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ECONOMICS OF HAPPINESS

Abstract. What is happiness? Regarding the book "The subtle art of not giving a fuck" by M.M, happiness is what we feel at the moment we solve a problem. Ever thought about it like that? In Albania, we have a word: "May God never leave you without worries!", – that means, we need to find everyday a "worry" which is a reason for us to wake up and continue "fighting". But, with whom do we fight? For what? I am not a psychologist, I am a hu(wo)man, an artist, a producer, an activist, a curious, who aims to revive emotions, to continue superiority between Human and Artificial Intelligence, to continue the family! How all of this is related with creative productions, tourism and economics? ... Where do You go on a date? When was the last time You were on a Festival? Electronic music or "solitaire" artistic events in general, interfere on creating families, on new births, which is connected with economy of the country and if the balance between generations is not regulated, the priorities of politics for the population will not be for culture at all! What can we do?

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What is happiness? Have You ever thought about it...? Why when we think about happiness, we automatically think also about sadness, being rich or poor, we think about mental health situations, suicide and/or crime in the family, etc?! Why can't we just talk about happiness and economy in happiness, no matter the rest? During my justified paper, I might not have the same opinion with You, but happiness is also reading/listening each other's opinions, based on arguments or experiences, no? Regarding the published book "The subtle art of not giving a fuck" by Mark Manson, happiness is what we feel at the moment we solve a problem. In Albania, we have a word: "May God never leave you without worries!", – it is a wish, not a curse, that means; we need to find everyday a "worry" which is a reason for us to wake up and continue "fighting" for ourselves and beloved ones. But, with whom do we fight? For what? Maybe the answer is; for happiness, for peace...?! Instinctively we mostly appreciate peace and happiness when we do not have it anymore. Maybe we ask for worries or problems by our own? For that need to feel a bit of happiness after solving those problems, after feeling like heroes? We grow up with the fairytales that heroes save our lives, but every child wants to become a hero, right? Even when we grow up, we want to be the ones who bring solutions and with solutions comes the freedom and feel proud about it! I am not a psychologist, I am a hu(wo)man, an artist, a producer, an activist, an observer of the reality, a curious person, who aims to revive emotions, to continue the superiority between Human and Artificial Intelligence.

Let me ask You; how can we reach happiness even when our economy is not at the right direction? How can we struggle for our own safety and security and also

sustainability, when economy is related with everything in our lives? How can we become creative and productive if we are poor or if we are sad? Artists say: "Pain fuels my heart", is that a way to be positive in any case or You still become creative when You struggle? For marketing or not, we have read a lot of stories that famous people became famous only after having problems in their lives and after these experiences, came the glamour life, but not forever, because we ask for our own problems, remember? How all of this is related with creative productions, tourism and economics? Do we need sustainable economy to be happy or we become richer with our happiness? I mentioned Artificial Intelligence, not to "fight" against it, not to create addictions or brain shrinkage, but to only use it to improve our lives, so I used it and asked in a suspicious way: - "I was thinking... if in Switzerland children learn to play musical instruments from a young age, and it is said that art has a therapeutic effect and improves life, then how is it possible that Switzerland still has divorces, unhappy families, suicides and people who turn to drugs? Doesn't art have a positive impact?" Honestly, I am an activist, - an active citizen using art mediums, who truly believes art can improve our lives, - that is how our Non Government Organization "DoART" was founded; which has a bilingual meaning; Do – Love Art, in Albanian and Do – Make Art, in English. So, I truly believe art can help us, even though my question was a bit tendentious! Chat GPT's answer was: "This is a very deep and multifaceted question. Art, including learning musical instruments from an early age, undoubtedly has a positive impact on individual development—it enhances emotional intelligence, helps manage stress, and can increase a sense of belonging. However, it is not a universal "cure" that eliminates all of life's challenges. Switzerland, despite its wealth and the integration of art into education, is a high-paced society with high expectations and social pressures. These factors can create feelings of loneliness, emptiness, or anxiety that art alone cannot resolve. Moreover, happiness does not depend solely on cultural activities but on a combination of factors such as family relationships, emotional stability, community, and social support. In this context, one could say that art helps, but it is not the sole solution. Perhaps what is missing is a broader approach that includes more social interaction and other models of psychological well-being beyond exposure to art. In this case, I have nothing to add more.

As a young soul activist in society, I try to entertain, educate and keep myself "busy" with cultural events, not only because is my profession, but mostly because of my passion! This happens while working and producing different creative events as organizer/creator, but also by following some others cultural events or even commercial ones, as an audience. Often, we need to dance or hang out, to release our everyday stress, to communicate with others, to share our happiness after solving everyday life challenges or even to be seen. When is the last time you went to an outdoor festival?

What kind of festival was it? In Albania, most of the festivals are for electronic music, and a lot of us, buy a ticket or not, drink or not, dance or not, but join the event to enjoy the atmosphere; all alone or not, feeling lonely or not, I can not tell... But, what happens with economics and happiness? Are we learning to be happy only by our own, thinking we do not need others, we are selfmade? Are we trying to spend some money, to catch feelings? Or we only use technology to not be alone? When I go to electronic music events, I see people having fun (I am one of those), with sunglasses on, drunk or not, but dancing (mostly) alone in front of the DJ desk. There is nothing bad with that, until here...let's go a bit deeper, comparing the times and situations.

When I have asked my parents, how did they hang out when they were younger and what kind of music have they listened to, and danced, they answered me: - "We used to organize dancing evenings, not so loud music, where girls and boys could meet each other, talked, and boys invited the girls to dance and get to know better, flirted or even felt in love with... Mostly we danced Tango, Waltz or even Folk music, we are Balkans." In my imagination and video archives that I have watched, it seemed like a social and safe space, where almost all had interactions. Have You ever been part of these nights? This is kind of a date, right? And dating is the first real step of creating a family (probably)... They meet, dance, fall in love and create a family together! (just like a fairytale, where we are our own everyday heroes!) Everything happens for real, live, face to face, not virtually!

How creating families is connected with economy? According to data from the Institute of Statistics of Albania (INSTAT), the year 2023 recorded the lowest birth rate in the last 33 years, with only 22,210 births. This represents a 10% decline compared to 2022. As a result, the fertility rate dropped to 1.21 children per woman of reproductive age, ranking Albania among the countries with the lowest birth rates in Europe, after Spain and Malta. A similar situation is observed in other Western Balkans countries, where birth rates are declining and the population is facing demographic aging. These demographic trends pose significant challenges for the economic and social development of the region. How? The decline in birth rates also affects the social structure of society. With fewer young people and more elderly, the priorities of public policies shift, focusing more on care for the elderly rather than investments in education and youth development. Moreover, the population decline can lead to the shrinking of rural communities and the abandonment of certain areas, resulting in unsustainable urbanization. This means... less creative productions, less dating situations, less happiness, less soulmates, less families... no? Interesting how things can be connected.

What measures have been taken from other countries? For example: Hungarian Prime Minister Viktor Orbán has announced a package of measures to encourage higher birth rates and support families. One of these measures is the tax exemption for mothers with two or more children. Specifically, mothers with three children will be completely exempt from income taxes starting in October 2025, while mothers with two children will gradually benefit from this tax exemption starting in January 2026. (Reuters.com) More happiness, healthier families, means more social and cultural impact, which brings also more tourists and greater economy. Outdoor cultural events are a reason for tourism, but on the other hand, a lot of tourists might raise the prices of apartments (using those as Bed and Breakfast's more than monthly/per year rental or selling houses), costs of living will be more expensive and sometimes even criminality might raise, due to foreigners and the city/village might not be the best choice where to live, but still, the tourism helps in general terms - the knowledge helps us to keep the balance between citizens and tourists, thinking and working about their happiness and sustainable economy, but also in creative and cultural sector, which helps the social sector too. If we educate and entertain populations, our mental health will be stronger, emotional intelligence too and less stress, will make people create families.

To end up with, I am not against electronic music or any cultural event! But, if we feed our audience only with commercial or "alone" music or arts, they will not know other options, so when we would like to organize another type of creative productions, we will

not have the right audience, because all of us have destroyed it little by little and we are all responsible of consumers taste! We should remember; we are all at the same boat, but we can not be creative in only one direction! Our productions do not have only social or cultural impact, but also economic impact; not selling tickets, not finding sponsors, etc, so we should be smart and see it from another point of view; not only making “fast money”, by bring what the audience wants, but we should keep the balance between it and being an idealistic creator. I do produce festivals and cultural events too, and also enjoy a lot as a consumer, but just keeping in mind and in practice the balance! If we thought in general that art is not so much related with other topics of life, with this thesis (but not only) we understood that art is related with happiness, tourism – which should aim to protect the identity authenticity even when accepting the globalism, - economy and most important thing: the family! So, let’s fall in love, while making diverse interactive creative productions and help our economy too, by raising children and keeping the balance between generations! It is art’s job to protect the economy of happiness...