POSTMODERN CONCEPTUALIZATION OF TRAFFIC, DIGITALIZATION OF TRENDS AND THE COVID - 19 PANDEMIC

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Review article

Abstract: *Postmodern age embodied in the last five decades, determine tectonic changes in all spheres of public life. This is especially true in the fields of science, technical and technological progress and security. The social development of individual states is channeled through the official conceptualization of the European Union and relevant factors of the international order. Transport - transport policy with evident controversies emphasizes the accelerated integration into the group of prosperous countries and adapts to current processes. Scientific trends of digitalization are incorporated here, with adequate implementation of new information and communication technologies. Contemporary security challenges are constantly spreading and dramatically endangering the existence of the human population. Postmodern information and communication technologies have a significant place in the fight against all plagues, including coronavirus.*

Keywords: *postmodern society, transport and transport policy, digitalization, information and communication technologies, security, public health, pandemic COVID - 19*

INTRODUCTION

Before the advent of the steam engine and innovation in the industrial revolution at the end of the 18th century, there were no forms of motorized traffic. The means of transport were mostly tied to the animal traction force in land transport or to the strength and direction of blowing constant winds in maritime traffic. There were restrictions on the quantities of goods transported, as well as on the speed of transport of people and goods. Water transport was the most developed and efficient, so that cities on the shores of the sea or large rivers traded with distant regions and thus gained greater economic, political and cultural power and greater influence over the surrounding territory. Therefore, it is not surprising that the first civilizations developed in the valleys of large rivers, both because of the good conditions for agriculture and trade (for example: the valleys of the Tigris and Euphrates, the Nile, the Indus, Ganga, Hoang Hoa). As the efficiency of the transport system in this period was extremely low, the trade was mostly local. From the perspective of regional economies, in such an environment, the impact of the city on the surrounding area through trade links was up to 50 km in diameter. International trade existed even then, but the products traded fell into the category of luxury goods (they were extremely expensive and available to a small number of the rich), because they were spices, silk, wine, perfumes - goods brought to Europe by famous Path of silk.

In parallel with transport, the activity of transport of goods has developed, and logistics as the activity of managing the flow of goods and raw materials, processes of production of finished products and associated information from the point of source to the point of end use in accordance with customer needs. New technologies, as well as digitalization itself, are drastically changing the course of life day by day team and the way of functioning of any type of traffic (road, water, rail or air). The last two years have seen a decline in transport traffic due to restrictions on global movement due to the pandemic. Also, there are fewer and fewer areas of life in which people are needed, which is an indicator of a time when there is more and more automated equipment, machines and even cars. This statement proved to be true during the state of emergency when business on a global scale was switched to a digital business system.

Digital transformation which in the broader context is also called the fourth industrial revolution can give a strong impetus to the long-term development of all areas of the economy. The harsh conditions dictated by the bearers of the globalization process initiate a thoughtful concept of performance with the incorporation of innovative business paradigms. This implies the implementation of new technologies in the functioning of agriculture and state institutions in the context of including knowledge and experience of diplomatic performance in order to win rivals on the economic stage.

Digitization implies the use of complementary innovative technologies in the segment of business engagement in the function of achieving dominance in the market of goods and services. The current malignant pandemic COVID - 19 with huge human casualties and economic cataclysm in all countries is an essential challenge for government, business leaders, employees and the entire population, and the digital business system has greatly contributed to the smooth functioning of certain branches.

1. POSTMODERN CONCEPTUALIZATION OF TRAFFIC AND COVID - 19

Overall traffic is an important factor in the economic and social development of each country. Traffic connects the ends of the country, integrates all sectors of production. Without transport, there is no development of the economy (at the same time it would prevent the import and export to other parts of the world), or any connection with other countries. [12] Efficient and cheaper transport allows faster flow of different types of goods and services, which reduces production costs and thus good, services become more competitive in the world market. At the same time, more developed traffic, whether road, air, rail or water, affects an increasing number of employees, which in one country can affect a significant increase in standards, and thus later GDP. However, due to the new situation, air transport is one of the most severely affected industries on the global level by the corona virus pandemic, so the reduction of traffic in this period is expected, and the consequences for business will be long-term. In early 2020, due to the coronavirus pandemic, many EU countries, as well as the European Union, introduced strict restrictions, such as travel bans and the return of border controls at the EU's internal and external borders, while Western Balkan partners took restrictive and often uncoordinated measures on travel and transport of goods. There would be no free movement without good traffic connections and without good traffic networks. Therefore, the transport policy of the European Union was primarily aimed at overcoming obstacles between member states and creating unique European transport network in which there are conditions of fair market competition between different types of transport such as road, air, water or rail. Statistically, the transport industry now employs about 10 million people, which according to data makes up 4.5% of the total number of employees in the European Union. Good traffic links as stated are of great importance for the EU economy, especially in terms of exports - in this case the export of goods is represented in 90% of cases by various modes of transport (road, water, air, rail). The requirements of modern traffic today include, in addition to basic knowledge of traffic regulations and management skills, the need for better preparation of people for traffic, and thus means traffic education and behavior during traffic activities, both on and off the road. Traffic politics is part of the general economic policy and at the same time affects the socio-economic development of a country.

The objectives, instruments and other factors of transport policy must be complementary to those in force in the European Union.

Therefore, the goal is to improve the functioning of the internal market by ensuring the safety, efficiency, accessibility and quality of transport services, protecting the interests of users of these services and also protecting the environment. The goal of transport policy is therefore determined by the framework conditions for various branches of transport in order to enable the transport of goods and passengers within the EU as well as at the international level, which would remove restrictions between countries. This would also contribute to price stability, improving the comfort of passenger transport

[12] Nešković, S., Đelić TA, Social Challenges and European Integration of the Western Balkans, "Scientific result" SOCIOLOGY AND GOVERNANCE, Research result Sociology and Management, Network scientific - practical journal, Vol. 7, No 1. Published since 2014, Online Scholarly Peer - Reviewed Journal, First published online 2014, Belgorod: Belgorod State National Research University, Russia, Belgorod State National Research University, Russia, 2021, p. 59.

as and improving and at the same time a possible increase in living standards.

Today's traffic of the EU system is facing a growing conflict between increased demand for mobility, making issues of negative environmental impact increasingly critical. Since its establishment, the European Community (EC) has paid special attention to the problem of transport, which was confirmed by the Treaty of Rome (1957), but the fact is that the right framework for the development of an efficient transport policy has not been found for many years. It was first published in 1992 by the EC Commission ‘’Green Paper’’ and shortly afterwards, the "White Book" on the future of the common transport policy. The focus of the first document, in particular, was on sustainable transport and its effects on overall transport policy. In addition, these documents characterize traffic as the main source of various environmental impacts, especially atmospheric pollution, noise and land use change. The general conclusion of this is that European transport has become a "victim of its own success". Congestion occurs primarily in road and air transport, and the growth of transport activities is seen as the main cause of current problems of environmental pollution.[13]

The purpose of EU transport policy is to help people and protect them while traveling. One example was through the insurance and protection of passengers' rights. Now that there would be a delay, passengers do not have to investigate on their own and struggle to find out what happened. Based on that, they have the right to the information that they would receive from the transport company at that very moment. Passengers with disabilities and those with reduced mobility must receive special attention. As part of the project to complete the European Internal Market, traffic connectivity across all EU Member States is of fundamental importance. According to Road safety statistics for 2015, published by the European Commission, it is confirmed that European roads are still the safest in the world, despite the problems in reducing deaths caused on different roads and under different conditions. On the EU roads in 2016, 26,000 people lost their lives, which is still about 5,500 people less than in 2010. The commission estimated that it was something more than that 130,000 people were seriously injured. It is estimated that the social costs caused by deaths and serious injuries on the roads amount to around 100 billion euros. Among the more recent statistical data, research has shown that in 2017, 25,300 people died on the roads, which is 2% less than in 2016. However, that is not enough to make people aware and to contribute to the increasing reduction of accidents with serious injuries or deaths. Road accidents in the EU cost about 518 billion dollars annually globally, and if taken by each country individually, it would cost about 1-2% of their annual GDP. It is predicted that in low and middle-income countries, traffic accidents will be the cause of monetary losses of about 5% of GDP. Additional efforts are needed to achieve the EU's strategic goal, i.e. in order to reduce the number of road deaths by at least half (2010-2020). Technological progress has significantly increased vehicle safety in the last decade. This will enable road safety to be improved in the future, especially in the field of automated and networked driving. To pave the way for automation, the Commission intends to develop a master plan for the development of a cooperative intelligent transport system (ITS), two-way communication between cars and road infrastructure.

[13] Pejčić, S., T., Bojković, N., Davidović, M., Kvalitet saobraćajnih usluga, Saobraćajni fakultet Univerziteta u Beogradu, 2010, str. 12.

These systems allow vehicles to send alerts to each other, such as in case of sudden braking or through infrastructure, which can be exemplified by future road works. [14]

The goal of the European Union is to achieve the European area of road safety in the period from 2010 to 2020. In order to achieve that, the application of measures aimed at the condition of vehicles, transport of dangerous goods and safety of road infrastructure is implied. According to the Report of the European Council for Traffic Safety for 2017, in 2016, 25,670 deaths were recorded on the roads in the EU, which is 530 less than in 2015 (a decrease of 2%). In 2010, the EU renewed its commitment to improving road safety and set a target of reducing road deaths by around 50% by 2010. An annual reduction of 6.7% was needed to achieve the EU's 2020 target. However, according to data from 2010, road deaths in the EU fell by 19%, which is only a decrease of 3.4% annually.

The most endangered participants in traffic (pedestrians, cyclists) make up a large share of traffic (135,000 people). In the European Road Safety Action Program for the period 2011-2020., their demanding plans have been set to halve the number of people killed on European roads in the next ten years.

Existing key initiatives relate to the introduction of a new European driving license and the entry into force of a cross-border directive that will enable the prosecution of perpetrators of cross-border traffic offenses. Based on that, the European Parliament passed a proposal for e.g. introduction of better ones and better technical inspections for both passenger and freight vehicles in road traffic, and great progress has been made in relation to the strategy for reducing the number of victims in traffic accidents.

The EU has at its disposal various means of available actions in terms of road safety:

- Article 71 of the EC Treaty allows the EU to legislate measures adopted to improve transport safety within the principle of devolution;
- The EU supports research and technological development projects;
- The EU has the financial means to support awareness-raising initiatives bearers' decisions, to professionals and the public, on major security issues and solutions;
- The EU has played an active role in defining accident investigation methods and creating the CARE database. [15]

Respecting the basic rules in traffic will be treated by educational and awareness-raising campaigns, which fit into the goal set by this program and which concern existing national activities organized by the police and other competent bodies and authorities. These actions are aimed especially at vulnerable users, young and old drivers. There is a revolution in the automotive industry that can provide significant benefits in terms of active safety and accident prevention. Modern electrical devices that control safety are increasingly being installed in vehicles.

[14] White Paper - A Roadmap to a Single European Transport Area - Towards a competitive transport system within which resources are managed efficiently, Brussels: European Commission, 2011, p. 9.

[15] Halving the Number of Road Accident Victims in the EU by 2010: A Shared Responsibility, European Commission, Directorate-General for Energy and Transport: https://ec.europa.eu/transport/road_safety/sites/roadsafety / files / specialist / knowledge / pdf / road_safety_man agement.pdf, accessed on 06.05.2021. at 12:09 p.m.

The European New Car Assessment Program (EuroNCAP) tests the safety of new cars in accordance with harmonized protocols for different types of accidents that can cause serious injuries to passengers and thus pedestrians. Passive safety
– usage of seat belts is also a very important area of operation, as it could potentially save around 4,000 lives.

Security Road traffic is a scientific discipline that uses scientific methodology to monitor, study and explain the phenomena (phenomenology), causes, conditions and other factors that cause phenomena that threaten people and property in traffic, and especially traffic accidents (etiology) as well as strategy and tactics of traffic accidents and other negative phenomena in traffic, where in addition to their own results, they also use the results of other scientific disciplines. The basic factors of safety and security in traffic are: driver, vehicle and road. Traffic safety is the result of the interaction of these three elements.

Because of the big ones the death rate of the United Nations General Assembly by resolution 64/255 of 2 March 2010 is the period from 2011-2020. declared a decade of action on road safety, with the aim of giving priority to prevention and traffic safety in the next decade in order to save millions of lives and at the same time to prevent millions of injuries and disabilities. The very development of smart so-called "smart" car started with electronic fuel injection, power distribution control for each wheel, computer diagnostics, advanced air-bag systems and satellite navigation all the way to the message center, the possibility of autonomous parking (without driver), etc.

Promoting the principle intermodality, The EU seeks to integrate different transport sectors into effective logistics chains in order to make optimal use of the sectors and thus reduce transport congestion. The existing network of European roads, railways, airports and canals should be transformed into the Trans-European Transport Network (TEN-T) by the European Union's new infrastructure policy. [16] Siim Kallas, Vice-President of the European Commission for Transport, said: "Transport is the cornerstone of the European economy. Without good transport links, Europe will not grow or prosper. The new EU infrastructure policy will establish a strong European transport network in all 28 Member States to promote growth and competitiveness. It will connect the East with the West, and the current fragmented transport network will become truly European. " It is determined by the new policy for the first time basic traffic network established on nine main corridors: two north-south corridors, three east-west corridors and four diagonal corridors. This core network will significantly change East-West transport links, remove bottlenecks, improve infrastructure and simplify cross-border traffic for passengers and businesses in parts of the EU. Connections between different modes of transport will improve and contribute to the EU's climate change goals. The core network needs to be completed by 2030. The availability of funding will depend on the success of the negotiations on the overall multiannual financial framework 2014-2020.

Financial Funds for transport infrastructure will triple for the period 2014-2020 and will amount to 26 billion euros. These EU funds will be directed to the core transport network where the EU's greatest added value lies. To make connections

[16] Jusufranić, I., Traffic, Environmental and Economic Problems and Perspectives for Solving in the Western Balkans with a Reference to Bosnia and Herzegovina,

between East and West in the first place, almost half of the total EU funding for transport infrastructure (11.3 billion euros from the Connecting Europe Facility) it will be limited exclusively to cohesion countries. The new traffic network, if we look at it as a whole, will enable safer traffic with less congestion and will make faster travel easier. The goal is to ensure that gradually, by 2050, most European citizens and businesses will not be more than 30 minutes away from this comprehensive network. The most important infrastructure systems are:

- Railway infrastructure
- Road infrastructure
- Airport infrastructure and
- Electronic

Chief form of traffic infrastructure represents road infrastructure that enables accessibility to all areas of the destination of interest for tourism. Traffic processes in tourism can be defined as the reception and transportation of tourists from one place to another, i.e. from emitting to receptive destinations. Solutions for improving mobility are obtained by planning the transport system, while not neglecting the connection with spatial planning and socio-economic factors. One of the most interesting success stories of TEN-T is the Oresund Bridge (between Malmo and Copenhagen), the longest combined road and rail bridge in Europe that connects the Nordic countries with Central Europe. This connection contributed to the increase of economic traffic between the two sides and brought significant benefits to local regional development. Since that bridge opened, rail traffic has increased by about 200%. Since January 2014. in EU there is new policy of traffic infrastructure in power which will serve to connect along and across, i.e. east with west and north with south. This policy seeks to remove disparities between Member States' transport networks and remaining bottlenecks that hamper the functioning of the single market and technical barriers such as incompatible standards in rail transport. [17]

A new situation caused by the pandemic, has led many people to feel that public transport is no longer safe, there is pressure to allow private cars greater freedom of movement in the city, which could reverse the sustainable improvements achieved in cities over the past decades. There is no segment of the transportation system that did not suffer damage during the pandemic, whether it was air, rail, water or road traffic. In Serbia, during 2020, the first estimates of damage to traffic and infrastructure amounted to more than 110 million euros.

1. DIGITALIZATIONS TRENDS AND COVID - 19

Contemporary the world is characterized by tectonic changes in all spheres of public life. The biggest changes are happening in the field of communications and new technologies, which are being incorporated in all segments of society. The strategic concept of reshaping the business and social environment, which is vital for the state and companies, is called digital transformation. The concept of radical reorganization of public policies, economy and business in the context of long-term investment at all levels of the structure of a particular community is being implemented. Starting from the fact that in the future there is only a certain uncertainty, there is a need to modernize all levers of the system according to

[17] Nešković, S., Business diplomacy in new trends in transport, ecology and logistics, Science and Technology, no. 14, Vol.8, Travnik: International University Travnik, 2020, p. 22.

reputation of the modalities of prosperous states. Next period belongs to generations technotronic, information technology and robotic determination. New digital IC technologies, as the basis of social and economic progress, include the inauguration of this phenomenon in the transport of people and goods. This logically connects traffic - transport activities and digitization processes. [18] Strong trend of innovation implementation and postmodern technical - technological discoveries for the purpose of general progress is treated with the term digital revolution. Investments in this process must be accompanied by the rise of human resources, as a necessary prerequisite for the successful digitalization of public administration and the economy in the public and especially the private sector. Research shows that digitalization is becoming a top-notch topic on a planetary level. Competent international studies indicate that global spending on digital transformation will reach two trillion dollars by 2022, with companies allocating 10% of revenue to encourage digital concepts. The view is that digital transformation is radically changing the way goods and services are produced and marketed in all industries, as well as the relationships between people, between employers and employees, sellers and buyers in the market. These postulates are applicable in all economic and non-economic branches, and therefore in agriculture and cooperatives.

Digitization strengthens the role of companies as participants in international economic relations in order to achieve competitive advantage abroad market. The fact is that transnational corporations have production facilities and representative offices in different parts of the world, which significantly complicates their functioning and achieving the projected goals. However, the assessment of business profitability, i.e. productivity and costs, encourages TNC managements to diversify their activities, both by activities and geographically. Thus, companies become international diplomats who, through their business activities, also contribute to the improvement of relations between countries. An example of productive digitalization is the small Baltic state of Estonia, which 20 years ago focused on the digitalization of the country. Citizens are satisfied with the public administration reform, especially because Estonians have access to all information from the database, which is fully open, except when residents want to be closed.

Serbian society is committed to digital transformation in all spheres and levels of existence. The digital concept is currently the fastest growing Serbian industry, which will undoubtedly be in the future. World theorists are pleasantly surprised by this phenomenon called "Technological boom in Serbia". It is predicted that the next momentum of the Serbian economy will be the production of lithium, which is why the corporation "Rio Tinto" invested $ 200 million in exploration of jadarite ore in the vicinity of Loznica. Numerical indicators are very affirmative: [19]

- IT the sector represents 6% of Serbian GDP,
- Employed is about 45,000 people,

[18] Nešković, S., The National Security Paradigm and National Interest in Postmodern Globalization Flows, Cross - Border Book Series "New Challenges to Security and Development of the Balkans" Vol. 7, Problems of National and Corporate Security, Proceedings of the International Scientific Conference 22
- 23. 11. 2019, University "St. Cyril and St. Methodius" Veliko Tarnovo Bulgaria, 2020, p. 14.

[19] Nešković, S., Reconceptualization of the Higher Education System in the Countries of Southeast Europe in the Processes of European Integration and the Impact of the Pandemic COVID - 19, Thematic papers, PHILOSOPHY DURING THE TIME OF PANDEMIC, Third International scientific conference "Geopolitics in the Black Sea region", Proceedings, Belgrade, Sofia: Bulgarian Academy of Sciences - Institute for the Study of Societies and Knowledge and Center for Strategic Research on National Security - CESNA B Belgrade Serbia, 2021, p. 12.

- Investments foreign companies in the last six years is over $ 500 million,
- Last year IT sector exports amounted to 1.5 billion dollars, which is an increase of 55% compared to 2017.
- Educational the system produces 5,000 IT graduates annually,
- The Serbian government has invested 79 million in digital infrastructure, with the announcement of new investments.

Demographic research show that scientists and highly educated Serbs are going abroad in masse in search of a better standard. This statement does not apply to employees in the IT sector, where the opposite tendency of the return of qualified people is noticeable. They return to their homeland with acquired modern information and communication knowledge, skills, contacts and capital. Serbia has expressed determination for further development of modern technologies and their application in all segments of society. Therefore, the reform of the normative framework is being implemented and tax reliefs are being provided in order to attract investors. Emphasis is justifiably placed on the reform of the education system, with the introduction of IT subjects at all levels. The responsible subjects of the country are making efforts for further affirmation of the technological sphere in the citizens.

Applications and the principles of digital transformation can be implemented, taking into account the specifics of the business of a particular cooperative legal entity. Digitization means that the process of business reorganization is transformed into a digital organization. Digitization should contribute to the elimination of all obstacles in agricultural production, security of raw materials, transport and products placement, with less and less presence of executors, which should result in reduced costs and increased quality of products and services. The foundation of the digital infrastructure is information, useful data. In the conditions of rapid changes in the global community and fierce competition in the planetary environment, digital technologies are becoming an essential driver of the development of entrepreneurship and every single creation.

The exchange of information between different actors in the business of cooperatives means that supply and demand can be answered in real time, which contributes to more efficient use of own resources at all stages of business. Information and communication technologies help to reduce human errors, which are the biggest cause of anomalies in all stages of the business cycle. They can form a special multimodal monitoring system. Special advances are possible in the field of vehicle exploitation, handling equipment and traffic - transport capacities. Digital technologies are changing the vehicles themselves, in terms of automation of transport and the introduction of intelligent, i.e. more environmentally friendly vehicles. Also, engagement of people and movement of goods with transport to the end user in the country and abroad. In addition, Information technologies enable future solutions to be based on environmentally friendly raw materials, smart production and competitive products. Digital infrastructure enables better communication on all relations in the organization and the wider business environment. In addition to information, the basis of digitalization in the economy are investments and new solutions. This implies a requirement to be within the cooperative

run business forms, marketing visions of models and incorporate new IT solutions, in the concept of winning rivals in the market of goods and services, especially according to European Union standards. An adequate approach is also applied in the spheres of sustainable development, protection and improvement of the environment. Cooperation, connectivity and automation in business are complementary categories that reinforce each other, with a tendency to fully integrate over time. However, IT experts are unanimous: many companies have only elementary barriers to possible attacks, and many small businesses do not have the resources or experts to regularly improve their digital security.

Extraordinary measures, emergencies in particular are the product of major crises with devastating consequences in the observed community, primarily human victims. Prevention of emergencies as their causes implies numerous activities of competent factors. The produced risks, such as the global epidemic COVID - 19, indicate potential dangers to the population and other factors of state units. Every third company in Serbia accelerated the work on digitalization during the coronavirus epidemic, although the company's business in many areas has slowed down to a great extent.

Conclusion

Traffic is a very old and dynamic activity that is of great importance for the overall development of the economy and the entire economic system of a country or region. The traditional role of the transport system can be viewed through the prism: Economic policies regional and social equality with special emphasis on enabling mobility to all regions and social structures, - Environment and safety, which includes minimizing the harmful effects of traffic on people and nature, adapting to the construction and preservation of the environment and natural resources. In other words, the existence of a strong connection between traffic, transport and the entire economic system justifies the fact that the share of transport and transport services in the selling price of products in primary products averages about 30% and in secondary about 40%. Postmodern conceptualization of traffic is primarily based on the digitalization of systems, i.e. projects for the implementation of innovations information - communication technologies.

Impossible is to talk about the synergistic effects of transport and transport without emphasizing their role in environmental protection, development of underdeveloped areas and sustainable development. The transport system acquires an additional dimension in the context of the globalization process, where rapid economic growth and development must be accompanied by an appropriate transport and transport network, especially in terms of addressing three of the four freedoms of the single market. In order to implement the traffic safety strategy, the EU has adopted a number of measures as stated in the text in the form of directives whose implementation is expected to improve traffic safety in the EU. Measures to address the causes of traffic accidents should be focused on the sources of danger and in proportion to the severity of the danger emitted by individual sources and their correlations with other sources of traffic accidents.

Digital transformation means a complex postmodern, systematic and scientifically based comprehensive concept of reorganization of social activities in all

domains of public life. The aforementioned arguments, modernization of production and cooperatives with the need to make a profit, imperatively sets requirements for digitalization in basic autochthonous businesses, as well as accompanying activities such as transport, infrastructure and environmental conglomerate. Digital technology is currently the fastest growing industry in Serbia with a trend of further progression. There is room here to stop brain drain, the exodus of young people and to resolve complex demographic controversies. In doing so, various forms of assistance from the international community should be incorporated, primarily the pre-accession funds of the European Union. Due to the pandemic, many companies were forced to discover what can be done with digitalization and new ways of working in a virtual environment. Digitization has an important place in creating a strategy for the period of development after the covid-19 pandemic, because it turned out that in the last year a lot of things had to "move to the digital world". A strategic approach of competent actors and synergistic engagement of competent actors at the national and local level is necessary.

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