
THE ROLE OF YOUNG TALENTS IN THE DEVELOPMENT OF ACTIVITIES AND PROJECTS CONCERNING THE DEVELOPMENT OF THE CULTURAL AND CREATIVE INDUSTRIES IN THE MUNICIPALITIES OF SLIVNITSA, DRAGOMAN AND GODECH

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Abstract: In the present study I will track and analyze the opinion of young talents and young people aged 18-24. For that purpose, I conducted a study that thoroughly analyzes the problems. The survey is based on interviews and impressions of personal meetings with participants. The questions in the questionnaire are entirely related to the activities in which young people are involved and interested in the cultural and creative sector, others refer to their knowledge of the legislation in this field. Natural and anthropogenic resources are also important for the further development of creative small and medium-sized enterprises. The three towns have resources to develop human individual potential. Of particular importance is the joint work of local authorities, people and non-governmental organizations wishing to start work in any form in order to support and develop the creative industries. The probability that today's students will start a job in the future, which is currently not existing, is growing every year. The fourth industrial revolution along with other socio-economic and demographic changes will transform the labor market over the next five years and will result in the loss of over 5 million jobs. However, this may be partly offset by the creation of new jobs in sectors such as computer science, mathematics, and engineering, as well as in creative areas. These changes in the labor market also require a change in education. The most important skills required for the 2020 professions are complex problem solving, critical thinking, creativity, emotional intelligence, and judgment and decision-making. What is important is not just theoretical knowledge, but that young people are able to apply them in practice, to cope with life, to find solutions to their problems, to be active citizens. Bulgarian schools are still far from this change. Curriculum and content are difficult to reform, teaching methods do not meet the needs of today's students, teacher training rarely incorporates modern concepts and examples of good school practice. The Bulgarian education system has for years ignored training in some areas of the cultural and creative fields, technology, engineering and mathematics, which have been identified as key to the professions of the future. As a result, many young people leave school unprepared to engage in value-added industries.

Keywords: creativity, economic growth, innovation, regional policy, human potential.

1. PREAMBLE

Over the last few years, Bulgarian schools have seen the negative tendency of an increasing number of drop-outs from school due to reluctance, inability to learn, poverty or ethnicity. The progress and the introduction of different types of training models aim to change the above mentioned trend by offering more to the learners. Here comes the importance of the cultural and creative sector, providing a wide range of opportunities for developing and improving youth talent and skills and engaging them in local cultural activities. In the present study I will track and analyze the opinion of young talents and young people aged 18-24. For that purpose, I conducted a study that thoroughly analyzes the problems. The survey is based on interviews and impressions of personal meetings with participants. The questions in the questionnaire are entirely related to the activities in which young people are involved and interested in the cultural and creative sector, others refer to their knowledge of the legislation in this field.

2. RESULTS, ANALYSIS, DISCUSSIONS ON SCHOOL ACTIVITIES

The results of the questionnaire on the study of the attitudes of amateurs and practitioners of artistic crafts, artists, writers, artists, etc. on the territory of the municipalities Slivnitsa, Dragoman, Godech in connection with the opportunities provided by the development of the cultural and creative industries in the region and Bulgaria, are presented in the following way:

1. Sexual structure

Men	Women
50.94%	49.06%

The distribution by schools is the following: "St. Cyril and Methodius" Secondary School - Slivnitsa - a class of 21 students, 17 of them have completed the survey, 52.94% are men and 47.06% are women; "Hristo Botev" Secondary School - Dragoman - 13 students, of which 11 have completed the survey, 54.54% are men and 45.46% are women;

Secondary School "Prof. Dr. Asen Zlatarov" - Godech - a class of 27 students, of which 25 have completed the survey, 48.00% are men and the other 52.00% are women. The percentage gender ratio, as shown by the results, is almost equal, a difference of 2 points in favour of men.

2. Education?

Primary education	Secondary education	Higher education
100.00%	0.00%	0.00%

100% of respondents have primary education because 12-grade youths were interviewed at the time of the survey.

3. How long have you been practicing this craft?

School	Less than 5 years	5-10 years	10-15 years	15- 20 years
"St. Cyril and Methodius" Secondary School - Slivnitsa	47.04%	11.76%	0.00%	17.64%
"Hristo Botev" Secondary School - Dragoman	63.63%	0.00%	0.00%	0.00%
"Prof. Dr. Asen Zlatarov" Secondary School - Godech	68.00%	12.00%	4.00%	0.00%

Some of the young people have interests and hobbies from early childhood (in the municipality of Slivnitsa), others have already been formed as personalities (the municipalities of Slivnitsa and Godech). They have assumed and acquired a desire for such a creative direction in the last 5 years.

4. From whom did you learn the skills and the intricacies of the craft? Do you have other people in your family who are engaged in a craft? Please describe.

The hobbies, skills and interests of young people are in the following areas, as follows, by schools:

"St. Cyril and Methodius" Secondary School - Slivnitsa: interest in folk dances, programming, blacksmithing and metallurgy, writing. Skills and interest have been acquired from parents, teachers, friends and the Internet;

"Hristo Botev" Secondary School - Dragoman: information technology and programming, economics, sport, foreign languages, martial arts, carpentry;

"Prof. Dr. Asen Zlatarov" - Godech: gaming and software, folk dances, fine arts, cultural tourism, hip-hop, zumba dance, music, performing arts, writing, software and graphic and web design.

Most respondents do not have relatives engaged in such kind of activity. Others have been attracted to such activity out of curiosity, have been involved with their teachers, close friends, or have learned about it from the Internet. This leads to the conclusion that at this age it is very important to encourage and shape young people affinity to the cultural and creative sector, which is the future of the new economy, the knowledge economy leading to changes that transform the labor market in the coming years.

5. Do you know that the knowledge that you practice is in the priorities for economic development in Bulgaria and Europe, and in the future you will have the opportunity to improve your economic and social condition? Please describe your wishes and development requirements now and in the perspective of your activity.

School	Yes	No
"St. Cyril and Methodius" Secondary School - Slivnitsa	41.16%	35.28%
"Hristo Botev" Secondary School - Dragoman	18.18%	81.81%
"Prof. Dr. Asen Zlatarov" Secondary School - Godech	60.00%	36.00%

The reason for this distribution is the opportunity for young people to engage in extracurricular activities initiated by local cultural institutions.

6. What is the realization of the product / service you offer? Please describe.

"St. Cyril and Methodius" Secondary School - Slivnitsa: no realization, no products are offered, activities are considered hobbies or way to express themselves, others popularize different sports; "Hristo Botev" Secondary School - Dragoman: no realization, no products are offered; "Prof. Dr. Asen Zlatarov" - Godech: no realization, folk dancers describe the number of their performances, others describe the future realization of their hobby.

7. What is the number of products / services you have produced for the past year?

100% of respondents do not offer any products / services, folk dances describe their performances on stage.

8. Would you like to develop your skills, qualities, and potential if given such an opportunity?

School	Yes	No
"St. Cyril and Methodius" Secondary School - Slivnitsa	41.16%	29.40%
"Hristo Botev" Secondary School - Dragoman	72.72%	0.00%
"Prof. Dr. Asen Zlatarov" Secondary School - Godech	68.00%	8.00%

Many young people have a desire for future development of their skills, qualities and potential, in certain sub-sectors of the cultural and creative industries that are different from their major field of activity. The range of this desire varies from 41% to 72%. This shows their openness and desire for the novelties in the cultural-creative sector of the creative economy. On the other hand, it confirms that the educational environment must be quickly and radically changed in line with the new requirements of time.

9. Do you want to pass on the skills and insights of the craft to other people who are interested?

School	Yes	No
"St. Cyril and Methodius" Secondary School - Slivnitsa	64.68%	29.40%
"Hristo Botev" Secondary School - Dragoman	63.63%	36.36%
"Prof. Dr. Asen Zlatarov" Secondary School - Godech	64.00%	24.00%

Fairly the same is the number of those around 64% wishing to pass on their skills to other interested in this type of activity and of those young people who have no desire for that. Young people are "open" and have the good will to develop their skills, to provide them to others and thus to expand the network of cultural and creative activities.

10. Are you aware of the opportunities to use the measures of the Rural Development Program 2014 - 2020 Measure 6. Development of farms and enterprises. Sub-measure 6.2. Start aid for non-agricultural activities; Sub-measure 6.4.2 Investments in support of non-agricultural activities under the Thematic sub-program for development of small farms; Measure 7 Basic services and renovation of villages in rural areas; Sub-measure 7.2. Investments in creating, improving or expanding all types of small-scale infrastructure; Sub-measure 7.5. Investments for public use in recreational infrastructure, tourist information and small-scale tourist infrastructure; Sub-measure 7.6. Studies and investments related to maintaining, restoring and improving the cultural and natural heritage of the villages; Measure 19. Local development support under LEADER (BOMP - community-led local development)?

School	Yes	No	I have heard about it, but I do not know it in detail	I will get acquainted with it
"St. Cyril and Methodius" Secondary School - Slivnitsa	11.76%	58.8%	11.76%	5.88%
"Hristo Botev" Secondary School - Dragoman	0.00%	9.09%	72.72%	18.18%
"Prof. Dr. Asen Zlatarov" Secondary School - Godech	0.00%	40.00%	44.00%	16.00%

In that regard, young people are informed by their parents or acquaintances with activities under the RDP (2014-2020), no mention of EU funds and programs and EU legislation in their curricula, although the Ministry of Education and Science introduces the discipline Entrepreneurship. This again shows learning without giving the advantage of the practical side of the discipline. Young people remain in the field of theory in their training, for which there is such a great hunger for specialists in certain activities. Young people are ready to accept the challenges if they are presented properly and in an intriguing form that contributes to their proper formation of opinion and choice for profession and good future. The answer to question 10 - I have heard about it, but I do not know it in detail, is a confirmation of the opinion expressed.

11. Are you aware of the opportunities of the Operational Program "Innovation and Competitiveness" 2014-2020 Priority Axis 1: Technological Development and Innovation; Investment Priority 1.1: "Technological Development and Innovation"; Priority Axis 2: Entrepreneurship and Growth Capacity for SMEs. Investment Priority 2.1. "Access to finance for entrepreneurship"; Investment Priority 2.2 "SME Growth Capacity"; ?

School	Yes	No	I have heard about it, but I do not know it in detail	I will get acquainted with it
"St. Cyril and Methodius" Secondary School - Slivnitsa	5.88%	52.92%	23.52%	5.88%
"Hristo Botev" Secondary School - Dragoman	0.00%	54.54%	36.36%	9.09%
"Prof. Dr. Asen Zlatarov" Secondary School - Godech	0.00%	44.00%	36.00%	20.00%

In that regard, young people are informed by their parents or acquaintances with OPIC activities (2014-2020), but nothing in their curricula there is nothing about European funds and EU programs and regulations. Confirmation of the above statement. Even for this "Innovation and Competitiveness" Operational Program, the answer "No" is much larger than 44% to 54%, which suggests that in schools, teaching is far from real reality when it comes to the knowledge economy. The answer, "I've heard, but I do not know it in detail," ranges from 23% to 36%. young people confirm inadequate training away from practice and real life.

The following conclusions can be drawn from the analysis of the survey results:

According to the young people in the town of Slivnitsa there is no suitable hall for practicing folk dances and the nature parks are not protected. They do not give any other answers or suggestions, which speaks of unfamiliarity with the creative industry and economy as a whole and in detail. Teaching and the school environment did not contribute at all to explaining the importance of the cultural and creative sector and its penetration into the economy and real life.

According to the young people of Dragoman, there are no people who could arise interest for arts, and those with artistic hobbies do not have a place to practice. The available financial resources are not enough. There must be a competitive environment and price for the finished product and enable young people to learn at a chosen craft. In comparison with the young people from Slivnitsa there is more orientation. This is clearly due to the teaching staff and a more informed environment in which they move.

According to the young people from Godech, there is need for funding and lecturers in the development of young people in the IT sector. There should be more presentations on the subject so that young people can be informed about music, sports, dance, IT, and so on. A development problem is also the lack of capital, labor and material resources, as well as the unwillingness of most young people to engage in cultural activities.

3. EXTRACURRICULAR CULTURAL AND CREATIVE ACTIVITIES AND SCHOOL PROJECTS

Extracurricular activities in cultural and artistic activity in schools show the following results:

3.1. "St. Cyril and Methodius" Secondary School - Slivnitsa participates in:

- ✓ New World Youth International Festival in Krasnogorsk. It features about thirty participants from four countries - Russia, Lithuania, Belarus and Bulgaria. Within three days the participants compete in different categories of the festival and the winners are announced at the final gala concert;
- ✓ Day of amateur art;
- ✓ Cultural tourism - visit to the late antique fortress "Tsari Mali Grad";
- ✓ Creation of an amateur ad clip dedicated to the school.

3.2. "Hristo Botev" Secondary School - Dragoman conducts:

Sports activities, recreation and leisure time with open lessons and a chess tournament.

3.3. "Prof. Dr. Asen Zlatarov" Secondary School - Godech organizes:

- ✓ Elective class - "Folk Dances";
- ✓ Young Journalist Club, Computer and Information Technology Club, Tourism Club, Civic Education Club;
- ✓ "Arrangement and catering" workshop.

From the organized courses at the school in Godech, it is clear how closer to the requirements of life the teachers have been oriented and how to overcome the failures much more quickly and to introduce new actual or even extracurricular activities, with wick to meet the demands and challenges of time. Particular attention in extra-curricular activities is given to the development of the students' talents starting course with a number of cultural events.

CONCLUSION

Schools in the region can become a catalyst for the development of young people in the cultural and creative sector. For this purpose, municipal administrations need to intervene to create conditions for investment by entrepreneurs employed in the creative industries and engage the experts for strategic planning for the sector's development. It is also necessary to realize open lessons with attractive presentations aimed at the young people, carried out with the help and the main participation of artists and craftsmen. The possibility for schools to work together with local initiative groups and non-governmental organizations on joint projects is also not excluded. Most of the youngsters who took part in the survey are of the opinion that recreation and entertainment are insufficient and that the development of the creative sector must be radically changed. There should be more presentations on the subject so that young people can be informed about music, sports, dance, IT, etc. A problem in the development of the cultural and creative sector is also the lack of capital, labor and material resources and the unwillingness of young people to engage in cultural activities when their future is not explained. There are no people who are interested in arts, and those with artistic hobbies do not have a place to practice. There is a need for resources and lecturers in the development of young people in the IT sector.

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