**THE EMPLOYMENT CHALLENGES OF THE ARTIST**

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**Abstract:** Art is a creative artistic activity, invented by human beings invented by man, but differs from acts of nature, which reflects the environment that surrounds us through reproduction of reality. Art depends on the artist himself. As a final result, the work of artist express the influence, ornament, demolishment or people own progress. The capacity to create and to use imagination both of these elements make the artist differs from a common man. The development of the society, civilization, and report between employed and unemployed and many other factors directly affect the formation and the development of work of artists market. The art labor market is very difficult not only in Albania but around the world. Every developed country has created employment policies through projects that affect somehow in mitigation of this phenomenon. Today in modern times, employment is made a challenging aspect, but in comparison with other professions, the artist has it more difficult to find a job and to keep this job for a longer period, just because artist apart the talent should create and develop his skills with the pace of time in order in order to be competitive in market.

JEL classification; Z1, J44, H4

**Keywords:** Labour market, Artist, Art, Employee, Manager

**Introduction**

The labor market artists are a field of more interest because the selection of literature it was a difficult challenge in severe deficiency of purely academic studies for labor market artists. The work of artist economics studies how to organize the functioning of labor markets for artists and processes and consequences that happen in labor market. The employee so the artist, before taking the decision to offer his talent, his performance in stage or somewhere else, so in this case to sell his manpower is interested to know the place where will go to work, physical and social place, the amount and the method of payment, the opportunity to make a career in the workplace and so many other monetary and non monetary factors related work. This market characterizes by uncertainty and barriers in entrance, where felt more pressure of competition. The artist faces a defiant and flexible market. The artist’s world includes a too competitive market, a high difference of products where it exist a great diversity of consumer preferences (audiences).

1. **The Labor Market**

Occupation constituted an important macroeconomic phenomenon. Increasing unemployment indicator considered as a symptom of economic decline phase. Hence its theoretical analysis takes a special importance, because it allows us to determine the respective rights and “medicaments” respective politics to be recovered or at least to appease this disease.

The loss of a job can be a painful event in the economic life of a person. Most people rely on their income to maintain living standards. Many people earn from their work not only their income but also sense of personal achievement. Loss of work so q lower standard of living in the present, anxiety about the future and a reduced self-assessment for the future (Qirici.S., 2005: 10).

Career development marks an important step, because it stimulates civil servants, it raises the level of the institution, and it affects the provision of a higher quality service and elite citizens.

The development of new strategies to improve career development is one of the better management of human resources (Meager, P.-M., 1999:541). Also parallel movement and raise in duty are both elements of career development aid. The first help the civil servant to understand about what is prone; while the second gives him concrete opportunity to raise in career.

1. **The labor market of artists**

Market study of artists’ work is a less discussed topic, this topic include different disciplines.

Firstly, in the study of this paper it is important to define individuals who are called artists. According to the Agency Collective Management of Rights of Artists[[1]](#footnote-1) (AKDIE) artist is considered every person that interpret/executes a work of art like actors, singers, musicians, dancers, and other persons, that represent sing, dance, recite, play, interpret, execute, that direct an orchestra, or display or bring in any way, an artistic creation or literary, a display of any kind, include folklore, variety shows, circus, and displayed with dolls.

AKDIE agency in accordance with the artist description according to Law number 9380 date 28.04.2005 in Albania reckon and accepts like his members these groups of artists:

* Actors
* Singers
* Musicians
* Dancers
* Bandmaster
* Cantor
* People who play a supporting but important role:
* Presenters
* Reciters
* Broadcaster.

 An artist is a person who is included in a wide range of activities dealing with the creation of art. Work is a service that artists offer in order to earn income and to promote themselves, well it means that the artist has two goals to maximize profit and give his career an added value. Cultural employment characteristics are close to those of the overall workforce. The art labor market is flexible (Paul, A. and A. Kleingartner, 1994: 312). Artists take multiple jobs simultaneously and can move from one job to another including the movements outside the country of origin display. Artistic projects which involve labor market in general are short-term artists. With the increasing demand for labor contracts also rises fame and reputation of the artist (Benhamou, F., 2000).

There is a difference between overall labor market because the overall labor market no need to have a talent of higher education to take a certain profession, while in the labor market is very important artists talent, consequently talent and information that takes years of study at an art school and meet the artist, but it is impossible to be competitive in market if you have no talent. As an example other profession an economist can be competitive in the market if you do not have talent.

1. **The artist labor market in world**

Artists labor markets are a type of template for the modern economy in which people have a portfolio career (Storper, M., 1989: 29). Cultural research in artist labor market has tended to focus on the marketing of artists recruitment, artistic professionalism, and economic impacts. Studying well this subject is very important to understand motivation of artists and their creativity in the labor market (Meager, P.-M. and M. Gurgand, 1996: 348). Creativity is a phenomenon by which create something new and worth. Product created can be immune or a tangible product, original physical object. We live in a world that is creative. We live in times where innovation is the key word, creation of man has reaches every sphere of life. It is important noting that creativity of artists is a basic factor in development and employment growth in art.

An artist order to enter the labor market or to sign more contracts is manager. In general a manager offers when an artist is successful because of the manager’s aim is not only to promote the artist but the revenue and profit from the work of the artist (Benhamou, F. 2000: 302).

When a manager choose to work with a talented and successful artist in the market he has no need to promote the professional aspect of the artist because the artist was promoted by the market himself and has entered in the market as a successful person. In this case, the manager will have very easily made profitable and successful contracts. As if an artist is new in the art market that could be provided to a manager so he went to seek a successful manager to promote him and help him to enter the market. Globalization, social technological and cultural policies have affected the changing role of the artist manager. Artist manager once largely were of concern to help the artist to become known to the market. Today managers not only intended to promote the artist but they see the artist as a reference point where they can do to business, so a strategic partnership to increase profits. Another way more important to find jobs is information technologies. Information technology plays an important role not only for an artist to look for announcements of auditions but serves as a form for the artist to promote his work. So it serves as artistic marketing. With modern methods of information technology, social networking artist is in direct link with public.

Once the artist had difficulty getting information on auditions today notifications in different artistic website for auditions and made with simple access to information. However, knowledge and partnerships are still a way for the artist to find work.

1. **The artist labor market in Albania**

Communist dictatorship was a situation where the artist was quite hardened and so knowingly accepts that Albanian people lived under this dictatorship and has made cultural social economic political life which she required so conditioned (Courtois S., Werth N, Penna J, Paczkowsku A., Bartosek C., Margolin J., 2000: 586). Artistic culture of the Albanian communist dictatorship was formed as a state party political organization singled out the method of socialist realism as a single east and defended it with the strength of the proletarian dictatorship.

Since 1990, Albania has experienced an authentic revolution in terms of political regime cultural administrative institutions, relations with other countries and international institutions[[2]](#footnote-2).

Real labor market was formed after the change of political system and state road still little by little, following the transformation of the different branches of political economic social cultural activity.

In Albania for various reasons cannot speak of a genuine labor market for artists, ie labor vacancies were offered to all jobseekers through labor market administration. Instead often they preferred social links or other networks and thus many employers do not deal with the general offer jobseekers. Another problem is the level of payment of artists. Their demands remain unmet continue doing that they are deprived of a number of rights as salary pension age or rational work that other artists of the world enjoy.

Lacking status of artists, low and unfair wages, lack of transparency in the disbursement of funds, deplorable infrastructure, and scarce spaces for young artists, are some of distress of representatives of art and culture in Albania. Based on this situation, the Ministry of Culture has seen as important to reform the art institutions in the country, to promote creativity, to enhance the artistic quality as a natural development of a professional career for all artists, to guarantee respecting the dignity of the artists and aiming involvement of young people in these institutions[[3]](#footnote-3). The reform has begun and is irreversible because it is healthy for the stage artistic talents for art.

Considering how necessary and important reform opening the Art Institutes, the Ministry of Culture, points out that this reform was made in collaboration with community, not cut any job, but deciding promotion of artistic quality, the system of individual contracts, detailed categories, system evaluation and artistic discipline. In Albania till now audition notices deal with acquaintance and co-operation yet.

Albanian artist promotes his professionalism in many cases, non fictional environments, for example club bar. Albanian artist is more difficult to promote individually if he has no knowledge and financial support.

**conclusions and recommendations**

* Research in the artists’ labor market is limited so this study concluded that artists have difficult access to the labor market.
* Art is a service that artists offer in the work form, then it means that the artist has two goals to maximize its profit by promoting his professionalism.
* In Albania does not exist a genuine market for artists, lack of information about jobs, bribery, corruption and employment without merit, discourages new artists to be creative.
* Missing status of artists, low and unfair wages, lack of transparency in the disbursement of funds, miserable infrastructure space scarce for young artists are some of the concerns of representatives of art and culture in Albania the government must pay attention to these facts and create conditions for improving the situation.
* Information technology has impacted the development of the labor market for artists, artists have the opportunity to promote easily their art, to be closer to the public and to be able to get information on auditions in every country of the world with fast and simple, Albanian artists should be integrated with the global art market yet.
* Albania should pay more attention to the status of the artist and create supporting policies for the development of art and culture in the country.

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1. <http://www.akdie.org/artisti/kush-eshte-artist> [↑](#footnote-ref-1)
2. <http://www.instat.gov.al/media/169437/njerezit_dhe_puna.pdf> [↑](#footnote-ref-2)
3. [http://www.kultura.gov.al/al/ministria/misioni/reforma-e-ministrise-se-kultures-ne-fushen-e-trashegimise-kulturore&page=1](http://www.kultura.gov.al/al/ministria/misioni/reforma-e-ministrise-se-kultures-ne-fushen-e-trashegimise-kulturore%26page%3D1) [↑](#footnote-ref-3)