Organized in trade unions they will oppose employers. Employers will oppose them using the mechanisms of the liberal state. Greed will prevent them to think and act solidary.

“Greed that is what it should to be feared. How certain jobs will become automated, so will the inequality will become more expressed, because the rich owners of the robots will not want to share their profits. If the robots will produce all what people need, what the world will look like, will depend on how these products will be distributed. Each person could enjoy the luxuries if the goods would be fairly shared among people. Contrary the majority of people could end up in severe poverty if the owners of robots fail to lobby for themselves.

Given such trends, it seems that we are going in this other direction that technology will only further widen the economic gap, “says the famous American theoretical physicist Stephen Hawking (www.zimo. dnevnik.hr).

In addition to trade unions, hackney workers will associate in political parties or will incline to those parties that will promise them employment and social security.

In the modern world strengthens the role and importance of the so-called citizens’ associations or nongovernmental organizations (NGOs). They are organized into interest-base, not political, although the organization on political grounds, at the same time, is an interest organization. In the citizens’ associations the interest is immediate, visible. In political parties it is not a case. Interest of organization in them is hidden by policy curtain.

Marx and Marxism again are on price. Ingenious prediction of great scientist and fighter for workers’ rights is slowly coming true. On the political scene will strengthen the role of leftist parties and civic associations. The conflicts between labor and capital will sharpen.

In addition to reasonable people, in society there are those irrational, less socialized, bad mannered and without moral scruples. They will return to crime. Expansion of crime is the logical consequence of the situation in a society where there are many people who do not need anyone, and who see no prospects. Life tends to take place. Life support will force people who were expelled from the labor market to take back by force that they can earn by honest work. There will be expanding band of violent crime, thefts, banditries, and robberies ets.

The society shall be shaken. Shaken society will shake difficultly the foundations of liberal capitalism. The state, as an organization of citizens and their service, will have to change, to reorganize itself, in order to protect citizens, both poor and rich. It will have to intervene in society in order to regulate the situation.

In most countries in the world, state leadership and political parties have not yet seriously grapple with the problems posed by computerization and robotization of production and services (Zoglev,1997). If appropriate measures would not be taken on time, it will soon appear very serious problems by technical redundancies due to computerization and robotizastion of production, even in less developed countries, such as the Balkan countries.

PROTECTION OF WORKERS IN THE CONDITIONS OF EXPANSION OF ROBOTISATION

Protecting workers in conditions of expansion of robotization in production and service sectors is a very complex issue. The robotization is a necessity of the modern world, something that cannot be avoided. Therefore, humanity cannot be protected from it. It will affect the state of social relations in all spheres of social life. Social relations must change and adapt to new productive forces. Robots in the future will be carrying element of the productive forces of society. The productive forces change. Production relations also change. But changes in production relations still lag behind the changes in the productive forces. This is because the productive forces in fact impose changes in production relations.

Labor relations are an integral part or element of the system of production relations in society. They are most directly related to the productive forces and production. Therefore, changes in the productive forces, the most immediate impact on labor relations. So, robotics will first hit the labor relations. Because of that, first of all it should be taken measures to protect them. Measures should be taken by a state as an organization of citizens.

Measures to be taken by the state are related to the time of the employee, to the change in the quality of the workforce and the social measures for the protection of workers for whom cannot provide jobs.

Working time of workers can be shortened. Instead of the current eight-hour normal working hours, it could be brought in a six-hour, and then in a four-hour working time. This will allow a greater number of jobs in production and services. Where work is organized in shifts, instead of the current three shifts can be four, and after that six shifts.

Regarding the quality of the workforce and the structure of employees according to professional qualifications, the state should promptly take appropriate actions for the planning and provision of manpower to meet the needs of society, of course, depending on the level of robotization of production and service. If these activities are not planned, timely, systematic, carefully and precisely can be displayed on the serious problems associated with technological redundant of workforce. These problems can be avoided to a large extent by timely and thorough planning of appropriate measures for professional training, retraining and additional education those workers that will be at the impact of robotization (Valentini, 2023).

As for the millions of workers whose jobs no one will have a need, each state should develop programs to which these people need to be retrained to work in non-productive spheres in services or works in the sphere of protection and charitable activities.

On the base of all programs and strategies to combat unemployment and problems that will occur with plenty of free time that will have people, especially young people, there are numerous educational and empowering programs, such as an opportunities are available to the state and that it should prepare (Zoglev,1997).

For their implementation, the state needs to allocate increasing funds for organized activities in which would be included all the people who will lose their jobs as redundant due to the development of production processes by robots introducing.

The funds can be secured by introducing a “very progressive tax” (Marx). In addition to traditional tax, present the idea of introducing taxes on robots. One of the proponents of this idea is the owner of Microsoft, Bill Gates (www.zimo.dnevnik.hr). He believes that states should consider about taxing companies that use the robot, i.e. about so-called robotic tax that would temporarily slowed down the expansion of automation, and the money from this tax would be used to fund other forms of employment. He suggests the state would use robotic tax, for the employment of people who care for the elderly and for children with special needs, education for children in schools and the like. Older man would get a care they deserve, the children would receive better education, and would open up numerous jobs for people that will get demission because the “robot revolution.”

Introduction of the robotics tax is one of the topics being considered in the EU. With this would be helped the people who have lost their jobs because of the robotization, and with these taxes would be paid training for other jobs, but the European Parliament has rejected a proposal on this tax.

According to experts: sociologists, lawyers, political scientists and other, modern state works very little in this area, so that, the things about robotization are still largely left to corporations.

Thanks to globalization and technological progress, the world and way of life is changing rapidly. Earlier people were adapted technology to their needs. In the future they will have to adapt themselves to the technology. The greatest technological achievements that will further affect the changes of people’s lives are yet to come. Many people are justifiably afraid that this change to the majority of them will be negative (because robots will be cheaper workforce that will ‘steal’ their jobs) and will benefit only a small number of owners of capital. These changes primarily related to artificial intelligence and robots. Scientific fantasy will soon become scientific reality. Technology what we see today in the movies, will become our everyday life.

People, especially the states this very day must begin to prepare for such a future with “readiness for change and learning new skills.” States should provide more flexible training and education to help people, they be able to adapt to new conditions and requirements of the market. They have not shown any leadership related to the development of artificial intelligence and adaptation to the changes that are coming. Although some of the largest technology companies like Amazon, Microsoft, Face book and IBM have launched a partnership to artificial intelligence and robotization in order to inform the public about the progress, positive, and potential negative consequences related to robotization, states have not adequately responded. They should have a major role and responsibility when it is in question the robotization and artificial intelligence. It cannot and must not advance technology that will change the world, to be left only to large corporations.

Social confrontations between employers, workers, service users and the state can be resolved through dialogue and cooperation. Such dialogues will allow as many as possible to use the advantage and the benefits of robotization, so that would not be to the detriment of anyone, but for the benefit of everyone. Such dialogue can be achieved in conditions of a developed democracy, humanism, social justice and solidarity. In accordance with these principles, the State should provide ongoing support to the unemployed, so it would have the least possible adverse effects on them, by the robotization in terms of high productivity that it will bring. The aims of this assistance should be keeping the welfare of progress, on the one hand, and on the other hand, for people to live without work with a style and standard that would be acceptable for them and for society.

INSTEAD OF CONCLUSION

Robotized society is a society of the future. In it will the biggest part of the works will be performed by robots. They can perform all jobs. Robot is a machine, the deed of man's hands and of the human brain. If it is created by man, the man must keep it in life. He, the man must control his work and behavior. Therefore, the robotic society will require armies of hardware and software engineers to perform all jobs for robot maintenance.

As a machine robot can have sensory abilities, but not emotional. Such capabilities have people. Therefore, in all the work that is in addition to rational and emotional intelligence needed to be engaged people. Ganoids robots can take care of the children, give them food when they cry or when they invite them, or even wear them, but they will not do it with gentleness and care as do mothers. Robot can never attain the sweetness of mother's voice full of emotion and love. Robots can teach children in schools, give lectures at universities, but never achieve the skill of attracting attention; fluctuations voice, emotional closeness and communication skills as it do conscientious, eloquent teachers. Robots will unload, carry and transport things, but no robot will come to exhausted grandma to help her carry the bag to the elevator or on the fifth floor of the building, unless it has been programmed. Robot will not come to the exhausted or the injured man on the street to help him. He will not rewind the injured man in a car accident; it will not be load him into the car and take him to the nearest health facility, because there is no compassion and cannot empathize as people.

Robots can design a building, can compose music, can paint, sculpt, but they will never do what it can to make a sophisticated human soul, with refined aesthetic feelings.

Robots can be programmed to perform theater performances - drama, opera. They will never be able to do it so as it will be done by man. Robots can write poetry, it can recite, but it will not do it with fine oscillations of spirit as man it does.

As far as the arts, in every human work has a bit of art. Thus, a good teacher is a bit of an actor, a good chambermaid is esthetician, a good cook, painter, carpenter, too. They are good because they have aesthetic senses. Robot does not have it.

As for the moral feelings, a man has them, not a robot. The man has a sense of justice, honor, responsibility, remorse, pity, compassion, love, etc. Robot lacks. Therefore, the robots cannot be managers; judges cannot decide on administrative matters concerning the rights of citizens, cannot be teachers and so on. They can, if they are programmed to do, to write an acts, verdicts, decisions, but they cannot explain them so beautifully, with a sense of justice, as can the man with the emotional intelligence that robot does not have, nor he will ever have it.

Wherever, in addition of rational intelligence needed emotional, the people will be necessary, not robots. A small is a number of quality human work and tasks for which the creation and performance an emotional intelligence is not required. No human work where it is not needed, at least a small degree of sense of responsibility, of course, if it wants to do well. There is little number of jobs for whose execution is not required minimum degree of aesthetic sense.

A large number of jobs ask for deeper thinking and predicting the future. Their implementation needs rational intelligence of deeply reflective type that robots will not have. Robots cannot manage enterprises, institutions, command military units. They cannot be top neurosurgeons, cardiac surgeons, skilled, kind and compassionate nurses. They cannot be policemen, firemen, guards, lifeguards, etc. No matter how sophisticated and intelligent it is, robot is machine made by man and it cannot replace him everywhere. The Robot is programmed. The man does not. Robots are created and programmed by people. People are created by Mother Nature.

Man creator of robots will never make something perfect and better than what Mother Nature has done, because he is the creation of nature. By perfecting robots, the man improves himself. Robot is a matter deflected from nature that man created and perfected. When it comes to the relationship between man and matter, created can never be better then creator, perfected never be better than perfector. Another thing is the relationship of man between man. People as parents, educating and teaching children, in many cases make children better than them. To them it is all an aim. Many of our students surpass us professors by their achievements. But the robot is not human. The robot is enormously improved materials - machine that the man is created and perfected to put it in his service. It serves him and will serve him, but not everywhere and for everyone. It will be work for people in the era of complete robotisation, of course, if the society in the context of the state as citizens' organizations will be adapted to new circumstances and adequately organized. It will not be just for uneducated and less educated people who accept the manual and simple administrative tasks, will not be able to perform other. So in the era of complete robotisation, there will be jobs for educated people with a developed rational and emotional intelligence. An educated man with a developed emotional intelligence enjoys the work. He is an artist in it. Art bears pleasure.

Uneducated and less educated people in the era of complete robotisation will be replaced by robots. They will be a concern of the state. It will have ensured them a dignified life without working. In order to provide it to them, it will have to develop mechanisms of social legislation and services that will execute this legislation. Rough, stultifying, degrading wage labor will disappear. If they want to work, it will be jobs for these people. Cleaning, maintenance of living and working environment, numerous ad hoc or unprogrammed works, will be a field of their working engagement. If it will have no work for them, they will be entertained. They can entertain other people. The entertainment is also work.

Enormously developed productive forces will produce huge amounts of various consumer goods and many services will be performed. Due to the low prices, goods and services will be accessible to all of people. In the robotized society, people will work according to their possibilities, and consume according to their needs.

The state will be, in the true sense of the word, an organization of citizens, rather than an instrument of power in the hands of the ruling elites. Created by citizens and for citizens it will be a service which will serve them and organize their work for the benefit of the whole society.

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PROGRAM ORIENTATION OF MUNICIPAL BUDGETS

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Abstract: The purpose of the article is to show the necessity of developing program-oriented municipal budgets. The view of different authors on the subject is presented, as well as good practices of other countries. The existing practice of developing strategic documents and budgets in Bulgarian municipalities is described. A sociological survey was made of the opinion of business organizations as partners of local authorities, regarding their participation in the budget process and in the development of strategic documents for the development of municipalities. The results show a rather skeptical attitude towards the possibilities of business organizations to influence local policies and the development of budgets. A proposal is made in the national legislation and in the local normative base of the municipalities to establish the requirement for coordination of the strategies, plans and programs developed at the municipal level with the annual budgets. Program budgeting at the municipal level is not only possible, but also imperative, due to its efficiency, transparency, opportunity for wider citizen participation in the budget process and in the development and implementation of local policies.

Keywords: budget process, programming, citizen participation, program-oriented budget
Field: Social Sciences, and Humanities

Introduction

Program budgeting gained popularity after 1956, when the so-called PPBS (Planning, Programming, Budgeting System) system was introduced in the USA. Among the countries that are most actively moving in this direction, apart from the USA, the UK, Australia and New Zealand can stand out in particular. Program-target budgeting was introduced in Russia in 2003. Since 2013, federal budget expenditures are formed in the context of state programs (approximately 45-47% of expenditures). The constituent entities of the Russian Federation are switching to program budgeting from 2016.

In Bulgaria, an attempt was made to introduce the principles of PPBS as early as 1972 (Георгиев, P, 2023), when there was talk of a program-target approach to planning. The idea of the program-target approach has a lot in common with the characteristics of program-oriented budgeting. At the same time, the centralized economy did not allow this approach to be applied at all management levels, but only at the highest ones, since enterprises did not have the opportunity to plan their activities themselves. This also applied to the municipalities, whose development goals were also set “from above”. All this compromises the whole idea of program (or target) oriented budgets.

In the second half of the 1990s, the advantages of program-oriented budgets, also called goal-oriented budgets or budgets oriented to final results, were presented at numerous trainings for representatives of the state administration in Bulgaria, held under the Local Self-Government Initiative Program of the American Agency for international development. Budgeting based on results, or program-target budgeting, fundamentally changes not only the content of all stages of the budget process, but also the very concept of public expenditure management.

In 2020, the Audit Chamber of the Republic of Bulgaria published a report on an audit “Effective implementation of program budgeting as a tool for optimal allocation of resources” (Сметна палата на Република България, 2020). The title of the audit report speaks eloquently about the objectives and scope of the audit, as well as the auditors’ understanding of the essence and role of program budgeting as a key mechanism for ensuring the effective implementation of public expenditures.

Linking budget programs to policy goals is a key guarantee of government transparency and accountability – taxpayers have the right to know and control what the goals of each budget program are, what measures and actions the institutions want to finance and whether they actually lead to the achievement of these goals aims. In the international comparative Index “Open Budget”, Bulgaria shows a number of weaknesses in the full use of program budgeting - lack of connection between public goals and the activities carried out, lack of clear and measurable indicators of the success or failure of individual programs, lack of analysis of past results periods and closing or reforming failed programs, etc.

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1. Nature of program budgeting

Program budgeting in the modern economy is one of the main ways to improve the effectiveness of budget expenditures. As a rule, the results within the framework of program-target budgeting should be aimed at increasing the accessibility and quality of social and other services for citizens. The program budgeting logic model is presented in Figure 1.

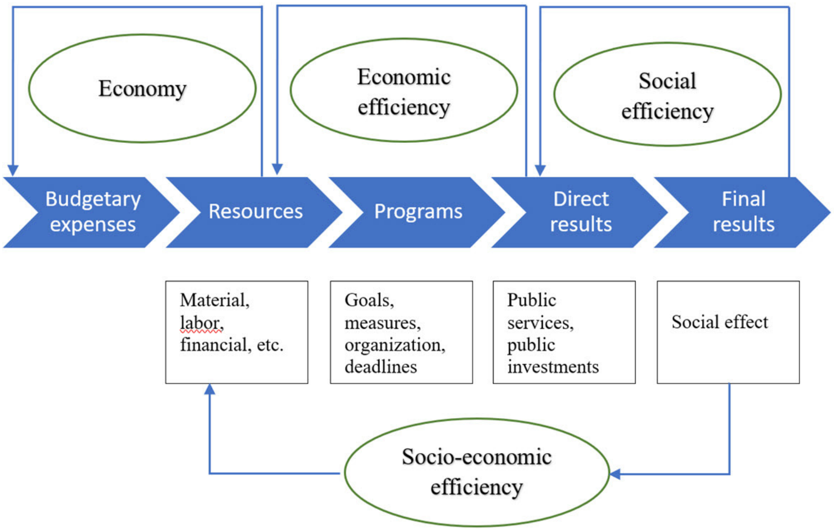

Figure 1. Logic model of program-oriented budgeting

The Public Finance Act states that the first-level budget authorities for the budgets of the Council of Ministers, ministries and state agencies also apply a programmatic budget format. It is specified that the Council of Ministers may also designate other first-level budget managers to implement a program format of the budget. Municipalities are the primary allocators of budget funds, but until now this requirement does not apply to them. Most of the municipalities follow a budgeting technique that has been known for tens of years – first, the determination of the amount of the subsidy from the republican budget is awaited, then - the control figures of the tax office for tax revenues, non-tax revenues are determined taking into account the performance in the past years, and finally, after calculations are made for the necessary expenses, the income is balanced with the expenses, making the necessary adjustments. This practice ignores basic normative statements, namely the requirement that the budget be drawn up on the basis of developed strategies, forecasts and proposals from the population. Compliance with the principles of economy, publicity, effectiveness and efficiency require that level and quality indicators are developed for each municipal service, the value of the service is calculated and only specific results are financed. Therefore, changes are needed in the budgeting process at the municipal level, which boil down to the following:

1. The development of the budget should begin with an update of the strategic goals of the municipality and clarification of the specific annual goals laid down in the strategies, plans and programs, the achievement of which will be financed in the relevant year from the budget;
2. Balancing should be done by adjusting the annual goals;
3. The budget report should not contain data on the implementation of the revenue and expenditure part, but information on the degree of implementation of the set goals.

Implementing these requirements in practice means moving from a resource-based budget to a program-based budget. Unfortunately, the lack of experience, the routine, as well as the need for additional commitments of the employees from the financial services of the municipalities demotivates them to take actions in this direction. This is just one more argument in favor of the statement that the budget process in municipalities should be subject to serious discussion and detailed regulatory regulation, including through local regulations.

Budgetary reforms that shift the focus from inputs to outputs and outputs lead to better use of public resources and increase the accountability of governing bodies to the public. Evidence of the correctness of this thesis is provided by the reforms in local self-government in various countries such as Brazil, Poland, the USA and Switzerland. Systems of the type of “results-oriented budget processes” are also called by other names, such as “service-level budgets”, “zero budgets”, ‘performance-based budgets”, “objective-oriented budget approach”, but the idea is the same - the starting point in the development of the budgets and the end result of their implementation should be the goals and policies, not the utilization

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of the funds.

In the international comparative Index "Open Budget", Bulgaria shows a number of weaknesses precisely in the full use of program budgeting - lack of connection between public goals and the activities carried out, lack of clear and measurable indicators of the success or failure of individual programs, lack of analysis of the results for past periods and closing or reforming failed programs, etc. (Partnership, 2023) It is a common practice of the Bulgarian municipalities that the goals and measures laid down in the municipal strategic documents do not correspond with the budgets. There is also a lack of a clear connection between plans and programs, on the one hand, and municipal budgets, on the other. This hinders the effectiveness and the possibility of actually achieving the goals set in the strategic planning documents. Moreover, in the conditions of increased inflation, the multi-year financial framework and budgets at all levels are characterized by a high degree of unpredictability. This fact, together with the inconsistency and prevailing uncertainty of the national sectoral policies, are negative factors hindering the qualitative progress of the strategic planning process at the municipal level as well. The lack of resources for the implementation of the measures provided for in the planning documents leads to their non-implementation, which provokes a negative attitude towards the overall planning process and creates a feeling of the unnecessaryness of the planning activity.

Linking budget programs to policy goals is a key guarantee of government transparency and accountability – taxpayers have the right to know and control what the goals of each budget program are, what measures and actions the institutions want to finance and whether they actually lead to the achievement of these goals aims.

2. Empirical study

In order to study the opinion of the socio-economic partners of the Bulgarian municipalities, who are most interested in introducing program budgeting, a survey was conducted among 100 business organizations from 30 large, small and medium-sized municipalities in Bulgaria. Their opinion was studied whether the interests of entrepreneurs are taken into account when drawing up municipal budgets, whether they themselves know the strategic documents for the development of their municipality, whether local budgets are developed taking into account the interests of the local community, whether municipal strategies, plans and programs have a clear defined objectives and indicators allowing monitoring of implementation and whether representatives of interested parties participated in their development. The table below shows that there is a preponderance of responses that indicate skepticism rather than confidence that the interests of the socio-economic partners of local authorities are well protected in the development of budgets and strategy documents. One of the reasons for this is precisely the broken connection between strategies, plans and programs, on the one hand, and municipal budgets, on the other. Other reasons can be found in the lack of good communication between local government and business, as well as in the lack of effective mechanisms for the involvement of interested parties in the development of budgets and strategic documents regulating local government policy in various areas.

Table 1. Results of an empirical study

Questions	No	Partly	Yes
Do you know the main strategic documents for the development of your municipality, the priorities, goals and measures included in them	27%	59%	14%
Municipal strategies, plans and programs have clear performance indicators that allow monitoring and evaluation of performance	31%	31%	38%
Representatives of interested parties are involved in the development of strategies, plans and programs at the municipal level	33%	43%	24%
Local budgets are developed taking into account the opinion and considerations of entrepreneurs in defense of their economic interests	28%	55%	17%
Local public interests guide the allocation of municipal budget funds	29%	53%	18%

3. Discussion

Program budgeting is most often combined with other models, as in Denmark, Finland, Sweden and Turkey. In its pure form, it is used in Japan, Iceland and the Netherlands. Pure direct program budgeting is an exception, with South Korea cited as an example in the academic literature. In a number of countries such as Sweden, Chile, Denmark, Finland and Norway, it is used in certain sectors of the economy such as healthcare and higher education. In university funding, formulas are applied as a key element for the performance of indicators. A distinctive feature of this model is the presence of indicators for the final product and result (Донев, К. &., 2015).

The most widespread in the practice of various countries around the world is the program budgeting oriented to the final results. It comes after a long experimentation of the model of budgeting based on indirect results in the USA, Canada and Australia. In combination with other elements, it is used in 14 OECD countries. The features of the model come down to the following:

- the emphasis is on the implementation of the final results;
- the budget is presented in program format;
- program classification of costs is applied;
- the goals are described and presented through indicators for measuring and reporting the final results;
- technologically, the stages related to the budget process have characteristics inherent in the model of program budgeting oriented to an immediate result;
- there are mandatory indicators for the final results, thus there is an opportunity to improve the monitoring and control of the budget;
- information on the final results is extremely important for making political decisions and monitoring the effectiveness of the services provided to the public by the public administration;
- the responsibility of politicians to society and the transparency of the budget increases.

Recommendations for local governments regarding developing local budgets and implementing program budgeting are made in the 2012 US OpenGov Best Practices in Local Government Budgeting document, which states: "Have a clear, well-defined process. As an organization plans, develops and approves the budget, all key steps of the budget process must be clear on an annual and month-by-month basis. Visual representations of the process—budget calendars, timelines, and charts—can help clearly identify important deadlines, milestones, required action items, and committed personnel. Start with a vision, goals and strategic plan. The budget supports what a municipality and its citizens want to achieve – now and in the future. Therefore, a successful budget process must begin with city leaders articulating a clear vision, identifying community and departmental goals, and undertaking a strategic plan that will help mitigate conflicting goals" (OpenGov, 2023).

Former California and San Luis Obispo CFO and municipal consultant Bill Statler says, "If you have an idea of where you want to be, your chances of getting there are greatly increased. While it is important that leaders drive the vision forward, it is also important that citizen input informs and guides that vision as it develops. Prioritize. Choose to focus on solving key challenges in a given budget year. Trying to tackle everything at once is not only inefficient, but also often leads to staff burnout. Identify a focus area and devise a clear strategy to address it, making sure to report the results back to the community."

In "Handbook for Connecticut Boards of Finance. A Guide to the General Statutes & Principles of Financial Administration" of the State of Connecticut, USA from 1992 states that program budgeting is an old practice in municipalities in the state: "PPBS combines the older concepts of program budgeting and performance budgeting with their orientation to a program rather than a classification of objects into a package that can be applied to whole-of-government planning. The significance of PPBS for Connecticut municipalities is the continued emphasis on programs; but in this case, the program is extended to identify basic government goals and analyze various methods of achieving those goals. This budgeting approach is actively used in state and local government" (Hill, Handbook for Connecticut Boards of Finance. A Guide to the General Statutes & Principles of Financial Administration, 1992).

Conclusion

For nearly 10 years, program budgeting has been mandatory for ministries and state agencies in Bulgaria. In the State Administration Development Strategy (2014-2020) entitled "We work for the people", the requirement to introduce program budgeting at all levels in the administration is "better linking of the processes of strategic planning and budgeting, including the processes of prioritization and allocation of

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expenses". It also states that "the Ministry of Finance, with the help of the interested institutions, will place a serious emphasis on the development and introduction of a result-oriented state budget. The planning and implementation of the state budget must be carried out on the basis of separate programs aimed at achieving specific results. … A special emphasis should be placed on the development of the annual goals of the administrations, which are consistent with the strategic documents and the program budget" (Министерски съвет, 2023).

The subsidies granted to municipalities in Bulgaria are part of the state budget. The municipalities themselves are primary budget managers. All this shows that program budgeting at the municipal level is not only possible, but also imperative, due to its efficiency, transparency, opportunity for wider citizen participation in the budget process and in the development and implementation of local policies.

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NFTs AND COPYRIGHT LAW

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Abstract: NFT stands for "non-fungible token" and refers to a cryptographically protected asset that represents a unique object, work of art, real estate, ticket, or certificate. Like cryptocurrencies, each NFT contains ownership data to facilitate identification and transfer between token holders. By purchasing a token, the owner gets ownership of an asset in the digital or real world. NFTs are often minted by artists and creatives, but collectors and investors who purchase and use them may have a different perspective on who owns the copyrights to the content associated with the NFTs. Attorneys specializing in art law, although they have not yet fully explored it, are developing a familiarity with the current crypto community and future metaverse in order to understand how a public ledger registration tool has created scarcity and value for digital assets, such as digital artwork.
Keywords: non-fungible tokens, blockchain, smart contracts, copyright, digital art
Field: Law sciences

1. INTRODUCTION

Blockchain technology has advanced so much over time that it has mainstreamed some new trends in digital shopping and commerce on the Internet, such as cryptocurrencies that have "taken over" the world. However, hold on for a moment, the world is getting very familiar with a new trend - NFT tokens.

Although cash and payment cards will continue to be the main payment processes for products and services, the fact is that cryptocurrencies and blockchain technology itself have offered the world a completely new payment value and the possibility of exchanging goods. Namely, we have been familiar with cryptocurrencies for a long time, we talked about their mining and trading, and for most people, they are not new. Cryptocurrencies have been around for a while now and their market value is followed daily, like the stock market. However, there is a new trend that has been appearing in recent years that has to do with digital money.

As we mentioned in the introduction of the text, we are talking about NFT tokens or simply speaking non-fungible tokens which, in a way, represent the definition of digital assets. NFTs are a type of cryptocurrency that allows various works of art on various media and sites to be "tokenized" and sold through digital commerce mechanisms, such as Bitski.com.

2. BLOCKCHAIN TECHNOLOGY

Blockchains are databases that store records on computers all over the world. This makes the blockchain a distributed database with a peer-to-peer architecture. The term 'distributed' means that the data is stored in multiple locations, and the term 'peer-to-peer' means that there is no central authority that holds the main copy of the data.

The thing that makes blockchain so special is that once something is written into the blockchain, it can never be changed or deleted. Therefore, blockchain has become such a popular topic - because it provides a secure way to store information about assets. In the future, blockchain will be used to store data about who owns which house, apartment, car, insurance policy, etc.

'There are four main characteristics of blockchain technology:

1. Transparency - All participants in the chain can see all records that have previously been entered in "blocks".

2. Decentralization and data forwarding - the existence of a certain number of computers that coexist, having individually each of them the possibility of equal insight into data entered, and the possibility of introducing new data.

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3. Non-refund - once the data is in the “block” chain it stays there forever.

4. Lack of intermediation - The central body, which would be managed, and closely regulated transactions that occur online, does not exist. Everything on the network that represents a blockchain system takes place and regulates between the participants in the “blocks” that are equal.’ (Strabac, M., 2021).

2.1. Tokens on a blockchain technology

‘Tokens are assets that are encrypted into blocks on a blockchain. The process of creating a token is commonly known as ‘minting’ the token. A blockchain serves as the foundation onto which a token is encrypted, creating an immutable record of the existence and ownership of digital assets, such as artwork’ (Murray, DM 2022).

2.2. NFTs: Unique digital assets

‘Non-fungible tokens (NFTs) are cryptographically unique tokens that are linked to digital (and sometimes physical) content, providing proof of ownership’ (Kramer, Graves, Philips, 2022).

2.3. Fungible vs non-fungible

‘A fungible token can be exchanged one for one with any other token of its kind’ (Murray, DM 2022).

A fungible token is a unit of cryptocurrency that can be exchanged for any other unit of cryptocurrency. For example, one bitcoin on the Bitcoin blockchain can be exchanged for any other bitcoin. Because they are fungible, each one of them has the same value.

In other words, you cannot exchange one NFT with another NFT, nor can you sell parts of it.

For example, one NFT that records the existence and ownership of a 30X40 oil painting will not be presumed to be exchangeable for another NFT that records the existence and ownership of a different 30X40 oil painting.

3. NFTS AND SMART CONTRACTS

‘Non-fungible tokens facilitate a registration process that makes tokenized digital artwork a unique asset. Although other similar works may exist and may even have NFT registrations on the blockchain, each NFT creation produces a unique blockchain record for a unique asset’ (Murray, DM 2022).

‘NFTs usually exist on a blockchain, which is, as noted above, a distributed ledger that records transactions. The main difference between NFTs and smart contracts is that NFTs are digital assets powered through smart contracts, meaning that smart contracts control the transferability and ownership of NFTs. In other words, smart contracts are not the same as NFTs but are vital to their use. Furthermore, both run on the blockchain, and so many of the disputes that arise with respect to NFTs go back to the smart contracts that control them’ (Schmitz, JA 2022).

‘This is important because some argue that smart contracts will create efficiencies and may largely eliminate the need for complicated and costly letters of credit, bonds, and security agreements by digitizing automatic enforcement or payment’ (Schmitz, JA 2022).

As defined by Nick Szabo, ‘a smart contract is a computerized transaction protocol that executes the terms of a contract’ (Szabo, N. 1994).

‘The key characteristic of these contracts is that they can be represented in the program code and executed by computers: this differs from traditional contracts that are established through negotiations, written documents, and concessional actions. Smart contracts are self-promotional and self-adjusting computer programs based on a program algorithm’ (Cvetkovic, P. (2020).

‘Smart contracts are used to write and store non-fungible tokens (NFTs), which have basic sale terms defined within them. The Ethereum blockchain has differing levels of token fungibility depending on the technical standard applied. The ERC-20 standard is used for fungible tokens, which means that one token is always equal to all other tokens. In essence, an ERC-20 token is the same as Ether (ETH)’ (Aksoy, Üner 2021).

3.1. The rise of NFT

Why would someone pay millions for a JPEG image?

‘There is no limit to what NFTs can represent. They can represent digital images, films, audio, or something entirely intangible (such as an invisible sculpture)’ (Aksoy, Üner 2021).

The concept of non-fungible tokens (NFTs) has gained widespread attention in the blockchain community due to the recent deployment of the NFT Standard on the Ethereum platform.

NFT became popular in 2017 when the game "CryptoKittes" was launched, and it is the first game that used the ERC-21 protocol. In that game, virtual cats are unique and therefore tokenized and sold. Eventually, the market for CryptoKitties had the highest transaction volume on the Ethereum blockchain.

'Arguably the most astonishing price tag came with a piece of digital art by artist Beeple named 'Everydays' : The first 5000 days, an NFT of which sold for $ 69,346,250 through an auction at Christie's in early March 2021' (Lantwin, T. 2021).

The buyer who received this NFT, got a jpeg file and a unique piece on the Ethereum blockchain and this NFT did not include copyright ownership of its piece. Then, 'Twitter founder Jack Dorsey's first-ever tweet has been sold for the equivalent of $2.9m' (Harper, J. 2021).

As the buyer, Mr. Dorsey will be digitally signing and verifying a certificate for Mr. Estavi, which will also include the metadata of the original tweet.

The data will include information such as the time the tweet was posted and its text content.

'Also, The New York Times has entered the NFT game, selling the chance to own 'the first article in the almost 170-year history of The Times to be distributed as an NFT' — and it's sold for right around $560,000' (Clark, M. 2021).

3.2. Are NFTs the future?

As I wrote previously, the blockchain contains a collection of data stored in electronic form that can be accessed quickly and easily by any number of users at the same time, which means that it is the same as the NFT protocol.

In addition to the recording function, upon purchasing an NFT, it can be stored in a digital asset wallet and shared virtually. The owner can then display their NFT to showcase their ownership of the asset. It may even be considered a portable form of art (Aksoy, Üner 2021).

4. NFTs PLATFORMS

'Once, when NFTs are minted, they become available for transactions, which are primarily facilitated by intermediary platforms.

To exemplify the type of private ordering that shapes NFT transactions and is relevant for copyright purposes, the terms and conditions of particular platforms, as well as EU law instruments, play a significant role. (Bodó, Giannopoulou, Quintais, Mezei 2022).

Based on the NFT function and the subject matter interest, the following is being presented:
1. platforms that function as open marketplaces for all minted NFTs;
2. platforms that function as collection-based marketplaces;

(i) Platforms that function as open marketplaces

'Open marketplaces enable the creation and exchange of NFTs by anyone. They function as the eBay of the NFT ecosystem. Dominated by a few major players, including OpenSea, Rarible, and Foundation.

The growth of NFT marketplaces can be attributed to several factors. The streamlined mining process is particularly appealing to creators and companies, regardless of their technical experience.

NFTs generated outside can be conveniently listed, and these factors combine to increase the variety and quantity of NFT supply. These variables could lead to a vicious cycle and eventually consolidate this sector into a few dominant players.

Category (1) platforms impose the least amount of restrictions with respect to third-party minted NFTs and different types of NFTs. This openness enables them to operate on a larger scale.

(Bodó, Giannopoulou, Quintais, Mezei 2022).

(ii) Platforms that function as collection-based marketplaces

'With the advent of blockchain technology which enabled the creation of digital collectibles in the form of NFT, many investors have diverted their attention to the NFT collectibles market in the last two years, creating a FOMO in this space. The NFT craze can be seen from its sales volumes in the last two years. The sales of non-fungible tokens (NFTs) were just $81.1 million in the first half of 2020 but surged to $2.5 billion in the first half of 2021. NFT collectibles share the same characteristics as traditional collectibles like scarcity, uniqueness and more. However, it has added advantages like the ability to authenticate the originality of an NFT collectible as well as in proving the ownership' (Liew, VK 2021).

5. COPYRIGHT LAW AND NFTs

The fundamental idea is that just because you own the NFT doesn't mean you own the copyright as well. In other words, you can have possession of the object, but you might not have the copyright associated with that object.

Copyright is not just a single right, but a collection of rights, and most of these rights are retained by the original creator of the work.

'An explanation of the idea of 'Digital Exhaustion' and its connection to the first-sale doctrine, which maintains that the first authorized sale of a product with intellectual property attached exhausts the rightsholder's capacity to allege infringement by further sales of that product' (Bjarnason, C. 2021).

So, what right are you getting when you buy an NFT?

Oftentimes, people are unaware that they do not obtain a full transfer of copyright when they purchase an NFT. Although this is the case, the NFT still belongs to the buyer. They can then trade it, sell it, or give it away as they choose.

Does owning an NFT grant you every right?
Usually, no.

When purchasing an NFT, it is important to ensure that the original copyright holder has expressly agreed, in writing, to convey the right to you. Without this agreement, you may only be granted certain rights to the NFT. There are, however, cases in which the original copyright holder grants full rights to the buyer of an NFT. This information can be checked and verified by reading the description of the NFT listing.

It's not surprising that there are so many legal implications that come with NFTs.The following chapter of this paper will center its focus on the matter of copyright law as it pertains to NFTs, including but not limited to the Information Society Directive, the Resale Rights Directive, and the Digital Single Market Directive. This is with specific reference to artwork and NFTs where the IP address is owned by the original creator.

5.1 EU Copyright Law Applied to NFTs

The Information Society (InfoSoc) Directive

Under InfoSoc Directive, when you own a copyright, you typically own reproduction right, the right of communication to the public of works, and right of making available to the public other subject-matter and distribution right.

'The first relevant clause of the InfoSoc Directive is Article 2 "Right to Reproduce", which confers the copyright holder the exclusive right to reproduce and make copies of the artwork' (Bjarnason, C. 2021).

'Article 3 of the InfoSoc Directive provides the creator with the "right of communication to the public of works and the right of making available to the public". This can be described as the 'right to display' (Bjarnason, C. 2021).

The original creator always has the right to display the artwork, regardless of exhaustion.

Furthermore, the owner of the NFT will also have the right to display the underlying artwork.

This clause, which is both relevant and key, outlines the various rights given to NFT holders.

One of these rights is the right to display the linked artwork.

'Article 4 of the InfoSoc Directive grants the creator the exclusive right to authorize or prohibit the distribution of their work to the public, whether through a transaction or otherwise. In this case, the doctrine of first sale applies, which results in the creator's rights being exhausted upon the sale of a specific version of a particular creation. As exhaustion is applicable, if an original creation is sold, the purchaser has the right to resell this creation. However, when it comes to NFTs, the NFT and its accompanying rights are the items that can be sold. The underlying artwork, on the other hand, is not necessarily sold unless this right is embedded in the terms of sale of the NFT. Nevertheless, it is common for the artwork to be transferred along with the NFT, as demonstrated by the Beeple auction and the 'Disclosure Face' sale mentioned above' (Bjarnason, C. 2021).

5.1.1. The Resale Right Directive and the Digital Single Market Directive

'The Resale Right Directive in EU copyright law requires that any type of seller who subsequently sells an artist's original artwork must provide a royalty-based commission to the artist. According to Article 2 of this directive, original works of art can include paintings, sculptures, ceramics, and photographs' (Bjarnason, C. 2021).

5.1.2. Digital Single Market (DSM) Directive

'Article 17 of the directive specifies that online content-sharing service providers are responsible for any illicit content, including copyright infringement, on their platform.

NFTs and their marketplaces have inherent copyright protection mechanisms, such as the marketplace's terms of sale and transaction execution through smart contracts, that ensure compliance with the rules established in the DSM directive' (Bjarnason, C. 2021).

5.2 NFTs and Copyright Ownership

'In an ideal world, the copyright owner of an artwork would also be the creator of its NFT.'

However, as one would expect, individuals who engage in infringement find their way around in the digital sphere and create more intellectual property-related problems. Additionally, a new problem has arisen in recent years. These individuals "mint" NFTs based on copied artwork without permission and put them up for sale. As the decentralization, encryption, and anonymity features that are inherent in blockchain ecosystems make it hard to find the copyright holder, this can be a big issue.

Coming to the question, how can someone sell work that is not theirs?

'NFTs and copyright law have two significant zones of interaction. The first is related to the 'minting' when NFTs are created, and the second is focused on the dissemination of the digitized work' (Idelberger, Mezei 2022).

'The concept of NFTs is such that the original content is not included in them. Rather, they are compiled with standard contracts, resulting in unique metadata that can be written to the blockchain. Essentially, an NFT functions as a digital receipt that links to the original content, much like a deed would for a house. It is worth noting that the NFT itself is not a copy of the content' (Bodó, Giannopoulou, Quintais, Mezei 2022).

'When it comes to NFTs, there is no real copyright ownership title over the tokenized work. This means that the original creator retains control over the work, even after it has been sold on an online marketplace. However, the metadata associated with the NFT may grant certain rights to the acquirer of the token. These rights are usually quite limited, and they often restrict the commercial use of the work' (Bodó, Giannopoulou, Quintais, Mezei 2022).

The validity and execution of these online agreements (aided by smart contracts) should ideally be without issue and within the parties' freedom of contract if these online agreements meet the formal requirements of national copyright contract rules.

'When it comes to NFTs, the sellers have the power to determine their own terms. These terms can include options like transferring traditional rights, using the NFT to unlock additional content, or implementing a digital royalty for resale. In any case, creators and owners of NFTs have significant control over the destiny of their creations'(Lapatoura, 2021, p. 171).

While those who sell NFTs are free to establish their own licensing agreements for the tokenized work, these agreements will have little impact from a copyright standpoint regarding the exhaustion of the distribution right, as is frequently seen in collection-based or curated marketplaces.

'For instance, Mike Shinoda from the band Linkin Park, who successfully sold the audio clip "Happy Endings" accompanied by his artwork, published the terms of his NFT sales as follows: "Only limited personal non-commercial use and resale rights in the NFT are granted and you have no right to license, commercially exploit, reproduce, distribute, prepare derivative works, publicly perform, or publicly display the NFT or the music or the artwork therein. All copyright and other rights are reserved and not granted."

6. CONCLUSION

NFTs give their holders the illusion of ownership; in other words, they are a 'cryptographically signed receipt that you own a unique version of a work' (Guadamuz, 2021c).

The global market has been significantly impacted by NFTs due to their disruption of the traditional model of auctioning art. Cost-effectiveness is increased with NFTs because there is no need to worry about storage or insurance expenses.

Non-fungible tokens should not be isolated to digital artwork or even the art industry. They will have a certain degree of influence on physical assets and result in their tokenization.

Of course, like any other technological advancement, many questions and uncertainties are raised regarding NFTs. The minting of protectable artistic works and their sale have led to copyright issues that must be addressed. Many of these uncertainties can be clarified through license agreements.

While NFTs are a new and exciting technological advancement, there are many questions and uncertainties raised in regard to them, especially in regard to copyright law. It is important to clarify some of these issues in order to ensure that the minting and sale of NFTs is done in a legal and protected manner.

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THE MESSAGES IN COMMUNICATION - WHY DON'T WE UNDERSTAND EACH OTHER

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Abstract: The introduction of rules in a given field is related to the setting of certain requirements to the products, processes or bodies that implement them and aims to ensure a certain quality. This is generally the case, but it also applies in full force to the communication process. The existence of strict rules in communication presupposes the setting of specific requirements regarding the necessary knowledge, professional skills and competencies that communicators must possess in order to achieve the desired effect, striving for professional growth and career in their organizations. In the process of communication information, emotions, feelings, ideas are exchanged. Assuming the communicators are professionally trained - then why don't they understand each other? We will try to get to the reason in this post. For the purposes of the research, fundamental scientific formulations and methods of the theory of the nature of communications, comparative analysis, as well as examples from the speeches of celebrities in public space (media and social networks) - were used.

Communication between people can be characterized as interpersonal if it meets the following criteria: it involves a certain number of people in immediate interaction; participants have the opportunity to see, hear, easily provide feedback. It is assumed that each of the participants understands, perceives and influences the other side, respects the arguments of their partner. Communication implies investment of emotions, competence of the parties in relation to the established rules, possession of a certain intelligence, which is the basis of the management of emotions - emotional intelligence. It includes self-control skills, personal and social competence, motivation and delegation skills, conflict resolution, empathy and hope. It is indisputable that the skills and abilities necessary in the process of communication and the manifestation of intelligence are found in a different proportion in each one. Emotions are a starting point for personality development, they face challenges, give everyday life more depth and meaning. Emotions require intelligence, they must be harnessed to facilitate achievement. Anyone can learn to be intelligent about their emotions and apply that intelligence to solving many of life's problems. To achieve excellence in this field, knowledge and development of certain skills are required. Defining feelings makes it possible to study their nature and control them. There is no great human good without great emotion, because feelings have taught mankind to reason. Differences in religious, cultural and political beliefs are often the cause of tragic and fatal separation. The feelings manifested in sympathy and compassion, empathy and pain, all have the ability to unite.

Keywords: messaging, communication, writing and speaking
Field: Social sciences

1. INTRODUCTION

Messages in communications are arguments for reaching agreement and a pre-planned outcome when exchanging information. Success is a matter of choice and personal qualities of the participants in the communication. It can be said that the achieved results are due to the good preparation of the communicators. Their task is to try to do the best for the organization in which they work - to communicate with customers and partners, which will help it to be competitive, with sustainable development, in the conditions of global competition. Pursuing a higher purpose will allow them to reach a new level of personal growth and effectiveness. This process should be subordinated to the desire to use the acquired knowledge and skills in communication with staff, customers and partners. By learning these habits, they will be able to open within themselves the door to change, which can only be opened from within - through desire and strong motivation. By continuing to educate themselves in this direction, they will increase not only their knowledge, but also their economic security, which depends not only on their work, but also on their ability to think, learn, create, coordinate. And to possess certain competencies that help them in the communication process to reach agreement and send messages understandable to the parties - not to cause ambiguities and misunderstandings.

In practice, however, the reality is different - they supposedly talk to each other, but they don't understand each other? There is a lack of elementary rules of behavior in communication and disrespect

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for hierarchical levels. Everyone is competent in everything, but not in their behavior and way of speaking. This is how it is in the media, publications, social networks - negativity and intolerance from all sides. The lack of diplomacy is another topic for reflection.

Is there a solution to these problems, why people became bad and evil? How to communicate, where has tolerance gone? All questions that need to be answered. This is what we will try to do with this publication - to give rules and arguments for achieving audibility in communications. Their role as a personal quality (communication skills) and success factor is indisputable.

To clarify the problem, a situational approach and analysis of literary sources on the subject will be applied.

Its success is created among a wide range of behavior patterns that exclude passivity. In the field of communications, there is no place for the truly passive personality type, because the passive personality will not take initiative or make decisions. Once formed, first impressions are difficult to change, especially if they are negative, because people tend to react stronger, longer-lasting, and more aggressively to them than to positive ones. Therefore, it is desirable to make additional efforts, to learn positive principles and habits that say: I know what I want; I intend to achieve it; I have a solid position supported by facts; I am willing to be flexible, but if I don't reach an agreement with you, I will go elsewhere.

Without these skills, contacts are doomed.

2. COMMUNICATION SKILLS

2.1. Ways of communicating to reach agreement

The subject of communications is the subject of numerous studies and definitions. Its importance is determined by the need for people to communicate with each other, reach agreement, build alliances and solve pre-planned goals. Communication is the process of exchanging information - orally (with words), with gestures (non-verbally) or in writing.

2.1.1. Verbal communication - words are the root of all evil, they are used after consideration. Mastering silence (listening skills) is a powerful tool in communications. We know that all things are concrete, have their definiteness. More precisely, they have their quality and quantity, which are manifested in unity - in measure. The measure defines the limits within which a quantity and quality can be realized. In communications, this unity is essential - a lot can be said with few words, no one has time to listen to long, meaningless ramblings. In order for words to achieve the goals of communication, there are several very important, non-transitory competencies: politeness, tolerance, emotional intelligence:

• Courtesy – good attitude towards each other, a norm that brings marginal benefit and prevents the manifestation of unethical actions. This category is related to thinking, i.e. in order to change the attitude towards others, one must think in the direction: "don't do to others what you don't want to happen to you". It is a sense of balance, includes understanding, insight and wisdom. When these characteristics are united in harmony, it is possible to manage relationships, to show courtesy, correctness to customers and business partners. Here it is not necessary to know How to do this, but first it is important to understand Why. In order to demonstrate politeness, it is not enough to read a lot of books, learn from specialists about different professions and ways of communication, it is more important to change the way of thinking. If results are to be changed, actions are to be changed, but if actions are to be changed, a change in thinking is imperative - it is achieved with a positive attitude towards what is happening. In other words, he who cannot change his thinking will never be able to change reality and achieve the goal of communication. It is not enough for someone to be good at heart, it is more important that they are responsible and empathetic towards their work and the people they interact with - what better bet for effectiveness in work and relationships;

• Tolerance - defined as "demonstrating respect and understanding of another's opinion". If there is a lack of tolerance in the relationship, if communication is broken, then fear sets in. The manifestation of tolerant behavior is related to the creation of an atmosphere in which people want to give their best, it teaches tolerance and respect for different people;

• Emotional intelligence – the ability to manage emotions. An important personality quality in the communication process. Groups individual abilities into six groups (Уилкс, 2003):

- understanding of one's own emotions - self-awareness, self-control, empathy, control over one's feelings;
- management of emotions - control over emotions, directing emotions to the positive emotional spectrum, if possible, this should be done regularly;

- personal motivation – having this skill implies efficiency in any undertaking, creativity;
- recognition of emotions in others - empathy, a basic "human skill", important for the field of communications and management;
- control over relationships - art of managing emotions in others;
- an ability that guarantees popularity, leadership and effectiveness in interpersonal relations;
- transforming emotions - dealing with personal and life changes; ability to define opposite feelings, possibility to transform them (eg despair into hope, loneliness into making contacts, lying into trust, etc.).

Mastering these behaviors will enable participants in the communication process to build themselves as emotionally intelligent individuals who will outperform their less emotionally intelligent colleagues in terms of professional skills and effectiveness. In practice, technical and cognitive skills are important, but emotional intelligence is twice as important in contributing to success. One's ability to perceive, identify and manage emotions is the basis for success in almost any job and is especially important for achieving effectiveness and understanding in communications.

The essence of communications is not about winning or losing - the goal is to solve a pre-planned goal that satisfies both parties. So both sides have something to offer and something to gain. It is important how they do it - whether they know how to ask questions and how they can improve this ability. Questions are known to open the door, they draw both parties into a more active relationship, but here's what I think shouldn't be done:

• No questions that would lead to an unnecessary dispute that could spoil the good tone of the negotiations;
• No questions that cast doubt on the other party's good intentions. It won't help - if they're dishonest, it won't make them better;
• No questions from a position of strength;
• In the process of communication, give the other party the opportunity to ask questions - the mission is the same.

These are just a few tips which, if followed, would help to conduct conversations in a spirit of understanding to achieve good results. They are all similar in one way - they are an obstacle to communication and do not lead to a favorable outcome and reaching agreement on all issues. There is no circumstance that can cause the participants in the communication to retreat from their positions or be obliged to agree unilaterally.

2.1.2. Non-verbal communication - when words are replaced by gestures, body behavior, facial expressions and expressions, or when there is a discrepancy between behavior and words. It turns out that the truth is not in what is said, but the way in which it is said. That is why in communications it is very important to keep an eye on the other party so as not to miss something in the behavior.

The wrong perception of non-verbal messages becomes a barrier, which includes: perception of non-verbal symbols in their literal sense or their extremely subjective perception, without striving for identification and interpretation from the positions of the other. Knowledge of non-verbal behavior, signals and their possible interpretation will contribute to overcoming communication barriers, improving professionalism and increasing the effectiveness of rhetorical communication.

According to V. Rumenchev, "a person's non-verbal behavior includes the set of non-verbal signs (representing the purposeful transmission of non-verbal information) and non-verbal signals (emitting information regardless of the person's will or against it), in which conscious and unconscious characteristics are combined, and on the other hand are partly innate and partly acquired, as a result of upbringing and training, especially in early childhood" (Руменчев, 1997).

Elements of non-verbal behavior are all body movements, intonation, rhythmic, pitch characteristics of the voice, its temporal and spatial organization. These elements of nonverbal behavior essentially outline the different channels for receiving and transmitting nonverbal messages. They perform various functions, primarily related to speech - support it, deny it, complement it, replace it, convey context. These functions of non-verbal communication were studied by M. Argyle, according to whom they are realized at (Argyle, 1970):

• Management of the social situation - to synchronize communication, to show interest or boredom, to exchange the roles of speaker and listener, to show understanding;
• Self-presentation - most often this happens through spontaneous non-verbal communication, but it can also be used by the well-prepared communicator to create certain positive attitudes and moods. Non-verbal information is often a very successful substitute for verbal presentation and is often better suited to creating a positive first impression and maintaining that impression afterwards;
• Expression of emotional states - this is the most widely manifested function. Modern cross-cultural

research confirms this statement by proving that basic emotions have a universal facial expression; can be transmitted through the other body channels and are recognized without difficulty by humans;

• Transmitting information about attitudes - using the possibilities of the voice, intonation, facial expressions and other non-verbal means;

• Channel control – it is related to the limitations of the auditory channel for receiving and processing sound effects and the much greater capabilities of the visual channel for receiving information;

• Substitution of language - most often through gestures and facial expressions, when it is judged that this impact will be more direct and impactful, or when speech impact is socially unacceptable.

Knowledge of non-verbal behavior, signals and their possible interpretation will contribute to overcoming communication barriers, improving professionalism and increasing the effectiveness of rhetorical communication.

2.1.3. Written communications - institutions function effectively when they have effective business contacts (written and verbal) when the desired reaction or result is achieved. The information that is exchanged in the communication process is necessary for people to do their jobs and to feel good as members of the team, department or organization. I believe that design thinking plays a major role here, i.e. the skills to "dress up" the written text in a specific form. The possibilities for this are enormous, depending on the skills of the author not just to write a text, but also to give it completeness through design techniques.

According to the theory, "design thinking is a design methodology that includes a problem-solving approach. More precisely, it can be defined as a method that helps generate ideas and solve problems" (Климова, 2018).

According to Elena Medvedeva, "Design today is not so much a story about "beautiful" as about "comfortable" and "informative". Design helps people to navigate the rapidly changing world and companies to convey their messages to consumers. Moreover, design ceases to be only a means of communication. Today we are already talking about a complete phenomenon - design thinking" (Медведева, 2018).

When creating different written forms, it is required to use a vocabulary that complies with the literary norms of the Bulgarian language (or the language in which it is written). The written text is presumptively more thoughtful than the spoken. The very act of writing also implies purposeful editing, which makes it more meaningfully accurate. Thanks to these qualities, the written text is practically mandatory for official statements and for statements that may eventually become subject to interpretation. The written text has another significant advantage - it can be stored and reproduced, it can be shared with people who were not directly present at the communicative act. The main requirement is that this text should be correctly formatted, without spelling and punctuation errors, not to create ambiguity.

To bring clarity, we will consider the ways and rules that it is desirable to observe in written communication. The rules and requirements for shaping are set in advance or are established with certain standards imposed by the practice. Despite these rules, not everyone succeeds, or to put it another way – texts are formed that do not conform to any rules. Lack of writing competence suggests a lack of spelling culture, which is unacceptable. In my practice, I have encountered many gross errors and lack of literacy. I think that in the presence of a huge volume of information and opportunities for obtaining it - speaks of disinterest. This provoked me to systematize the rules for shaping written assignments, also using the design techniques that word processing programs allow:

1. Writing plan (formation of a draft) - the content of the written work is determined, as well as the visualization of the written work (schemes, diagrams, tables, highlighted texts in a different font or color). The goal is for what is written to reach the reader, to be presented clearly, accurately and comprehensibly;

2. Standard page - when there are no pre-set requirements for page formatting, the text is formatted as a "standard page", with certain dimensions (margins). With these dimensions, the white fields are determined and the printed area is outlined - 2.54 cm (top - bottom), 3.17 cm (left - right). Depending on the writing language, the text is also shaped. In Bulgarian - each paragraph starts on a new line, further inside (1.25), the text is always double-aligned; the font size - of the main text is 12 pt (if there are no other requirements), line spacing 1.5 (if no other size is specified);

3. Formulating the title - this is a very important part of any written composition. It carries certain information and helps to understand the subject and topic of the publication. At the same time, this information must be interesting and grab attention, and also show what the content is, as well as excite the reader. This is how its functions are formed - informative, attractive and emotional;

4. Persuasive speech - to build a logical connection between the individual paragraphs, as well as their length - up to 5-6 sentences. To follow the line - raising the question, discussion, summary; to correctly cite the sources of author's texts;

5. Determining the subject of the analysis - with what he writes, the author wants to say something

to the reader, formulate the subject he will consider, offer solutions to a certain problem or present information about something new. I don't think it's right to quote famous authors who have published on a certain problem without offering conclusions and recommendations from the author of the text. Everyone in their field should be able to do science;

6. Editing of the writing - the text is checked for spelling and punctuation errors; edit the style and content, as well as the length of individual paragraphs. The writing is a business card of its author. No one will read a text full of errors that we can figuratively call "trust killers"; it is written in the literary Bulgarian language;

7. Conclusion - conclusion of the content: retrospect of what was written, summaries, conclusions and recommendations. The ultimate goal is for the writer to make sure that all the key ideas and supporting arguments are presented in a logical sequence, but also in a reader-friendly format. And one important rule - compliance with copyright;

8. Content design – the title is placed in the middle of the page in small (font size 16 pt) or capital (font size 12 pt) letters; if there are subtitles - also in the middle of the page, font size 14 pt; the main points – are numbered or marked with leading symbols (bullets). At the author's discretion, the text may be bolded or italicized to emphasize it and draw the reader's attention. The use of graphical elements such as tables, diagrams, charts and toolbars reinforces the persuasiveness of the messages in the text. Individual parts can be distinguished by bolting (B), italicizing (I), underlining (U) or the "Disign" function from the button bar. If the text allows it, you can animate pictures, another font or put the text in a frame - it depends on the views and competences of the author.

Illustrated graphically, the requirements for formatting a written text have the following sequence:

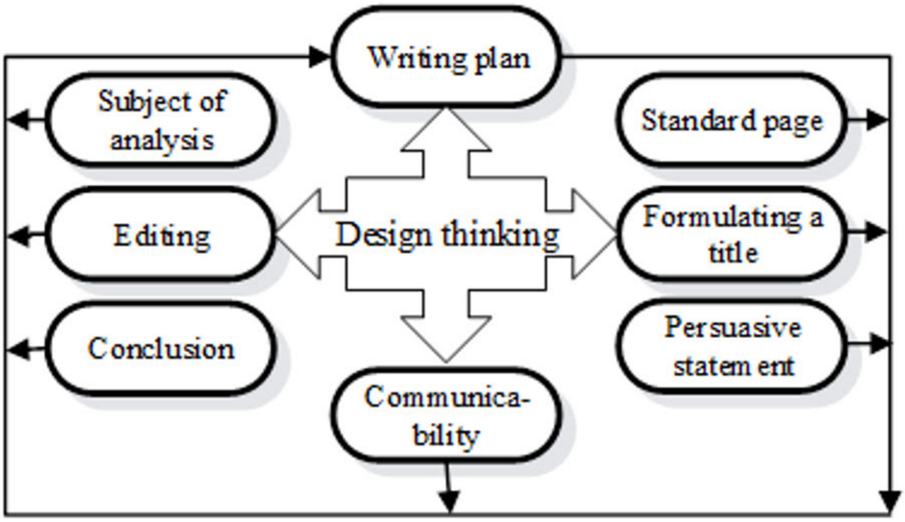

Figure 1. Sequential actions when creating a written text

3. RULES OF BEHAVIOR IN COMMUNICATION

Efforts to create an image of a true professional can sometimes seem futile. They require so much time, planning, organization, knowledge of "legal" rules and norms, a lot of creativity and energy. The results may not come immediately or be noticed (unlike non-professional presence - it is visible immediately, here and now). One of the secrets of success is to project an image that respects colleagues and clients while at the same time instilling trust and professionalism.

Good manners are those that will build an atmosphere of cooperation and understanding, not of animosity and conflict. The way in which contacts with partners and customers are made can affect the tone and results of the entire conversation, and therefore future relationships. Since the desire is to make the meeting a good start, a good start must be prepared. The way someone has met the first time can determine whether there will be a second time, whether as a customer or business partner. Example rules for successful communications:

1. You have an appointment - you arrive exactly at the appointed time or a few minutes earlier;

2. Appearance - clothing opens doors. It creates the first image of the person - the first three minutes of communication. Efforts to create an image of a true professional are not in vain. They require time,

planning, organization, knowledge of "legal" rules and norms, a lot of creativity and energy. The results may not come immediately or be noticed (unlike non-professional presence - it is visible immediately, here and now). One of the secrets of success is to project an image that respects colleagues and clients while at the same time instilling trust and professionalism. Clothing should be simple but sophisticated. Indeed, professional skills are more important, the workplace is not a catwalk to parade works of fashion designers (this can be done in free time). The rule is - start with more neutral tones and something more colorful can be added to them (not the other way around). For example: navy blue or dark gray woolen suit, blue or white shirts, black shoes, black belt (for women - black bags, matching colored scarf). Careful targeting of colors: darker clothes give more authority, lighter ones - a friendlier attitude;

3. Presentation - smile, handshake. Sits in a place indicated by the host. If it is a first time visit – a business card is given (and one is taken). It starts with a general conversation, no more than 3-4 minutes, then it goes to the essence;

4. Sitting in the specified place - the visitor does not shrink or sink into the chair, nor does he stand stiffly without moving; looks at the speaker and does not allow the gaze to wander around the room; It sits comfortably so no adjustment is required every two minutes. Constantly adjusting or crossing the legs indicates that the person is bored;

5. Farewell - the visitor does not linger unnecessarily. Thanks for the hospitality. If the visitor is late and continues to take up the host's time, they can excuse themselves with a "I'm sorry, but I have another appointment - I beg your pardon"!

However, what happens in practice, how do politicians communicate with each other and what messages do they send to society? How do they talk to each other, do they reach agreement on socially important issues and people's expectations? "The mistakes and shortcomings of business communication today, and the problems that arise from them, mostly stem from the inability to send and receive messages, to motivate people, to demonstrate listening skills, to follow the rules of business etiquette and company culture, from the lack of competences at work" (Николова, 2022).

I will give examples from the saga of forming a government and the relations between the parties in the Bulgarian parliament (Колева, 2023):

1. The realization of the second mandate to form a government seems increasingly in question;
2. The idea was to seek agreement around the program declaration of the party "We continue the change";
3. The other parties, GERB, DPS and "Vazrazhdane" boycotted and did not appear at the meeting;
4. Although it responded to the invitation, the BSP was also categorical - it would not support the declaration of the PP and their government]
5. "Bulgarski Vozhod" announced that they also had reservations about the draft declaration, which they would further explain.

Thus, the parties explained how they do not talk to each other, but how they work for the people and for the country, but in fact this lack of communication and lack of dialogue, imposition of narrow party interests, faced the country with new elections and a cabinet. However, a sense of dissatisfaction and lack of choice remained among voters.

4. CONCLUSION

Developing interpersonal relationships is a process that involves a lot of effort and time for self-improvement. Acknowledging this fact requires the creation and application of innovative educational technologies adequate to the management and needs of education. There is no doubt that today in the dynamically changing environment, universities, together and in partnership with business and public institutions, must become real learning organizations, focusing their efforts on the development of new competencies and practical skills, especially in the process of communication and dialogicity.

In this sense, our society needs politicians who are ready to take responsibility, to cooperate, to be able to cope with the changing conditions in the external and internal environment, to be responsible to the sovereign and his needs, to have a vision for development of the state. Of course, change requires enormous efforts, high commitment and devotion to a certain cause and above all communication and high morale are needed. If and when - hardly...

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THE ROUNDABOUT OF BALKAN MULTICULTURALISM

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Abstract: From Thucydides to Machiavelli, from Ranke and Mlichelet to Toynbee and Braudel all sought to illustrate the final picture, the compelling and unifying concept of culture and its place in society. In any society, one can identify a dominant culture that is cherished by the majority of citizens and one or more cultures or subcultures that partially or not at all accept the dominant values. Multiculturalism as an idea has been present since the epoch of ancient Greece and the Roman Empire. Since antiquity, thinking about politics has been a question of living together: how to create a society, how to reconcile the unity and plurality of values and cultures? Should we even out or bring awareness to the differences? Long-standing debates that constantly refresh these questions. This is where the idea of multiculturalism, the project of fair recognition of different "cultures" in the public space, is put forward. Europe is a symbol of multiculturalism, although often this rich content has been abused. The Balkans as a multicultural microcosm is an example of the parallel existence of numerous cultures, ethnicities, nations, faiths and religions. What evolution did multiculturalism experience until the creation of the last independent state, the Republic of Kosovo?

Keywords: multiculturalism, Former Yougoslavia, Balkans, Macedonia, Kosovo The idea of Europe

1. INTRODUCTION

When researching the multicultural values of Europe, it is necessary to abandon the ideas about the perception of identity and citizenship in Greek and Roman antiquity exclusively through civil status. In these civilizations, extraordinary thoughts are developed on the question of the foundations, the existence of most cultures, and most languages, which existed in the foundations of European civilization. "All civilizations arise from one fact, from one idea" notes Guizot in Histoir de la civilization en Europe", (Guzot1860). It can be concluded that society belonged to a single dominant principle that determined institutions, customs, religions, and the whole progress. In the case of Europe, the unity of civilization is presented in the form of a pluralism of traditions, values, and aspirations that are sometimes complementary but also contradictory. (Francois Guizot-1787-1874). With the end of the Thirty Years' War in 1648 and the conclusion of the Westphalian Treaties, the principle of state sovereignty grew into a new form of geopolitical order. The French Revolution in 1789 and the "spring of nations" in the 19th century (1848) affect national identity as a founding element of the sovereignty of states. Europe is not a continent, neither because of its dimensions or structure nor because of its configuration and population. The borders that separate it from Asia are debatable and unclear. However, Europe is a spiritual continent. Europe exists thanks to the common desire of all those who live in this space. In essence, Europe is one idea or rather one consciousness. European man is defined neither by race nor by language or gender vocation. What cost Europe it was a spiritual temperature, a passion for adventure and organization, curiosity and doubts. The idea of Europe was created by numerous thinkers, individuals, legends, and projects, as well as the values inherited from the humanism of Ancient Greece, Roman law and the civil status of the Roman Empire, Christian universalism, the Renaissance, the Enlightenment, the great geographical discoveries, art and science, democracy and capitalism, industrialization, trade, military conflicts... But one should not exaggerate, and its history is not the result of saints and angels either. Both Napoleon and Hitler and Stalin were leaders with European pretensions according to their geopolitical projects and ideology (Bernard Voyenne 1964/2020, p.64) Between the principle of unitarity and the principle of pluralism, to this day the second principle is dominant. Unity in differences in modern societies implies pluralism of power, pluralism of ideas, of political parties, etc. At this point we can use the interpretations of Andre Reszler. "What does the invention of pluralism represent for Europe?". Pluralism in a "united" society is manifested when it comes to culture, historical identities, the identity of ethnic, linguistic, religious political and social groups and rivals" In the 9th century, only individuals with a multicultural profile and identity, like the brothers St. Cyril and Methodius, could succeed in the missions of baptizing the Khazars and Slavs in Moravia with such different cultural characteristics. In the 10th century, Father Pierre Abelard

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was the watchword for the unification of the ancient, Spanish-Arabic heritage with Europe. He writes: Diversity does not mean enmity - Diversa non adversa ». "In the 9th century, only individuals with a multicultural profile, like the brothers St. Cyril and Methodius, could succeed in the missions of baptizing the Khazars and Slavs in Moravia with such different cultural characteristics. In the 10th century, Father Pierre Abelard was the watchword for the unification of the ancient, Spanish-Arabic heritage with Europe. Pluralism means plural. The expression refers to diversity, differences, multiplicity, particularities, taking into account identities…. By definition, the manifestations of pluralism are diverse and can be found in a wide variety of domains and disciplines. We often talk about "social", "religious", "political", "cultural"... "legal" pluralism. Identity and culture are inseparable, pluralism meets culture. Cultural pluralism is the consideration, within the same social group, of the plurality of identities, from which emerges a culture that is both common and plural, ie multicultural.

Pluralism is synonymous with diversity. Culture in ethnology is synonymous with civilization. However, this word must also be used in the plural since there is not just one civilization or just one culture. Culture can be defined as "a set of practices, customs, artistic, religious and intellectual manifestations that define and distinguish a group, society" or even as "a set of shared beliefs, ways of thinking and acting » Apart from referring to all knowledge acquired in one or more areas by the individual, culture is associated with the group. Culture is necessarily pluralistic, and cultural pluralism or multiculturalism is only a manifestation of pluralism. Cultural diversity can also correspond to multiculturalism, that is, to the "cultural dimension of pluralism in a society"

2. MULTICULTURALISM AS A EUROPEAN VALUE

Since 1980, the European Union had to position itself in relation to the idea of multiculturalism and devise its legalization and protection. The history of this idea is present in parallel from the time of the creation of the European Coal and Steel Community (CECA) the European Economic Community (CEE) although it is not implicitly mentioned as in the Treaty of Lisbon (2009). The aim of the EU fathers of Schumann (La Declaration Schumann) and the ideas of Jean Monnet that laid the intellectual and legal foundations of the EU were manifested through the desire for the unification and rapprochement of the European peoples, according to their different cultural, geo-economic, linguistic and other types of characteristics. In the European context, the expression "values" associates a set of cultural, religious or historical elements that deeply design the European civilization. Lucien Febvre states: "Europe signifies two things, one organization and one civilization...it is not about racial purity and impurity, but about the mixing of blood." In Copenhagen in 1973, the Declaration on European Identity was adopted, which highlights the difference between cultures within European civilization". In 1975, the Report of the Prime Minister of Belgium, Léo Tindemans, stated that "Europe must create a society which will reflect the values derived from the heritage and the common creation of our peoples". Multiculturalism has been established as a major framework for analyzing intergroup relations in the United States. The term frequently appears both in politics and in science, to the extent that its meaning becomes less and less clear. The expression multiculturalism is the source of numerous controversies both in terms of definition and in terms of its diversity. The exploitation of the term extends across several scientific fields as well as in national contexts. According to some authors such as Fred Stanley, "multiculturalism is a term whose boundaries are not easy to establish. According to others like Brian Fay it is a "trending word". Ralph Grillo describes multiculturalism as a "catch-all term", while the two multiculturalist authors take another step towards confusion. Joe Kincheloe (Joe Kincheloe) and Shirley Seiber (Shirley Steinberg) write "..Multiculturalism means everything and at the same time nothing" Today, multiculturalism is becoming an increasingly important topic in plural industrial societies that have to deal with cultural diversity. The common conclusion of all is that determining the definition of multiculturalism is complicated by the polymorphism and heterogeneity of multiculturalist discourses. The concept of multiculturalism was created in Canada, complemented by Charles Taylor's "politics of recognition" which he defined as "the democratic defense of cultural diversity from a universalist perspective". Charles Taylor, 2019, p.23)Multiculturalism is understood differently, according to the formation of the state and its policy regarding the recognition of regional and linguistic peculiarities. Some countries such as Italy and Spain institutionalized pluralism with the constitution of regions and decentralization, others such as Belgium and Switzerland were organized based on the linguistic pluralism of the cantons. In France, Germany, Austria... multiculturalism is accepted as in the USA, that is, by organizing and accepting immigrants by the community. In Western Europe, the use of the term "multiculturalism" refers to the shift from temporary economic immigration to a permanent presence of immigrant populations since the 1960s—especially those from Muslim countries perceived as “farthest from Western culture.” The complexity of multiculturalism and all the imperatives set by its content led to the expression of the impotence of European leaders in its implementation. Thus, in October 2010, Angela Merkel pointed out that “multiculturalism in Germany has failed.. Does this mean that multiculturalism has become the new enemy of the EU? What is the identity of Europe that is opposed to other cultures? Should we, like Merkel and Sarkozy, appeal to Christian values? To assume that the excessive insistence on the inclusion of Christian values found in Christian traditions can be interpreted as a clear opposition to Islam. After all, even in the proposal for the European Constitution in France, Christian values were not accepted under the pretext that they were in conflict with republican values. However, Christianity presupposes respect for Islamic enclaves in Europe and cohabitation with Islamic culture in the Mediterranean. In 1815 multicultural empires dominated Eastern Europe. The three great empires were the Russian Empire, the Austro-Hungarian Empire, and the Ottoman Empire. They were broad territorial constructions behind which rested a universal project of a political or religious nature. For the first time since the fall of Byzantium, all the peoples of the Balkans became part of one big multicultural community

3. THE OTTOMAN EMPIRE AND MULTICULTURALISM

The Ottoman Empire was dominated by Islam, while the Austro-Hungarian Empire was aimed at defending Christianity, primarily Catholicism. Unlike nation-states, empires relied on universal projects. Nations were structured around some particularistic expression. In that way, a kind of sports placement of the national (particularist) logic is affirmed, against the imperial (universalist) logic. Unlike the Ottoman Empire, which arose through conquests and military conflicts, the Austro-Hungarian Empire arose through inheritance of territories (adjonction hereditaire) or by concluding marriage alliances. National movements in these empires referred to “the nations that existed before”. However, this issue was complex because most of the time in these territories they had to speak the common language of the empire. The great reality is that the empire tried at all costs to homogenize the population by mixing populations, deporting, and imposing appropriate iconographies. In the majority of territories speaking from a cultural aspect, the peoples were mixed (linguistically and religiously). With the emergence of the first nation-states comes the awareness of national minorities. Considering the historical context, it can be stated that the multicultural model in the empires functioned flawlessly. For a relatively long time, a stable political organization based on an ethnically and culturally mixed composition functioned in the empires. In the Ottoman Empire in the Balkans, except for Islamization in Albania (70%) and Bosnia (40% of the population), there was no forced Islamization of people. Christians and Jews living under Ottoman rule paid a certain tax and were called dhimmis and were an integral part of the inferior religious group millet. Each religious community had its own rules of operation, its own judgments, and way of thinking. Towards the end of the 19th century, there is a gradual weakening of multicultural empires. The stability of empires rested on the legitimacy of dynasties. The emperor represented the personification of unity. However, with the political modernization according to which” the state is an emanation of the people, of the society, it was understandable that instead of the dynastic logic, the state will be governed by the representatives of the people, i.e. the parliament. Such political evolution goes in the direction of liberal claims (political freedoms, representative system) and is a symbol of deep modernization. Within the Ottoman Empire, Balkan nationalism played a major role in the creation of new states. After 11 years of war for independence, in 1832 Greece gained independence. The independence of Bulgaria (1878), Romania (1885), and Serbia (1878) was followed, by Albania (1912) and other countries. (Stevan K.Pavlovic, 2020, p.288)

4. MULTICULTURALISM IN THE BALKAN AREAS

On 1.12.1918, the Kingdom of Serbs, Croats and Slovenes was proclaimed by the regent Aleksandar Karađorđević. Although it did not resolve the national issue and the status of the other ethnic communities (Montenegros, Macedonians, Bosniaks, Kosovar Albanians) in the Constitution of the Kingdom of June 28, 1921, in Article 4 the kingdom was declared a “nation-state” with a single nationality - citizenship. The same provision is repeated in the Constitution of September 3, 1931, when the Kingdom of SCS changed the name of the state to “Kingdom of Yugoslavia”. Such a provision is understandable because Yugoslavia was a multicultural mosaic of peoples derived from the Austro-Hungarian Empire (Slovenes, Croats, Bosniaks) with the Catholic faith and Latin script and those from the Ottoman Empire (Serbs, Montenegrins, Bosnian Serbs, Macedonians) with the Orthodox faith and Cyrillic letter as well as other smaller ethnic communities (Albanians, Slovaks, Hungarians..) After World War II, the Socialist Federal

Republic of Yugoslavia (SFRJ) was formed, inheriting the multicultural character of the previous kingdom. According to the Constitutions of the SFRY (1946, 1963, 1974), each of the Slavic peoples gained a republic in the federation, while the large national minorities Kosovo Albanians and Hungarians received autonomous provinces (Kosovo Metohija and Vojvodina) within the Republic of Serbia. The multiculturalism of Yugoslavia was supplemented by national minorities: Kosovar Albanians, Hungarians from Vojvodina, Czechs, Vlachs, Romanians, Italians, Turks, Bulgarians, Roma... Regarding the languages and writings of the peoples of Yugoslavia, according to Art. 42 of the 1963 Constitution, all languages were declared equal. Only the Yugoslav People's Army used the Serbian-Croatian language in the command and training exercises. In the 1974 Constitution, no language is specified as official while Article 243 states that "one of the languages of the Yugoslav peoples may be used in the command and training activities of the Army". Tito's Yugoslavia lived its own multiculturalism, striving to homogenize Yugoslav society through iconographic symbols (brotherhood and unity, Yugoslav anti-fascism and partisan heroism, Yugoslavism, non-alignment, self-reliance, togetherness, the Army, the Yugoslav dinar, Titoism,) while enabling the republics and autonomous provinces to upgrade their own economic, political and cultural identity to the maximum through the principle of multiculturalism. It can be stated that precisely the multicultural basis on which Yugoslavia was created was the motive for the disintegration of the Yugoslav Federation, just as the multiculturalist basis of the great empires was the main motive for their disintegration. The second common element in the collapse of large or small multicultural entities is that the political, economic, and social pluralism that was characteristic of totalitarian regimes did not exist and was not recognized.

5. MULTICULTURALISM AFTER THE IMPLOSION OF YUGOSLAVIA

After the implosion of the Yugoslav Federation, North Macedonia became independent on September 8, 1991. On September 17 of the same year, the Constitution of the new state was adopted, which in the Preamble defines the state as "the national state of the Macedonian people, within which full civil equality and permanent coexistence of the Macedonian people with the Albanians, Turks, Vlachs, Roma and other nationalities living in North Macedonia" (Preamble). After the inter-ethnic crisis of 2001 and with the signing of the Ohrid Framework Agreement, the Albanian community received guarantees for the enjoyment of rights related primarily to language, symbols, and decentralization. Based on this agreement, the preamble was also amended, which reads: "..the Macedonian people.. as well as the citizens who are part of the Albanian, Turkish, Wallachian, Serbian, Roma, Bosniak people and others, decided to create the Republic of Macedonia..". This provision significantly strengthens the multi-ethnic and multicultural conception of the state. Article 7 of the Constitution states that "the official language is the Macedonian language and the Cyrillic script" and an amendment is added which establishes that "in the units of local self-government in which members of the nationalities live as the majority, in official use, in addition to Macedonian, the language and script of the nationalities, in a manner established by law." In a work dedicated to the Basic Freedoms and Rights of Man and Citizen, in Art. 9 "equal freedoms and rights are guaranteed regardless of gender, race, skin color, national and social origin, political and religious conviction.." while in Art. 19 freedom of religion is guaranteed." In Art. 48 "Members of nationalities have the right to freely express, nurture and develop their identity and national personalities... the state guarantees the protection of the ethnic, cultural, linguistic and religious identity.. to be educated in their own language.." The Ohrid Framework Agreement August 13, 2001) is formally composed of four parts: Basic principles and three annexes. Annex "A" contains the constitutional amendments, Annex "B" highlights the changes in the legislation and the most important laws that will be passed, and "C" incorporates confidence building measures and the process of implementing the Agreement. Today every organization is multicultural. Enterprises, associations, and states comprise above all the dominant culture which may be different from that of their partners, allies, or enemies. At the same time, every trade, company, municipality, and region is characterized by its own culture, religion, rituals, customs, dialects, languages, and traditions that are often difficult to understand for others. Finally, a citizen of the same country can differ from a fellow citizen according to social rank and values that are immanent in another microcosm. (Hamza Karcic, 2021, p.1)

6. KOSOVO AND MULTICULTURALISM

Kosovo covers an area of 10,000 km2 and has approximately 2 million inhabitants. Its population is very young: 50% of the population is under 27 years old! It is the youngest population in Europe. This demographic phenomenon is very different from neighboring countries like Croatia, Serbia or Macedonia.

It is also an undeniable economic asset for Kosovo. Since independence, development programs have created employment: there are more jobs than before independence. About 60,000 people work in the public service, and especially many young people, employed in the new public administration. There is also work in the field of construction. Those who visit Kosovo from time to time can realize that there are many new constructions. The areas that should create the most jobs in our country are agriculture, tourism and our mineral resources. The entire territory is really covered with lignite (lignite is coal composed of carbon with a maximum of 75%. It is used for the production of heating and electricity). This represents a great economic advantage for Kosovo. It also has high amounts of zinc. Moreover, agricultural land is very fertile, even if we do not have enough investment in this area. Kosovo is a multicultural society. The political practice of Second Yugoslavia (the Socialist Federal Republic of Yugoslavia, from 1948 to 1992) enabled the use of several languages in the public and daily life of Kosovars: Albanian, Serbian, Romani, and Turkish. The television was showing programs in 4 or 5 languages! They were present in cultural life thanks to the publication of bilingual magazines in the field of law and economics. In the past, numerous articles by professors from Belgrade or Ljubljana, for example, were also published in Albanian, and this practice of translation was never a problem. Some even asked to be translated into Serbian. There was intense communication between the communities of Yugoslavia at that time. This aspect is not well known; When we think of the former Yugoslavia, we always think back to the conflict between Serbs and Albanians, but before that communication was not as bad as it is claimed. In certain periods of coexistence between Serbs and Kosovo Albanians, there was no conflict. At the university, care for balance was nurtured. Observed both Serbian and Albanian professors and university leaders came from both communities. According to the mandates, if the president of the university was Albanian, there was an automatic change to the next mandate. Anaïs Delbarre, 2012 It was not a law but a political meaning of living in Kosovo. The issue was sensitive and needed to be handled tactfully and seek consensus. Today we can see the continuity of this multiculturalism. (Mamer Fusha Davor Marko, RTV Besa:2022) The same languages are present on television, as well as translations, so as not to harm any community. The concern for balance and harmony has not disappeared. (Ibid) In Kosovo, Serbian is the second official language. All documents produced by various Kosovo ministries must be translated into Serbian. This multiculturalism is a political experience in itself. This diverse, cultural and linguistic coexistence is today a good foundation between the Croatian, Serbian, Macedonian, Montenegrin, and Kosovar communities. And in the Constitution of the Republic of Kosovo, great importance is given to multiculturalism. Now in the Preamble, it is pointed out that Kosovo will strive to build “a free, democratic country of peace that will be a homeland for all its citizens; In addition to the creation of a state of free citizens who guarantee the rights of every citizen, civil liberties and the equality of all citizens before the law.” Article 3 of the constitution states that Kosovo is a multi-ethnic society consisting of Albanians and other communities ..which are equal before the law” (Constitution of the Republic of Kosovo, 2008). However, the period after the independence of Kosovo was filled with disappointments. The permanent migration of young people to developed countries continued. Kosovo is not yet a beneficiary of the visa liberalization status in the EU. The EU-Kosovo Stabilisation and Association Agreement (SAA) has been in force since April 2016. The European Reform Agenda (ERA) has continued to serve as a useful tool to guide the implementation of EU-related reforms in the SAA context. In July 2018, the Commission confirmed that Kosovo has fulfilled all visa liberalization benchmarks endorsed by the Council. The Commission continues to stand behind this assessment. The European Parliament confirmed its support for the Commission’s proposal for visa liberalization. The proposal is pending in the Council and should be treated as a matter of urgency.

7. CONCLUSION

The circular journey of multiculturalism throughout the history of Europe has shown great leaps, but also sad and criminal, and catastrophic moments. From ancient history through the Ottoman Empire, the creation of Yugoslavia to its implosion, then the creation of the new post-communist states, multiculturalism was everywhere marked. Sometimes this paradigm was an example of homogeneity and sometimes a factor of emancipation and inter-ethnic tensions. Today, all the countries of the Western Balkans have made it official in their constitutions that they are building multi-ethnic societies. (EU Commission Report, 2020,4)

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“OTHERNESS” DEPICTED IN TRAVELOGUES: MACEDONIA IN GERMAN-LANGUAGE TRAVELOGUES

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Abstract: In the German-language travelogues, the term Macedonia is mostly used almost exclusively as a geographical designation. The reasons for this lie in the author’s perception, which is basically burdened by his own mission, cultural background and already (subtly) imposed stereotypes built on the basis of previous knowledge (information that is also shaped according to these factors).

The missions are different: economic, political, natural-scientific, religious, sociological-ethnological, in some cases literary-scientific. That is why it is difficult to identify the literary genre in one of the established literary frameworks. What can be confirmed about this genre with absolute certainty is its multidisciplinary approach, and it will be investigated from this perspective.

In this paper, the factors that influence the perception of the travel writer during his creation will be considered. The aim is to present the representation of Macedonia in German-language travelogues, focusing centrally on the travel writer and covering all the factors influencing his work as he presents Macedonia in his works.

Keywords: travelogue, otherness, perception, representation, Macedonia
Field: Humanities

1. INTRODUCTION

In literary studies, there are many different definitions of the term “travel literature”, but in fact, it should first be emphasized that it is a generic term for a type of literary genre in which real or fictional travels are shown. On the one hand, travel writing includes practically oriented travel manuals, which provide useful information for travelers such as travel guides, as well as scientific travel descriptions (research travel) in the form of travel diaries or sketches. On the other hand, travel literature also includes the literary travelogue, the travelogue short story, and the travelogue novel, in which real or fictional travel experiences are created. Therefore, it is a genre that integrates both real, factual, and fictional aspects.

The very travel writing material woven into the work of the travel writer is an expression of subjective aspects – the perception, representation and goals of the author, and of the wider objective cultural-historical context. These aspects do not only refer to the German-language travelogues for Macedonia, which are the subject of our research but are also significant for the research of travelogues in general, where they can provide valuable assumptions about the conditions and context of the creation of a travelogue and its literary-aesthetic interpretation. Regarding the questions of perception, representation and goals in understanding the peculiarities of the travelogue text, the historical development of the genre can also be of help.

2. THE AUTHENTICITY OF THE CONTENT

There are many reasons for distrust towards the reception and reproduction of the travelogue material. The causes for these doubts are numerous, they arise from the fundamental and almost insurmountable opposition of the “own” and the “other”, which has its own cultural-historical, very long-time continuity, from antiquity to the Middle Ages. In other words, we are certainly talking about a very rigid social, cultural and religious opposition. Also relevant are the personal dispositions of the travel writer, which are crystallized in the education, prior knowledge, interests as well as his general perceptive abilities, up to the reasons, and specific goals (literary, philosophical, and in general humanistic, sociological, political, military, natural-scientific, geographical, ethnological, anthropological) to create a travelogue.

The subject of critical analysis are also the modalities of the literary staging of foreignness, which are understood as a semantic determination, as the unknown from outside, as a penetration of the unknown, but also as a process for a kind of aestheticization of those phenomena. In this context, special emphasis

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should be placed on the degree of objectivity in the literary representation of foreignness, analyzing the external mechanisms, as well as the individual predispositions that influence the author during his literary staging of foreign culture, including the role of emotional discourse in travel literature.

During our analysis of west European travel writers who visited the Balkans and wrote about it, we first came to the conclusion that perceptions of a different cultural environment are almost always burdened with the load of the author’s own cultural authority. The process of perception, organization and processing of perceived information does not happen on a tabula rasa, on the contrary, it is much more influenced by the categorization of information and stereotyping, which are not only affected by information from and about the natural living world, but also include the social environment of the author. A central mechanism in the creation of stereotypes exists in the subject’s general readiness for social categorization, so that, for example, people are divided into members of their own or other groups. In contact with foreign cultures, this categorization and stereotyping play a decisive role in many cases in travelogues.

The travel writer carries the potential of someone who tries to stage foreignness without stereotyping it. As a stranger in a foreign land, the travel writer, since he is not bound by his roots to the singular components or to the one-sided tendencies of the local group, takes a more objective attitude towards them, which does not mean simple distancing and non-involvement, but a special formation of distance and proximity, indifference and engagement. Nevertheless, in order to be objective, he must not be bound by any predefined determinants, which could prejudice his bias, his understanding, and his assessment of the facts.

Our scholarly discussion has shown that also for the German-speaking travel writers who visited the Balkans from the end of the eighteenth century, that was almost impossible. Some visited out of curiosity, as tourists, but most came with a specific purpose: to study a certain country from a political, economic, or military angle. And travel reports were mostly written and published for the general public, who considered simple facts boring, hence the image of the Balkans was often seasoned with bias and prejudice, and the perception was also colored by the author’s political sympathies.

3. THE OBJECTIVITY OF THE REPRESENTATION

We have to point out that there are numerous prerequisites that will make the objective perception of the travel writer impossible. The forms in which the travelogue describes the foreign are determined by the social status of the travel writers and their involvement in the mentality of social groups, and essentially depend on the technical and organizational standard. Finally, they are influenced by the personal dispositions of the travel writer, which are crystallized in the author’s education, prior knowledge, interests, and general perceptive abilities. And of course, a big role in the staging of foreign culture by German-speaking travel writers is the tendency to confirm their own “enlightenment progress” and thus their own superiority in relation to the underdeveloped Balkans. We find confirmation of this finding in most of the analyzed travelogues, e.g. in the works of Johann Georg von Hahn in his travelogues “Travel from Belgrade to Thessaloniki” from 1868 and “Travel along the valley of Drim and Vardar in 1863” form 1867, who do not go into the reasons for the situations related to his conclusions and comparisons regarding the population in Macedonia during his travels.

Unlike von Hahn, Hermann Wendel in his “Southeast European questions” from 1918 essentially analyses the condition of the Macedonian peasant, explaining that he is exploited by two masters, the spahi and the bey, that he is crushed by the indescribable pressure and burden, abandoned and left at the mercy of every kind of violence, where he led a life under the rule of the great landlord that hardly deserved to be called life. Whether he dug in the fields and meadows with his family from morning to night or did some other work, the annual income from the efforts of the whole family never provided sufficient funds for a humanly decent life.

The travel writer Heinrich Barth is even more thorough in his observations; for example, in his travelogue “Journey through the interior of European Turkey” from 1864, he will write while visiting Radovish that “here personal property is extremely limited through the most shameful and ruthless despotism practiced from above”, where he will witness a shameful increase in the tax on grapes. Hugo Grothe’s journey from Bitola to Ohrid in 1902 is of a geographical and ethnographic nature and abounds with vivid impressions of nature filled with positive feelings, and also contains numerous photographs of the beautiful landscapes he describes, as well as of the cities he will visit. However, the photo titled “South Slavic woman from the Bitola region” is not accompanied by a description, despite her colorful costume, and no attempt has been made to reveal her nationality. On the other hand, the author dwells on a detailed description of his riding experience - riding on a locally made wooden saddle - pointing out the discomfort, emphasizing the difference with the “European saddle” which, unfortunately, he could not find in Bitola. And Ludwig Lessen in his travelogue “Along and across the Balkans” from 1914 believes that “fine European standards should be set for the Orient, so that it can be fully enjoyed”. German researchers during the First World War, on the other hand, give a completely different picture: Franz Doflein and Leonard Schulze Jena in their monographs on Macedonia give extraordinary descriptions of the natural beauties, of the life of the population, and (despite the influence of their Bulgarian colleagues) they recognize the Macedonians as a people with a special identity. The author who best describes the circumstances the Macedonian people have faced for centuries, which he substantiates as a historian, and which he writes about as a writer, philosopher and social democrat, is once more Hermann Wendel. In his works, the encounters with the population are “first-hand”,and the conclusions are clear: “The Macedonian remains a Macedonian, regardless of the changes in his surname: from Jordan, to Jordanovic, through Jordanov to Jordanovic again.” Despite the emotionality in his research as a result of the subjective attachment to the idea of unifying the South Slavs, his works have a high degree of objectivity and criticism. And personal emotional interests are most represented in Peter Handke’s contemporary travelogues, with which he gets involved in the debate regarding the wars in the Balkans in the 90s of the last century. In “Travelling Yesterday”, Handke not only offer beautiful descriptions of Macedonian nature in his unique poetic way, but also represents a large part of himself, “thinking involved”. His “Story of head coverings in Skopje” resembles a kind of postmodern version of the description of folk costumes, with which Doflein in his book, about Macedonia tries to guess from which village the women he meets in the market in Skopje come from. The emotional impact is also noticeable in the “War Diary” of Wolf Oschlies, but in his book we notice a precise and detailed description of the events in Macedonia in the period between 2001 and 2004, and as for the details and reliability, we could conclude the same and for the tourist guide “North Macedonia” by Philine von Oppeln.

4. CONCLUSION

In the end, we can draw the conclusion that according to the historical development of the travelogue genre, the political and military circumstances and the allied relations and interests of the countries from the German-speaking area, but also the personal affinities of the writers, the depiction of Macedonia in the travelogues that are the subject of analysis in this paper vary from a critical, distanced and sometimes stereotypical representation of Macedonia to great empathy and sympathy for this area and its inhabitants. While the travelogues up to the nineteenth century are mainly empirical, and then they become more descriptive, for the travelogues from the twentieth century and for the modern travelogue, the author’s emotional involvement is typical. However, a common thread, apart from the autobiographical element as a general characteristic of the travelogue as a literary genre, is the element of distance in relation to Eastern European, that is, the Balkan soil. Regardless of whether the author consciously wants to emphasize social differences and the degree of development, and for what purpose, the fact remains that to this day, the legacy of the original idea of these spaces still runs through the German-speaking as well as Western European representation of Eastern Europe and the Balkans created hundreds of years ago in the countries of the Enlightenment.

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TIME TRAVEL AND PARALLEL WORLDS IN CINEMATOGRAPHY

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Abstract: Time travel is one of the biggest themes of science fiction, to the point of being considered a genre in itself. The idea of going to relive the past, or to discover the future in advance, is an old human dream caused by the fact that the human being progresses through time in a constant but irreversible way. One of the earliest mentions of time travel is the character of Merlin the Wizard in the Arthurian cycle of the Knights of the Round Table, who visited past times. The Celts believed in the possibility of time travel and parallel worlds, from tombs, mounds to other mythological places. The theme of time travel is partly related to the world of prophecies, which was also widespread among ancient peoples. Physicists and philosophers, as well as today's science fiction thinkers and writers, have always been interested in time travel, the theoretical and surrealistic effects of light-speed travel, and the logical paradoxes that would arise from time travel.

Keywords: Time travel, parallel worlds, cinematography, Hawkins Stephen, Haugh Everette, Science Fiction
Field: Social sciences

Introduction

For some specialists, "time travel" presupposes travel to a time that is different from the present being left, regardless of whether the action takes place in the past or the future, or an alternate history. Time travel can be done by a material body, a living being, but the transformation of the living being is also possible (coma state, deep sleep,). By the way, it is common to use a special device commonly called a "time machine" (Hawkins Stephen, 2010, p.4). Time travel is a concept treated in philosophy and literature as well as in the natural sciences, and it generates many paradoxes in these domains. Regardless of the incompatibility with the theories of general relativity or quantum mechanics, the means to achieve these ranges from the point of view of our civilization and the current technological level are considered hypothetical. When it comes to time travel, it is necessary to distinguish between travel in the past versus travel in the future. By the way, it is necessary to systematize the concepts of "time travel" and highlight interpretations that are not considered time travel. These are primarily: sleep, cryogenic freezing, the virtual reality simulator, crystal ball predictions, hallucinations, the effects of intoxicants, isolation, time zone change, etc. The concepts of "time travel" and "parallel worlds" are phenomena that are mutually related and interdependent both in literature and natural sciences as well as in cinema. They are mutually and interdependent, since the phenomenon of time travel cannot be effected if there is no other world, even assuming that it is simply a return to the past or travel to the future. However, the phenomena have a certain autonomy, given that "time travel" can only be realized spatially on the planet Earth in some other era, while "passing into parallel worlds" can be realized in the same time interval but in a different space: The concept of travel through time is inextricably linked to the modern understanding of time. From the beginning, it was a literary work intended to present the theses of an author about his vision of the future. From this point of view, the process of time travel is a kind of variant, a special aspect of the science fiction novel. From the above, the question of the definition of time travel and parallel worlds arises by itself. As usual, there is no single generally accepted definition of this phenomenon, but according to the most important experts, the most acceptable is the one formulated by David Lewis (David Lewis, 1976, p.145). The author starts from the simplest premise in the form of a question: "What is essentially time travel? Lewis thinks it implies a "lag between two identical times". Each passenger departs and arrives at his destination; the time elapsed between departure and arrival (positive or zero time) is the duration of the trip. But how to understand the time difference if the time between departure and arrival is not equal to the duration of his journey? How can two identical events, ie the departure and arrival of the passenger, be separated by two unequal delays? Another interesting definition of time travel is that of Chris Smeenk and Christian Wüthrich (Smeenk & Wüthrich, 2019, p.45), who equate time travel with the existence of closed time curves, as a Lorentzian variety of a material particle in space-time that returns to its starting point.

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Real or virtual travel

Some authors accept the existence of two time dimensions, and others predict scenarios involving several "parallel" universes, each of which has its own four-dimensional time-space, as D. Ducha and Mike Lockwood (Deutsch 'Lockwood, 1994, p.68) consider). But the essential dilemma is whether traveling to another time dimension or another parallel universe is actually real or virtual travel? Examining the possibility of going back in time through a hypothetical universe described through the metric of Kurt Godel-(Yourgrau, Palle,2021, p. 54) results in his claim that time can be a kind of illusion. that is, another dimension of space, which leads to a "cube with 4 dimensions", i.e. Tesseract or Hypercube. Starting from the previous thesis, the theme of "time travel" is marked through the capital works of the writer Herbert George Wells (The Time Machine) and Jules Verne "Paris in the 20th century" (Paris au XX seicle , 1994, p. 66). These are science fiction works that differ on several grounds and are phantasmagorical in nature. Thanks to the science fiction novels of the 19th century, a solid foundation was created for lovers of this type of literature that intrigues the reader, makes him wait, think and fantasize about time travel. In the eyes of the reader, the time-traveling protagonist strives to express contemporary adventure in a convenient way. The time traveler naturally shares the prejudices, ways of thinking and curiosity of the reader. Such a match or mismatch with the reader's tastes or expectations can only stimulate writers to approach much more interesting and daring narrative possibilities with surrealist dimensions. Thus, Herbert George Wells's "time explorer", a Victorian and apparently a socialist, describes the terrifying degenerate society of 802701 from "his time". It was the inventions that appeared at the time of Wales, such as underground factories, the progress of the mechanization of cities, the construction of skyscrapers, iron towers... that inspired the author's surrealistic curiosity. Another author René Barjavel, (Le Voyageur imprudent, 1944), continued the same idea about the distant future ("100,000 years") and the biological degeneration of humanity. His traveler was fascinated by the changes of civilization. As with Wells, the scientist is able to understand the incomprehensible (the future) and communicate it to the reader.

The idea of time travel

The idea of time travel developed with the idea of general progress in several domains. Although it was expected that the future would create great changes, still the average people did not understand the evolution, changes, progress in a simple way. It is enough to scratch in the past and state that people did not think in the same way as they did tens or hundreds of years ago. For example, the idea of time travel would not have occurred to the ancient Greeks, because the understanding of the philosophers of that time time was cyclical. Moreover, the changes were slow and barely perceptible in proportion to human life. Gradually, the notion of progress, of evolution, of changes will change people's vision of time. The ancestors will begin to separate the past from the present and the future. These notions certainly existed in the understandings of the ancient Greeks, but they rarely dealt with the "future" because it itself was not allowed to be nurtured. That would call into question the prophecy of the Pythia of Delphi. (Nicolas-Cabane, Kremmer, Faure, Commentles (2020) The idea that the future would bring surprising things to inspire the romantic interest of philosophers emerged with the beginning of the Renaissance. Although not a true science fiction novel, The New Atlantis by Francis Bacon (1561-1626), is undoubtedly a kind of anticipatory novel about the city of the future governed by wisdom and science. Of course, the travelers do not cross time, but oceans. Yet it is really a "future" city that Bacon describes, and is very different from Plato's "ideal" city. Bacon describes a perfect society achievable with the help of science, and therefore was achievable in the future. (Bakon, 1627) It was only in the second half of the 20th century, when the narrative process of time travel wore out, that authors became interested in the paradoxes generated by this phantasmagorical hypothesis. Indeed, time travel, and especially in the past, made it possible to shorten destiny. After all, anyone who "traveled through time" faster than ordinary mortals knew the future and could deal with it. Early science fiction stories feature characters who fall asleep, sleep for years or centuries, and wake up in a changed society or are transported into the past by supernatural means. Some of these stories such as "L'An 2440, rêve s'il en fût jamais" (1770) by Luis Sebastien Mercier, Rip Van Winkle (1819) by Washington Irving, Looking Backward (1888) by Edward Bellamy) and When the Sleeper Wakes (1899) by H.G. Wells) show precisely time travel and parallel worlds. In these stories, prolonged sleep, aided by the popular mechanism - time machines, was used as a means of time travel. Although it is not known with certainty which first work mentioned travel to the past, Memoirs of the Twentieth Century, by Samuel Madden (1686-1765), deals with a series of letters from future British ambassadors (1997) to diplomats of the past. In these documents they described the political and religious circumstances of the future. The narrator received the letters from his guardian angel, who according to Paul Alkon's "Origins of Futuristic Fiction" Samuel Madden's Memoirs of the Twentieth Century states that "the first time traveler in English literature was the guardian angel".

Science fiction and the paradoxes of the multiverse

The science fiction anthology "Far Boundaries (1951), by August Derleth, states that one of the first time travel stories is "An Anachronism; or, Missing One's Coach" (1838) published in the Dublin Science Fiction Magazine by an unknown author, (The Dublin University Magazine). Time paradoxes are just contradictory situations. For example which is often referred to as the "grandfather's paradox". A time traveler returns to the past, confronts his grandfather with the opportunity to kill him? This example is first found in the aforementioned writer René Barjavel in 1943. The absurdity lies in the fact that because of the grandfather's murder, the grandson would not exist and could not travel to the past. "More and more people in science are convinced that time travel is possible." "I have been working on the paradoxes of time travel for the last three years and I am more and more convinced that time travel is possible, and American and Australian scientists also claim it," writes Sandra Lorenzo, (2019, p. 2). The theory of multiples worlds initiated by Hugh Everett, (1930-1982), theoretically predicted such a possibility. However, this theory still cannot prove that time travel is possible, due to the paradoxes of coherence. Barack Shoshani (2022) Time travel is a recurring theme in science fiction novels and movies. But whether they are the work of scientists, historians, police officers or simple tourists, these time surveys are not without problems. Going back in time and then back to the current time of the traveler, faces the well-known paradoxes that threaten the existence of time travelers as well as the "course of history" itself. ". Parallel worlds: People have long thought about the possible existence of parallel worlds. Numerous legends and myths, books and science fiction films talk about it. Even the Italian philosopher Giordano Bruno talked about the existence of "other inhabited worlds". A few centuries later, when science stopped being afraid of the word "other universes" it sank into oblivion. The general progress of science and society has changed the former concepts of the world. But the dilemma arose: If parallel worlds really exist, what could they be? In the modern era, scholars talk about the Multiverse, that is, the idea that suggests that there are an infinite number of parallel worlds. However, it is still not possible to test the hypothesis of a "multiverse" behind which Stephen Hawking, Neil DeGrasse Tyson, Brian Green Michio Kaku - (Quora, 2023) So far only NASA has located the "Cold Spot" in 2004, and the "strange place' is 1.8 billion light-years away from Earth. Some believe it is just an illusion created by the expansion of the universe.

The genius of Nikola Tesla

Today, the idea of a multimedia universe as a set of independent "planes of existence", whose laws of nature differ from ours, is being cultivated. In this way, magical, unusual phenomena that quite often happen to individuals can be logically explained. Nikola Tesla, one of the greatest scientists of the 20th century, had his own contribution in this domain. According to Tesla, "autonomous reality" meant the existence of a parallel world. It is a reality that exists simultaneously and independently of our reality. It can be of different sizes: from a small geographical area to the entire universe. In the parallel world, events take place in their own way, it differs from our world, both in certain details, and radically, in almost everything. The physical laws of the parallel world are not necessarily similar to the laws of our world. So, for centuries we coexisted quite tolerant of each other. At some point, the boundaries that separate us become almost transparent, and ... uninvited guests appear in our world. Unfortunately, some of our "guests" do not leave much evidence to establish good neighborly contacts, but the choice of neighbors is not up to us. The closest to us are the elemental spirits, with whom we are also familiar from the sensations of our childhood from legends, epics and fairy tales.. You can easily make friends with them or establish contact, get their help. With the inhabitants of parallel worlds it is a little more difficult, in order to communicate with them we need certain portals and exits. Nikola Tesla believed in the existence of parallel worlds. He wrote down." Death does not exist, and with that realization the fear of it disappears. And remember: no person who ever existed died. They turned into light and as such they still exist. The secret is to return those light particles to their original state. (S. Djuric, 2022, p. 34) In his latest article, Stephen Hawking revealed a technique to prove that parallel universes exist. However, this is a theory that, like the others, has yet to be proven. Did Stephen Hawking deliver the last gift to science before he died on March 14, 2018? The media revealed that the genius physicist worked, together with Professor Thomas Hertog, on an article started in 2017 that was supplemented four days before his death. (Durand

Parenti, 2023, p.1)

The inspirations of cinematography

Several elements are essential to make the transition between universes. The cinematography was inspired by the literature, but also developed its own image using the specific setting of the stage. On screen, several elements make up a kind of equation of the crossing of worlds: a convention of the modalities of the passage in a way. Transition from one parallel world to another in the cinema: These states, or transformations in the films occur one after another or simultaneously and are essential for the hero to be able to make a transition between different rents of reality. First: To pass from one universe to another, the hero must cross a symbolic threshold - a door, opening, mirror, screen - that is associated with movement (fall, forward, upward or downward movement, movement in time or space). In order for him to cross this threshold, or to be able to cross it, "his consciousness" has to be changed – for example by reducing vigilance. Second: Without the transformation of his consciousness, he cannot perceive the new universe. Third: He must change the situation to change reality. A modification of the physical world also occurs, blurring the boundaries of the universe. Fourth: the transition implies the presence of a means of transport between the worlds. This machine accompanies, guides or shows the way or participates in changing the state of consciousness of the hero. Therefore, the initial transition from one world to another is not instantaneous: it is a multi-step process. Some directors follow this pattern literally to the end, while others combine it according to their taste. The quintessential example of this pattern is found in the film "Le magicien d'Oz" (Victor Fleming, 1939). A tornado swept away the house Dorothy was sheltering in, blurring the boundaries of the world. After the shock to her head, Dorothy fainted. Then the heroine wakes up - clues show, however, that this is a false awakening, in fact it is a moment of transition to another universe: Dorothy sees through the opening of the window a facing screen, scenes and characters from her everyday life that are transformed into other beings. The movement between universes is done by the house, lifted by the tornado, which rises and then falls. Dorothy will then cross the threshold of the house, which opens to the world of color: this is the final stage of the passage. One of the peculiarities of the film is that it can visually mark the transition from one world to another or oppose them through black and white and color. In The Wizard of Oz, reality comes in sepia tones, while the fantastical universe is in color. In A Matter of Life and Death (Michael Powell et Emeric Pressburger, 1946), earthly life is depicted in lavish Technicolor technique. The soul carrier especially appreciates being there and escaping for a moment from the heavy black and white of what lies beyond. In Alex Proyas' Dark City, (1998), the city is plunged into darkness throughout the film. Earth is colonized by inhabitants of another world who have already passed into a parallel world without knowing it and are unconsciously seeking to return to the original world. In Videodrome (David Cronenberg, 1983) offers a television screen as a portal to a parallel universe, in which the main character will literally sink. Once passed, the door opens a passageway like a bridge or staircase connecting the two worlds. Stairs generally symbolize the passage between the world of the living and that of the dead. In our culture, the beyond is associated with the notions of heaven and hell, which the collective imagination has long located "above or below us." In Heaven Can Wait de Lubitsch (1943), Henry Van Cleve descends a magnificent staircase to report to the underworld, where he has so often been told to go; in A Matter of Life and Death, an endless and vertiginous staircase, even more automatically, rises to the sky. In relation to - The Matrix (Andy et Larry Wachowski, 1999), the transition begins in the tunnel leading to a new universe: there, Neo is waiting for the car that will lead him to his initiation into the new world. The passage is also through a tunnel in Pavel Juracek's Case for the Beginning Hangman (1970), inspired by Jonathan Swift's Gulliver's Travels. Fifth: The role of the transmitter in the parallel worlds is the most emblematic figure in the films. The White Rabbit from Alice in Wonderland remains as the "Carrier". This story has permeated the literature of the fantastical worlds so much that cinematic parallel universes regularly refer to it. We find it tattooed on the shoulder of the girl to follow him in The Matrix or the dressed rabbit in the German series "A case for two".

In this last example, the returning narrator differs from the outgoing rabbit: it is the village idiot who returns Gulliver to his starting point, lying in the back of the cart as a victim of the plague that has caused the entire town to evacuate. Sixth: The role of the mirror. The mirror as a gate is very symbolic, in the crossing of worlds. He is present in mythology, surrealist stories or in the universe of Lewis Carroll, the author of the filmed novel "Through the Looking Glass" (1871). In this romantic tale, Alice enters the absurd world by passing through the mirror of the fireplace. Just like a mirror, which reflects a faithful but inverted reflection, the order of things is reversed in the mirror world. You have to run to stay in place, run away from where you want to go, eat cookies to quench your thirst, etc. Disney studios have successfully adapted Carol's stories for the big screen. This 1945 cartoon introduces the notion of multiple universes (multiverse) In Cocteau's Orpheus (1949), the main character passes into the afterlife through his own reflection. The director achieved the desired effect of the image with the reflective surface rising into the glass at the moment of the crossing. here and in the Walt Disney cartoon, the reflection in the water replaces the mirror image. This scene is a return to the myth of Narcissus, who falls in love with his own reflection, to the point of death. Cocteau only uses the symbol of the mirror in this film for the transition to the afterlife. The mirror is associated with consciousness and self-image and represents a door to the self. In "Solaris" (Andrei Tarkovsky, 1972), the entire planet functions as a kind of mirror, reflecting the unconscious of those who approach. It unconsciously recreates emanations and captures fears, desires, memories. For Neo, entering the Matrix revolves around the mirror. The mirror plunges into him, into his trachea, transforms into a mirror for himself. Following the mirror principle, the concept of multiple worlds implies the possibility of multiple locations and multiple selves. In a parallel world, could I be someone else? If we think of ourselves as others, or if we want to be others, the mirror universe allows us. This is how characters gain powers in parallel universes that they don't have in the "real" world. Alice, in the mirror world, becomes queen. All the works mentioned above belong to the domain of science fiction. Science fiction is a narrative genre, mainly literary (literature and comics), cinematic and video game. As its name suggests, it consists of telling fiction based on scientific and technical progress obtained in a more or less distant future, sometimes for a fictional past (time travel) or in a parallel universe that is not yet possible in the current state of science.

Conclusion

Science Fiction (SF) implements the classic themes of time travel, interplanetary or interstellar travel, space colonization, encounters with aliens, confrontation between the human species and its creations, including robots and clones, or planetary apocalyptic a disaster. The plot of science fiction stories can take place on Earth (utopias, dystopias which are often counter-utopias), in space (spaceships, exoplanets, space opera), or both. Stories can describe hard science with biopunk, cyberpunk and postcyberpunk (robotics) starting from current knowledge (scientific, technological and ethnological) This study will also represent a small cross-section through science fiction and its numerous genres and subgenres. From Biopunk, Ribopunk, Cyberpunk, Dystopia, through Planet Opera, Post-Cyberpunk, Postapocalypse, Fantastic Realism, to Science Fantasy, Space Opera, Strempunk, Uchronia, or alternative history, SF genres in Cinematography have multiplied. Each of these genres and subgenres has its own identity, uniqueness and artistic expression. They are also analyzed in detail in this study.

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SUSTAINABLE TOURISM WITHIN THE NATIONAL DEVELOPMENT STRATEGY OF THE REPUBLIC OF CROATIA UNTIL 2030

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Abstract: Within the framework of the National Development Strategy of the Republic of Croatia until 2030 as an act of strategic planning of the Republic of Croatia for this decade, the following vision of the :recognizable identity and culture, a country with preserved resources, quality living conditions and equal opportunities for everyone. Economic and social development in balance with nature, envisaged within the defined four development directions, will create opportunities for current and future generations, whereby people will be at the center of all investments: – sustainable economy and society, – strengthening resistance to crises, – green and digital transition, – balanced regional development. The development direction "Sustainable economy and society" will contribute to policies aimed at achieving four strategic goals, and within the established strategic goal 1. "Competitive and innovative economy" as priority area 4.

Keywords: Croatia, Sustaimable turism, National Strategy
Field: Social Sciences

1. INTRODUCTION

"Development of sustainable, innovative and resilient tourism" is listed. The priorities of public policy, which will contribute to the development of sustainable, innovative and resilient tourism, are highlighted as follows: - encouraging investment in sustainable, low-carbon tourism development; - increasing the multiplier effects of tourism in the fields of agriculture, digitalization, transport, energy and environment, and sports and creative industries; - development of functional and sustainable tourist regions for the sake of a complete tourist experience and extension of the season through investments in public tourist infrastructure and promotion; - integral management of destinations in order to find suitable specializations, offer additional content and extend the season; - tourism valorization and presentation of cultural and natural heritage, gastronomic and oenological offers; – transition towards niches with higher added value, with an emphasis on increasing the quality of the offer, digitization, innovation and increasing the offer of high-quality accommodation capacities; - removing administrative obstacles and improving the availability of public infrastructure for the realization of investments in tourism; – positioning towards new and large, fast-growing global broadcasting markets; - promoting Croatia as a safe and healthy destination that offers high-quality and diverse tourist services

2. TOURISM IN THE WORLD

Tourism is a global phenomenon, and the development of sustainable tourism in Croatia must also be seen in the context of trends in the tourism market with the aim of increasing competitiveness and creating a stimulating tourism policy, taking into account the experiences of other comparable countries and adapting them to the specifics of Croatia.

Trends in tourism

The future directions of Croatian tourism development are also determined by trends in the global tourism market. Among the many short-term and long-term trends, those related to sustainable and affordable tourism, digitization of business, and demographic changes stand out. Modern consumers want to get information quickly, they seek information from trusted sources, including online communities, they want a personalized experience, but they fear the loss of privacy. Safety is at stake as well as mental and physical well-being and stress and anxiety relief products.

Consumers want more flexibility, and access to high-speed Internet and technological advances

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allow them to work outside the office. They want flexible, economical and alternative means of transportation. Environmental concerns are growing and eco-anxiety is reorienting them towards sustainable product choices for a guilt-free shopping experience. Also, the population's awareness of the need for sustainable tourism development is growing. According to the European Commission survey conducted on a representative sample of citizens of 27 countries (European Commission, 2021), of the European Union regarding their attitudes toward travel, 82% of EU citizens believe that they are ready to change some of their travel habits in order to travel more sustainably. For example, they tend to consume local products on vacation (55%), reduce waste during vacation (48%), travel outside the tourist season (42%) and travel to less visited destinations (41%).

The ecological, economic and socio-cultural aspects of tourism

A third of respondents are willing to pay more for the protection of the natural environment (35%) or for the benefit of the local community (33%). Also, respondents are ready to choose transportation that respects the environmental impact (36%), reduce water consumption on vacation (35%) or contribute to carbon offset activities such as planting trees (34%). At the same time, women are somewhat more inclined to change their habits than men. Also, younger respondents are more willing to change their travel habits in the direction of sustainability compared to older respondents. The conclusion of the UNWTO/PATA forum on tourism trends held in 2018 is that sustainability is the core of tourism development until 2030. (World Tourism Organization (UNWTO, 2018), The principles of sustainable tourism development refer to the ecological, economic and socio-cultural aspects of tourism development, and it is important to establish an appropriate balance between these three dimensions in order to guarantee its long-term sustainability. The paradigm of sustainable development of tourism therefore appears as a response to the challenges arising from human action on the environment. Global climate change is of great concern to scientists, experts and the general population. A survey conducted in 2020 showed that 37% of more than 20,000 respondents believe that climate change is the most worrying environmental issue facing the world. (Statista, Environmental pollution worldwide,2021)

The negative effects of tourism on the environment

At the UN's COP 26 conference on climate change in 2021, the Glasgow Declaration was adopted: committing to a decade of climate action in tourism. The declaration provides guidelines for a 50% reduction in CO_2 emissions by 2030 and reaching net zero emissions as soon as possible by 2050. Recommendations for the Transition to a Green Travel and Tourism Economy (World Tourism Organization (2021) were adopted at the G20 meeting of tourism ministers in 2021 in Italy. The interaction between tourism and climate change is very pronounced. On the one hand, the climate is an important factor in the development of tourism and the attractiveness of a tourist destination. Therefore, stakeholders in tourism are aware of the importance of the preserved environment and climate for the long-term development of tourism. On the other hand, tourism that is not based on the postulates of sustainability has a significant negative effect on the climate and the environment, since it contributes to the emission of greenhouse gases that cause global warming. Tourism is responsible for about 8% of total CO emissions (Lenzen, M., Sun. Y., Faturay, F., Ting, Y., Geschke, A., Malik, A. (2018). The biggest generator of carbon emissions is traffic. It was found that in 2016, tourism-related traffic caused 5% of global carbon emissions, and it is predicted that CO_2 emissions from tourism-related traffic will increase and represent 5.3% of all human-caused emissions in the world in 2030.

Based on the fact that tourism represents a significant lever of economic development in the Republic of Croatia, it is necessary to invest efforts to minimize the negative effects of tourism on the environment, preserve resources for tourism development, and the quality of life of future generations. The state of the environment is negatively affected by over-tourism, which the UNWTO defines as tourism that negatively affects the perceived quality of life of the local population and/or the quality of visitors' experience in a certain destination or some of its parts. Excessive tourism presents a challenge to the management of tourist destinations. It is the result of urbanization, economic development, lower transport costs, easier travel, and a growing middle class in advanced and developing economies, which have turned cities into increasingly popular travel destinations. The time to come will be marked by the growth of the world population, the aging of the population, migration, and marked urbanization. At the global level, the trend of population growth is noticeable. According to data from the United Nations, there were 7.7 billion inhabitants in the world in 2019. (United Nations, 2019)

By 2030, the population is expected to grow by 10%, and by 2050 by 26%, when there will be 9.7 billion inhabitants. Along with the increase in the population, the trends of migration and urbanization are noticeable. Changes in the number of inhabitants will reflect economic growth and development, and, in addition to tourism demand, will also significantly affect the labor market. This can be a significant limiting factor for tourism development in countries facing population decline and emigration

Changes in the age structure of the population

Changes in the age structure of the population with a pronounced trend of population aging are especially significant for tourism in the Republic of Croatia. According to the data of the United Nations, in 2020 there were about 727 million people aged 65 or over living in the world. (United Nations, 2020) It is expected that this number will more than double by 2050 and reach over 1.5 billion people, i.e. that the share of elderly people in the global population will increase from 9.3% in 2020 to 16% in 2050, and by the middle of the century, every sixth person in the world will be 65 years old or older. Demographic changes are reflected in the number and structure of generational groups. As younger generations enter the labor market, there will be long-term changes in lifestyle and travel. Due to changes in the household structure, i.e. the growing number of single households, an increase in the number of independent (solo) and multi-generational trips has been observed at the global level.

Independent travel accounted for 11% of the tourist market in 2019, with women representing 84% (Solo Travel Statistics, 2021), while until 2016 they were considered a market niche. Taking into account the trends caused by demographic changes, and especially the trend of population aging, it is necessary to develop special forms of tourism adapted to the needs of different demographic segments, with a special emphasis on health tourism, for which Croatia has available resources. The Global Code of Ethics for Tourism promotes responsible, sustainable, and accessible tourism, therefore, UNWTO has also offered a reference framework for interventions, tools, and resources that are needed to provide services and manage accessible tourism. Tourism accessible to all refers to all people who, regardless of their life circumstances (for example, families with small children, young students, and elderly people), have the right to access tourist experiences. The goal is to encourage key stakeholders in tourism to implement measures that will result in greater participation of different groups of people in tourism, including people with disabilities. Tourist destinations that will implement these measures and develop a tourism offer that will improve the tourist experience of all groups of tourists, and will also improve the quality of life of its residents. The trend of sustainable, inclusive, and accessible tourism, known as tourism for all will be the backbone development of tourism in the coming period.

3. ACCESSIBLE TOURISM

Accessible tourism enables people with specific access requirements (respecting mobility, sight, hearing and cognitive dimensions of access) to function independently, fairly and with dignity through the delivery of universally designed tourism products and services. This applies to all people, including those traveling with children in strollers, people with disabilities and the elderly. (Darcy, S., & Dickson, T. J. (2009). The size of the market for persons with disabilities is evidenced by the following data: (World Tourism Organization (UNWTO,2020). 15% of the world's population lives with some form of disability, by 2050 1 in 4 people living in Europe could be 65 or older, and more than 46% of elderly people (over 60) already have a disability, travelers with disabilities usually travel with 2 to 3 people, 70% of people with disabilities in the European Union have the financial and physical means to travel, resulting in the market potential of people with disabilities in the European Union of more than 80 million people (130 million if the elderly and accompanying persons are added). Today, tourism is strongly influenced by the trend of digitization of business. The technology and telecommunications industry is advancing at a high speed, which is also reflected in tourism. Devices are becoming increasingly connected and supported by modern technological solutions such as artificial intelligence (AI), Internet of Things (IoT) and 5G network. Information technology (IT) has become part of everyday life, it has changed the way of living, working and spending free time. Erasing the boundaries between time devoted to work and rest, as well as the application of modern communication technologies, enable busy travelers to perform work in places far from their place of residence and work. In the future, tourists will have different needs and desires that they will satisfy in specific ways and shape different trends. The price will be personalized experiences, improvement of physical and mental health, authentic products and cultures. Life circumstances are changing, the boundaries between the time needed for study, work and rest are being erased. The trend of sharing economy and community living is expected to grow. Space for living, studying and working will be shared. Technology will enable remote work and collaboration, as well as flexible working hours. Virtual and augmented reality, autonomous transport, artificial intelligence and biometric technology will be applied in tourism and the entertainment industry. Social media will still be a source of travel inspiration.

An individualized approach to products and services will be required. Market segmentation will be based on lifestyles rather than demographic variables, as strict boundaries between genders, age or ethnicity will be lost.

4. CONCLUSION

Modern technological solutions and digital transformation are changing the way tourist destinations and business entities in tourism are managed and are becoming a means by which destinations will be positioned as smart destinations. Participants on the supply side in the future should incorporate new technological solutions into their operations and digitize their operations in order to ensure competitiveness and sustainable development. It is necessary to develop new tourist products, that is, to provide new experiences that will also include the application of digital technologies, for example augmented and virtual reality. Destinations should become smart and sustainable, accessible to everyone, and tourist products should provide tourists with an unforgettable personalized and authentic tourist experience. The use of digitization in tourism as a tool that helps in making business decisions is of particular importance. Digitization facilitates the creation of a large amount of publicly available data on tourist movements, habits and activities of tourists, which creates prerequisites for the use of business intelligence systems in predicting future demand for their services. The above contributes to the optimal use of resources, higher productivity and ultimately a better user experience. This trend of data use is driven by the collection of data on indicators at the national level, but also the availability and exchange of data at the EU level. The trends in the use of IT tools are also influenced by the public administration through the development of e-services that enable entrepreneurs to communicate more easily and quickly with the public administration in business. In addition, the development of e-tools in public administration provides an insight into the clear benefits that entrepreneurs have from digitization and the possibility of stimulating research and development and building a network of stakeholders outside of tourism who participate in value chains with the aim of their successful cooperation. The use of new technologies will provide Croatian entrepreneurs with the opportunity to be part of the unique Digital Single Market and Europe as a tourist destination. Taking into account the aforementioned trends, Croatia can develop sustainable tourism that will contribute to the overall economic development of the country.

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TURKEY'S SOFT POWER POLICY TOWARDS THE BALKANS

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Abstract: According to the official policy of Turkey, the Balkans are considered "as a sphere of influence since Turkey is also a Balkan country. The country pursues its main objectives in the region of "maintaining and strengthening peace, stability and sustainable development", and that it "continues to support the accession of all the countries of the region to Europe and Euro-Atlantic institutions. ". In the "Balkan" policy of Turkey, a major role plays its diplomatic institution TIKA (Türk İşbirliği ve Koordinasyon Ajansı Başkanlığı, Turkish Agency for Cooperation and Coordination„, created in 1992 and active in the region since its creation. The case of the presence of Turkey in the Balkans is particularly interesting because the country maintains a rich and complex historical relationship with its Balkan neighbors.Its ancestor, the Ottoman Empire, deeply marked the region for more than five centuries.If the new Turkish Republic maintains Relatively limited relations with its former Ottoman provinces, the liberal opening of Turkish foreign policy by Turgut Özal from the 1980s marked a gradual return of Turkey to the region.

Keywords: public diplomacy, Touque soft power, Balkans,New Otomanism,
Field: Social sciences

Introduction

The new institutional architecture, largely driven by Ahmet Davutoğlu who became Minister of Foreign Affairs in 2009, includes instruments serving public and cultural diplomacy, development aid and diplomatic mediation. This new diplomatic tool reflects, according to Fidan, "a more liberal understanding of international relations" of Turkey, in that it translates a functionalist approach to international cooperation, emphasizing institutionalization. (Fidan, H. & (2021, p. 13)

This transformation of foreign policy is justified in particular by the demands of various civil society actors (economic interest groups, NGOs, etc.), who are thus more involved in the decision-making processes. Yohanan Benhaïm8 speaks of "co-production of foreign policy", encompassing public and private actors (economic, religious networks, NGOs, etc.), to better understand the paradigm shift in Turkish foreign policy since the arrival of the AKP in power in 2002, resulting from the evolution of the balance of power between civilians and soldiers within state institutions.

It is therefore important to keep in mind the work of Graham Allison, which makes it possible to better deconstruct the often too unified image of the executive. The decision federates various interests and expresses multiple rationalities. Knowledge of this diplomatic toolkit is key to understanding the impact of Turkish soft power abroad, a concept we will discuss below. Studying the activities of one of these agencies therefore makes it possible to better understand the way in which influence strategies are implemented in organizations institutionally linked to the Turkish state (Lachambre, R. 2019, p. 4)

The term was first used in 1990 by Joseph Nye, who defines it as follows: Soft cooperative power is just as important as hard command power. If a State can make its power seem legitimate in the eyes of others, it will encounter less resistance to its wishes. If its culture and ideology are attractive, others will more willingly follow. If it can establish international norms consistent with its society, it is less likely to have to change.

If it can support institutions that make other states wish to channel or limit their activities in ways the dominant state prefers, it may be spared the costly exercise of coercive or hard power. His theory is gradually enriched, notably in his book Soft Power: the Means to Success in World Politics, where he identifies three sources of soft power for a State: its culture, its political values and its foreign policy. Finally, it introduces the notion of smart power, which refers to the complementarity between hard and soft power. He thus argues that the most effective way for a country to improve its power capabilities is to combine the strategies of these two types of power. But it is necessary to put the creation of this tool in its context.

The main purpose of the soft power analysis was to show that the United States was not a declining power and that the country had, according to Nye, in a post-Cold War geopolitical context, to maintain its

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power through the use of soft power. Since its creation, soft power, presented as a scientific concept, has also been used to make recommendations to political decision-makers. The boundary between scientific analysis and political discourse thus appears blurred. The field of knowledge seems more intertwined with the field of power, concepts like that of soft power can thus be seen as instruments of American hegemony. (Fidan, H. & Nurdun, R. (2021), Ibid. . 22)

Thus, the use of the concept in the academic context encounters the problem of a blurred boundary between a category of practice and a category of analysis. The concept of public diplomacy, which is also often used interchangeably with the concept of soft power, encounters the same problem. Public diplomacy can be understood as a component of soft power, which underlines the argument that a state possesses the capacity to promote its interests through conscious self-promotion. But there too, these notions tend to be mobilized by consultants who propose methods and practices to help countries promote their influence.

The Balkans are a region of southeastern Europe

Even today, its exact geographical definition is disputed. Bordered by the Adriatic Sea to the northeast, the Ionian Sea to the southeast, the Aegean Sea to the south and southeast, as well as the Black Sea to the northeast, the northern border of the Balkans has several definitions according to the criteria geographic or cultural attributes that are given to it. According to various reports, a broad definition is preferred and includes Albania, Bosnia and Herzegovina, Croatia, Moldova, Montenegro, Kosovo, Hungary, Macedonia, Romania, Serbia and even Ukraine.

These Balkan countries share a common past. Ottoman provinces for several centuries, having acquired their independence between the beginning of the 19th century and the beginning of the 20th century, having spent more than forty years under communist regimes, now moving towards the Euro-Atlanticist bloc (candidacy for the membership of the EU and NATO), the Balkan States are experiencing similar historical trajectories and current challenges.

Turkey and the Balkans: from the Ottoman conquest to the rediscovery of the region at the end of the Cold War

One cannot understand the relations between Turkey and the Balkan countries without taking into account the heavy historical heritage they share. Indeed, the Balkan region belonged for five centuries to the Ottoman Empire, whose conquests can be summarized in a few dates: 1371, Battle of Marica (Evros); 1389, Battle of Kosovo Polje; 1453, fall of Byzantium; 1465, conquest of Bosnia and Herzegovina; 1526, Battle of Mohács, which opened the road to Vienna. The withdrawal of the Empire is a long process that stretched over more than a century, starting from the first Serbian uprising in 1804, then the beginning of the Greek insurrection in 1821, until the Balkan wars of 1912-1913. During this period, we did not speak of the Balkans, but of European Turkey or Rumelia. The Ottoman Empire, ancestor of the Republic of Turkey, thus profoundly marked the Balkan region, both culturally, religiously and politically.

These marks are still visible today. But this legacy is generally not well perceived. Indeed, as Nathalie Clayer writes, "beyond the association between nation and Christian religion, it is also the affirmation of otherness − and even enmity − in the face of the Ottoman Empire, the Turks and Islam, which became one of the foundations of the new states. Thus, the Turks and the Muslims, terms that can be interchangeable for the Balkan populations, were often rejected or assimilated to the new States, victims of social indifference and controlled autonomy in religious matters. Moreover, for almost all of the Balkan states, the Ottoman period was synonymous with occupation and colonization.

The collapse of the Eastern bloc and the transition to a post-Cold War international order offers Turkey new spaces for maneuver, which it seizes by launching new initiatives in different regions, especially in the Caucasus, the Middle -East, Central Asia or the Balkans

The war in Bosnia, in the wake of the collapse of Yugoslavia, formalized Turkey's "return" to the Balkans, with a multiplication of its initiatives (Initiatives within the UN, the OSCE and the NATO to convince Western partners to intervene, organization of an extraordinary meeting of the Organization of Islamic Cooperation, efforts for an agreement between Bosnians and Croats, etc.). However, in the 1990s, apart from significant military cooperation and diplomatic support for Bosnia and Herzegovina, Turkey played an unobtrusive role economically and culturally. Bilateral agreements have certainly been signed to stimulate trade and exchanges with the countries of the region.

In 1992 was created the TIKA. The two official objectives were: to provide development aid to the new Turkish republics and to the new neighbors of Turkey following the disappearance of the USSR and Yugoslavia, as well as to improve cooperation with them through projects and programs in the economic, commercial, administrative, social, health, cultural and educational fields. (Larochelle, D. L. (2021, p.33)

Renewal of Turkish diplomatic doctrine and architecture

The beginning of the 2000s offered new perspectives for Turkey: the coming to power of the AKP in November 2002 marked the end of a decade of governmental instability, the new government continued the economic stabilization reforms begun following the financial crisis of 2001, and the transition to a new, more fragmented international order post-September 11, 2001 allows Turkey to make changes in its foreign policy priorities.

In this new international "political disorder", Turkey must proceed to a reassessment of its power to become a central state and no longer a peripheral one. To fully benefit from its "strategic depth" (stratejik derinilik), i.e. its ability to radiate beyond its borders, the country must invest primarily in three geographical areas: the nearby terrestrial environment, composed of the Middle East, the Balkans and the Caucasus; the nearby maritime basin (Black Sea, Adriatic Sea, Eastern Mediterranean, Red Sea, Arabian Gulf and Caspian Sea, but also the Euphrates, Tigris and Nile rivers); and the nearby continental environment (Europe, North Africa and Central and East Asia). – (Angey-Sentuc, G. & Molho, J. (2015, p.88)

But to fully enjoy its material advantages, Turkey must also regain self-confidence and reconnect with the grandeur of its past, particularly the Ottoman one, because "a State which has no conscience or historical memory is incapable of leaving its mark and its imprint on the theater of history". In this new dimension of action, Turkey must therefore promote global diplomacy, a global economy and a global culture, based in particular on a revival of Turkish soft power. Davutoğlu thus created in 2010 a Public Diplomacy Office attached to the Prime Minister's Office, which has developed different multilateral projects to establish dialogue with different groups and contribute to a better understanding of Turkish foreign policy.

In this new configuration of foreign policy, the Balkans take on considerable importance. Ahmet Davutoğlu thus declared in 2009 in Sarajevo "The Ottoman centuries of the Balkans were a success that must be reinvented. Turkey is back! Many other statements by senior Turkish officials underscore the renewed interest in the region, tinged with Ottoman nostalgia. But if the Turkish rhetoric towards the Balkans can be considered "neo-Ottoman", the breakthrough of Turkey in the Balkans under the AKP responds to a more pragmatic strategy. It is organized into three parts:

• economic: free trade agreements signed with all the countries in the region, encouraging Turkish entrepreneurs to invest;

• diplomatic: frequent interventions as a regional mediator, whether between Serbia and Bosnia-Herzegovina, Croatia and Bosnia-Herzegovina or even between Serbia and Kosovo. Also, Turkey supports the NATO membership of Bosnia and Herzegovina as well as Macedonia, and has supported the entry of Albania (2009) and Montenegro (2017) into the organization;

• cultural and religious: The set of public bodies (TIKA, Diyanet, YEE, YTB, etc.) and NGOs allow better penetration into the Balkan territories

Turkey's religious presence in the Balkans72 relies on a fabric of diverse actors: intellectual and personal networks, the Diyanet, the "neo-Sufi" religious movements (Nurcu, Süleymanci and Fethullahçı/Gülenists until the attempt to failed coup on July 15, 2016) and other Islamic NGOs, but also some municipalities, especially those with large communities of immigrants from the Balkans (Bursa, Bayrampaşa in Istanbul, etc.).

The TIKA, apart from its conventional activities, and in addition to the restoration of mosques, thus supports local Islamic organizations in Albania and Kosovo, or the NGO Merhamet in Macedonia. Another interesting thing, the TIKA, while its executives are close to the tradition of Turkish Sunni Islam Milli Görüş, contributed to the construction of the Bektashi World Center in Tirana, in particular to work for good relations with Albania where the community bektashi is important. Also, TIKA coordinators sympathetic to the work done by Turkish Islamic foundations and charitable organizations sometimes act as informal intermediaries and facilitate contacts with the local Muslim population and Islamic institutions. (Fidan, H. & Nurudun, R. (2021, p.22)

The restoration of many mosques since the mid-2000s, very important such as the "Friday Mosques" or secondary mosques, also contribute to the image of TIKA as the protector of Muslim communities. These initiatives create even more influence as some of these mosques were targeted by Serbian forces as a symbol of the Muslim enemy in the wars of the 1990s. The restoration of Ottoman heritage also allows Turkey to reclaiming this heritage to better justify its regional ambitions in the Balkans, while permanently changing the architectural landscape of the region. This religious inflection of the TIKA, an organization originally inclined to pan-Turkist ideas, is clearly linked to the coming to power of the AKP. The role of Islam is thus becoming increasingly hegemonic in Turkish national identity and political discourse, emphasizing "Turkey's international role as a leading country in Islamic civilization.(Jabbourm, J. (2019, p.44). The new emphasis on Sunni Muslim solidarity and the new woven networks is not without displeasing the traditional Turkish nationalists. But if the TIKA has a certain role in the Balkans as an Islamic cultural public actor or as an intermediary with other Islamic institutions, its religious role nevertheless remains much less important than that of the Directorate of Religious Affairs, the Diyanet.

Soft power and neo-Ottomanism: television soap operas at the service of Turkish foreign policy

Since the success of the soap opera Gümüş, many scholars have debated the contribution of Turkish soap opera exports to Turkey's soft power, and more specifically to Turkish nation branding abroad (Karanfil and Kaptan, 2013; Yörük and Vatikiotis, 2013 Karlıdağ and Bulut, 2014; Kaynak, 2015; Anaz and Ozcan, 2016; Vračić, 2016; Tutal-Cheviron and Çam, 2017; Ağırseven and Örki, 2017; Paris, 2017; Constantinou and Tziarras, 2018; Vitrinel, 2019).

Although the concept of soft power was mainly developed for the case of the United States, the notion has also been applied to other countries that occupy a nodal place in global television culture (Appadurai, 1996). This notion has enjoyed great media success and has been widely used by journalists around the world (Thussu, 2014). Unsurprisingly in this context, the rise of the Turkish television industry and the circulation of Turkish soap operas worldwide have been interpreted by some media researchers and journalists as an attempt to strengthen the soft power of Turkey, especially in countries falling within the contours of the former Ottoman Empire. This reading in terms of soft power takes place in a particular period of Turkish foreign policy. (Zia Weise, Z. (2018, p.3)

Since 2002, when the Justice and Development Party (Adalet ve Kalkınma Partisi/AKP) took power in Turkey, a new foreign policy strategy has indeed been adopted which aims to make Turkey a regional power. by promoting the image of a strong country ready to play a leading role. This strategy is based on the notion of "strategic depth" developed by Ahmet Davutoğlu, a Turkish scholar, diplomat and statesman, which combines "geographical depth" (a unique geopolitical location, between East and West) and " historical depth" (a rich cultural and historical heritage as an heir to the former Ottoman Empire. (Davutoğlu, A. (2001/2021, p.4)

According to Davutoğlu, the emphasis on Turkey's relationship with Western countries since the establishment of the Turkish Republic in 1923 has been accompanied by a neglect of relations with countries that previously belonged to the former Ottoman Empire – including countries in the Middle East and North Africa. Therefore, for Davutoğlu, Turkey should increase its influence on these territories to achieve the status of a regional power. This conception of Turkish foreign policy is called neo-Ottomanism.

In this logic, the last decades have therefore been marked by the promotion of the image of Turkey through the export of its cultural productions to a large part of the Arab and Muslim worlds. The financial and promotional aid granted by the Turkish state to private television channels and production companies to produce and broadcast television soap operas constitutes the strong arm of this policy.

Recep Tayyip Erdoğan's government thus uses the media both as a propaganda tool inside the country, but also as a tool for cultural and political influence outside the country, at the service of the state, as indicated by the fact that Turkish serial fictions are mentioned in political discourses as crucial elements of Turkey's soft power. Thus, Egemen Bağış, Minister of European Affairs from 2009 to 2013, declared that: "Turkish series are a perfect way to reflect the image of Turkey and the Turkish way of life. Not only for our economic interests, but also for our diplomatic and sociological interests, Turkish series have become one of the most effective means of soft power in our foreign policy" (Bilici, F. (2020, p.11)

Similarly, İbrahim Şahin, Director General of Turkish Radio-Television (TRT), praised the effectiveness of serial dramas in improving Turkey's image abroad: "Perhaps Turkey does not generate there is no high income through the series, but there is no price to transfer our culture and our social structures in the form of soft power abroad through the series" To achieve this objective, an administrative-economic system was put in place. Turkish government officials work in cooperation with TRT leaders. and the Anatolia Agency (Erkuş,S. (2018, p. 23)

Conclusion

The arrival of the AKP in power in 2002, the new government stability, the significant economic growth and the new approach in terms of foreign policy have enabled TIKA to reform itself in depth, as well as to increase its activities and his responsibilities. The Balkans are an interesting case study allowing us to empirically observe the increase in the activities of the TIKA and revealing in particular the more religious orientation of Turkish foreign policy under the AKP compared to the past. However, the variety of projects as well as the evolution of the share of the Balkan countries in the total TIKA budget does not indicate a real preference based on religious criteria. In addition, the significant increase in TIKA's budget for the Balkans – Eastern Europe office in 2017 highlights the recent improvement in relations between Turkey and the countries of the region. Finally, the work of TIKA in the Balkans allows the Turkish government and administration to ensure the benevolence and tolerance of Turkish power, values that would be historically anchored in the country's Ottoman past, partly fantasized. However, without a field survey, which may be based on the opinion of different political representatives, representatives of different communities (religious or ethnic), or even on a socio-geographical basis, it is not possible to draw up a picture exhaustive of the reception of the work of the TIKA. Thus, it is hardly possible to speak of the real impact of the TIKA on Turkish soft power in the Balkans. This present study nevertheless makes it possible to understand more empirically the strengthening of the influence of Turkey in the region, in different fields (economic, social, cultural, etc.).

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