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HIGH STANDARDS OF DEMOCRACY IN FOCUS OF LAW REFORMS UNDER EU RECOMMENDATIONS

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ABSTRACT

Albania has continued to implement the Stabilisation and Association Agreement and the meetings of the joint bodies under the agreement took place. In April 2018, the Commission recommended that the Council decides that accession negotiations be opened with Albania, at the same time encouraging Albania to maintain and deepen the current reform momentum, in particular in the key field of the rule of law. In June 2018, the Council set out the path towards opening accession negotiations in June 2019. Albania has continued to implement reforms that are crucial to the EU agenda, in particular delivering concrete results in the conditions identified in the Council Conclusions of June 2018 for the opening of accession negotiations. The Commission has continued to monitor thoroughly the developments in these areas.

For most of the Western Balkan countries, the main economic and trade partners are outside the region, despite the fact that many of the countries have close cultural and social ties to each other, directly or through minorities living in respective countries. On fundamental rights, Albania complies overall with international human rights instruments and developed its legal framework in line with European standards. During the reporting period, Albania has made efforts to meet obligations that arise from international legal instruments. The overall implementation of those instruments remains, however, to be strengthened.

Legal framework was improved in the areas of child's rights and domestic violence. A new law on social housing was approved by the parliament in May 2018, which aims to strengthen the protection of the right to housing of the most vulnerable members of the Roma and Egyptian communities. Further efforts are needed in relation to the consolidation of property rights. As regards the freedom of expression, the overall legislative environment is conducive to the exercise of freedom of expression, but implementation requires further efforts. The principles of impartiality and judicial independence are set out in the Constitution and reflected in the laws on the governance of the judiciary and on the status of judges and prosecutors. The reform has given prosecutors greater autonomy and reduced the centralization of the system around the General Prosecutor. Judges and prosecutors cannot be transferred without their consent. Exceptions concern disciplinary measures, structurally justified changes or temporary needs. Judges can be dismissed only for serious misconduct or if sentenced for a criminal offence. The dismissal decision may be appealed at the Constitutional Court.

Key words: Regional initiative, Interest of reforming democracy, International Monitoring

1. Introduction

1.1 The legal base and development in economical view

Albania continued to align its legislation to EU requirements in a number of areas, enhancing its ability to assume the obligations of membership. The country is moderately prepared in many areas, such as financial control, education and culture and statistics, or has some level of preparation, including in the areas of public procurement and trans-European networks. Albania will need to continue its efforts related to its overall preparations to adopt and implement

the EU acquis. Adopting a comprehensive Public Internal Financial Control¹ policy and coordinating its implementation with ongoing public administration and public finance management reform remains key towards a functioning system of internal control in public sector. Albania should continue work on the development of the transport and energy networks, and related connectivity reform measures, also with a view to improving connectivity throughout the region.

Policy development and coordination. The legal basis and the institutional set-up are partially in place to ensure a consistent policy-making system. The creation of a coherent strategic planning and monitoring system is being held back by: (i) weaknesses in the existing regulatory framework on medium-term policy planning and (ii) a lack of a dedicated central quality control function. Some progress was made in preparing the rollout of the Integrated Planning System Information System, an IT tool that should help to link strategic policy planning and budgeting.

The government needs to step up efforts to upgrade administrative capacity in: (i) strategic policy planning and (ii) policy monitoring. These increased efforts should be made at both ministerial level and the level of the Prime Minister's Office. The administrative capacity and professional standards of bodies charged with the implementation of the acquis need to be strengthened and the independence of regulatory bodies safeguarded. Enhancing² transparency and accountability, in particular ensuring the effective, efficient and transparent functioning of the public procurement system and public finance management, remains essential. Albania has continued to fully align with all EU common foreign and security policy positions and declarations.

Implementation of this initiative should be pursued in ways that better allow preserving the distinction between party and government. Albania participated in the Western Balkans London Summit of July 2018 and hosted a follow-up meeting of Prime Ministers in Durres in August 2018 to support the implementation of the Multiannual Action Plan (MAP) for the Regional Economic Area. In this regard, more attention is needed to secure timely adoption of the incurred measures, as well as streamlining regional commitments into national policies. Tirana hosts both the Western Balkans Fund and the Regional Youth Cooperation offices.

Albania has continued to strengthen bilateral relations with the countries of the region, organizing joint government meetings with many of them to deepen cooperation.

2. Literature review and hypotheses

2.1 Implementation of this initiative for improve government role and rapid increase in nowadays

¹ Crude rate of natural change of population (natural growth rate): number of births minus deaths (per thousand inhabitants) 0.33 year 2019

² The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015. Most of them are not new entities for 2015. 2) 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95.

The ruling majority has established structures to improve government accountability, inviting citizens to submit their assessment through ‘co-governance platforms’. Implementation of this initiative should be pursued in ways that better allow preserving the distinction between party and government. In December 2018³, following several weeks of student protests against the existing education system, the government announced a large reshuffle. The reshuffle affected nine government posts, including the position of the Deputy Prime Minister and Minister for Europe and Foreign Affairs.

2.2 Public scrutiny of government work remains limited.

Most government reports on various policies continue to present implemented activities rather than explain the actual results and outcomes that have been achieved through the implementation of government policies. Coordination structures⁴ for monitoring policy implementation need to become operational through IPMGs. It is also necessary to ensure a less fragmented system on policy monitoring by streamlining the relevant legislative framework. Ministerial changes also involved the Minister of Finance, Minister of Education⁵, the Minister of Transport, Energy and Infrastructure, the Minister of Agriculture, the Minister of Culture, the State Minister on the Protection of Entrepreneurship and the Minister for Relations with the Parliament. One of these successful candidates withdrew and another one was dismissed at first-instance level in the vetting process.

The Parliament failed to adopt transitional provisions allowing for a doubling in the number of students for the 2018/19 academic year, which were necessary back then since the two new councils for the self-governance of the judiciary had still to be formed. The amendments could not be adopted since the boycott by the opposition of plenary sessions prevented the Law on the Status of Judges and Prosecutors to be revised with the necessary qualified majority. The newly formed High Judicial Council and High Prosecutorial Council set the number of candidates to be admitted in the 2019/20 academic year at 75.

3. Research goal and data collected

The remuneration system is based on a job classification system, which needs to be further reformed. There is no coherent salary policy that would establish clear criteria for pay supplements and salary increases. This means that it is a common practice for salary increases for certain positions to be awarded through a decision of the Council of Ministers. This impairs the fairness and coherence of the system. Salary supplements are not awarded in a uniform manner across institutions. Salary increases are not linked to the promotion and performance appraisal system.

³ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

⁴ Crude rate of natural change of population (natural growth rate): number of births minus deaths (per thousand inhabitants) 0.33 year 2019, p 13

⁵ Crude rate of natural change of population (natural growth rate): number of births minus deaths (per thousand inhabitants) 0.33 year 2019. P 41

H1: The legal framework on the organisation of the central administration duly regulates accountability lines between institutions.

In the case of Albania, in the Balkan contexts, this concept shows exceptional importance, because of Albanian populations living in the surrounding countries. In the near past, just before the democratic transition, Tirana has been a virtual cultural centre with concrete attributes in terms of cultural, educational and sport cooperation, emanating from the official relationship that was formally established in the '70s with the former Yugoslav Federation. At that time, Tirana's impact was enormous in practical terms although less institutionally, given the fact that Albanians from the former Yugoslav Republics and the former Autonomous Province of Kosovo entirely referred to Tirana as far as it concerned their culture and the different aspects of life of their intellectuals' groups.

H2: Public institutions do not systematically implement the recommendations of oversight bodies

The Parliament accepted one presidential decree returning laws for parliamentary review and rejected two of such requests by the President. Parliamentary⁶ rules of procedure do not yet reflect the existing Law on the role of Parliament in the EU integration process. ⁷Parliament's capacity to monitor the compliance of new legislation with the *acquis* and ensure implementation remains limited. Coordination with the executive needs to be improved. About 10% of overall legislative activity was aimed at partial alignment with the EU *acquis* (7 out of 66 laws). The EU Integration⁸ Committee held only two hearings during the reporting period. The National Council for European Integration still has to consolidate its role and guarantee broader involvement in EU integration issues.

H3: Institutions and laws on public-service delivery are in place to ensure citizens' user-oriented administration

Albania plays an active, moderate and constructive role in the process of regional cooperation, supporting and promoting the principle of all-inclusiveness, as one of the basic principles of the regional cooperation process.

4. Methodology of paper research and research goal

For Albania, regional cooperation goes beyond the political will of good neighborliness. It acquires meaning through efforts for creating a common regional infrastructure, removing all non-physical barriers for the free movement of people, goods and capital, increasing exchanges, knowing each other better and jointly committing to change the image of the region, to turn it into an attractive and competitive market.

Strengthening the regional infrastructure network with axes to the main lines of movement and exchanges, as well as their connection to European and Euro-Asian⁹ infrastructure networks, will affect the positive processes in the region,

⁶ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

⁷ Multiannual Action Plan (MAP) for the Regional Economic Area, master plan 2019, p15

⁸ Multiannual Action Plan (MAP) for the Regional Economic Area, master plan 2019, p21

⁹ **Regional policy of albania** <https://punetejashtme.gov.al/en/shqiperia-ne-rajon/p3>

by making it safer, by increasing its geo-economic dimension, by considerably expanding the market and by boosting the interest for foreign investments.

H4: The comprehensive transitional re-evaluation process (vetting) of all judges and prosecutors has continued steadily.

The vetting has been implemented¹⁰ thoroughly, with the overall objectives of strengthening professionalism across the sector; eradicating corruption; consolidating independence and impartiality; and, ultimately, rebuilding public confidence in the judiciary. The vetting institutions have continued to build their investigations on the basis of the three pillars provided for in the law: proficiency assessment; asset verification (which is performed on all assessees, as well as on all their close relatives for wealth accumulated in Albania and abroad); and links to organised criminal networks.

H5: The vetting process is carried out under the independent oversight of an international monitoring operation, which has been deployed under the aegis of the European Commission.

The international monitoring operation follows the work of all vetting institutions: the Independent Qualification Commission (IQC), the two Public Commissioners, and the Appeal¹¹ Chamber. Balkan region, which is economically interdependent and interconnected with neighboring countries and regions with mutual and historical interests, such as Italy, Greece, Turkey with which we have natural, traditional¹² and strategic relations, traditional powers and new members of the European Union, together with the current centers of global economic development, would give it a new dynamic of development and prosperity which is necessary for its European integration, but also for ensuring regional and inter-regional markets for the European Union.

Progress was achieved with the preparation of the 2018 and 2019¹³ budgets and with the execution of the 2017 budget in line with the revised Organic Budget Law. Adherence to fiscal rules has improved, mainly thanks to the inclusion in the 2019 budget proposal of both a section on fiscal risks and a list of Public-Private-Partnerships (PPPs).

¹⁰ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015. Most of them are not new entities for 2015. 2) 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95.

¹¹ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015. Most of them are not new entities for 2015. 2) 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95.

¹² DCM no. 66, 03.02.2017, "On defining the criteria and the procedures for the establishment of medical university services and structures";

¹³ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2019 Communication on EU Enlargement Policy,

5. Analyzing data and questionnaires

The government headed by Ilir Meta in the period 1999-2001 the coalition at the time called “Alliance for the State” had to face the Kosovo crisis and support NATO’s interference in Kosovo.⁸ Nevertheless, after the wars in former Yugoslavia, the foreign policy and leadership discourse in Tirana was oriented¹⁴ towards the “unification of Albanians¹⁵ within Europe”, by thus not promoting the idea of Greater Albania, which would stimulate crisis in other states of the region, such as FYROM in 2001. Consecutive¹⁶ governments, both right and left wings, showed the will to align with EU and US policy in the region¹⁷ and further engagement on peace and security in the Balkans was of high priority and extraordinary importance; whereas the integration in the European Union and NATO, remained ‘the priority of all priorities

After becoming a NATO¹⁸ member state (2009), Albanian government committed to continue its foreign policy of peace and to further strengthen its already consolidated role as an important contributor to peace and stability in the region and beyond. NATO integration showed a clear sign of the role of Albania in promoting NATO in the region.

4.1 Sample and data collection

The Civil Service Law (CSL) provides a solid basis for merit-based recruitment and promotion, which continued to improve in 2018 thanks to a centralised recruitment process. 92% of the planned vacancies in 2018 were filled, compared to 46.5% in 2017.

Overall transparency and fairness of recruitment at the central level has improved thanks to refinements of the online application system, improved quality of examination procedures, and the use of electronic written tests. An ad-hoc¹⁹ selection procedure was used for the integration of highly qualified young graduates in the public administration.

¹⁴ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>
<https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf> pp 32

¹⁵ FYROM in 2001 transparency, NATO member state (2009)

¹⁶ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015.

Most of them are not new entities for 2015. 2) 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95. 3) 2006: based on balance of payments manual edition 5 (BPM5).

¹⁷ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2019 Communication on EU Enlargement Policy,

¹⁸ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015. Most of them are not new entities for 2015. 2) 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95.

¹⁹ DCM no. 66, 03.02.2017, “On defining the criteria and the procedures for the establishment of medical university services and structures”;

Notwithstanding²⁰ merits in the objectives of this initiative, the relevant decision of the Council of Ministers should be brought fully in line with the principle of merit-based recruitment enshrined in the Civil Service²¹ Law.

Proper implementation of the Civil Service Law requires more efforts at the local level, where many appointments have been made in breach of this law. There were 568 dismissals²² of civil servants in 2018, a slight increase compared to the 460 dismissals in 2017. This was mainly due to the reduction in the number of ministries. The backlog²³ of court decisions confirming unlawful dismissal of civil servants was reduced.

The process is advancing based on the foreseen legal deadlines. The Special Prosecution Office has performed a preliminary verification of the fulfilment of the eligibility criteria of all the candidates for the SPAK. The High Prosecutorial²⁴ Council has already submitted the list of candidates to the Independent Qualification Commission, which is carrying out the relevant vetting investigations. Police and prosecution have been granted direct access to additional private and public national registries, including 22 key national registries, through a central task force.

This has improved the capacity of law enforcement authorities to operate, and has also made investigations more efficient. Concerns²⁵ remain over high staff turnover and insufficient inter institutional cooperation. The country is in a unique position to claim this role and use available foreign policy tools to achieve its intended goals. Its influence in the region as a whole and in specific countries is still limited. Many opportunities²⁶ were missed in the last decades, but most importantly internal political instability and deadlocks have prevented the country from achieving its ambitions in the outside arena. Furthermore, a less than desirable economic²⁷ performance prior and after the global financial crisis, has hindered the country substantially from using economic diplomacy in gaining prominence and leverage with other countries in the region.

²⁰ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

²¹ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2019 Communication on EU Enlargement Policy,

²² There was some progress on the underlying policy areas affecting indirectly the own resources system (see chapters 16- Taxation, 18-Statistics, 29-Customs union and 32- Financial control). Albania has structures in place for levying customs duties at the point of import. It operates a national VAT system. VAT tax base was increased in 2018 by lowering the VAT registration threshold. Pp61

²³ See more: The Civil Service Law (CSL) provides a solid basis for merit-based recruitment and promotion, which continued to improve in 2018 thanks to a centralised recruitment process. 92% of the planned vacancies in 2018 were filled, compared to 46.5% in 2017. P 43

²⁴ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2019 Communication on EU Enlargement Policy,

²⁵ Independent Qualification Commission, pp 32

²⁶ The Law on the Declaration and Audit of Assets, Financial Obligations of Elected Persons and Certain Public Officials was further amended in December 2018, making it possible to use the online declaration system.

²⁷ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

The Law on the Declaration and Audit of Assets, Financial Obligations of Elected Persons and Certain Public Officials²⁸ was further amended in December 2018, making it possible to use the online declaration system. The Law on Conflicts of Interest needs to be further improved. A Law on lobbying remains to be adopted. The legal framework on whistle-blower protection still needs to be aligned with the new EU acquis on this issue. The latest amendments to the Law on political party financing provide for the publication of financial²⁹ reports on the election campaigns of political parties, election campaign monitoring reports³⁰ and financial audit reports. However, further amendments to the Law on political party financing are necessary, as well as to the Electoral Code. Amendments to the Criminal³¹ Code introducing a clear definition of ‘high state official’ have yet to be adopted. All the secondary legislation for the legal framework on integrity is in place but it remains highly complex and fragmented. While Albania has an increasingly comprehensive legal framework, effective and high-quality implementation should be prioritised

5. Conclusions and recommendations

Concerning the Gross National Income (GNI) resource, some progress was made on the alignment with ESA 2010 standards, in methodological improvements, faster publication of statistics and increased number of statistical tables reported to Eurostat. Excessive Deficit Procedure tables under the Government Finance Statistics (GFS) methodology were transmitted to Eurostat in April 2018 for the years 2013-2017. National Accounts data, estimates of GDP and Gross National Income (GNI) indicators are submitted to Eurostat through the ESA 2010 transmission program. However, they are only partially based on ESA 2010 standards. Considerable³² efforts remain necessary to ensure the exhaustiveness of national accounts and GNI calculations. Albania's judicial system has some level of preparation. The implementation³³ of comprehensive and thorough justice reform has continued consistently, resulting in good progress overall. The new institutions for the self-governing of the judiciary, the High Judicial Council, the High Prosecutorial

²⁸ The Law on the Declaration and Audit of Assets, Financial Obligations of Elected Persons and Certain Public Officials was further amended in December 2018, making it possible to use the online declaration system.

²⁹ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015. Most of them are not new entities for 2015. 2) 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95. 3) 2006: based on balance of payments manual edition 5 (BPM5).

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³¹ DCM no. 66, 03.02.2017, “On defining the criteria and the procedures for the establishment of medical university services and structures”

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³³ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

Council and the Justice Appointment Council have been established, representing a crucial step in strengthening the independence and accountability of the judiciary. The temporary re-evaluation of all judges and prosecutors (vetting process) has advanced steadily, producing tangible results. Under the aegis of the European Commission, the International Monitoring Operation has continued to oversee the process.

Police operations to dismantle criminal organisations have been intensified. Several police operations resulted in multiple arrests, and a number of important indictments and convictions took place. These operations resulted in the arrest and prosecution of known leaders of organised criminal groups. International police cooperation, especially with EU Member States, has also intensified, leading to a number of successful large-scale law enforcement operations. These steps represent tangible progress in meeting last years' recommendations on improving the track record. Efforts need to continue, in particular by tackling money laundering and confiscating assets stemming from crimes and other unjustified wealth.

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ALBANIA IN FOCUS OF LAW AND HIGH STANDARDS OF DEMOCRACY UNDER EU RECOMMENDATIONS

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Abstract

Albania has continued to implement the Stabilisation and Association Agreement and the meetings of the joint bodies under the agreement took place. In April 2018, the Commission recommended that the Council decides that accession negotiations be opened with Albania, at the same time encouraging Albania to maintain and deepen the current reform momentum, in particular in the key field of the rule of law. In June 2018, the Council set out the path towards opening accession negotiations in June 2019. Albania has continued to implement reforms that are crucial to the EU agenda, in particular delivering concrete results in the conditions identified in the Council Conclusions of June 2018 for the opening of accession negotiations. The Commission has continued to monitor thoroughly the developments in these areas.

For most of the Western Balkan countries, the main economic and trade partners are outside the region, despite the fact that many of the countries have close cultural and social ties to each other, directly or through minorities living in respective countries. On fundamental rights, Albania complies overall ³⁴with international human rights instruments and developed its legal framework in line with European standards. During the reporting period, Albania has made efforts to meet obligations that arise from international legal instruments. The overall implementation of those instruments remains, however, to be strengthened.

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³⁴ *Crude rate of natural change of population (natural growth rate): number of births minus deaths (per thousand inhabitants) 0.33 year 2019*

³⁵ Constitutional Court, RESPA Year 1999

Agreement on promotion and protection of investments between Albania and FYR of Macedonia, signed on 04.12.1997, and entered into force on 3.4.1998

measures, structurally justified changes or temporary needs. Judges can be dismissed only for serious misconduct or if sentenced for a criminal offence. The dismissal decision may be appealed at the Constitutional Court.

Key words: Justice Appointment, Regional initiative, Council Ministry of Justice in Albania and Kosovo, Empirical Study, European Commission Empirical Data Law studies, Interest of reforming democracy, EU politics, International Monitoring

JEL Classification: N0, N1, N2, N3, O1, O2, O3.

1.1 The legal base and development in economical view

Albania continued to align its legislation to EU requirements in a number of areas, enhancing its ability to assume the obligations of membership. The country is moderately prepared in many areas, such as financial control, education and culture and statistics, or has some level of preparation, including in the areas of public procurement and trans-European networks. Albania will need to continue its efforts related to its overall preparations to adopt and implement the EU acquis. Adopting a comprehensive Public Internal Financial Control³⁶ policy and coordinating its implementation with ongoing public administration and public finance management reform remains key towards a functioning system of internal control in public sector. Albania should continue work on the development of the transport and energy networks, and related connectivity reform measures, also with a view to improving connectivity throughout the region.

Policy development and coordination The legal basis and the institutional set-up are partially in place to ensure a consistent policy-making system. The creation of a coherent strategic planning and monitoring system is being held back by: (i) weaknesses in the existing regulatory framework on medium-term policy planning and (ii) a lack of a dedicated central quality control function. Some progress was made in preparing the rollout of the Integrated Planning System Information System, an IT tool that should help to link strategic policy planning and budgeting.

The government needs to step up efforts to upgrade administrative capacity in: (i) strategic policy planning and (ii) policy monitoring. These increased efforts should be made at both ministerial level and the level of the Prime Minister's Office. The administrative capacity and professional standards of bodies charged with the implementation of the acquis need to be strengthened and the independence of regulatory bodies safeguarded. Enhancing³⁷ transparency and accountability, in particular ensuring the effective, efficient and transparent functioning of the public procurement

See more: Protocol of economic cooperation between the Government of Albania and Government of Macedonia, signed on 15.01.1998. Agreement on scientific, technical and technological cooperation between the Governments of Albania and Macedonia", signed on 01.06.1994

Agreement between the Governments of Albania and Macedonia "On avoidance of double taxation of income and capital taxes and the prevention of fiscal", signed on 02.11.1998

Cooperation Agreement on tourism sector between the Government of Albania and Government of Macedonia, signed on 16.11.2005, approved with DCM No. 31, dated 18.1.2006, and entered into force on 10.05.2006

³⁶ Crude rate of natural change of population (natural growth rate): number of births minus deaths (per thousand inhabitants) 0.33 year 2019

³⁷ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015. Most of them are not new entities for 2015. 2) 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95.

system and public finance management, remains essential. Albania has continued to fully align with all EU common foreign and security policy positions and declarations.

Implementation of this initiative should be pursued in ways that better allow preserving the distinction between party and government. Albania participated in the Western Balkans London Summit of July 2018 and hosted a follow-up meeting of Prime Ministers in Durres in August 2018 to support the implementation of the Multiannual Action Plan (MAP) for the Regional Economic Area. In this regard, more attention is needed to secure timely adoption of the incurred measures, as well as streamlining regional commitments into national policies. Tirana hosts both the Western Balkans Fund and the Regional Youth Cooperation offices.

Albania has continued to strengthen bilateral relations with the countries of the region, organizing joint government meetings with many of them to deepen cooperation.

Literature Review and Hypotheses

2.1 Implementation of this initiative for improve government role and rapid increase in nowadays

The ruling majority has established structures to improve government accountability, inviting citizens to submit their assessment through ‘co-governance platforms’. Implementation of this initiative should be pursued in ways that better allow preserving the distinction between party and government. In December 2018³⁸, following several weeks of student protests against the existing education system, the government announced a large reshuffle. The reshuffle affected nine government posts, including the position of the Deputy Prime Minister and Minister for Europe and Foreign Affairs.

2.2 Public scrutiny of government work remains limited.

Most government reports on various policies continue to present implemented activities rather than explain the actual results and outcomes that have been achieved through the implementation of government policies. Coordination structures³⁹ for monitoring policy implementation need to become operational through IPMGs. It is also necessary to ensure a less fragmented system on policy monitoring by streamlining the relevant legislative framework. Ministerial changes also involved the Minister of Finance, Minister of Education⁴⁰, the Minister of Transport, Energy and Infrastructure, the Minister of Agriculture, the Minister of Culture, the State Minister on the Protection of Entrepreneurship and the Minister for Relations with the Parliament. One of these successful candidates withdrew and another one was dismissed at first-instance level in the vetting process.

The Parliament failed to adopt transitional provisions allowing for a doubling in the number of students for the 2018/19 academic year, which were necessary back then since the two new councils for the self-governance of the judiciary had still to be formed. The amendments could not be adopted since the boycott by the opposition of plenary sessions prevented the Law on the Status of Judges and Prosecutors to be revised with the necessary qualified majority. The newly formed High Judicial Council and High Prosecutorial Council set the number of candidates to be admitted in the 2019/20 academic year at 75.

³⁸ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

³⁹ Crude rate of natural change of population (natural growth rate): number of births minus deaths (per thousand inhabitants) 0.33 year 2019, p 13

⁴⁰ Crude rate of natural change of population (natural growth rate): number of births minus deaths (per thousand inhabitants) 0.33 year 2019. P 41

2.1 Research Goal and data collected

The remuneration system is based on a job classification system, which needs to be further reformed. There is no coherent salary policy that would establish clear criteria for pay supplements and salary increases. This means that it is a common practice for salary increases for certain positions to be awarded through a decision of the Council of Ministers. This impairs the fairness and coherence of the system. Salary supplements are not awarded in a uniform manner across institutions. Salary increases are not linked to the promotion and performance appraisal system.

H1: The legal framework on the organisation of the central administration duly regulates accountability lines between institutions.

In the case of Albania, in the Balkan contexts, this concept shows exceptional importance, because of Albanian populations living in the surrounding countries. In the near past, just before the democratic transition, Tirana has been a virtual cultural centre with concrete attributes in terms of cultural, educational and sport cooperation, emanating from the official relationship that was formally established in the '70s with the former Yugoslav Federation. At that time, Tirana's impact was enormous in practical terms although less institutionally, given the fact that Albanians from the former Yugoslav Republics and the former Autonomous Province of Kosovo entirely referred to Tirana as far as it concerned their culture and the different aspects of life of their intellectuals' groups.

H2: Public institutions do not systematically implement the recommendations of oversight bodies

The Parliament accepted one presidential decree returning laws for parliamentary review and rejected two of such requests by the President. Parliamentary⁴¹ rules of procedure do not yet reflect the existing Law on the role of Parliament in the EU integration process. ⁴²Parliament's capacity to monitor the compliance of new legislation with the *acquis* and ensure implementation remains limited. Coordination with the executive needs to be improved. About 10% of overall legislative activity was aimed at partial alignment with the EU *acquis* (7 out of 66 laws). The EU Integration⁴³ Committee held only two hearings during the reporting period. The National Council for European Integration still has to consolidate its role and guarantee broader involvement in EU integration issues.

H3: Institutions and laws on public-service delivery are in place to ensure citizens' user-oriented administration

Albania plays an active, moderate and constructive role in the process of regional cooperation, supporting and promoting the principle of all-inclusiveness, as one of the basic principles of the regional cooperation process.

3. Methodology and Research Goal

For Albania, regional cooperation goes beyond the political will of good neighborliness. It acquires meaning through efforts for creating a common regional infrastructure, removing all non-physical barriers for the free movement of people, goods and capital, increasing exchanges, knowing each other better and jointly committing to change the image of the region, to turn it into an attractive and competitive market.

Strengthening the regional infrastructure network with axes to the main lines of movement and exchanges, as well as their connection to European and Euro-Asian⁴⁴ infrastructure networks, will affect the positive processes in the region,

⁴¹ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

⁴² Multiannual Action Plan (MAP) for the Regional Economic Area, master plan 2019, p15

⁴³ Multiannual Action Plan (MAP) for the Regional Economic Area, master plan 2019, p21

⁴⁴ **Regional policy of albania** <https://punetijashtme.gov.al/en/shqiperia-ne-rajon/p3>

by making it safer, by increasing its geo-economic dimension, by considerably expanding the market and by boosting the interest for foreign investments.

H4: The comprehensive transitional re-evaluation process (vetting) of all judges and prosecutors has continued steadily.

The vetting has been implemented⁴⁵ thoroughly, with the overall objectives of strengthening professionalism across the sector; eradicating corruption; consolidating independence and impartiality; and, ultimately, rebuilding public confidence in the judiciary. The vetting institutions have continued to build their investigations on the basis of the three pillars provided for in the law: proficiency assessment; asset verification (which is performed on all assessees, as well as on all their close relatives for wealth accumulated in Albania and abroad); and links to organised criminal networks.

H5: The vetting process is carried out under the independent oversight of an international monitoring operation, which has been deployed under the aegis of the European Commission.

The international monitoring operation follows the work of all vetting institutions: the Independent Qualification Commission (IQC), the two Public Commissioners, and the Appeal⁴⁶ Chamber. Balkan region, which is economically interdependent and interconnected with neighboring countries and regions with mutual and historical interests, such as Italy, Greece, Turkey with which we have natural, traditional⁴⁷ and strategic relations, traditional powers and new members of the European Union, together with the current centers of global economic development, would give it a new dynamic of development and prosperity which is necessary for its European integration, but also for ensuring regional and inter-regional markets for the European Union.

Progress was achieved with the preparation of the 2018 and 2019⁴⁸ budgets and with the execution of the 2017 budget in line with the revised Organic Budget Law. Adherence to fiscal rules has improved, mainly thanks to the inclusion in the 2019 budget proposal of both a section on fiscal risks and a list of Public-Private-Partnerships (PPPs).

3.2 Analyzing data and questionnaires

The government headed by Ilir Meta in the period 1999-2001 the coalition at the time called “Alliance for the State” had to face the Kosovo crisis and support NATO’s interference in Kosovo.⁸ Nevertheless, after the wars in former Yugoslavia, the forewing policy and leadership discourse in Tirana was oriented⁴⁹ towards the “unification of Albanians⁵⁰ within Europe”, by thus not promoting the idea of Greater Albania, which would stimulate crisis in other

⁴⁵ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015. Most of them are not new entities for 2015. 2) 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95.

⁴⁶ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015. Most of them are not new entities for 2015. 2) 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95.

⁴⁷ DCM no. 66, 03.02.2017, “On defining the criteria and the procedures for the establishment of medical university services and structures”;

⁴⁸ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2019 Communication on EU Enlargement Policy,

⁴⁹ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

<https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf> pp 32

⁵⁰ FYROM in 2001 transparency, NATO member state (2009)

states of the region, such as FYROM in 2001. Consecutive⁵¹ governments, both right and left wings, showed the will to align with EU and US policy in the region⁵² and further engagement on peace and security in the Balkans was of high priority and extraordinary importance; whereas the integration in the European Union and NATO, remained ‘the priority of all priorities

After becoming a NATO⁵³ member state (2009), Albanian government committed to continue its foreign policy of peace and to further strengthen its already consolidated role as an important contributor to peace and stability in the region and beyond. NATO integration showed a clear sign of the role of Albania in promoting NATO in the region.

3.2 Sample and Data Collection

The Civil Service Law (CSL) provides a solid basis for merit-based recruitment and promotion, which continued to improve in 2018 thanks to a centralised recruitment process. 92% of the planned vacancies in 2018 were filled, compared to 46.5% in 2017.

Overall transparency and fairness of recruitment at the central level has improved thanks to refinements of the online application system, improved quality of examination procedures, and the use of electronic written tests. An ad-hoc⁵⁴ selection procedure was used for the integration of highly qualified young graduates in the public administration. Notwithstanding⁵⁵ merits in the objectives of this initiative, the relevant decision of the Council of Ministers should be brought fully in line with the principle of merit-based recruitment enshrined in the Civil Service⁵⁶ Law.

Proper implementation of the Civil Service Law requires more efforts at the local level, where many appointments have been made in breach of this law. There were 568 dismissals⁵⁷ of civil servants in 2018, a slight increase compared

⁵¹ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015.

Most of them are not new entities for 2015. 2) 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95. 3) 2006: based on balance of payments manual edition 5 (BPM5).

⁵² Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2019 Communication on EU Enlargement Policy,

⁵³ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015. Most of them are not new entities for 2015. 2) 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95.

⁵⁴ DCM no. 66, 03.02.2017, “On defining the criteria and the procedures for the establishment of medical university services and structures”;

⁵⁵ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

⁵⁶ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2019 Communication on EU Enlargement Policy,

⁵⁷ There was some progress on the underlying policy areas affecting indirectly the own resources system (see chapters 16- Taxation, 18-Statistics, 29-Customs union and 32- Financial control). Albania has structures in place for levying customs duties at the point of import. It operates a national VAT system. VAT tax base was increased in 2018 by lowering the VAT registration threshold. Pp61

to the 460 dismissals in 2017. This was mainly due to the reduction in the number of ministries. The backlog⁵⁸ of court decisions confirming unlawful dismissal of civil servants was reduced.

The process is advancing based on the foreseen legal deadlines. The Special Prosecution Office has performed a preliminary verification of the fulfilment of the eligibility criteria of all the candidates for the SPAK. The High Prosecutorial⁵⁹ Council has already submitted the list of candidates to the Independent Qualification Commission, which is carrying out the relevant vetting investigations. Police and prosecution have been granted direct access to additional private and public national registries, including 22 key national registries, through a central task force.

This has improved the capacity of law enforcement authorities to operate, and has also made investigations more efficient. Concerns⁶⁰ remain over high staff turnover and insufficient inter institutional cooperation. The country is in a unique position to claim this role and use available foreign policy tools to achieve its intended goals. Its influence in the region as a whole and in specific countries is still limited. Many opportunities⁶¹ were missed in the last decades, but most importantly internal political instability and deadlocks have prevented the country from achieving its ambitions in the outside arena. Furthermore, a less than desirable economic⁶² performance prior and after the global financial crisis, has hindered the country substantially from using economic diplomacy in gaining prominence and leverage with other countries in the region.

The Law on the Declaration and Audit of Assets, Financial Obligations of Elected Persons and Certain Public Officials⁶³ was further amended in December 2018, making it possible to use the online declaration system. The Law on Conflicts of Interest needs to be further improved. A Law on lobbying remains to be adopted. The legal framework on whistle-blower protection still needs to be aligned with the new EU acquis on this issue. The latest amendments to the Law on political party financing provide for the publication of financial⁶⁴ reports on the election campaigns of political parties, election campaign monitoring reports⁶⁵ and financial audit reports. However, further amendments to

⁵⁸ See more: The Civil Service Law (CSL) provides a solid basis for merit-based recruitment and promotion, which continued to improve in 2018 thanks to a centralised recruitment process. 92% of the planned vacancies in 2018 were filled, compared to 46.5% in 2017. P 43

⁵⁹ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2019 Communication on EU Enlargement Policy,

⁶⁰ Independent Qualification Commission, pp 32

⁶¹ The Law on the Declaration and Audit of Assets, Financial Obligations of Elected Persons and Certain Public Officials was further amended in December 2018, making it possible to use the online declaration system.

⁶² <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

⁶³ The Law on the Declaration and Audit of Assets, Financial Obligations of Elected Persons and Certain Public Officials was further amended in December 2018, making it possible to use the online declaration system.

⁶⁴ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015.

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⁶⁵ There was some progress on the underlying policy areas affecting indirectly the own resources system (see chapters 16- Taxation, 18-Statistics, 29-Customs union and 32- Financial control). Albania has structures in place for levying customs duties at the point of import. It operates a national VAT system. VAT tax base was increased in 2018 by lowering the VAT registration threshold. Pp60

the Law on political party financing are necessary, as well as to the Electoral Code. Amendments to the Criminal⁶⁶ Code introducing a clear definition of ‘high state official’ have yet to be adopted. All the secondary legislation for the legal framework on integrity is in place but it remains highly complex and fragmented. While Albania has an increasingly comprehensive legal framework, effective and high-quality implementation should be prioritised

Conclusions and Recommendations

Concerning the Gross National Income (GNI) resource, some progress was made on the alignment with ESA 2010 standards, in methodological improvements, faster publication of statistics and increased number of statistical tables reported to Eurostat. Excessive Deficit Procedure tables under the Government Finance Statistics (GFS) methodology were transmitted to Eurostat in April 2018 for the years 2013-2017. National Accounts data, estimates of GDP and Gross National Income (GNI) indicators are submitted to Eurostat through the ESA 2010 transmission program. However, they are only partially based on ESA 2010 standards. Considerable⁶⁷ efforts remain necessary to ensure the exhaustiveness of national accounts and GNI calculations. Albania's judicial system has some level of preparation. The implementation⁶⁸ of comprehensive and thorough justice reform has continued consistently, resulting in good progress overall. The new institutions for the self-governing of the judiciary, the High Judicial Council, the High Prosecutorial Council and the Justice Appointment Council have been established, representing a crucial step in strengthening the independence and accountability of the judiciary. The temporary re-evaluation of all judges and prosecutors (vetting process) has advanced steadily, producing tangible results. Under the aegis of the European Commission, the International Monitoring Operation has continued to oversee the process.

Police operations to dismantle criminal organisations have been intensified. Several police operations resulted in multiple arrests, and a number of important indictments and convictions took place. These operations resulted in the arrest and prosecution of known leaders of organised criminal groups. International police cooperation, especially with EU Member States, has also intensified, leading to a number of successful large-scale law enforcement operations. These steps represent tangible progress in meeting last years' recommendations on improving the track record. Efforts need to continue, in particular by tackling money laundering and confiscating assets stemming from crimes and other unjustified wealth.

⁶⁶ DCM no. 66, 03.02.2017, “On defining the criteria and the procedures for the establishment of medical university services and structures”;

⁶⁷ There was some progress on the underlying policy areas affecting indirectly the own resources system (see chapters 16- Taxation, 18-Statistics, 29-Customs union and 32- Financial control). Albania has structures in place for levying customs duties at the point of import. It operates a national VAT system. VAT tax base was increased in 2018 by lowering the VAT registration threshold. Pp65

⁶⁸ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

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THE ROLE OF INTERNATIONAL ORGANIZATIONS IN LEGAL REFORMS AND CRIMINAL CASES IN ALBANIA

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Abstract

The study is focused in the legal arguments of Administrative Court importance as the engagement of the country to improve the judicial system in administrative field, to prevent long processes in not suitable conditions, to guarantee effective protection of human rights and legitimate interests through a regular judicial process conform fast and reasonable time terms. The study gives also a clear picture of how the Administrative Court will be organized conform the “The Law on Administrative Courts” and how can be improved in order to be coherent, effective in implementation and approach of *acquis communautaire*. In June 2006, Albania signed the Stabilization and Association Agreement (SAA) with the European Union (EU). As a result, Albania is considered a potential candidate for EU accession. As was the case for many candidate countries, Albania benefited from funding in order to jumpstart reform in areas relevant to EU membership. It needed to prepare itself for the incorporation of the existing body of law which is called in EU jargon the *acquis communautaire* (or European *acquis*)⁶⁹ into its domestic legal framework. The principles of impartiality and judicial independence are set out in the⁷⁰ Constitution and reflected in the laws on the governance of the judiciary and on the status of judges and prosecutors. The reform has given prosecutors greater autonomy and reduced the centralization of the system around the General Prosecutor. Judges and prosecutors⁷¹ cannot be transferred without their consent. Exceptions concern disciplinary measures, structurally justified changes or temporary needs. Judges can be dismissed only for serious misconduct or if sentenced for a criminal offence. The dismissal decision may be appealed at the Constitutional Court.

The body of the European *acquis* deals with issues as diverse as telecommunication, agriculture, immigration, commercial law and corporate governance. This was a great push for reform. With all the excitement of a potential EU accession, Albania’s government, parliament, private sector and donors were very active and ready to encourage and facilitate any reform processes that could expedite access to the EU common market. On fundamental rights, Albania complies overall⁷¹ with international human rights instruments and developed its legal framework in line with European standards. During the reporting period, Albania has made efforts to meet obligations that arise from international legal instruments. The overall implementation of those instruments remains, however, to be strengthened.

⁶⁹ “Commercial Laws in Albania. An Assessment by the EBRD,” April 2006.

⁷⁰ Constitutional Court, RESPA Year 1999

Agreement on promotion and protection of investments between Albania and FYR of Macedonia, signed on 04.12.1997, and entered into force on 3.4.1998

signed on 16.11.2005, approved with DCM No. 31, dated 18.1.2006, and entered into force on 10.05.2006

⁷¹ Crude rate of natural change of population (natural growth rate): number of births minus deaths (per thousand inhabitants) 0.33 year 2019

Key words: European standards, International monitoring, International legal instruments Juridical reconstruction, General Prosecutor, Council Ministry of Justice in Albania, Domestic legal framework, European Commission, Empirical Data Law studies,

JEL Classification: N0, N1, N2, N3, O1, O2, O3.

Introduction

From June 14th to 19th, 2007, experts carried out a second roundtable to discuss the final version of their policy paper on the company law reform. They also presented the potential new structure of the law. The first draft of the new company law was completed ahead of schedule on July 16, 2007. It was promptly sent to GTZ for translation and distribution. From September 11th to 16th of the same year, experts organized a third roundtable to discuss the details of the draft now titled “Law on Entrepreneurs and Companies” (hereinafter referred to as “the new law”) with Albanian and foreign legal⁷² and business communities.

The suggestions that came out of this meeting included ways to harmonize the draft new law with the existing Albanian legislation such as the criminal and civil code by cross-referencing several legal provisions. In addition, the experts agreed to hold a special⁷³ roundtable with Albanian judges in October 2007. At this meeting, procedural and implementation⁷⁴ issues including the harmonization of the draft new law’s terminology with the country’s other pieces of legislation were discussed. Subsequently, experts organized a final meeting with private-sector lawyers in order to ensure that the correct terminology was used. This final step helped ease the new law’s implementation in the Albanian system.

1.1 Judiciary under reconstruction. Albania’s EU-orientated reforms in progress

H1: Why is this judiciary reform so important?

First of all, Albanian citizens are unsatisfied with the rule of law in their country⁷⁵. They want a justice system, which effectively protects their rights. They want a justice system, which gives equal chances to everyone. They want a justice system where justice does not depend on money and connections. I⁷⁶ regularly receive letters by Albanian citizens⁷⁷ who hope that I⁷⁸ could somehow help them to speed up lengthy and overdue judicial procedures. They also hope that I could help to protect their property rights or to simply get access to fair justice. Whoever still needs a proof of the need for a comprehensive reform of Albania’s judiciary, should read these letters.

⁷² EWB Op-Ed by Knut Fleckenstein, Member of the European Parliament (S&D, Germany) www.balkan.org, 2016

⁷³ Commercial Laws in Albania. An Assessment by the EBRD,” April 2006.

⁷⁴ Methasani E. Olldash E. Public administration organs as subjects of law: time of a new approach Retrieved from <http://www.europa.al>

⁷⁵ EWB Op-Ed by Knut Fleckenstein, Member of the European Parliament (S&D, Germany) www.balkan.org, 2016 p 12

⁷⁶ EWB Op-Ed by Knut Fleckenstein, Member of the European Parliament (S&D, Germany) www.balkan.org, 2016

⁷⁷ EWB Op-Ed by Knut Fleckenstein, Member of the European Parliament (S&D, Germany) www.balkan.org, 2016, P 21

⁷⁸ EWB Op-Ed by Knut Fleckenstein, Member of the European Parliament (S&D, Germany) www.balkan.org, 2016

Second, the judiciary reform is part of five key priorities which the EU expects the country to fulfil before it will open negotiations over Albania's accession to the EU. Albania⁷⁹ applied for EU membership in April 2009. After a positive opinion by the European Commission and progress done on seven out of twelve reform priorities, the European Council in June 2014 recognized Albania as a candidate country for EU accession. These last five reform priorities need to be completed now – the reform of judiciary and of public administration, the fight against corruption and organised crime and a strengthening of fundamental freedoms.

1.2 Albanian corporate lawyer and EU stage of the approval process

The new law also regulates the approval process for large, related-party transactions. Specifically, it requires shareholders' approval of related-party transactions representing more than 5% of the assets of the company. And if the transaction represents less than 5% of the company's assets, it requires the board of directors' approval. Regardless of the transaction's value, directors with vested interests are not allowed to participate at any stage of the approval process. For Albania, regional⁸⁰ cooperation goes beyond the political will of good neighborliness. It acquires meaning through efforts for creating a common regional infrastructure, removing all non-physical barriers for the free movement of people, goods and capital, increasing exchanges, knowing each other better and jointly committing to change the image of the region, to turn it into an attractive and competitive market.

Another important feature of the new law is increased access to corporate information for shareholders. With the new law, shareholders are allowed to access all the company's corporate documents board minutes, shareholder meeting minutes, company books, financial statements and purchase agreements with the exception of corporate secrets. And if management refuses to provide adequate information, shareholders can request a court-appointed inspector who is granted the power to access all corporate documentation.

Albania continued to align its legislation to EU requirements in a number of areas, enhancing its ability to assume the obligations of membership. The country is moderately prepared in many areas, such as financial control, education and culture and statistics, or has some level of preparation, including in the areas of public procurement and trans-European networks. Albania will need to continue its efforts related to its overall preparations to adopt and implement the EU acquis.

Adopting a comprehensive Public Internal Financial Control⁸¹ policy and coordinating its implementation with ongoing public administration and public finance management reform remains key towards a functioning system of internal control in public sector. Albania should continue work on the development of the transport and energy networks, and related connectivity reform measures, also with a view to improving connectivity throughout the region.

The administrative capacity and professional standards of bodies charged with the implementation of the acquis need to be strengthened and the independence of regulatory bodies safeguarded. Enhancing⁸² transparency and

⁷⁹ European Commission, Albania 2012 Progress Report, Commission Staff Working Paper SEC (2012) Brussels, (10 October 2012) Law on the Organization and Functioning of Administrative Courts and the Adjudication of Administrative Disputes (2012) Code of Administrative Procedures of Albania (1999)

⁸⁰ Commercial Laws in Albania. An Assessment by the EBRD," April 2006.

⁸¹ Crude rate of natural change of population (natural growth rate): number of births minus deaths (per thousand inhabitants) 0.33 year 2019

⁸² The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015. Most of them are not new entities for 2015. 2) 2006: based on NACE

accountability, in particular⁸³ ensuring the effective, efficient and transparent functioning of the public procurement system and public finance management, remains essential. Albania has continued to fully align with all EU common foreign and security⁸⁴ policy positions and declarations. Albania has continued to strengthen bilateral relations with the countries of the region, organizing joint government meetings with many of them to deepen cooperation.

Literature Review and Hypotheses

2.1 Implementation of this initiative for improve government role and rapid increase in nowadays

This means that the penal policy of courts and prosecution offices needs to be updated. This Study analyzed and assessed the indicator of “amount of punishment” for offenders found guilty of serious crimes, including criminal offenses in the trafficking of narcotics, and found out that: During the 2006-2015 period a large portion of defendants were sentenced by the Serious Crimes Court with jail terms ranging from five to 10 years, (38 percent of the total numbers of sentences passed by GJKR), while the fiscal fines are the least frequent kind of punishment (only one percent of offenders). The most severe sentence available to courts, life imprisonment, has been issued in 125 cases (five percent of defendants).

Finally, reformers noted the importance of recognizing local realities during the drafting process, rather than imposing the law of another state as a “one-size fits all” model. In the past, Albania had adopted law copied from other countries without taking its unique realities into consideration. However, this time reformers changed their approach and involved local practitioners to draft a better law. As one of the private-sector lawyers involved in this reform explained: “Reforms are much more likely to be successful if they take into consideration local realities, and the manner in which commercial legal norms have evolved over time in the Albanian legal environment.”

The ruling majority has established structures to improve government accountability, inviting citizens to submit their assessment through ‘co-governance platforms’. Implementation of this initiative should be pursued in ways that better allow preserving the distinction between party and government. In December 2018⁸⁵, following several weeks of student protests against the existing education system, the government announced a large reshuffle. The reshuffle affected nine government posts, including the position of the Deputy Prime Minister and Minister for Europe and Foreign Affairs.

2.2 Public scrutiny of government work remains limited.

The amendments could not be adopted since the boycott by the opposition of plenary sessions prevented the Law on the Status of Judges and Prosecutors to be revised with the necessary qualified majority. The newly formed High Judicial Council and High Prosecutorial Council set the number of candidates to be admitted in the 2019/20

2.1 Research Goal and data collected

2.1.1 The basic principles of the regional cooperation process in Albania

⁸³ Commercial Laws in Albania. An Assessment by the EBRD,” April 2006.

⁸⁴ European Commission, Albania 2012 Progress Report, Commission Staff Working Paper SEC (2012) Brussels, (10 October 2012) Law on the Organization and Functioning of Administrative Courts and the Adjudication of Administrative Disputes (2012) Code of Administrative Procedures of Albania (1999)

⁸⁵ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

One of the main reasons of long dragging court procedures is often the failure of defense attorneys to attend court hearings, frequent firing and hiring of lawyers by defendants, failure of prosecutors to attend or their requests for special hearings to present additional⁸⁶ evidence or to prepare for final deliberations, failure of justices to show up, nonappearance of witnesses or problems in making sure that they are in attendance. The findings of this study show that the role of criminal justice and Albanian courts in the fight against organized crime in general and trafficking of narcotics in particular, needs to be reviewed and analyzed further.

The remuneration system is based on a job classification system, which needs to be further reformed. There is no coherent salary policy that would establish clear criteria for pay supplements and salary increases. This means that it is a common practice for salary increases for certain positions to be awarded through a decision of the Council of Ministers. This impairs the fairness and coherence of the system. Salary supplements are not awarded in a uniform manner across institutions. Salary increases are not linked to the promotion and performance appraisal system.

H2: Public institutions do not systematically implement the recommendations of oversight bodies

One of these key priorities is the area of the rule of law and judicial reform.⁸⁷ The aim of this study is to describe the institutional steps done from Albanian Government in administrative justice reform: the judicial reform strategy in order to ensure the independence, efficiency and accountability of actual judicial institutions, the approval and enforcement of “The Law on Administrative Courts” etc.

Albania plays an active, moderate and constructive role in the process of regional cooperation, supporting and promoting the principle of all-inclusiveness. The Parliament⁸⁸ accepted one presidential decree returning laws for parliamentary review and rejected two of such requests by the President. Parliamentary⁸⁹ rules of procedure do not yet reflect the existing Law on the role of Parliament in the EU integration process.⁹⁰ Parliament’s capacity to monitor the compliance of new legislation with the *acquis* and ensure implementation remains limited.

Coordination with the executive needs to be improved. About 10% of overall legislative activity was aimed at partial alignment with the EU *acquis* (7 out of 66 laws). The EU Integration⁹¹ Committee held only two hearings during the reporting period. The National Council for European Integration still has to consolidate its role and guarantee broader involvement in EU integration issues.

H3: Institutions and laws on public-service delivery are in place to ensure citizens’ user-oriented administration

⁸⁶ Commercial Laws in Albania. An Assessment by the EBRD,” April 2006.

⁸⁷ European Integration, October 2013, [Mediterranean Journal of Social Sciences](https://doi.org/10.5901/mjss.2013.v4n9p245) 4(9) DOI: [10.5901/mjss.2013.v4n9p245](https://doi.org/10.5901/mjss.2013.v4n9p245), Authors: Aida Hoxha

⁸⁸ European Commission, Albania 2012 Progress Report, Commission Staff Working Paper SEC (2012) Brussels, (10 October 2012) Law on the Organization and Functioning of Administrative Courts and the Adjudication of Administrative Disputes (2012) Code of Administrative Procedures of Albania (1999)

⁸⁹ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

⁹⁰ Multiannual Action Plan (MAP) for the Regional Economic Area, master plan 2019, p15

⁹¹ Multiannual Action Plan (MAP) for the Regional Economic Area, master plan 2019, p21

3. Methodology and Research Goal

Strengthening the regional infrastructure network with axes to the main lines of movement and exchanges, as well as their connection to European and Euro-Asian⁹² infrastructure networks, will affect the positive processes in the region, by making it safer, by increasing its geo-economic dimension, by considerably expanding the market and by boosting the interest for foreign investments.

H4: The comprehensive transitional re-evaluation process (vetting) of all judges and prosecutors has continued steadily.

The vetting has been implemented⁹³ thoroughly, with the overall objectives of strengthening professionalism across the sector; eradicating corruption; consolidating independence and impartiality; and, ultimately, rebuilding public confidence⁹⁴ in the judiciary. The vetting institutions have continued to build their investigations on the basis of the three pillars provided for in the law: proficiency assessment; asset verification (which is performed on all assessees, as well as on all their close relatives for wealth accumulated in Albania and abroad); and links to organised criminal networks.

H5: The vetting process is carried out under the independent oversight of an international monitoring operation, which has been deployed under the aegis of the European Commission. .

Progress was achieved with the preparation of the 2018 and 2019⁹⁵ budgets and with the execution of the 2017 budget in line with the revised Organic Budget Law. Adherence to fiscal rules has improved, mainly thanks to the inclusion in the 2019 budget proposal of both a section on fiscal risks and a list of Public-Private-Partnerships (PPPs).

3.2 Analyzing data and questionnaires

However, the syndrome of frequent and hasty amendments to the Criminal Code and the Code of Criminal Procedure plays a very important role in courts' interpretations. The penal policy of the courts is affected by the phenomenon of "patching together" bits and pieces of criminal legislation without any in-depth studies or without regard for any systemic reform.

This is also confirmed by the analysis of the indicator of "legal interpretation," which reveals discrepancies and controversies in dealing with specific forms of offenses related to organized crime, because for example: specific criminal acts and offenses related to terrorism are much better defined by the law, as compared to criminal offenses carried out in the context of a criminal organization or armed gang.

⁹² **Regional policy of albania** <https://punetejashtme.gov.al/en/shqiperia-ne-rajon/p3>

⁹³ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015. Most of them are not new entities for 2015. 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95.

⁹⁴ The Criminal Justice System in Albania Analysis, FSAS 2017

⁹⁵ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2019 Communication on EU Enlargement Policy,

On the other hand, this Study shows that the Serious Crimes⁹⁶ Court of first instance has adopted a wider approach in interpreting particular articles relating to specific forms of complicity in carrying out criminal acts. At the same time, the Serious Crimes Court of Appeal and the Supreme⁹⁷ Court have adopted a narrower interpretation of the law, making it harder to prove specific aspects of collusion in carrying out trafficking of narcotics and other serious crimes, especially when it comes to organized crime.

3.2 Sample and Data Collection

Regarding the fight against trafficking of narcotics, the approaches of courts and prosecution offices seem not to match the scope of the problem Albania is facing at the moment. As shown by the analysis of indicators of “legal interpretation,” during the period 2005-2015⁹⁸ most of the criminal acts related to narcotics have received sentences for general criminal complicity not for special conspiracy as part of a criminal enterprise. Furthermore, in recent years (2013-2015), courts tend to issue sentences for individual offenses and not criminal complicity, while it is fairly established that it is very difficult to carry out trafficking of narcotics domestically and internationally without coordination and cooperation between several parties.

In general, the Court of Serious⁹⁹ Crimes adopted a harsher penal policy when it started functioning, and that policy got softer with the passing of years. For example, prison sentences of 10-25 years were more frequently passed by the court during the first two years of its existence, reaching a peak in 2008, but since then such severe sentences have been passed in fewer cases. There has also been a sharp reduction in the number of life imprisonment sentences, as the court did not issue a single life sentence during 2015.

On the other hand, the number of sentences of 5 to 10 years imprisonment have increased on a year by year basis. Alongside this trend, the data show that there has also been an increase in the number of sentences of 2 to 5 years in prison. However, the passing of softer sentences by the court, up to two years in jail, has seen the sharpest increase of them all. The Civil Service Law (CSL) provides a solid basis for merit-based recruitment and promotion, which continued to improve in 2018 thanks to a centralised recruitment process. 92% of the planned vacancies in 2018 were filled, compared to 46.5% in 2017.

Overall transparency and fairness of recruitment at the central level has improved thanks to refinements of the online application system, improved quality of examination procedures, and the use of electronic written tests. An ad-hoc¹⁰⁰ selection procedure was used for the integration of highly qualified young graduates in the public administration. Notwithstanding¹⁰¹ merits in the objectives of this initiative, the relevant decision of the Council of Ministers should be brought fully in line with the principle of merit-based recruitment enshrined in the Civil Service¹⁰² Law.

⁹⁶ European Commission, Albania 2012 Progress Report, Commission Staff Working Paper SEC (2012) Brussels, (10 October 2012) Law on the Organization and Functioning of Administrative Courts and the Adjudication of Administrative Disputes (2012) Code of Administrative Procedures of Albania (1999)

⁹⁷ The Criminal Justice System in Albania Analysis, FSAS 2017

⁹⁸ Fabian Zhilla, Besfort Lamallari, Nita Shala Year 2017

⁹⁹ The Criminal Justice System in Albania Analysis, FSAS 2017

¹⁰⁰ DCM no. 66, 03.02.2017, “On defining the criteria and the procedures for the establishment of medical university services and structures”;

¹⁰¹ <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-albania-report.pdf>

¹⁰² Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2019 Communication on EU Enlargement Policy,

Proper implementation of the Civil Service Law requires more efforts at the local level, where many appointments have been made in breach of this law. There were 568 dismissals¹⁰³ of civil servants in 2018, a slight increase compared to the 460 dismissals in 2017. This was mainly due to the reduction in the number of ministries. The backlog¹⁰⁴ of court decisions confirming unlawful dismissal of civil servants was reduced.

The process is advancing based on the foreseen legal deadlines. The Special¹⁰⁵ Prosecution Office has performed a preliminary verification of the fulfilment of the eligibility criteria of all the candidates for the SPAK. The High Prosecutorial¹⁰⁶ Council has already submitted the list of candidates to the Independent Qualification Commission, which is carrying out the relevant vetting investigations. Police and prosecution have been granted direct access to additional private and public national registries, including 22 key national registries, through a central task force.

This has improved the capacity of law enforcement authorities to operate, and has also made investigations more efficient. Concerns¹⁰⁷ remain over high staff turnover and insufficient inter institutional cooperation. The country is in a unique position to claim this role and use available foreign policy tools to achieve its intended goals. Its influence in the region as a whole and in specific countries is still limited. Many opportunities¹⁰⁸ were missed in the last decades, but most importantly internal political instability and deadlocks have prevented the country from achieving its ambitions in the outside arena. Furthermore, a less than desirable economic¹⁰⁹ performance prior and after the global financial crisis, has hindered the country substantially from using economic diplomacy in gaining prominence and leverage with other countries in the region.

The Law on the Declaration and Audit of Assets, Financial Obligations of Elected Persons and Certain Public Officials¹¹⁰ was further amended in December 2018, making it possible to use the online declaration system. The Law on Conflicts of Interest needs to be further improved. A Law on lobbying remains to be adopted. The legal framework on whistle-blower protection still needs to be aligned with the new EU acquis¹¹¹ on this issue. Many of the criminal offenses carried out by members of a structured criminal group, such as “Trafficking of narcotics in cooperation, or more than one time,” involve proceedings with more than one defendant, while postponements of court sessions cause further delays in completing court cases.¹¹² The average duration of court proceedings for trafficking of narcotics in

¹⁰³ There was some progress on the underlying policy areas affecting indirectly the own resources system (see chapters 16–Taxation, 18–Statistics, 29–Customs union and 32– Financial control). Albania has structures in place for levying customs duties at the point of import. It operates a national VAT system. VAT tax base was increased in 2018 by lowering the VAT registration threshold. Pp61

¹⁰⁴ See more: The Civil Service Law (CSL) provides a solid basis for merit-based recruitment and promotion, which continued to improve in 2018 thanks to a centralised recruitment process. 92% of the planned vacancies in 2018 were filled, compared to 46.5% in 2017. P 43

¹⁰⁵ The Criminal Justice System in Albania Analysis, FSAS 2017

¹⁰⁶ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2019 Communication on EU Enlargement Policy,

¹⁰⁷ Independent Qualification Commission, pp 32

¹⁰⁸ The Law on the Declaration and Audit of Assets, Financial Obligations of Elected Persons and Certain Public Officials was further amended in December 2018, making it possible to use the online declaration system.

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¹¹¹ The Criminal Justice System in Albania Analysis, FSAS 2017

¹¹² Emmett, Boris, and Jeuck, John C. Catalogues and Counters; A History of Sears, Roebuck & Co. Chicago: University of Chicago, 1950

cooperation with others in courts of first instance is roughly 333 days. Over recent years there have been fewer postponements of court hearings, but they still happen.

The latest amendments to the Law on political party financing provide for the publication of financial¹¹³ reports on the election campaigns of political parties, election campaign monitoring reports¹¹⁴ and financial audit reports. However, further amendments to the Law on political party financing are necessary, as well as to the Electoral Code. Amendments to the Criminal¹¹⁵ Code introducing a clear definition of ‘high state official’ have yet to be adopted. All the secondary legislation for the legal framework on integrity is in place but it remains highly complex and fragmented. While Albania has an increasingly comprehensive legal framework, effective and high-quality implementation should be prioritised

Conclusions and Recommendations

The new institutions for the self-governing of the judiciary, the High Judicial Council, the High Prosecutorial Council and the Justice Appointment Council have been established, representing a crucial step in strengthening the independence and accountability of the judiciary. The temporary re-evaluation of all judges and prosecutors (vetting process) has advanced steadily, producing tangible results. Under the aegis of the European Commission, the International Monitoring Operation has continued to oversee the process.

Even though shortcomings in the criminal law framework are important factors that undermine the fight against organized crime, the law gives courts enough leeway to upgrade the fight against organized crime and trafficking of narcotics, in particular through the application of their “power” of legal interpretation and giving of sentences. However, the findings of this study indicate that the justice system has allowed room and opportunity to the organized crime to avoid just punishment.

Police operations to dismantle criminal organisations have been intensified. Several police operations resulted in multiple arrests, and a number of important indictments and convictions took place. These operations resulted in the arrest and prosecution of known leaders of organised criminal groups. International police cooperation, especially with EU Member States, has also intensified, leading to a number of successful large-scale law enforcement operations. These steps represent tangible progress in meeting last years’ recommendations on improving the track record. Efforts need to continue, in particular by tackling money laundering and confiscating assets stemming from crimes and other unjustified wealth.

¹¹³ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015.

Most of them are not new entities for 2015. 2) 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95. 3) 2006: based on balance of payments manual edition 5 (BPM5).

¹¹⁴ There was some progress on the underlying policy areas affecting indirectly the own resources system (see chapters 16- Taxation, 18-Statistics, 29-Customs union and 32- Financial control). Albania has structures in place for levying customs duties at the point of import. It operates a national VAT system. VAT tax base was increased in 2018 by lowering the VAT registration threshold. Pp60

¹¹⁵ DCM no. 66, 03.02.2017, “On defining the criteria and the procedures for the establishment of medical university services and structures”;

IMPACT OF CHANGES IN CRIMINAL CASES PRACTICES, WITH IMPACT OF CONSTITUTIONAL REFORMS

Sub topic: *A Comparative Analysis of Lower Court Decision-Making in Albania*

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Abstract

The study is focused in the legal arguments of Administrative Court importance as the engagement of the country to improve the judicial system in administrative field, to prevent long processes in not suitable conditions, to guarantee effective protection of human rights and legitimate interests through a regular judicial process conform fast and reasonable time terms. The study gives also a clear picture of how the Administrative Court will be organized conform the “The Law on Administrative Courts” and how can be improved in order to be coherent, effective in implementation and approach of *acquis communautaire*

Criminal law reform is extremely political and reactive. When legislators perceive that the judicial branch as a whole or individual judges are acting counter to the political objectives of the day, then they enact legislation that constrains judicial agents. While legislative supremacy is mandated in all three countries studied, judges would like to believe that they are able to exercise their own expertise and discretion when it comes to making decisions on individual cases.

This dissertation explores how and when legislatures and sometimes higher courts may decide to constrain the discretion of lower courts as agents as a means of controlling individual judges and the judicial branch as a whole and it analyzes how judges, applying legal constraints mandated by the legislature, attempt to act independently albeit in a dependent judiciary

The principles of impartiality and judicial independence are set out in the ¹¹⁶Constitution and reflected in the laws on the governance of the judiciary and on the status of judges and prosecutors. The reform has given prosecutors greater autonomy and reduced the centralization of the system around the General Prosecutor. Judges and prosecutors ¹¹⁷cannot be transferred without their consent. Exceptions concern disciplinary measures, structurally justified changes or temporary needs. Judges can be dismissed only for serious misconduct or if sentenced for a criminal offence. The dismissal decision may be appealed at the Constitutional Court.

¹¹⁶ “*Commercial Laws in Albania. An Assessment by the EBRD,*” April 2006.

¹¹⁷ *Constitutional Court, RESPA Year 1999*

Agreement on promotion and protection of investments between Albania and FYR of Macedonia, signed on 04.12.1997, and entered into force on 3.4.1998 signed on 16.11.2005, approved with DCM No. 31, dated 18.1.2006, and entered into force on 10.05.2006

Key words: European standards, International monitoring, International legal instruments Juridical reconstruction, General Prosecutor, Council Ministry of Justice in Albania, Domestic legal framework, European Commission, Empirical Data Law studies,

JEL Classification: N0, N1, N2, N3, O1, O2, O3.

1. Introduction

1.1 Towards a Theory of Lower Court Decision-Making

Lower courts hear the vast majority of all cases in any given country. As a result, these courts significantly impact how law is applied and perceived in society. Despite significant power over the fate of private litigants and criminal defendants, lower court judges do not operate as free agents. Rather, they face several constraints imposed upon them by other institutions involved in making and interpreting the law. As the lower echelon of the judicial branch, lower courts serve multiple principles who voice their preferences in laws or legal interpretation. Thus, lower courts are subject to the will of other political actors including the executive, legislature, and upper courts of the judicial branch, such as supreme courts or higher appeals courts. In order to understand how lower courts make decisions under constraints imposed by other political actors, it is useful to model lower courts' relationship to these other institutions using a principalagent framework.

The suggestions that came out of this meeting included ways to harmonize the draft new law with the existing Albanian legislation such as the criminal and civil code by cross-referencing several legal provisions. In addition, the experts agreed to hold a special¹¹⁸ roundtable with Albanian judges in October 2007. At this meeting, procedural and implementation¹¹⁹ issues including the harmonization of the draft new law's terminology with the country's other pieces of legislation were discussed. Subsequently, experts organized a final meeting with private-sector lawyers in order to ensure that the correct terminology was used. This final step helped ease the new law's implementation in the Albanian system.

1.2 Albania's EU-orientated reforms in progress

Relationships between lower courts and higher law-making bodies are relationships involving delegation of authority. A useful approach to understanding delegation of authority is through the use of a principal-agent framework. Such an approach has been advocated by Moe (1985), McCubbins and Page (1985), and Epstein and O'Halloran (1999), among others.

Principals delegate to agents for a variety of reasons. In the business world, owners of production delegate to entrepreneurs or managers who have property rights in the business they are overseeing (Alchian and Demsetz 1972) or in the case of corporations, to managers who do not have any vested rights in the entity they manage (Fama 1980), in order to avoid excessive transaction

1.3 Analize of judicial politics literature

In the judicial politics literature, principal-agent models have generally only described, in varying degrees, the relationships among the following actors: Congress, the Supreme Court, the legislature, the President, and administrative agencies. Lower courts are rarely introduced into the standard models. Many of the principalagent

¹¹⁸ Commercial Laws in Albania. An Assessment by the EBRD," April 2006.

¹¹⁹ Methasani E. Olldashi E. Public administration organs as subjects of law: time of a new approach Retrieved from <http://www.Europa.al>

models used to describe the Supreme¹²⁰ Court, arose from the “setter model” established by Romer and Rosenthal (1978) describing how principals react to offers made by agents to change the status quo. Building on this model, Ferejohn and Shipan (1990) model agency policy-making with the presence of judicial review.

These scholars find that, “the effect of judicial review of agency decisions increases as the ideal point of the court shifts away from the agency and toward the median member of the chamber” enacting the legislation¹²¹. In general, judicial review has the effect of leaving agency policy unchanged or shifting it toward the chamber median. In a further model, Ferejohn and Shipan (1990) find that judicial review weakens the effect of a presidential veto, but only if the Supreme Court’s preferences are sufficiently similar to the median congressmen. A presidential veto, on the other hand, only has a strong impact when the Supreme Court’s preferences are similar to those of the agency. Albania should continue work on the development of the transport and energy networks, and related connectivity reform measures, also with a view to improving connectivity throughout the region.

The administrative capacity and professional standards of bodies charged with the implementation of the acquis need to be strengthened and the independence of regulatory bodies safeguarded. Enhancing¹²² transparency and accountability, in particular¹²³ ensuring the effective, efficient and transparent functioning of the public procurement system and public finance management, remains essential. Albania has continued to fully align with all EU common foreign and security¹²⁴ policy positions and declarations. Albania has continued to strengthen bilateral relations with the countries of the region, organizing joint government meetings with many of them to deepen cooperation.

Literature Review and Hypotheses

2.1 Implementation of this initiative for improve government role and rapid increase in nowadays

The impact of the reform on criminal reporting, apprehension, conviction and acquittal rates as well as length of case processing time is tested. Because the reform was not applied retroactively to pending cases and for reasons of data availability, the tests for conviction, acquittal, and case processing rates are confined to cases adjudicated in courts still using the pre-reform laws. These courts will be closed as soon as these old cases are cleared from the courts’ dockets. Lord Carter (2007) reported that on November 16, 2007, there were currently 81,547 people incarcerated in England and Wales.

The increase in prison population is cause for concern in light of the fact that crime rates may have been decreasing in Britain since 1995, a claim made by Carter and others (at 5) despite some critics who claim that crime has not been

¹²⁰ The Politics of Criminal Law Reform: A Comparative Analysis of Lower Court DecisionMaking Author: Lydia Brashear Tiede, 2008 p

¹²¹ The Politics of Criminal Law Reform: A Comparative Analysis of Lower Court DecisionMaking Author: Lydia Brashear Tiede, 2008 p

¹²² The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015. Most of them are not new entities for 2015. 2) 2006: based on NACE

¹²³ Commercial Laws in Albania. An Assessment by the EBRD,” April 2006.

¹²⁴ European Commission, Albania 2012 Progress Report, Commission Staff Working Paper SEC (2012) Brussels, (10 October 2012) Law on the Organization and Functioning of Administrative Courts and the Adjudication of Administrative Disputes (2012)

Code of Administrative Procedures of Albania (1999)

measured properly (Prison Trust Reform). The growth of prison population probably can not be attributed to only one cause due to the fact that the entire criminal justice process involves a “successive funneling process”

This means that the penal policy of courts and prosecution offices needs to be updated. This Study analyzed and assessed the indicator of “amount of punishment” for offenders found guilty of serious crimes, including criminal offenses in the trafficking of narcotics, and found out that: During the 2006-2015 period a large portion of defendants were sentenced by the Serious Crimes Court with jail terms ranging from five to 10 years, (38 percent of the total numbers of sentences passed by GJKR), while the fiscal fines are the least frequent kind of punishment (only one percent of offenders). The most severe sentence available to courts, life imprisonment, has been issued in 125 cases (five percent of defendants).

2.1 Research Goal and data collected

2.1.1 The basic principles of the regional cooperation process in Albania

One of the main reasons of long dragging court procedures is often the failure of defense attorneys to attend court hearings, frequent firing and hiring of lawyers by defendants, failure of prosecutors to attend or their requests for special hearings to present additional¹²⁵ evidence or to prepare for final deliberations, failure of justices to show up, nonappearance of witnesses or problems in making sure that they are in attendance.

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¹²⁶ European Integration, October 2013, [Mediterranean Journal of Social Sciences](#) 4(9) DOI: [10.5901/mjss.2013.v4n9p245](#), Authors: Aida Hoxha

¹²⁷ **Regional policy of albania** <https://punetejashtme.gov.al/en/shqiperia-ne-rajon/p3>

by making it safer, by increasing its geo-economic dimension, by considerably expanding the market and by boosting the interest for foreign investments.

H: The comprehensive transitional re-evaluation process (vetting) of all judges and prosecutors has continued steadily.

The vetting has been implemented¹²⁸ thoroughly, with the overall objectives of strengthening professionalism across the sector; eradicating corruption; consolidating independence and impartiality; and, ultimately, rebuilding public confidence¹²⁹ in the judiciary. The vetting institutions have continued to build their investigations on the basis of the three pillars provided for in the law: proficiency assessment; asset verification (which is performed on all assessees, as well as on all their close relatives for wealth accumulated in Albania and abroad); and links to organised criminal networks.

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On the other hand, this Study shows that the Serious Crimes¹³⁰ Court of first instance has adopted a wider approach in interpreting particular articles relating to specific forms of complicity in carrying out criminal acts. At the same time, the Serious Crimes Court of Appeal and the Supreme¹³¹ Court have adopted a narrower interpretation of the law, making it harder to prove specific aspects of collusion in carrying out trafficking of narcotics and other serious crimes, especially when it comes to organized crime.

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¹²⁸ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015. Most of them are not new entities for 2015. 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95.

¹²⁹ The Criminal Justice System in Albania Analysis, FSAS 2017

¹³⁰ European Commission, Albania 2012 Progress Report, Commission Staff Working Paper SEC (2012) Brussels, (10 October 2012) Law on the Organization and Functioning of Administrative Courts and the Adjudication of Administrative Disputes (2012) Code of Administrative Procedures of Albania (1999)

¹³¹ The Criminal Justice System in Albania Analysis, FSAS 2017

¹³² The Criminal Justice System in Albania Analysis, FSAS 2017

The United States¹³³ is a world leader in incarceration rates and keeps nearly 7 million persons under criminal justice supervision. More than 2.2 million are in prison or jail, while 4.6 million are monitored in the community on probation or parole. ¹³⁴Changes in sentencing law and policy, not changes in crime rates, have produced the nation's high rate of incarceration. Scaling back incarceration will require changing policy and practice to reduce prison populations, intentionally address racial disparity, and eliminate barriers to reentry. In recent years a number of states have enacted reforms designed to reduce the scale of incarceration and impact of the collateral consequences of a felony conviction.

Sentencing Reform

State policymakers enacted several reforms to reduce the number of people in state prison during 2018. California lawmakers approved Senate¹³⁵ Bill 1437, legislation that eliminates life without parole for persons convicted of felony murder or homicide offenses in which they were not the actual killer. SB 1437 allows individuals previously sentenced for felony murder to petition for resentencing if they meet certain qualifications.

There has also been a sharp reduction in the number of life imprisonment sentences, as the court did not issue a single life sentence during 2015.

Proper implementation of the Civil Service Law requires more efforts at the local level, where many appointments have been made in breach of this law. There were 568 dismissals¹³⁶ of civil servants in 2018, a slight increase compared to the 460 dismissals in 2017. This was mainly due to the reduction in the number of ministries. The backlog¹³⁷ of court decisions confirming unlawful dismissal of civil servants was reduced.

The process is advancing based on the foreseen legal deadlines. The Special¹³⁸ Prosecution Office has performed a preliminary verification of the fulfilment of the eligibility criteria of all the candidates for the SPAK. The High Prosecutorial ¹³⁹Council has already submitted the list of candidates to the Independent Qualification Commission, which is carrying out the relevant vetting investigations. Police and prosecution have been granted direct access to additional private and public national registries, including 22 key national registries, through a central task force.

The legal framework on whistle-blower protection still needs to be aligned with the new EU acquis¹⁴⁰ on this issue. Many of the criminal¹⁴¹ offenses carried out by members of a structured criminal group, such as "Trafficking of

¹³³ <https://www.sentencingproject.org/publications/top-trends-state-criminal-justice-reform-2018/>

¹³⁴ <https://www.sentencingproject.org/publications/top-trends-state-criminal-justice-reform-2018/>

¹³⁵ <https://www.sentencingproject.org/publications/top-trends-state-criminal-justice-reform-2018/>

¹³⁶ There was some progress on the underlying policy areas affecting indirectly the own resources system (see chapters 16-Taxation, 18-Statistics, 29-Customs union and 32-Financial control). Albania has structures in place for levying customs duties at the point of import. It operates a national VAT system. VAT tax base was increased in 2018 by lowering the VAT registration threshold. Pp61

¹³⁷ See more: The Civil Service Law (CSL) provides a solid basis for merit-based recruitment and promotion, which continued to improve in 2018 thanks to a centralised recruitment process. 92% of the planned vacancies in 2018 were filled, compared to 46.5% in 2017. P 43

¹³⁸ The Criminal Justice System in Albania Analysis, FSAS 2017

¹³⁹ Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions 2019 Communication on EU Enlargement Policy,

¹⁴⁰ The Criminal Justice System in Albania Analysis, FSAS 2017

¹⁴¹ <https://www.sentencingproject.org/publications/top-trends-state-criminal-justice-reform-2018/>

narcotics in cooperation, or more than one time,” involve proceedings with more than one defendant, while postponements of court sessions cause further delays in completing court cases. ¹⁴²The average duration of court proceedings for trafficking of narcotics in cooperation with others in courts of first instance is roughly 333 days. Over recent years there have been fewer postponements of court hearings, but they still happen.

The latest amendments to the Law on political party financing provide for the publication of financial¹⁴³ reports on the election campaigns of political parties, election campaign monitoring reports¹⁴⁴ and financial audit reports. However, further amendments to the Law on political party financing are necessary, as well as to the Electoral Code. Amendments to the Criminal¹⁴⁵ Code introducing a clear definition of ‘high state official’ have yet to be adopted. All the secondary legislation for the legal framework on integrity is in place but it remains highly complex and fragmented. While Albania has an increasingly comprehensive legal framework, effective and high-quality implementation should be prioritised

Conclusions and Recommendations

Besides contributing to increased prison populations, the reform in several of the countries has not had the effects intended by the legislature. For example, in the United States, sentencing reform did not reduce all disparity of sentencing and did not make all sentences proportionate to the crimes, despite the stated purposes of the law. In England and Wales, the purpose of sentencing laws was to reduce disparity in the approach judges used in sentencing. However, judges would be hard pressed to have a common approach when it is difficult to ascertain what law they should be applying.

The new institutions for the self-governing of the judiciary, the High Judicial Council, the High Prosecutorial Council and the Justice Appointment Council have been established, representing a crucial step in strengthening the independence and accountability of the judiciary. The temporary re-evaluation of all judges and prosecutors (vetting process) has advanced steadily, producing tangible results. Under the aegis of the European Commission, the International Monitoring Operation has continued to oversee the process.

Police operations to dismantle criminal organisations have been intensified. Several police operations resulted in multiple arrests, and a number of important indictments and convictions took place. These operations resulted in the

¹⁴² Emmett, Boris, and Jeuck, John C. Catalogues and Counters; A History of Sears, Roebuck & Co. Chicago: University of Chicago, 1950

¹⁴³ The Albanian Government is implementing an action plan to reduce the informal economy. As result, 56 787 active enterprises were registered for the first time in the statistical business register in 2015.

Most of them are not new entities for 2015. 2) 2006: based on NACE Rev. 1.1; coverage is Divisions 10 to 74. 2013-2016: based on NACE Rev. 2; coverage is Divisions 05 to 82 and 95. 3) 2006: based on balance of payments manual edition 5 (BPM5).

¹⁴⁴ There was some progress on the underlying policy areas affecting indirectly the own resources system (see chapters 16- Taxation, 18-Statistics, 29-Customs union and 32- Financial control). Albania has structures in place for levying customs duties at the point of import. It operates a national VAT system. VAT tax base was increased in 2018 by lowering the VAT registration threshold. Pp60

¹⁴⁵ DCM no. 66, 03.02.2017, “On defining the criteria and the procedures for the establishment of medical university services and structures”;

arrest and prosecution of known leaders of organised criminal groups. These steps represent tangible progress in meeting last years' recommendations on improving the track record.

POJMOVNI I VREMENSKI OBUHVAT TURIZMA

CONCEPTUAL AND TIME SCOPE OF TOURISM

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Apstrakt

Turizam predstavlja višedimenzionalnu pojavu koja, u savremenim uslovima, privlači pažnju brojnih istraživača koji se, pored ostalih pitanja, bave i pitanjem pojmovnog određivanja, to jest definisanja turizma. Međutim, u literaturi, još uvek, nema jedinstvene definicije turizma. Veliki broj istraživača se, isto tako, bavi i pitanjem istorijskog razvoja turizma, sagledavajući (preciziranjem pojedinih etapa odnosno faza) njegov razvojni put, počev od daleke prošlosti, pa sve do današnjih dana. Imajući to u vidu, ovaj rad predstavlja prilog sagledavanju pitanja koja se odnose na pojmovni i vremenski obuhvat turizma kao društveno-ekonomskog fenomena.

Ključne reči: turizam, definisanje turizma, karakteristike turizma, etape i faze razvoja turizma.

JEL: Društvene nauke

Abstract

Tourism is a multi-dimensional phenomenon that, under modern conditions, attracts the attention of many researchers, that among other issues, deal with the issue of conceptual determination, that is the definition of tourism. However, in literature, there is still no single definition of tourism. A large number of researchers, also address the question of the historical development of tourism, looking at (specifying individual stages or phases), its development path, from the distant past to the present day. With that in mind, this paper represents a contribution to the consideration of issues relating to the conceptual and temporal coverage of tourism as a socioeconomic phenomenon.

Key words: tourism, definition of tourism, tourism features, stages and phases of development of tourism.

JEL: Social science

UVOD

Sudeći prema njegovim razmerama, to jest prema broju učesnika u turističkim putovanjima (domaćim i međunarodnim), kao i prema efektima koje omogućuje kako u ekonomskom, tako i u društvenom razvoju mnogih zemalja, može se reći da turizam nema pandana u nekoj sličnoj pojavi savremenog sveta. Turizam je, naime, postao svojevrsni društveno-ekonomski fenomen, sastavni deo života dominantnog dela svetske populacije, a potreba za turizmom gotovo da je postala deo egzistencijalnih potreba čoveka. Zbog svog značaja i spektakularnih rezultata, ostvarenih u razvoju tokom druge polovine XX i početkom XXI veka turizam, u sve većoj meri, postaje predmet interesovanja brojnih istraživača. Turizam se, pri tome, analizira sa različitih aspekata i sagledavaju se brojna pitanja. Pitanja kojim se bave skoro svi istraživači su pojmovno određivanje, odnosno definisanje i istorijski razvoj turizma kao društveno-ekonomske pojave odnosno kategorije.

1. RAZLIČITI PRISTUPI DEFINISANJU TURIZMA

Kada se govori o pojmovnom određivanju, odnosno o definisanju turizma, potrebno je, pre svega, naglasiti da, u ekonomskoj literaturi, ne postoji jedna jedinstvena, opšteprihvaćena definicija već, naprotiv, postoji veliki broj definicija. To je posledica različitih naučnih pristupa ovoj pojavi, što je dovoljan argument za različite aspekte njegovog posmatranja, a samim tim i definisanja. Pri definisanju turizma, najčešće, se polazi od same reči „turizam“ koja potiče od engleske reči „tour“, što u prevodu znači: put, kružno putovanje, obilaženje itd. Pri tome, to putovanje se obavlja iz zadovoljstva i sa zadržavanjem u različitim mestima, a osoba koja preduzima takvo putovanje označava se kao turista. Međutim, mora se istaći činjenica da svaki putnik nije turista. Turista je, u stvari, samo ona osoba koja

u mestu, izvan svog prebivališta, provede najmanje jednu noć u ugostiteljskom ili drugom objektu za smeštaj gostiju, u cilju: odmora ili rekreacije, zdravlja, studiranja, sporta, religije, porodice, poslova javnih misija i skupova. Turizam je, po svojoj prirodi i sadržini, veoma složena pojava. Zbog toga će dobri poznavaoци turizma ovu pojavu objašnjavati sistematski i suzdržano, bez velikih pretenzija da, na jednom obliku ispoljavanja turizma objasne sve o njemu. Stvoriti jednostavnu sliku o turizmu, nije ni malo lako i jednostavno, jer je previše faktora „u igri“, odnosno reč je o višedimenzionalnoj pojavi.

1.1. Turizam kao društvena pojava

Turizam, kao društvena pojava, predstavlja kretanje ljudi u cilju zadovoljavanja turističkih potreba. U novijoj istoriji, putovanja radi zadovoljstva prvi su koristili Englezi i ta njihova navika veoma brzo se proširila na stanovništvo ostalih evropskih zemalja. Zbog toga se termin „tourism“ veoma brzo proširio i prihvatile su ga i ostale evropske zemlje (Francuska, Španija, Italija i dr.). To je pojava koja je prisutna u svim zemljama, ali se po obimu i efektima različito manifestuje. S obzirom da je čovek - turista osnovni subjekat i pokretač razvoja turizma, posmatrano u celini, to se mora imati u vidu prilikom definisanja turizma. U odnosu na savremeni turizam, čovek - turista pojavio se mnogo, mnogo ranije. Međutim, tek na određenom stadijumu razvoja ljudskog društva, a kao posledica razvoja društvene podela rada i dostizanja odgovarajućeg obima turističkih putovanja, došlo je do pojave delatnosti koje osnov svoga razvoja zasnivaju na zadovoljavanju potreba turista. Inače, pojam turista vezan je za pojam putovanja, ali ne za sva, nego samo za ona putovanja koja su motivisana željom za odmorom ili razonodom, u fizičkom i psihičkom smislu. Zapravo, samo takva putovanja mogu se smatrati turističkim. Osim toga, u turistička putovanja mogu se svrstati i ona putovanja koja su motivisana željom da se zadovolje kulturne potrebe, u smislu psihičke rekreacije. Iz navedenog može se zaključiti da se, pri određivanju pojma turista, moraju imati u vidu sledeća dva uslova i to: (a) putovanje koje omogućuje privremeni boravak u mestima van mesta stalnog boravka i (b) da je to putovanje (promena mesta boravka) uslovljeno željom za odmorom i razonodom, u psihičkom i fizičkom smislu (Stefanović, 2017.). Svakodnevna životna sredina, očigledno, čoveka čini umornim, nervoznim, željnim promena. Potreban je prekid svakodnevice, potreban je beg iz životne kolotečine, letargije, potrebno je napustiti mesto stalnog boravka, doživeti nešto novo. To očekivano zadovoljstvo je generator turističkih putovanja. Promena mesta boravka dovodi do koncentracije turista u određenim mestima – turističkim mestima. U tim mestima turisti uspostavljaju određene odnose, i to na ekonomskim osnovama. Naime, oni zahtevaju odgovarajuće usluge (smeštaj, ishrana, razonoda, kultura itd.), kako bi zadovoljili svoje (turističke) potrebe. Zbog toga je neophodno je da, u turističkim mestima, postoje određene privredne i vanprivredne delatnosti koje mogu da zadovolje turističku tražnju. Pored ekonomskih odnosa, u turističkim mestima se uspostavljaju i širi društveni odnosi, to jest odnosi između turista i lokalnog stanovništva, kao i odnosi između samih turista. Imajući sve ovo u vidu, može se pristupiti definisanju turizma kao društvene pojave i to su činili mnogi teoretičari, ali se u literaturi navodi da su najprihvatljiviju definiciju dali švajcarski autori W. Hunziker i K. Krapf, koja glasi: „Turizam je skup odnosa i pojava, koje proizilaze iz putovanja i boravka posetilaca nekog mesta, ako se tim boravkom ne zasniva stalno prebivalište i ako s takvim boravkom nije povezana nikakva njihova privredna delatnost.“ Turizam se poima i posmatra i kao složeni društveni (pod) sistem koji se razvija i deluje na ukupan razvoj. Takvom percepcijom turizma ističe se celina međuzavisnih uticaja od kojih zavisi turizam i na koje turizam utiče.

1.2. Ekonomsko poimanje turizma

Turizam je u svom razvoju doživeo niz, veoma značajnih (unutrašnjih i spoljašnjih) preobražaja: poprimao je različite pojavne oblike, služio se različitim sredstvima, proširivao obim u prostornom i kvantitativnom pogledu, menjao obeležja i strukturu, obogaćivao se novim motivima, dobijao nove funkcije, različito uticao i služio se različitim ciljevima i, pri tome, nikad nije gubio svoje ekonomsko obeležje. U ekonomskoj teoriji i analizi turista se poima kao potrošač pa se, u skladu sa tim, turizam posmatra kao svojevrstan potrošački pokret kome je cilj zadovoljavanje čovekovih specifičnih potreba. Te potrebe se nazivaju turističke potrebe. Ovakvo shvatanje turista i turizma u suštini odražava njihovu ekonomsku stranu. Međutim, turizam kao kompleksna pojava, kako je već istaknuto, ima i šire (kulturološko, sociološko, političko) značenje, koje se stalno obogaćuje u skladu sa savremenim društvenim razvojem. Za vreme putovanja i rekreacije čovek - potrošač se isključuje iz sfere rada i uključuje u sferu slobodnog vremena i rekreacije i, što je posebno bitno, uključuje se u sferu potrošnje, koja predstavlja osnovno ekonomsko obeležje turizma. Suština turizma kao ekonomske pojave proizilazi iz raznih veza unutar društvenih i ekonomskih odnosa koje čovek uspostavlja radi zadovoljavanja turističkih potreba.

Pri tome, svaki odnos je definisan ulogom različitih aktera, a nastaje nekim povodom. Turizam, kao ekonomski odnos, nastaje povodom zadovoljavanja turističkih potreba. Suština tih potreba, njihova struktura i veličina definisana je ukupnim društvenim razvojem i odnosima u procesu proizvodnje. To znači, da se ekonomski odnosi koji se uspostavljaju povodom turističke proizvodnje, definišu kao ekonomski odnosi turizma ili turistički ekonomski odnosi. Ti odnosi generišu ekonomske, ali i neke druge posledice, koje se u ekonomskoj praksi, izražavaju ekonomskim kategorijama.

Najvažnije od njih su: potrošnja, proizvodnja, dohodak, dobit, zaposlenost, troškovi, izvoz, uvoz, bilans turističkih plaćanja, turistički promet i slično. Ekonomska strana turizma predmet je interesovanja ekonomske analize. Ona opisuje, analizira i dovodi u međusobnu vezu ekonomske kategorije koje nastaju kao rezultat ekonomskih odnosa u turizmu, a koji, opet, predstavljaju ishodište ponašanja aktera u njima. To su subjekti potrošnje ili turisti i subjekti ponude. Na osnovu toga, može se istaći da je osnovna i najznačajnija karakteristika turizma kao ekonomske kategorije, sadržana u tome da postoje: (a) turisti kao potrošači turističkih usluga, koji raspolažu novčanim sredstvima za plaćanje tih usluga, na jednoj strani i (b) turistička privreda, koja treba da obezbedi zadovoljavanje raznovrsnih turističkih potreba, na drugoj strani.

Zbog toga je, pri definisanju turizma kao privredne delatnosti, potrebno odvojeno posmatrati turiste kao potrošače koji se javljaju na strani tražnje, od delatnosti koje sačinjavaju turističku privredu, na strani ponude. Imajući to u vidu u ekonomskoj literaturi, koja se bavi njegovim izučavanjem, postoje različiti termini za obeležavanje turizma kao privredne delatnosti: „turistička trgovina“ (tourist trade), „turistička industrija“ (tourist industry), „putnička industrija“ (travel industry) itd.

1.3. Statističko shvatanje turizma

Prema statističkom kriterijumu, turizam je agregatni izraz pojma „turista“. Pojam „turista“, kako ga definiše domaća statistika, obuhvata „lica koja u nekom mestu izvan svog prebivališta provedu najmanje jednu noć u ugostiteljskom ili nekom drugom objektu za smeštaj gostiju, a razlozi boravka su odmor ili rekreacija, očuvanje zdravlja, studije, sport, religija, porodica, poslovi javne misije i skupovi“ (Čerović, 2017.).

Dakle, statistika ne definiše sve pojavne oblike i njihove sadržaje koje čovek, definisan kao turista, proizvodi. Zbog toga se i sprovode dodatna statistička istraživanja o karakteristikama i ponašanju turista. Statistička definicija pojma „turista“ kao i definicije prilagođene potrebama istraživanja ove pojave, koriste se kao kriterijumi prema kojima se formira i sređuje građa za istraživanje turizma, to jest upoznavanje njegovih ekonomskih, kulturnih, prostornih, ekoloških i brojnih drugih aspekata.

Statistika polazi od kriterijuma kao što su: vreme putovanja i boravka ili razlog putovanja (odmor, zdravlje itd.), a primenjuje se s ciljem obuhvata i strukturiranja pojave koja se posmatra kao statistička masa. Naravno, statističke definicije doprinose razumevanju i praćenju razvoja pojava, ali nemaju za cilj da objasne prirodu pojave, njene uzroke i posledice.

Sve dimenzije i sve oblike ispoljavanja turizma statistički nije moguće obuhvatiti. Zbog toga se statističko praćenje redukuje na normativno (sistemski) definisan izbor putnika koji se, obično, uključuju (ili ne uključuju) u obuhvatanje pojma „turista“. Nacionalne statistike, uglavnom, imaju često različite pristupe i kriterijume u prikupljanju statističke građe o turizmu.

Zbog toga se za praćenje međunarodnog prometa, međunarodnim konvencijama, nastoji da ujednači statistika turizma odnosno statistički obuhvat putnika, kako bi podaci o turističkom prometu putnika bili uporedivi između različitih zemalja. Kod prikupljanja i korišćenja statističkih podataka o turističkim kretanjima javljaju se određeni problemi, posebno kada je u pitanju inostrani turizam. Pri tome, postoje dve realne mogućnosti za prikupljanje statističkih podataka u turističkoj delatnosti. Prva mogućnost je registrovanje turista prilikom dolaska u turističku destinaciju, odnosno smeštajni objekat.

Međutim, turisti dolaskom u jedno mesto ili smeštajni objekat, vrlo često, ne ostaju tu tokom celog planiranog boravka, pa se javlja problem višestrukosti podataka. Dakle, statistika ovde evidentira broj dolazaka turista, a ne broj turista kojih je, de facto, manje.

Druga mogućnost je da se turisti registruju prelaskom državne granice, što podrazumeva 24-satno brojanje putnika. Ovo je običan, naporan i ekonomski neisplativ posao, a ovakvim brojanjem bi se evidentirali i putnici kojima put nije turistički motivisan. Istovremeno, ovim se ne bi mogli evidentirati i domaći turisti. Dakle, nema broja noćenja, ni prostorne distribucije turističkog prometa unutar nacionalne teritorije.

2. OSNOVNE KARAKTERISTIKE TURIZMA

Turizam kao privredna delatnost, predstavlja takvu delatnost koja se, po mnogim svojim karakteristikama i specifičnostima, razlikuje od svih drugih delatnosti. Pri tome, najvažnije karakteristike turizma, kao privredne delatnosti su: heterogenost (raznorodnost, odnosno složenost) strukture turizma, specifičnosti sastavnih elemenata turističkog tržišta (visok stepen elastičnosti tražnje turističkih usluga, na jednoj strani i neelastičnosti turističke ponude, na drugoj strani), sezonski karakter poslovanja na turističkom tržištu i specifičnosti u pogledu (ne)produktivnosti rada u turizmu.

2.1. Heterogenost strukture turizma

Polazeći od opšte teorije sistema, to jest od sistemskog pristupa, može se zaključiti da je turizam veoma složen sistem, sastavljen iz većeg broja podsistema. Turizam je, naime, raznorodna privredna delatnost - sastoji se iz niza različitih privrednih i neprivrednih aktivnosti, koje zajedno učestvuju u zadovoljavanju potreba turista (domaćih i stranih). Pri tome, osnovu turističke privredne delatnosti čine: ugostiteljstvo i hotelijerstvo, saobraćaj, turističke i putničke agencije, zatim trgovina na malo, zanatstvo i razne vrste komunalnih delatnosti. Od neprivrednih delatnosti treba istaći kulturno-umetničke, sportske i druge aktivnosti, kao i rad raznih turističkih organizacija.

Sve navedene delatnosti, direktno ili indirektno, utiču na formiranje turističke ponude. U tom smislu, turistički agregat ili turistički sistem čine: C_1 - sredstva transporta (avioni, automobili, železnica, pomorski i rečni brodovi, autobusi itd.), C_2 - objekti za smeštaj i ishranu (hoteli, moteli, restorani, privatna domaćinstva itd.), C_3 - putničke agencije, C_4 - turistički vodiči, C_5 - ostali objekti za ishranu turista, C_6 - prodavnice za prodaju suvenira i specifičnih artikala, C_7 - proizvođači suvenira i specifičnih artikala, C_8 - folklorna umetnost i C_9 - razni oblici i organizacione forme za zabavu i razonodu. (Unković & Zečević, 2007.). U okviru svakog dela, prethodno navedenog agregata ili sistema, može se vršiti dalja klasifikacija. Na primer, kod transporta: $C_1 = A_1, A_2, A_3, A_4, \dots, A_n$, gde je: A_1 - domaći vazdušni saobraćaj, A_2 - međunarodni vazdušni saobraćaj, A_3 - javni drumski saobraćaj, A_4 - železnički saobraćaj itd. Turizam, dakle, ne predstavlja posebnu delatnost, kao što su, na primer, industrija, poljoprivreda, saobraćaj i slično, budući da ne postoji mogućnost za striktno kvalitativno i kvantitativno determinisanje turističke privrede kao posebne i nezavisne celine. Navedena karakteristika turizma je, itekako, bitna za definisanje turističke politike, planiranje razvoja turizma, određivanje investicionih aktivnosti, kao i za određivanje karaktera rada sa stanovišta njegove proizvodnosti.

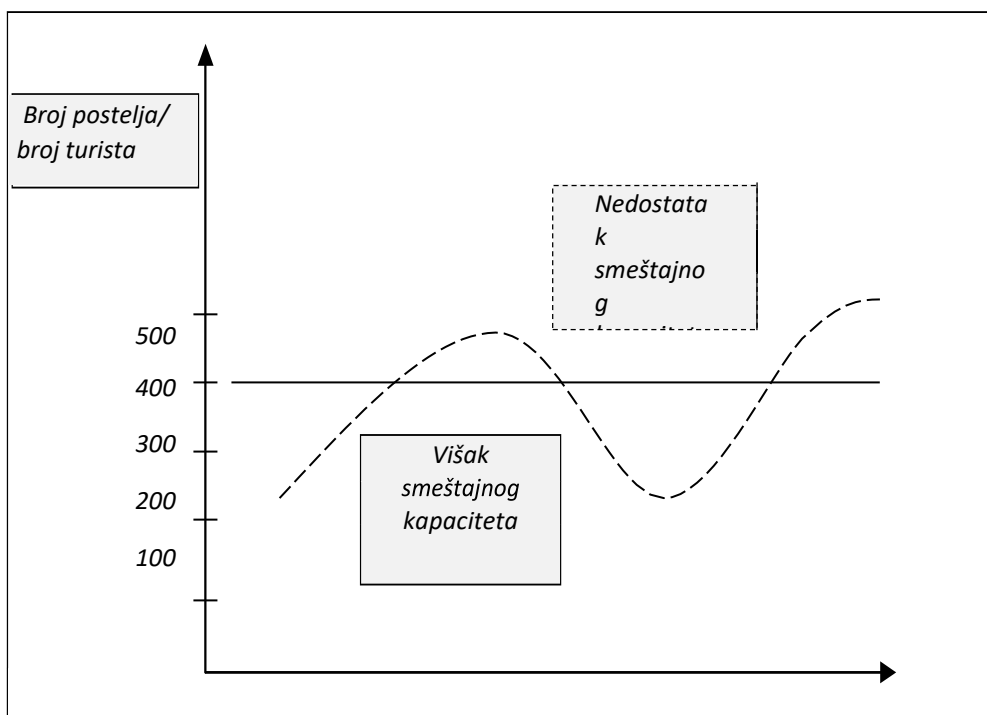
2.2. Elastičnost turističke tražnje i neelastičnost turističke ponude

Turističko tržište, kao i svako drugo tržište, ima svoje osnovne elemente i to: turističku tražnju i turističku ponudu, predmet razmene (proizvod ili uslugu) i cenu. Funkcionisanjem sastavnih delova turističkog tržišta ispoljavaju se određene specifičnosti ovog tržišta, pa se turizam posmatra kao tržište posebne vrste, to jest tržište "sui generis". Najznačajnije specifičnosti turističkog tržišta, svakako, su: elastičnost turističke tražnje i neelastičnost turističke ponude. Turistička tražnja je izrazito elastična tržišna kategorija. Za potpunije i lakše shvatanje ovog pojma treba imati na umu da turističke potrebe spadaju u sekundarne ljudske potrebe, a kao što je poznato svaka čovekova potreba koja nema primarni ili egzistencijalni karakter, ima manji ili veći stepen elastičnosti prilikom zadovoljavanja. Elastičnost u turističkim okvirima može se definisati kao promena u ponašanju, odnosno promena količine turističke tražnje za određenom turističkom uslugom, usled promene ličnih primanja, cene ili nekog od bitnih elemenata unutar turističke ponude. Pri tome, uzročne veze među varijablama, na temelju kojih se ispituje elastičnost tražnje, otkrivaju dve vrste elastičnosti tražnje i to: primarnu i sekundarnu elastičnost. Primarna elastičnost podrazumeva rast ili pad količine turističke tražnje s obzirom na promenu visine ličnih primanja ili s obzirom na promenu nivoa cena turističkih usluga. U tom smislu, postoje: dohodovna i cenovna elastičnost tražnje. S obzirom da turističke aktivnosti još uvek, po pravilu, spadaju, kako je već navedeno, u čovekove sekundarne potrebe, to je razumljivo da najsnažniji uticaj na zadovoljavanje tih potreba imaju lična primanja stanovništva, iz kojih onda proizilazi mogući višak slobodnih sredstava za zadovoljavanje i turističkih potreba. Što su, pri tome, lična primanja veća, odnosno što je standard stanovništva veći, to su veće mogućnosti za uključivanje u turistička kretanja. Saglasno tome, uticaj visine cena ponude obrnuto je proporcionalan veličini ličnih primanja, što znači da elastičnost tražnje opada sa rastom životnog standarda. Za posmatranje elastičnosti turističke tražnje vrlo je značajno pomenuti i uticaje na tražnju koji proizilaze iz različitih promena koje se dešavaju u sektoru ponude, i to ne samo turističke ponude. Na primer, otvaranje nekog novog, modernog, brzog putnog pravca, u

potpunosti, može obezvređiti do juče vrlo atraktivan i frekventan turistički prostor. Pored toga, izgradnja ili modernizovanje nekog putnog pravca prema nekom nedovoljno turistički valorizovanom prostoru može uticati na znatnije povećanje interesa za tim prostorom.

Novi turistički kapaciteti, od smeštajnih do zabavnih, izazivaju nove ili dodatne interese tražnje. Do juče elitna, kulturna ili, po nečem drugom, masovna mesta okupljanja gube taj epitet, uranjajući u prosečnost ponude, a tražnja se „seli“ u novoformirane, interesantne centre turističke ponude. Ovo je slučaj kada se govori o sekundarnoj elastičnosti ili o stepenu promene količine turističke tražnje za nekom turističkom uslugom, ako se dogode korenite promene u turističkoj ponudi. Za razliku od turističke tražnje, na drugoj strani, turistička ponuda je neelastična, što znači da svoj kapacitet ne može menjati i prilagođavati trenutnoj tražnji. U tom smislu, kod razmatranja problema neelastičnosti turističke ponude treba, pre svega, imati u vidu vremensku dimenziju tog pojma. Ovo, zbog toga, što bilo koji turistički objekat, pripremljen za delovanje u jednoj godini ili za jednu sezonu, u tom vremenskom razdoblju ne može menjati i prilagođavati svoj ukupni kapacitet prema zahtevima tržišta. Ako se u, međuvremenu, ustanovi potreba za eventualnim promenama ili adaptacijama, iste se mogu izvršiti tek po završetku sezone i adaptirani objekat pustiti u pogon tek iduće sezone. Pri tome, te promene mogu biti toliko radikalne da, gotovo, znače novu ponudu. To se, najbolje, može prikazati grafikom br.1.

Grafik br.1. Kriva elastičnosti ponude i tražnje



Izvor: *Kreacija autora*

Na osnovu grafika, kao i na osnovu prethodno navedenog, može se zaključiti da su, tokom jedne turističke sezone, smeštajni kapaciteti konstantna varijabla. Broj turista koji se nalaze ispod nivoa smeštajnih kapaciteta je višak, a broj iznad je nedostatak smeštajnih kapaciteta. Tačke gde se krive seku je optimalan odnos pristiglih turista i smeštajnih kapaciteta.

To, takođe, znači da je prognoza buduće tražnje i proračun kapaciteta bio uspešan. Turistički kapaciteti se, generalno govoreći, veoma teško prilagođavaju zahtevima turističke tražnje (samo uz velika investiciona ulaganja), što znači da je prethodno određivanje veličine objekata, njihove namene, njihovih sadržaja izuzetno važan detalj u pripremi izgradnje turističkih objekata. Zbog toga, u receptivnim turističkim zemljama sa sezonskim (vremenski ograničenim) poslovanjem, planeri turističke izgradnje, često, s investitorima vode rasprave na temu: da li će veličinu objekta odrediti metodom vršnog ili metodom prosečnog vršnog kapaciteta?

Metod vršnog kapaciteta, najkraće rečeno, znači izjednačavanje moguće veličine tražnje koja se očekuje u kraćem

vremenu, u špicu sezone, s ukupnim kapacitetom budućeg objekta. Time se nastoji da se što većem broju posetilaca omogući prijem u novi smeštajni objekat ali, istovremeno, svesno umanjivati stepen iskorišćenja kapaciteta zbog sezonskog i vrlo kratkog vremena koncentrisanog turističkog prometa.

Metodom prosečnog vršnog kapaciteta, s druge strane, svesno se odbacuje maksimalna tražnja u jeku turističke sezone i određuje manji prihvatni kapacitet koji će, zbog toga, omogućavati prosečno viši stepen iskorišćenja kapaciteta, odnosno bitno uticati na smanjenje, pre svega, fiksnih troškova poslovanja. Pri analizi neelastičnosti kapaciteta turističke ponude, često se javlja pitanje odnosno dilema: da li su kapaciteti predimenzionirani ili veličina efektivne tražnje nije, iz bilo kojih razloga, u očekivanim razmerama? Mogući odgovor treba, po pravilu, tražiti na obe strane.

2.3. Sezonski karakter poslovanja

Jedna od izrazitih osobina turističke tražnje je njen sezonski karakter. On je uslovljen klimatskim uslovima i korišćenjem godišnjih odmora. Dakle, najčešći motivi koji teraju na turistička kretanja, sasvim su dovoljni razlozi da se govori o sezonskom karakteru tražnje. Tu su kupanje i skijanje, što se reflektuje na dve glavne turističke sezone i to: letnju i zimsku turističku sezonu. Međutim, moderni trendovi življenja sve više ističu korisnost razbijanja velikih godišnjih odmora na više manjih. Pri tome, svaki turista želi turističku destinaciju koja neće, nimalo, biti slična mestu njegovog prebivališta, i to ni po jednom osnovu. Zato je turistička tražnja podložna stalnim promenama, što zahteva varijabilnost turističkih usluga, jer fluktuacija tražnje se odvija u sezoni, danu, ali i u razdobljima u toku dana. Osim toga, ne treba zaboraviti uticaj sezonskog karaktera tražnje na privredna i društvena kretanja (privredna aktivnost u letnjim mesecima skoro zamire itd.). Turistička ponuda, takođe, ima naglašeno sezonski karakter, što znači da se u svim razdobljima godine ne javlja istim intenzitetom. Osnovna odrednica koja karakteriše pojedine sezone jeste klimatski faktor koji, po pravilu, formira dve glavne turističke sezone i to: letnju i zimsku turističku sezonu. Letnju turističku sezonu karakteriše žarko sunce, topla atmosfera, prikladna temperatura mora, jezera i tekućih voda, bogata flora i fauna, a što pogoduje mnogobrojnim aktivnostima, dakako, vezanim za pomenute prirodne resurse. Rašireno ljudsko saznanje i iskustvo o korisnosti mora (kako obale, tako i pučine) stvorilo je preduslove za masovno formiranje receptivnih i ostalih mogućnosti za prihvatanje velikog broja posetilaca, koji žele da iskoriste pogodno vreme za boravak na moru. Što je, pri tome, klima pogodnija, što je više sunčanih dana, što je more toplije, sezona može biti duža, a kapaciteti ponude bolje i uspešnije popunjeni. Posmatrano sa klimatskog stanovišta, potpuno analogna je situacija sa zimskom turističkom sezonom. Osnovni faktor koji određuje kvalitetnu zimsku sezonu je debljina i postojanost snežnog pokrivača, što je opet zavisno od nadmorske visine posmatranog područja, od geografske pozicije prostora. Kapaciteti ponude prilagođeni su klimatskim uslovima koji vladaju u tim prostorima za vreme zimskog razdoblja, dok njihova popunjenost i dužina sezone, prvenstveno, zavisi od snežnih uslova. Korišćenje ovih dvaju različitih resursa stvorilo je dva velika vremenski bloka, dve turističke sezone, koje se širom sveta koriste, po pravilu, za turističke, privremene boravke izvan mesta stanovanja. Klimatski uslovi u pojedinim prostorima glavna su odrednica formiranja različitih oblika turističke ponude, od objekata na plaži do skijaških staza, od turističkih gradova sa hiljadama postelja do različitih klupskih naselja daleko od „civilizacije“, od velikih turističkih boravišnih centara do privlačnih izletišta itd. (Ceken, 2017.). Zbog toga, svi učesnici sezone turističke ponude nastoje da, različitim aktivnostima, produže sezonu delovanja, posebno ako nisu za vreme sezone postigli popunjenost kapaciteta i ekonomske rezultate, koji im omogućavaju „preživljavanje“ do druge sezone.

2.4. Karakter rada u turizmu

Pri definisanju strukture turističke delatnosti ističe se da je turizam složeni sistem, to jest da predstavlja skup raznih privrednih i neprivrednih delatnosti koje sve zajedno učestvuju u podmirivanju potreba turista pa, upravo, zbog te složenosti turizma kao delatnosti nije jednostavno određivanje karaktera rada u ovoj delatnosti. Da bi se ovo precizno utvrdilo, potrebno je utvrditi karakter rada u svim delatnostima koje ga čine složenim sistemom. Ugostiteljstvo, kao sastavni i relativno najvažniji deo turizma, zadovoljava potrebu turista za smeštajem, hranom i pićem. Osnovno pitanje koje treba postaviti u oceni karaktera rada jeste: da li je rezultat ljudskog rada u ovoj delatnosti materijalni proizvod ili usluga? Može se reći da je rezultat rada u ugostiteljstvu lična usluga, osim u delu pripremanja hrane i točenja pića. Naime, ovde se kao rezultat ljudskog rada javlja materijalizovani proizvod (na primer, od sirovina se sprema jedan obrok, to može biti ručak, ili se od više pića pravi novi napitak - koktel). Saobraćaj zadovoljava potrebe turista za prevozom, ali pomoću ove delatnosti transportuju se i određeni proizvodi koji će biti predmet potrošnje u turizmu. Ako se ima u vidu putnički prevoz (na primer, vazdušni, železnički, drumski), onda je u celini reč o ličnoj usluzi (pružanje usluga prevoza), pa se

ova delatnost tretira kao neproizvodna.

Trgovina je neproizvodna delatnost, osim u delu gde se vrši priprema, pakovanje i sortiranje proizvoda. Turističke (odnosno putničke) agencije obavljaju delatnost koja je, u celini, neproizvodnog karaktera, jer pružaju ličnu uslugu turistima. To isto važi i za sve druge delatnosti, kao što su: komunalna delatnost (snabdevanje vodom, električnom energijom), PTT usluge, zdravstvene ustanove, muzeji, galerije i sl. Zanatstvo je, takođe, neproizvodna delatnost, jer pruža usluge. Izuzetak čini onaj njegov deo koji se naziva proizvodno zanatstvo (na primer, proizvodnja suvenira, kojom se bave zanatlije). Kada bi se definisao proizvod koji turista kao raspoloživ nalazi u nekoj zemlji, regionu ili turističkom mestu, onda bi to bila lična usluga u preko 2/3 slučajeva. Ostatak su materijalni proizvodi koji se kupuju kao suveniri, hrana i piće koje se troši, kao i drugi proizvodi za svakodnevne potrebe. Na osnovu svega, prethodno navedenog, sledi zaključak da turizam, u osnovi, predstavlja neproizvodnu privrednu delatnost i da se ne može uključiti u delatnosti koje se smatraju stvaralocima društvenog proizvoda i nacionalnog dohotka, iako direktno utiče na povećanje nacionalnog dohotka.

3. RAZVOJNI PUT TURIZMA

Tražeći genezu turizma mnogi istraživači sežu daleko u prošlost. Međutim, posmatrano sa ekonomskog stanovišta, putovanja u prošlosti i savremena turistička putovanja bitno se razlikuju kako po motivima, brojčanosti, socijalnom sastavu, oblicima, tako i po vremenskoj učestalosti, prostornoj usmerenosti i, nadasve, po vidljivim ili nevidljivim rezultatima, to jest učincima.

3.1. Početak razvoja turizma

Osnova turizma leži u biološkoj prirodi čoveka, koja se ispoljava kroz njegovo kretanje u prostoru, a koreni turizma, može se reći, sežu u praistoriju ljudskog društva. Pri tome, na početku, ljudi su se kretali neorganizovano da bi obezbedili hranu ili bežeći od opasnosti, otkrivajući nove prostore. Vremenom, ta kretanja su postala organizovana. O tome svedoče, u svojim delima, istaknuti mislioci Grčke i Rima u starom veku, odnosno pustolovi poput Marka Pola u srednjem veku. Reč „turista“ prvi put je zabeležena 1800. godine, kada je *Pegge* turistu definisao kao putnika na višednevnom putovanju, a reč „turizam“ prvi put se pominje 1811. godine u listu *Sporting Magazin*. Međutim, svi se slažu da je *Thomas Cook*, organizovanim putovanjem 1841. godine, odigrao pionirsku ulogu u stvaranju turističkih aktivnosti i početku razvoja *savremenog turizma*. Naime, *T. Cook* je organizovao prvo grupno putovanje železnicom za članove jednog antialkoholičarskog društva, kojima je ponudio zakupljenu kompoziciju voza (za prevoz između dva grada u Engleskoj, pri čemu je železnica, u to vreme, bila prava atrakcija), uz muziku i služenje čaja i to za jedinstvenu cenu. Putovanje je bilo vrlo dobro prihvaćeno, pa neposredno iza toga (1845. godine) *T. Cook* osniva prvu putničku agenciju i kreće s ozbiljnijim poslovima u turističkom poslovanju. *T. Cook* je, isto tako, i inovator, jer uvodi u opticaj rezervaciju, vaučer, program puta i, praktično, postaje utemeljivač savremenog - organizovanog - oblika putovanja. On posreduje između turističke tražnje i turističke ponude, ali u vlastitoj režiji pravi zaokružene turističke usluge u formi pomenutih putovanja (to jest paket aranžmana) koja će, posebno, postati popularna posle Drugog svetskog rata. Tako zaokružene turističke usluge će, pored ostalog, postati najznačajniji faktor omasovljavanja turističke tražnje, to jest onaj koji će dotadašnji, dominantno individualni, turizam pretvoriti u masovni fenomen. Pionirska uloga *T. Cooka* u stvaranju uslova za razvoj savremenog turizma, vezana za pomenuto putovanje, proizilazi iz sledećih činjenica: (a) prvi put se pokazalo šta, u modernom shvatanju putovanja, znači veća grupa putnika koji se okupljaju radi putovanja, iako se do tada nisu poznavali; (b) prvi put je, na jednom mestu, putnik mogao da reši sve probleme vezane za putovanje, pa je kupujući aranžman od agencije bio spreman da za taj komfor plati određenu cenu i (c) prvi put su spoznate mogućnosti koje, i za agenciju i za putnika, proističu iz činjenice da se nudi usluga koja ujedinjuje više različitih i pojedinačnih usluga. (Barjaktarević, 2016.).

3.2. Etape razvoja turizma

Kada je reč o razvojnem putu turizma treba reći da postoje mnogobrojni pokušaji da se pojedine etape, odnosno faze u istoriji putovanja i turizma, strogo preciziraju, što je praktično vrlo teško. Tako, na primer, razvojne faze turizma, posebno interesantno, objašnjava Stefanović koji razvoj turističkih kretanja deli u četiri etape.

U prvoj etapi razvoja turizma, koja obuhvata stari vek, odigrale su se pojave koje su samo imale nalik na turizam. Budući da je ovo vrlo dug period, ova etapa se deli na dva potperioda - robovlasništvo (Grčka, Rim, Egipat, Vavilon idr.) i srednji vek – feudalizam.

Druga etapa razvoja turizma obuhvata razdoblje od početka XIX veka pa do Prvog svetskog rata. Pošto počinje da

se shvata društveno - ekonomska uloga turističkih kretanja, dolazi do aktiviranja države kroz neke mere ekonomske politike i organizovanje turističkih pojava. Vreme turističkog napretka rađa organizovane oblike putovanja receptivnih oblika turističke privrede i turističkog tržišta, pojavu profesionalnih organizacija za obavljanje turističke delatnosti na komercijalnoj osnovi. Povoljne uslove za razvoj turističkih pojava, takođe, stvara i sve veći fond slobodnog vremena. Ipak, za ovo vreme karakteristična je monostruktura turističke potrošnje.

Treća etapa razvoja nosi obeležja masovnog turizma. Njeno trajanje je od Prvog svetskog rata pa do 1950. godine. Uz neznatne promene motiva turističkih putovanja dolazi do pojave raznih podgrupa turizma: izletnički, banjski, sezonski i slično, a javlja se i „sindikalni turizam” (u zemljama Istočne Evrope). U strukturi turista preovladavaju, još uvek, viši slojevi, ali osetno raste i učešće drugih slojeva. Država ima aktivan odnos prema turizmu. Menja se monostruktura u polistrukturu prirodu turizma.

Politurizam, kao četvrta etapa razvoja turizma, nastaje početkom druge polovine XX veka i traje do današnjih dana. U ovoj etapi, turizam postaje nerazdvojni deo privrednog i društvenog sistema. Turizam, u stvari, postaje sastavni deo nacionalne privrede, elemenat socijalne i kulturne politike svake zemlje, kao i veoma značajna politička manifestacija. Turizam, isto tako, dobija karakter dinamičke psihofizičke rekreacije sa upoznavanjem drugih krajeva i naroda, svetskog kulturno-istorijskog nasleđa i slično. Sve više se izdvajaju razni manifestacioni oblici turizma – godišnji odmori, izletnički turizam, banjski, zdravstveni, socijalni, kulturni, lovni i, posebno, kongresni turizam. (Barjaktarević, 2016.). Imajući u vidu sve pojave koje bi se danas mogle nazvati turističkim, a posmatrano sa istorijskog stanovišta, Gligorijević i Stefanović razvojni put turizma posmatraju kroz tri etape (razdoblja) i to:

Prvo, razdoblje putovanja radi rekreacije, u kojima su subjekti isključivo privilegovane klase, ali se ta putovanja u svoje vrijeme nisu nazivala turističkim; to razdoblje seže u najdublju prošlost i traje do polovine 19. veka;

Drugo, razdoblje u kojem su i dalje preovlađujući subjekti turizma pripadnici privilegovanih društvenih slojeva, ali je broj turista znatno veći nego ranije, a njihova putovanja radi rekreacije već nose naziv turistička: to razdoblje započinje simbolički s prvom suvremeno organiziranom turističkom akcijom i traje do Prvog svjetskog rata;

Treće, razdoblje savremenog turizma, u kojem glavninu turizma čine radni ljudi i to je razdoblje dobilo svoje početne karakteristične sadržaje i oblike posle Prvog svetskog rata, a posle Drugog svetskog rata preraslo u masovnu pojavu najširih razmera“ (Gligorijević & Stefanović, 2016.).

Razvojni put turizma, u literaturi iz oblasti sociologije turizma, posmatra se kroz tri faze i to:

prvo, predmoderni turizam - vezan za tradicionalna društva, kada je turizam bio pojedinačna i povremena pojava pripadnika najbogatijih slojeva (epoha turizma privilegovanih klasa u robovlasništvu i feudalizmu),

drugo, moderni turizam – vezan za moderno industrijsko društvo, kada je turizam postao masovna pojava i

treće, postmoderni turizam – vezan za postindustrijsku civilizaciju, „...gde se stiču uslovi za skok iz „carstva nužnosti“ u „carstvo slobode“, ...maksimalno smanjenje nužnog radnog vremena i proširenje slobodnog vremena...” (Keane, 2015.).

ZAKLJUČAK

U relativno kratkom vremenu, tokom druge polovine XX veka, turizam je postao svojevrsni društveno-ekonomski fenomen i, s obzirom na broj učesnika, sigurno najmasovnija pojava u svetskim relacijama, ali i jedno od najznačajnijih područja istraživanja. Pri tome, u ekonomskoj literaturi razmatraju se brojna pitanja. U okviru tih pitanja, nalaze se i ona koja se odnose na pojmovni i vremenski obuhvat turizma pa se može, sasvim sigurno reći, da ni jedna privredna delatnost nije isprovocirala tolike pokušaje definisanja i analize istorijskog razvoja, kao što je to slučaj s turizmom. Što se tiče pojmovnog određivanja turizma, mora se istaći da, bar za sada, ne postoji jedna jedinstvena definicija. Naprotiv, u literaturi se susreću brojne definicije turizma i mnogi, s pravom, ističu da ih ima onoliko koliko ima i istraživača koji se bave ovim pitanjem. Pri sagledavanju turizma, kao privredne delatnosti, u svim razmatranjima se navode njegova specifična obeležja, odnosno karakteristike, na bazi kojih se turizam razlikuje od ostalih privrednih delatnosti. To su sledeće karakteristike: heterogenost strukture turizma, elastičnost turističke tražnje i neelastičnost turističke ponude, sezonski karakter poslovanja u turizmu i neproizvodni karakter rada u turizmu. Kad je u pitanju razvojni put turizma, takođe, postoje različiti stavovi. Pojedini istraživači navode da koreni turizma sežu u daleku prošlost, to jest praistoriju ljudskog društva. Drugi zastupaju stav da je turizam fenomen novijeg datuma, to jest da razvoj savremenog turizma počinje u prvoj polovini XIX veka. Pored toga, veliki broj istraživača razvoj turizma analizira definisanjem određenih etapa, odnosno faza njegovog razvoja.

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TECHNOLOGY AND INFORMATION MANIPULATION

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ABSTRACT

Information is what drives the world into motion. We all act upon information; we make assessment based on that, we base our businesses upon that. Therefore, proper and sound information is crucial in everything, from our daily lives all the way to how nations interact and collaborate between them. Information acquirement and evaluation has been different throughout human history; different periods had different methodologies to analyze any given information. Our paper will deal with the fact that this extremely important phenomenon can also be easily manipulated from various sides, each with a certain goal that at times can be only to damage another person, organization or state, while at times it can be just to fulfill the fancy of a given individual. But what makes this issue, especially interesting and serious is the introduction of new technologies encapsulating social networks, mobile phones, tablets, desktop or laptop computers, all of which connect to a network we know as the Internet, which, although has been tremendously helpful to the entire world, nevertheless it is also a fertile ground for information manipulation. Given that humanity is living a very fast and stressful life, it is very hard to define what is a good or bad information; this makes the issue very problematic because wrong information makes for wrong decisions which will further lead to failure. There exist some forms of manipulation that can even lead to death, thus making information manipulation extremely sensitive issue. In this paper with the exploratory methodology, we will provide examples of such manipulation, their effect on a given scale and the possible ways how to avoid such a phenomenon which is very complex and requires the involvement from many sides, including information technology experts, psychologists, sociologists and educators, all combined with the help from state institutions who deal with such issues, because complex issues require complex and serious measures. We will see that what makes this issue specifically sensitive is the fact that there have been times when companies which we consider to be highly established and do their business with proper measures and regulations, the same can fail us and provide the groundwork for information manipulation. The best example of which is the social network giant Facebook, which is continuously accused for not acting to prevent information manipulation on its platform, at times even helping such things. We hope the information provided in this paper will be helpful in making people aware of the seriousness of the issue.

Keywords: manipulation, data, information.

INTRODUCTION

Information is important, manipulation is a serious thing. This is very clear, and there is no need for further explanation regarding this. So where is then the goal of this paper? By browsing the internet through our devices on a daily basis, in one way or the other we will reach a point, sooner or later, when we will be able to detect what information can be considered manipulation, whether it is for personal gain or to build the groundwork for a more deep and serious agenda of an organization or political power. Nevertheless, things are not always so black and white. There are times when companies which we consider to be serious in their work and which keep our private data properly and according to moral values. This is where things begin to look tricky and excessively serious. Therefore, we are not dealing here with the concepts of information or manipulation as linguistic terms, but with the seriousness of their usage to obtain profit or gain authority and power.

THE NEED FOR INFORMATION

Humans are made for giving information. We tell about what we have eaten today, or yesterday or any day; we give personal information when needed, and a lot of times when it is not needed at all; we tell about our friends' secrets, about our neighbor, about our family, and the list goes on and on. If giving information is in our DNA, acquiring the same is there too. We always want to know what others do. We continuously want to gain information about our favorite celebrity, or favorite football or basketball team. But what is especially important is the fact that there are people who are quite aware of this urge to know stuff, and they do their best to use that against us, no matter if they actually know us or have no idea who we are. The goal is always the same, to make you believe that certain information is entirely different from what it actually is. The following picture is a perfect example to explain how things can be manipulated in various ways.

Fig. 1 Example of manipulation



As we can see from the picture, it is one single picture, but when cropped in different ways we can have entirely different perception of what it actually is. In the first crop we see a person who is tortured physically with a gun pointed to his head and we don't actually see who is torturing him. The next version gives us the impression that the same person is being tortured by some soldiers who at the same time, are giving him water for him to drink, and in a way, we get the idea that soldiers treat their prisoners with dignity, and that the gun is not actually pointed to his head, but it's there accidentally. Whereas in the third version of the same picture we see a soldier who gives water to a certain individual, and he may be his friend or a passerby, or whatever.

The important thing about this example is the cropping possibility which is done with digital devices, such as computers, mobile phones and other similar devices. Therefore, this issue is very serious because it can lead to a chain reaction that will involve people who will spread such misinformation also through various technologies, and in such a way, it will manipulate what people think about a given situation.

As Giglietto, Righetti, Rossi and Marino (2020, p. 2) state: 'Over the last few years, a proliferation of attempts to define, understand and fight the spread of problematic information in contemporary media ecosystems emerged. Most of these attempts focus on false content and/or bad actors' detection.'

WHY MANIPULATE?

Manipulation is a skill, this may seem as an inappropriate definition for such a negative issue, but that's what it is. People use it on a daily basis, especially politicians. Citizens' exposure to online disinformation has become a major concern all over the world for a while now. The fear that some manipulative people could use the state of discord and especially distrust among all of us who are digitally connected, those same people will always try to use and feed the presence of such polarization and provide the groundwork for even more divisions so as to undermine any possible democratic process (Giglietto, Righetti, Rossi and Marino, 2020; Benkler, 2019).

It is certain that we all agree that the issue of recognizing misinformation is crucial, especially from a political or democratic point of view, nevertheless, many researchers of this field such as (Lazer, et. Al., 2018) state that most of the existing literature seems to be fragmented without a proper focus when it deals with the definition of what information manipulation actually represents and what are its effects on society. Although one thing is quite certain, that it is a tool used all levels of political competitiveness. According to Lazer (2018) the exact lack of a consistent definition is a huge obstacle to properly estimate its existence and effect over true information and what is even more important, to actually measure the impact of such information manipulation on society and how people act upon such information (Benkler, 2019; Weeks & Gil de Zuniga, 2019). Giglietto, Righetti, Rossi and Marino (2020, p.4) state that: 'While the issue of definition is widely recognized by scholars, the prevalent effect of the countless attempts to formally address it by way of new lexicons and taxonomies seems to have mostly dragged the scientific community deeper into the epistemological rabbit hole of 'fake news'.

Digital technologies for photographic and video manipulation such Adobe Photoshop, Adobe After Effects and other similar software that use AI to make videos known as 'deepfake' where the face of a celebrity is attached to an unknown person and manipulating the image so it seems to us as the actual celebrity, are continuously becoming more and more advanced. These applications are not made for image and information manipulation, of course, but in the hand of the wrong people they can become a tool for fake news.

The issue of fake news has been quite popular recently, especially with the election of Donald Trump as the president of the United States. His entire mandate as president has been full of things that were categorized as fake news, whether it was anything regarding global warming, Covid 19 pandemic and many other scientific and economic issues. He used social networking technologies such as Twitter and media outlets such as Fox News to spread his views which were considered information manipulation. These issues led to his suspension from Twitter.

BEING CAUTIOUS

We all use some technology, and one way or the other, we will face some information which can be considered to be manipulated, therefore we must be cautious where we read and especially what we share on the Internet. It is of utmost importance to mention that the concept of authenticity is profoundly related with the way we identify malicious or fake accounts on the Internet which are driving force behind information manipulation. Nevertheless, as we mentioned before, when the concept has been put in the context of political context, the same concept acquires new relevance, especially on social media (Salisbury & Pooley, 2017). But what do we consider what we call a malicious actors? They are, as Giglietto, Righetti, Rossi and Marino (2020, p. 7) suggest: 'whatever websites and social media opportunity to propagate ideas while hiding their real identities and intentions.' Other experts of the field such as (Daniels, 2014) and (Farkas et al., 2018) have provided various examples of such websites where information manipulation activities such anti-abortion sites which are hidden under the umbrella of the so called pro-choice activists, all the way to many fake Facebook pages where we are made to believe to have Islamist background with the only goal to spread anti-Muslim propaganda.

Furthermore, besides such masked sites, the most dangerous type of 'inauthentic online behavior is that of bots and fake accounts' (Woolley & Howard, 2016). Bots, which can be considered as digital humans, are widely used to manipulate information on the Internet, especially to generate false impressions of popularity (Bastos & Mercea, 2017), the same issue that was said to have been used in the 2016 presidential elections in USA, where involvement from Russian information manipulators have helped Donald Trump gain popularity which led to his actual win.

The Facebook scandal with Cambridge Analytica is also said to have been involved in such manipulation, which if we consider that Facebook is a widely established company and it still does something like, our caution should be even more serious.

CONCLUSION

We must be aware of what we consider true information for the fact that it can have a tremendous effects on our lives. It can lead to personal, workplace and family problems and, at times, even death. People who surf the internet whether for reading news or just for fun, the probability to be presented with manipulated information is extremely high, therefore proper caution is needed. We are all prone to quickly react upon any given information, because modern life is fast and information bombardment is at extraordinary levels, and this is the main problem that we must deal with; reaction should come only after adequate confirmation of such information. Is it possible to always find what is true and what is manipulated information? Certainly not, especially when we consider that that, many times, even highly established news sources can make mistakes without proper analysis; but it is also true that we can effectively lower down the damage of such manipulations by short-term od mid-term evaluating of information sources, which certainly does not require too much work. The important aspect here is that first and foremost we should be quite aware of the level of information manipulation, in other words, to train ourselves to detect what is information manipulation just for fun, and what is manipulation with serious political or economic effects.

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ELEMENTS OF ORGANIZATION IN TOURIST DEVELOPMENT ACCOUNTING AND ACCURACY OF ACCOUNTING STATEMENTS, IN ALBANIA AND KOSOVO

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Abstract

Tourism development can produce an inflation effect, especially in the early stages when the supply of goods and services often does not respond to rising demand. Often there is an inequality between the spending power of the tourist and the host population. Likewise, as a result of tourist demand for housing, house prices rise rapidly.

In recent years academic studies have focused on emotions to explain the behavior of investors and the performance of financial markets. It should be noted that "Traditional finance theory" is built on the assumption that investors always make rational decisions having a single objective, maximizing the benefit in a risk environment and insecurity. The application of financial models means that individuals include information in the decision-making process using rules and statistics in calculations, leaving aside emotions. However, it should be noted that investors experience a series of emotions as they make a decision, and the more important this decision is, the stronger the emotions.

Tourism development exerts direct economic effects on the activity of economic organizations participating in meeting tourism needs. Participation of these activities in meeting the tourist needs in different countries is different. The numbers for these budgets are not difficult to handle and most managers will give at least some confidence in their benefit. In the objectives of the paper, we will also consider how the internal user is oriented to use the accounting information and to use it straight to it.

Key words: Finance, Accounting, Kosovo touristic outputs, Ministry of Finance in Albania and Kosovo, Empirical Study Accounting Empirical studies, interest, risk , Accountings politics,

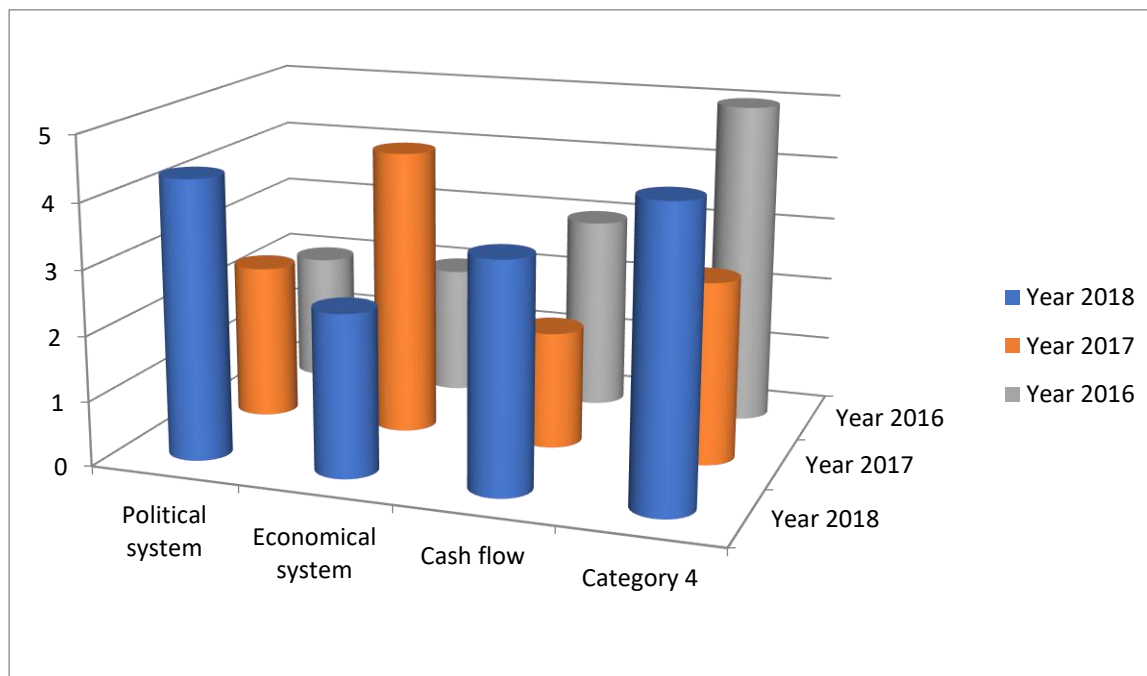
JEL Classification: N0, N1, N2, N3, O1, O2, O3.

1.1 Introduction

When we mention the connection between emotions and financial decisions, we have to deal with the impact of emotions on our money transactions, as a result of financial decisions, since money is among the few things in life that push us into deep emotional reactions and have an impact long-term behavior in the individual's behavior. Emotional aspect empowerment is important because money is one of the strongest motivators of people's behavior and explains how people feel about themselves, their work, and others. (Gouling A 1979)

Destination, or the terminus of tourists' holiday, is a complex link between geography (with all the resources -human and natural -it offers you) and tourism (with all the activities they can undertake and services they can consume during the stay). The services forming the tourist product/products offered/given at a destination, and which must be differentiated from those offered by competitors, are the ones "forming" the brand. By tourist destination one can understand a country, a region within a country, a city, a village or a resort. (Mazilu M, 2010) Whatever the type of destination, the marketing tasks are the same: creating a favorable image of the destination in the target segments of visitors, the design of tools to support and promote the image and, not least, promoting the image of the destination in the regions of origin. These topics will be covered in this article, focusing on elements that define a tourist destination, the functions of a destination, but also the items which define the image of a destination and its competitiveness, which offer extra durability given this concept, decision making gains a different meaning for different individuals, in countries with different economic and political systems. Investor emotional cycles in essence move into market cycles. Human emotions make investors feel bad about money investing that the market is back again. (Parkin 1996) Capital budgeting, however, does not fit well with many businessmen. This is partly due to the difficulties of preparing a capital budget.

Cash flow assessments should be further delayed in the future and unfamiliar terms such as cost weighted average capital and internal rates of return, creep into terminology.



Source: Financial analyzes that have been made in the field of rational economic behavior generally do not take into account the role of emotions. (Callonn, 2012)

2.1 Decision making process and importance of Constancy

Tourist destinations with limited financial resources for marketing activities face many difficulties in producing an impact on the tourist market. It is therefore vital for Romania to adopt a policy of marketing such as "hitting the bull's eye", thus directing the efforts toward clearly defined goals and using the most effective marketing tools. (Mazilu M,

2010) Decisions to rescue now to buy a desired product in the future, or not to save, but to borrow money and save later, are inter-temporal choices with consequences at various points on time.

Type of organization	Should tourism become year-round?			Total (%)
	Disagree (%)	Neutral (%)	Agree (%)	
Non-Tourism business	9.1	18	73	100
Accommodation	12.0	12	76	100
Tour provider/Attractions	0.0	0	100	100
Gallery, Craft, Gift or Clothing Shop	0.0	10	90	100
Food or Beverage services/Restaurants	9.1	9	82	100
Winery/Cider brewer	11.1	11	78	100
Agriculture	66.7	7	27	100
Government	0.0	100	0	100
Marketing/Industry Association	20.0	0	80	100
NGO	66.7	33	0	100

Note: $n = 115$; Pearson χ^2 (Monte Carlo) = 50.1; $p < 0.001$

Opinions on tourism as a year-round industry

The rewards for possessing a commodity are immediately or in the future traded outside the cost of repaying borrowed money in installments or paying the price immediately in the future. It's almost like this the idea of logic is something we have done to hide the fact that emotions are heavily involved in how we make decisions. Choosing the product and choosing the financing method

2.2 The negative and positive emotions.

Major obstacles are encountered in the use of the territory and the presence in certain areas of tourism development, the polluting industry. Whereas, in some cases, special phases of industrial or artisanal processing increase the role of attractive motives for so-called industrial tourism. Existence in certain places of entities or organizations dealing with the organization of courses for the exercise of some craftsmen or to keep alive old traditions, such as engraving on wood and various crafts, are motives that are the cause of tourist flows.

	(%)	(%)	(%)	(%)
Preserve and promote nature	0.0	3.6	96.4	100
Conserve and promote culture	1.8	7.2	91.0	100
Promote historical attractions	1.8	7.2	91.0	100
Develop and promote wineries	9.9	9.0	81.1	100
Develop and promote agriculture	0.0	5.4	94.6	100
Develop and promote local food	0.9	3.6	95.5	100
Develop and promote outdoor activities	0.0	7.2	92.8	100
Develop new and upscale accommodation	29.7	17.1	53.2	100
Develop attractive transportation options	9.9	14.4	75.7	100
Develop and promote festivals	1.8	13.5	84.7	100
Develop and promote local artist fairs	9.9	12.6	77.5	100

These elements that are important for tourism development, source: https://www.researchgate.net/figure/Elements-that-are-important-for-tourism-development_tbl5_266141960

The most apparent aspects of tourism-industry interdependence appear to be the consumption by tourists of the goods produced by the industry itself. This consumption are divided into two groups: direct, related to the transfer of tourists, such as equipment for hotels, holiday homes, means of transport etc; and commonly used as clothing, food, postcards, souvenirs, gifts etc.

2.2 Decision making process and importance of Constancy

The multiplicative analysis deals mainly with the theory of income generated and jobs created by tourism development. The purpose of the multiplier analysis is to determine the impact created on a tourist destination for each dollar spent on purchasing the tourist product or its components.

- a) The greater the use of local / regional resources and the lower the ratio of the use of imported goods that are part of local consumption and production costs, the greater will be the multiplier effect.
- b) Many debates about tourism's contribution to economic development in general relate to how to filter tourist spending between the economies by stimulating other sectors.

3. Literature review and hypotheses

There are various theories that can be applied to optimize the economic benefits of tourism in an event or region. In national and regional plans policies aim to ensure that economic benefits will increase even if they are applied locally. In

the absence of national and regional planning, the local community can often implement appropriate policies and strategies.

Less than one month	1 - 3 months	4 - 6 months	7 - 10 months	All year round	Total
(%)	(%)	(%)	(%)	(%)	(%)
0.8	3.3	8.3	16.7	70.8	100

$n = 120$

4.2 Importance of tourism development

To understand stakeholders perceptions about the development plans over the planning period to 2021 by the County of Prince Edward Official Plan (2006), respondents were asked how important they considered tourism in the future viability of the county. The majority of respondents felt that tourism is extremely important for the county (66%) (See table 4). Next,

Months of Business Operation

The basis for expanding economic benefits is the optimal use of domestically produced goods and services, region and locality as inputs to the tourism industry, thus increasing the local value added of tourism. This will reduce the amount of money spent on buying goods and import services.

Conclusions

Changing the lifestyle is a last resort, though it would be the most effective way of coping. Younger people are more flexible than older people. However, older people who have experienced economic recessions earlier are better able to cope than young people who do not have such experience

Many of the goods and services developed or created for tourist services are often tradable to the locals, as well as potential opportunities for direct exports, directly affecting economic growth by increasing foreign currency earnings. The total local ownership of hotels and commodities and other tourist services such as restaurants, travel agencies etc. will maximize the income from invested capital, giving the local population more opportunities to control development and operation in tourism.

The creation of tourism product and its diversity is an important aspect of the expansion and expansion of new tourist areas, especially in developing countries. To justify investments, the expansion of tourism activities should be based on a carefully studied market and analysis of the country's characteristics.

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The relationship between economic growth and the average wage

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Abstract

The ratio between average net wages and economic growth is a complex one. Scholars have different meanings about the relationship between the two. Some studies find a positive correlation between wages and economic growth, while others find negative correlations.

The paper is based on secondary data which we have analyzed and interpreted through the quantitative method. Through the statistical program MS Excel Data Analysis (2010), the author has processed, analyzed and interpreted the obtained data. To estimate the ratio between economic growth and average net wages in Montenegro we have taken as a dependent variable average net wages, while as independent variables we have economic growth in Montenegro. We analyzed the mentioned variables through multiple regression analysis. In our paper we have a weak positive correlation between economic growth and average net salary. We also have no statistical significance between economic growth variables and average net wages in Montenegro. With the economic growth, the total income in the economy of Montenegro increases, but the citizens as a whole do not benefit from this increase of income. The difference between the income of the rich and the income of the middle and lower class is very high and this increases the average salary in Montenegro according to statistics but we do not have the development of social welfare. Income should be more distributed among the wages of middle-class and lower-class workers. Based on this strategy we can have an economic development.

Abstrakt

Raporti ne mes pagave mesatare neto dhe rritjes ekonomike eshte raport kompleks. Studiuesit kanë kuptime të ndryshme në lidhje me marrëdhëniet midis të dyve. Disa studime gjejnë një korrelacion pozitiv midis pagës dhe rritjes ekonomike, ndërsa të tjerët gjejnë korrelacione negative. Punimi mbështetet në të dhëna sekondare të cilat përmes metodës sasiore i kemi analizuar dhe interpretuar. Përmes programit statistikor MS Excel Data Analysis (2010), të dhënat e punimit autori i ka përpunuar, analizuar dhe interpretuar rezultatet e fituara. Për të vlerësuar raportin ne mes te rritjes ekonomike dhe pagave mesatare neto ne Mal të Zi kemi marrur si variabël të varur pagat neto mesatare, ndërsa si variabla të pavarura kemi rritjen ekonomike ne Mal te Zi. Variablat e përmendura i kemi analizuar përmes analizës së regresionit të shumëfishtë (multiple). Ne punimin tone kemi korrelacion te dobet pozitiv ne mes rritjes ekonomike dhe pages mesatare neto. Poashtu nuk kemi domethënie statistikore në mes të variablave te rritjes ekonomike dhe pagave mesatare neto ne Mal te Zi. Me rritjen ekonomike, rritet te ardhurat e teresishme ne ekonomin e Malit te Zi, por nga kjo rritje e te ardhurave nuk perfitojn qytetaret ne teresi. Diferenca ne mes te ardhurave te te pasurve dhe te ardhurave te klases se mesme dhe te ulet eshte shume e lart dhe kjo e rrit pagen mesatare ne Mal te Zi sipas statistikave por nuk kemi zhvillim te mireqenies sociale. Te ardhurat duhet te shperndahen me shume ne pagat e puntoreve te klases se mesme dhe klases se ulet. Ne baze te kesaj strategjie mund te kemi nje zhvillim ekonomik.

Hyrja

Në studime të ndryshme dhe në literaturën e ekonomisë, shohim se rritja ekonomike mund të ketë korrelacion pozitiv me pagën mesatare neto, por jo në të gjitha rastet. Rritja ekonomike matet me rritjen e PBB-së. PBB-ja është një masë e të Ardhurave Kombëtare, Prodhimit Kombëtar, Shpenzimeve Kombëtare. Në PBB-në e vendit ndikojnë shumë faktorë ndër këta faktor gjendet dhe niveli i pagave, fitimeve, rentes dhe interesit. Lidhur me këtë, në periudha te rritjes ekonomike mund te presim një rritje të pagave mesatare neto, por kjo nuk është e sigurtë, pasi qe rritja e PBB-së mund të ndikojë me shumë në rritjen e fitimeve për biznese dhe rritjen e interesit sesa në rritjen e pagave neto mesatare. Është

e mundur që rritja ekonomike mund të çojë në një rritje të fitimit të kompanisë, por kompanitë nuk e ndajnë këtë rritje të fitimit me punonjësit e tyre. Kjo është pjesërisht për shkak të natyrës së tregut të punës, fleksibiliteti i rritur i tregut të punës dhe presionet konkurruese.

Ky studim është i rëndësishëm sepse PBB-ja dhe rritja ekonomike janë statistikat kryesore ekonomike. Qeveria mund të tregojë në rritje të PBB-së në vitet e fundit. Megjithatë, për shumë njerëz, kjo rritje e PBB-së mund të ndihet e huaj ose jo e zbatueshme për situatën e tyre. Ata nuk i shohin efektet e kësaj rritje ekonomike - ata shohin stagnimin e pagave reale, rritjen e çmimeve dhe perspektivat e dobëta të punësimit.¹⁴⁶

Kemi disa avantazhe dhe disavantazhe në lidhje me rritjen e pagës mesatare në ekonomike. Ne vazhdim do t'i shtjellojmë disa prej tyre. Avantazhi kryesor i ngritur në favor të rritjes së pagës minimale dhe mesatare është se fitimet më të larta do të përmirësojnë standardin e përgjithshëm të jetesës për punëtorët me pagë minimale dhe mesatare duke u siguruar atyre një nivel më të përshtatshëm të të ardhurave për të trajtuar rritjen e kostos së jetesës. Ndërsa disa përkrahës të rritjes së pagës minimale dhe mesatare vlerësojnë se një numër shumë më i madh i individëve dhe familjeve do të largohen nga varfëria nëse fitojnë më shumë para, një përfitim tjetër i mundshëm i lidhur është një zvogëlim i parashikuar i nevojës për shpenzime të qeverisë shtetërore individë të varfër dhe me të ardhura të ulëta. Ndërkohë, një përfitim i paprekshëm që mund të përkthehet në përfitime të prekshme si për kompanitë ashtu edhe për punonjësit është përmirësimi i moralit të punonjësve që rezulton nga pagat më të larta. Pronarët e bizneseve shpesh vërejnë sfidën e sigurimit të inkurajimit të mjaftueshëm për të nxitur punëtorët për të bërë përpjekje maksimale në detyrat e tyre të punës dhe se kjo është veçanërisht problematike me punëtorët me paga të ulëta që mendojnë se përpjekjet e tyre të punës nuk i mbajnë ata larg varfërisë. Rritja e moralit të punonjësve mund të përkthehet lehtësisht në përfitime më të prekshme, siç janë rritja e mbajtjes së punonjësve dhe ulja e kostove të punësimit dhe trajnimit. Punonjësit që janë më të prirur të qëndrojnë me një kompani më gjatë mund të përfitojnë nga avancimi më i madh dhe nga një ulje e përgjithshme e shpenzimeve të zhvendosjes në lidhje me vendin e punës. Një nxitje e rritjes ekonomike është një avantazh tjetër i mundshëm i rritjes së pagës minimale dhe mesatare, pasi shpenzimet e konsumatorit zakonisht rriten së bashku me pagat. Një pagë mesatare apo minimale më e lartë do të ndikonte që punëtorët të kenë më shumë para; para që më pas do të derdheshin te shitësit me pakicë dhe bizneset e tjera.¹⁴⁷

Ndërsa përkundër avantazheve pozitive që ka rritja e pagave në ekonomi, në vazhdim do të shpjegojmë dhe disavantazhet kryesore. Ndër disavantazhet e rritjes së pagës minimale dhe mesatare është pasoja e mundshme e rritjes së çmimeve të bizneseve, duke nxitur kështu inflacionin. Kundërshtarët argumentojnë se rritja e pagës minimale apo mesatare ka të ngjarë të rezultojë në rritje të pagave dhe mëdijëve në të gjithë bordin, duke rritur ndjeshëm shpenzimet operative për kompanitë që më pas do të rrisnin çmimet e produkteve dhe shërbimeve për të mbuluar kostot e tyre të rritura të punës. Çmimet e rritura nënkuptojnë një rritje të përgjithshme të kostos së jetesës që në thelb mund të mohojë çdo avantazh të fituar nga punëtorët që kanë më shumë para në xhepat e tyre. Një problem tjetër i projektuar që rezulton nga rritja e pagës minimale apo mesatare është ai i humbjeve të mundshme të punës. Shumë ekonomistë dhe drejtues të biznesit që tregojnë se fuqia punëtore është një kosto e madhe për të bërë biznes argumentojnë se bizneset do të detyrohen të ndërpresin vendet e punës për të ruajtur përfitimin. Një ndikim i mundshëm negativ që është më pak i dukshëm është mundësia që një pagë minimale apo mesatare më e lartë të rezultojë në rritje të konkurrencës në tregun e punës për punë me pagë minimale. Rezultati neto i një page minimale apo mesatare në rritje mund të jetë një numër i madh i punëtorëve të mbikualifikuar që marrin pozicione të pagës minimale apo mesatare që zakonisht do t'u shkonin punëtorëve të rinj ose ndryshe pa përvojë. Kjo mund të pengojë punsimet më të reja.¹⁴⁸

Në këtë punim do të hulumtojmë raportin në mes rritjes ekonomike dhe pages mesatare në Mal të Zi. Hulumtimi ka përdorur të dhënat zyrtare të publikuara nga Banka Qëndrore e Malit të Zi nga viti 2007 deri në vitin 2019.

¹⁴⁶ <https://www.economicshelp.org/blog/26084/economics/the-relationship-between-economic-growth-and-average-pay/>

¹⁴⁷ <https://www.investopedia.com/articles/markets-economy/090516/what-are-pros-and-cons-raising-minimum-wage.asp>

¹⁴⁸ Po aty.

Objektivat e hulumtimit

Qëllimi kryesor i këtij punimi është vlerësimi i raportit të rritjes ekonomike dhe pagave mesatare neto të Malit të Zi nga viti 2007 deri në vitin 2019. Objektivat e këtij punimi shkencor janë:

1. Të vlerësoj raportin në mes të rritjes ekonomike dhe pagave mesatare në Mal të Zi

Pyetjet Hulumtuese:

1. A rritet niveli i pages mesatare neto kur rritet ekonomia?
2. A mund të themi që paga mesatare neto rriten ndërsa ekonomia rritet? Nëse po, cilët faktorë e rrethojnë atë?

Përshkrimi i të dhënave dhe metodologjia

Punimi mbështetet në të dhëna sekondare të cilat përmes metodës sasore dhe cilësore i kemi analizuar dhe interpretuar. Përmes programit statistikor MS Excel Data Analysis (2010), të dhënat e punimit autori i ka përpunuar, analizuar dhe interpretuar rezultatet e fituara. Për të vlerësuar raportin në mes të rritjes ekonomike dhe pagave mesatare neto në Mal të Zi kemi marrur si variabël të varur pagat neto mesatare, ndërsa si variabla të pavarura kemi rritjen ekonomike në Mal të Zi. Variablat e përmendura i kemi analizuar përmes analizës së regresionit të shumëfishtë (multiple). Nga kjo rrjedh ekuacioni si vijon:

$$Y = a + b_1 X_1$$

$$Y(\text{paga mesatare neto}) = \beta_0 + \beta_1 (\text{rritje reale ekonomike})$$

Rishikimi i literatures

Hon Robert C. (2020) në punimin e tij Rritja e pagës minimale: E mirë për punëtorët, bizneset dhe ekonominë tregon se rritja e pagës minimale federale do të stimulojë gjithashtu shpenzimet e konsumatorëve, do të ndihmojë linjat fundore të bizneseve dhe do të zhvillojë ekonominë. Një rritje modeste do të përmirësonte produktivitetin e punëtorëve dhe do të zvogëlonte qarkullimin dhe mungesën e punonjësve. Kjo gjithashtu do të rriste ekonominë e përgjithshme duke gjeneruar kërkesë të rritur të konsumatorit.

D.Brouillette, C.Cheung, D.Gao dhe O.Gervais (2017), ky punim rishikon kanalet përmes të cilave rritja e pagës minimale të planifikuar gjatë viteve të ardhshme mund të ndikojë në aktivitetin ekonomik kanadez dhe inflacionin dhe vlerëson ndikimet e tyre makroekonomike. Rezultatet kryesore janë si në vazhdim: Ndikimet makroekonomike të këtyre masave mund të jenë domethënëse sepse rreth 8 përqind e të punësuarve në Kanada punojnë me pagën minimale dhe vlerësimet në literaturë sugjerojnë që ndryshimet në normën ligjore kanë ndikuar historikisht në pagat deri në 15 përqind të punonjësve me pagat më të ulëta. Gjithashtu sugjeron që pagat minimale mund të rrisin në mënyrë modeste inflacionin e indeksit të çmimit të konsumit (CPI).

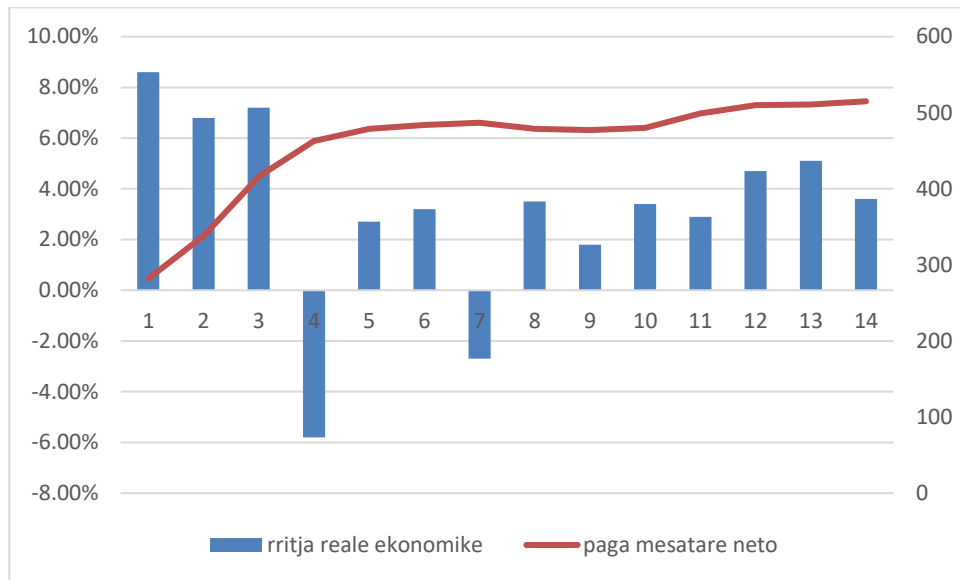
Shanying Xua, Lin Huob dhe Wei Shanga (2015) në punimin e tyre: Ndikimi i shpërndarjeve të pagave në rritjen e ekonomisë bazuar në simulimin me shumë agjentë është zbuluar se ekziston një marrëdhënie e qenësishme midis cikleve të rritjes ekonomike dhe raportit të pagës minimale me pagën mesatare. Përmes analizës empirike duke përdorur të dhëna nga Shtetet e Bashkuara midis 1982 dhe 2013, ekzistenca e kësaj marrëdhënie është konfirmuar. Kuptimi i një marrëdhënie të tillë të qenësishme mund të sigurojë disa njohuri për qeverinë për të rregulluar pagën minimale sipas modelit të cikleve ekonomike, për të optimizuar politikat e punës dhe të sigurimeve shoqërore dhe për të nxitur rritjen ekonomike.

Edward S. Knotek II dhe Saeed Zaman (2014) në studimin e tyre marrëdhëniet midis pagave, çmimeve dhe aktivitetit ekonomik zbulojnë se marrëdhëniet shkakësore midis pagave dhe çmimeve janë të vështira për t'u identifikuar dhe aftësia e pagave për të ndihmuar në parashikimin e inflacionit në të ardhmen është e kufizuar. Pagat duket se janë të dobishme në vlerësimin e gjendjes aktuale të tregjeve të punës, por ato nuk janë domosdoshmërisht të mjaftueshme për të parashikuar ekonominë dhe inflacionin.

Studimi empirik

Të dhënat për realizimin e këtij studimi burojnë nga faqja zyrtare e Bankës Qëndrore në Mal të Zi dhe agjensioni i statistikave Monstat. Në analizat e mëposhtme do të shpjegojmë analizën e regresionit të shumëfishtë (multiple).

Grafiku 1. Trendi i rritjes së pagave mesatare neto dhe rritjes ekonomike



Burimi: Të dhënat nga Banka qendrore e Malit të Zi dhe agjensioni i statistikave Monstat të përpunuara nga autori.

Analiza e regresionit

Analiza e regresionit na tregon lidhshmërinë apo ndikimin e variables së pavarur në variablën e varur. Në rastin tonë kemi variablat e pavarura rritjen reale ekonomike ndersa si variabël të varur kemi pagën mesatare neto.

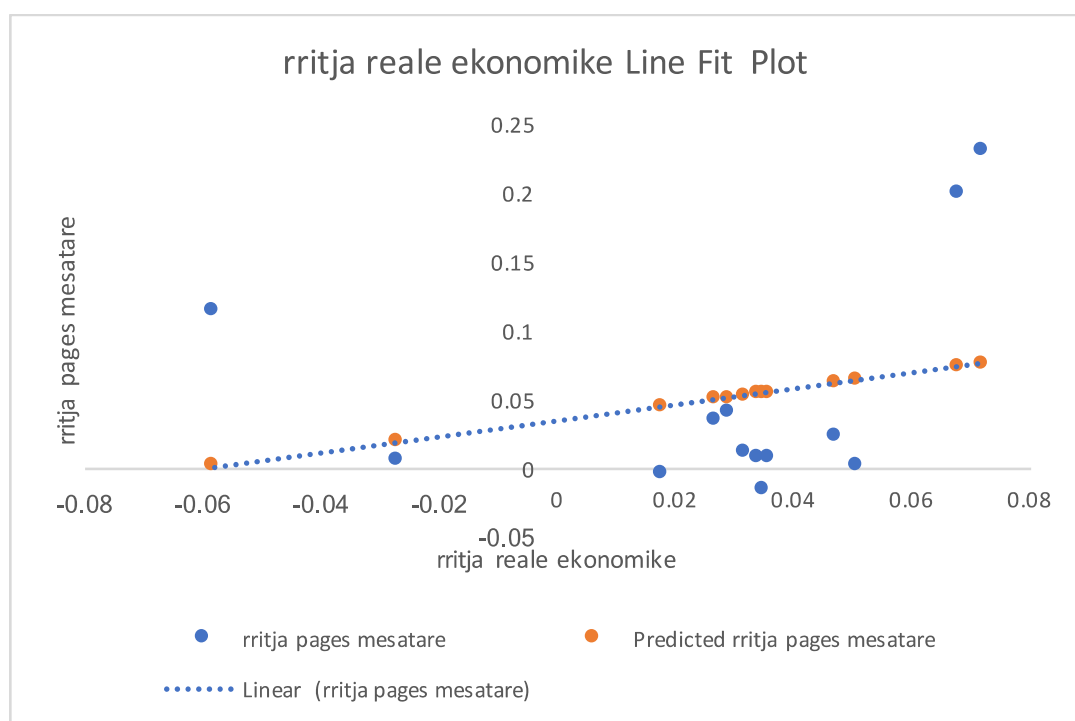
Tabela 1. Analiza e regresionit të shumëfishtë (multiple)

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.25196929
R Square	0.063488523
Adjusted R Square	-0.021648884
Standard Error	0.080796636
Observations	13

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	0.00486812	0.00486812	0.74571831	0.40627078
Residual	11	0.07180906	0.0065281		
Total	12	0.07667718			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.03415742	0.02899637	1.17798945	0.26365753	-0.0296632	0.097978	-0.0296632	0.097978
rritja ekonomike	0.56753281	0.6572091	0.86354983	0.40627078	-0.8789747	2.01404029	-0.8789747	2.01404029



Burimi: Të dhënat nga Banka qendrore e Malit të Zi dhe agjensioni i statistikave Monstat të përpunuara nga autori.

Interpretimi i rezultateve të regresionit

Nga tabela më lart që paraqet analizën e regresionit të shumefishtë (multiple) mund të konkludojmë se :

Kemi lidhje reale në mes rritjes reale ekonomike dhe pages mesatare neto. Koeficienti i korrelacionit (Multiple R) është 0.25196929,

Koeficienti i determinacionit (R Square) është 0.063488523do të thotë se 6.34% e variacioneve në rritjen e pages mesatare neto mund të shpjegohen me variacionet e rritjes reale ekonomike.

Adjusted R Square është koeficienti i korigjuar i determinacionit = -0.021648884

Standard Error tregon devijimin e të dhënave origjinale nga të dhënat e vlerësuara dhe në rastin tonë të dhënat origjinale devijojnë nga të dhënat e vlerësuara për 0.080796636 ose 8.07%.

Observation 13 tregon vitet të cilët i kemi analizuar 2007-2019.

Significance $F = 0.406270782 > 0.05$ tregon se nuk kemi domethënie statistikore në mes të variablave.

Në pjesën e fundit të tabelës kemi koeficientët përshkrues. Koeficientët përshkrues na ndihmojnë të krijojmë ekuacionin matematikor, poashtu tregon dhe lidhjen në mes të variabëlve të varur dhe variablave të pavarura. Në rastin tonë koeficienti rritjes reale ekonomike në raport me pagat mesatare neto është pozitiv. Do të thote se kemi lidhje pozitive në mes të variablave.

Nga ekuacionet që kemi formuar më lart, tani mund të zëvendësojmë :

$$Y = a + b_1 X_1$$

$$Y(\text{paga mesatare neto}) = \beta_0 + \beta_1 \text{ rritja reale ekonomike}$$

$$Y(\text{Paga mesatare neto}) = 0.034157419 + 0.567532808 (X_1)$$

Nëse rritja reale ekonomike do të ishte 0, rritja e pages mesatare neto do të ishte 3.41%. Ndërsa nëse reale ekonomike do të rritet për 1 % dhe rritja e pages mesatare neto do të rritet për 56.75% por nuk do të jete e shkaktuar direkt nga kjo rritje ekonomike.

Konkluzionet

Studimi analizon raportin në mes rritjes ekonomike dhe pages mesatare neto në Mal të Zi, për periudhën 2007-2019. Studimi përdori analizën e regresionit për analizimin dhe interpretimin e të dhënave. Rezultatet e fituara tregojnë se:

- Kemi lidhje të dobët pozitive në mes rritjes reale ekonomike dhe pages mesatare neto. Koeficienti i korrelacionit (Multiple R) është 0.25196929,
- Nuk kemi domethënie statistikore në mes të variablave të rritjes ekonomike dhe pagave mesatare neto në Mal të Zi. Significance $F = 0.406270782 > 0.05$
- Me rritjen ekonomike, rritet të ardhurat e teresishme në ekonominë e Malit të Zi, por nga kjo rritje e të ardhurave nuk përfitojnë qytetaret në teresi. Diferenca në mes të ardhurave të të pasurve dhe të ardhurave të klases së mesme dhe të ulët është shumë e lartë dhe kjo e rrit pagën mesatare në Mal të Zi sipas statistikave por nuk kemi zhvillim të mirëqenies sociale.
- Të pasurit fitojnë interes dhe dividendë nga pasuritë e tyre. Qirat, interesi dhe dividendët mund të përdoren për të ri-investuar në rritjen e pasurisë së tyre. Për të pasurit, është një cikël krijimi i pasurisë - i cili rrit pjesën e tyre të të ardhurave. Ekonomisti Thomas Piketty argumentoi se pa ndërhyrjen e qeverisë shkalla e kthimit nga pasuria do të çonte në zgjerimin e të ardhurave të të pasurve dhe pabarazisë në pasuri.

Rekomandime

1. Rritje e qendrueshme ekonomike

Argumenti është se nxitja e rritjes ekonomike rrit të ardhurat totale në shoqëri, duke krijuar më shumë vende pune dhe të ardhura të cilat mund të rishpërndahen. Këto të ardhura duhet të shpërndahen me shumë në pagat e puntoreve të klases së mesme dhe klases së ulët. Në bazë të kësaj strategjie mund të kemi një zhvillim ekonomik.

2. Taksa progresive

Rritja e taksave progresive, siç është shkalla më e lartë e tatimit për personat me të ardhura më të larta. Kjo mundëson rritjen e të ardhurave të të varfërve. Kjo mund të jetë një mënyrë efektive për të zvogëluar varfërinë relative. Rritja ekonomike do duhej të krijojë mundësitë më të mira për ata që janë shumë të aftë dhe të arsimuar.

3. Rritje e Pages minimale kombëtare

Qeveria mund të rrisë pagën minimale kombëtare. Kjo është një mënyrë efektive për të rritur të ardhurat e personave me pak të paguar dhe për këtë arsye për të ulur pabarazinë e pagave. Një koncept i lidhur është paga që mbulojnë "koston reale të jetesës" - një përpjekje për të inkurajuar firmat të paguajnë paga më të larta.

4. Përfitimet për femijet

Këto janë shërbime të rëndësishme publike të cilat ofrohen falas në pikën e përdorimit (ose subvencionohen). Ato përfshijnë kryesisht edukim dhe kujdes shëndetësor. Arsimi falas u mundëson atyre nga familjet me të ardhura të ulëta të fitojnë aftësi dhe kualifikime të cilat mund të ndihmojnë në krijimin e vendeve më të mira të punës dhe të ardhurave më të larta në të ardhmen.

5. Të ardhurat themelore universale

Të ardhurat themelore universale ose të ardhurat e qytetarëve përfshijnë dhënien e përfitimeve javore për çdo qytetar - pavarësisht nga rrethanat dhe të ardhurat. Ideja është që të sigurohet se të gjithë kanë një garanci minimale të të ardhurave.

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THE ROLE OF INFORMATION TECHNOLOGIES IN MANAGING A PANDEMIC

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ABSTRACT

In the last few decades data expert had to deal with an extraordinary amount of data that had to be analyzed and assessed in order to gain knowledge which will help solve various tasks regarding all areas of life. But as we all know; different times require different measures. Our world is constantly changing and we constantly face different problems, sometimes smaller in scope, sometimes bigger; whatever the case the managerial power provided by information technologies can be extremely helpful in order to manage every possible outcome. Last year, the world came into a situation so strange and impactful, that it changed the way we collaborate, consume goods, acquire information, and even the way we shake hands. The pandemic which continues to this day, incepted by the emergence of the Covid 19 virus is having a huge impact on world economy and social interaction. Considering the fact that each country in the world has been facing these problematics, some at a higher, some at a lower degree, the pandemic has presented to be a very daunting issues to deal with, not just from a healthcare point of view, but also from a tremendous amount of misinformation which have generated a great number of conspiracy theories. To manage such a complex situation, certainly requires the involvement of health officials, IT experts and many other competent officials, all of which need to work together to classify what is important and what can be harmful to people all around the world. If there can be something which if improperly managed can lead to deaths, it is certainly this one, therefore a serious approach is needed. Information technologies can provide great tools to manage this situation, by, first and foremost, bringing to the table ways to gather statistics about the number of infections, providing real-time information for places to avoid and so on. Our paper deals precisely with this aspect of the role of information technologies in managing a pandemic, but it will also focus on the fact that there are times when these technologies can be used to spread false information regarding certain sensitive aspects of the pandemic, such as is it a man-made or natural, is politics involved, is the entire situation purposely created and manipulated, whether vaccination is really the door out of the crisis or it is a tool of ruling of rich individuals. All these aspects make information technologies a crucial aspect in the situation the world is dealing with right now, therefore its role and effect should be assessed and considered with proper measures.

Keywords: information, data, pandemic, covid 19.

INTRODUCTION

The year 2020 has been a unique in modern memory; strange, absurd, serious, depressing, reflective and it defied our common view on social interaction and health treatment. The Covid 19 pandemic has tested the entire world in any level, but what is important to us and it the topic of our paper is the huge amount of information, or disinformation, that has been generated all these months, and that are continuing on daily, if not hourly basis. This mountain of information is sure to need proper classification and evaluation. News agencies, health institutions, public administration and all similar institutions have had to deal with data about the virus outbreak, its variants, about deaths, about vaccine testing, and it goes on and on and on. The fact that we didn't have enough information about the virus and how it affected different people of different ages, each month generated more and more data that had to be compared with those gained previously. All this data to be used as information upon which the health systems around the world could act upon, required proper technologies to do these things fast and accurately. As a result, we have the fastest vaccine production in the history of vaccination, making technologies crucial in the fight that has involved all countries in the world.

PANDEMIC AND INFORMATION

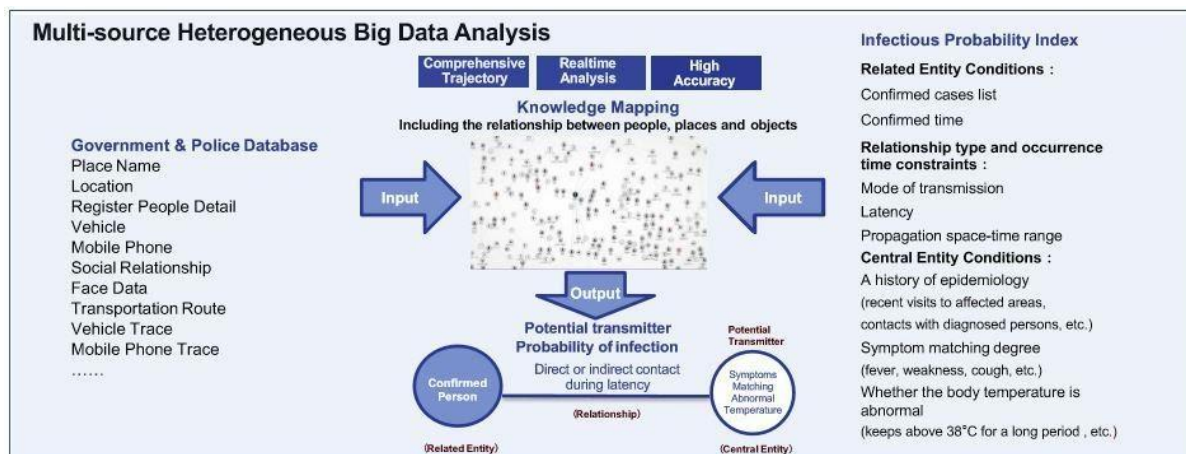
When we go to a doctor the first he asks of us is information; he will give us further instructions based on what we tell him and based on the information he will gather from examination. So, information is crucial, and managing a pandemic such as the one we are facing these days is no exception.

In the fall of 2019, in Wuhan city, which is the capital of Hubei province in China, news outlets announced an imminent outbreak of a respiratory infection which of an unknown cause, and was designated the name coronavirus disease (SARS-2 CoV2 or COVID-19) by World Health Organization (WHO).(Phelan, 2020; Gorbalenyan, 2020). The disease was declared pandemic by WHO on March 11, 2020. The clinical symptoms of Covid 19 infection are many, starting from asymptomatic manifestation, upper respiratory infections, to severe pneumonia, with a chance for further complications which may lead to respiratory failure and death, although the majority of those infected have mild or no symptoms at all (Jendte, 2020).

All this information make it excessively important for proper management of such phenomenon, because of the wide variety of the virus manifestations.

But as Marx and Padmanabham (2021, p. 20) suggest: ‘Healthcare is experiencing a digital transformation that has been decades in the making. Consumers are demanding convenience. COVID-19 responses exposed the need for further automation, advanced analytics and rapid innovation. Big tech players are moving in, intent on narrowing healthcare’s technology gaps by leveraging artificial intelligence (AI), machine learning, and advanced tools that other industries have long embraced. Non-traditional players are also entering the market, making bold moves that are disrupting incumbents. To successfully navigate the digital transformation, healthcare requires forward-thinking strategic leaders who are willing to take charge, embrace technology-led innovation, and boldly position their organizations for digital success. These leaders must be passionate about their mission and committed to the development and execution of digital strategies that position their enterprises for success and long-term relevance.’

Fig. 1 An overview of information flow

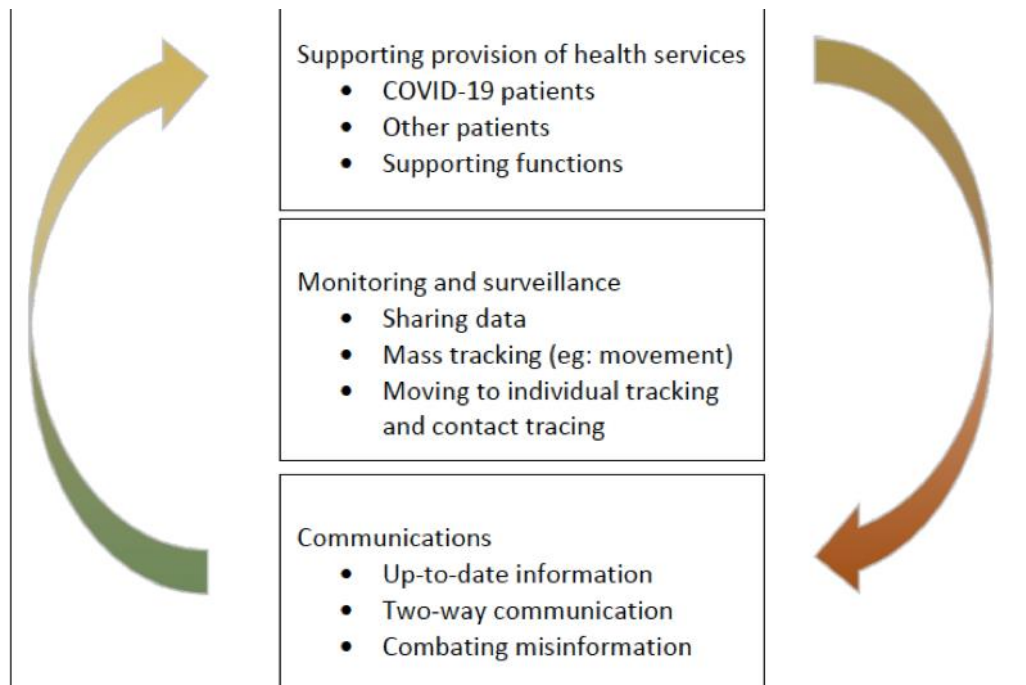


THE NEED FOR ACCURATE INFORMATION

Accurate information is the driving force to make proper decisions, especially when dealing with serious issues such as the Covid 19 outbreak. We are aware that a huge variety of new technologies in the form of what is called the Internet of Things (IoT) are constantly gaining momentum on a global scale and becoming, on daily basis, more and more useful for predicting and preventing various emerging infectious diseases, such as the Covid 19 Christaki (2015). If we take into consideration that IoT refers to interconnected network of smart devices, such as mobile phones, desktop or laptop computers, tablets, smartwatches and individuals through which huge amount of data can be collected and transmitted through the Internet. But what is important for our topic is the fact that state-of-the-art IoT-Enabled Health Monitoring Systems can be extremely helpful in providing real-time surveillance of infected people and their

movement. But as you may understand, this can also be daunting from a moral standpoint for the simple fact that sometimes we can't actually measure the level of surveillance that is needed to make a proper evaluation of the needed information to manage different situations in a pandemic.

Fig. 2 Cycle of Information in Pandemic Management



THE FUTURE

We believe that one of the most important issues regarding our confrontation with Covid 19 is that we must learn from our probable mistakes, such as misjudging its level of seriousness and the possibility of improper management.

As stated by Shaw, Kim and Hua (2020, p. 21): 'In the advanced stage of technological intervention, a pandemic response is not just a medical response anymore. It needs to link different types of technologies in an appropriate way. COVID-19 response in East Asia showed extensive use of emerging technologies (like big data, AI, drone, 5G, robotics, automated vehicle, block chain etc.) linked to medical technologies.'

One of the most important portals for information about Covid 19 statistics is the Johns Hopkins University's Center for Systems Science and Engineering (JHU CSSE) which was first published on 22 January 2020 and has garnering more than 140 million views. The platform has been developed by Lauren Gardner together with her team at the JHU CSSE.

CONCLUSION

The pandemic will certainly end one day, but the important thing is whether we learn something when we get out of it? Will we be able to better manage the next possible similar situation? Or will we forget as we usually do as human

being, especially when we live peacefully for a certain period? We truly believe that information technologies can help a lot in this regard by providing tools to store, analyze and obtain data to be used as information of how such pandemics work, where to focus and what is especially important, is there a possibility to actually prevent such phenomenon. By doing fast and accurate statistics, information technologies can build the foundation upon which we as human beings will take measures for a better and healthier future. Problems will certainly continue to be present, but at least we should be able to identify not just the tip of the iceberg, but we will dive deep into the issue and work in the direction that will result in as less casualties as possible. Humans are beings that have a need to learn, and what is a better opportunity than to learn how to manage a serious occurrence such as a pandemic, especially when we have technologies that can help us in such an undertaking.

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ETHICAL COMMUNICATION IN PUBLIC RELATIONS

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Abstract

Ethics in relationships with the public today it relies on the codes of ethics that exist within all relevant institutions for public relations and public servants, which most often refer to moral principles such as honesty, integrity and not harming others. Ethical communication for an institution is seen as a good promoter of performance, because the ethical identity of the public servants, is very important for the public as well as for stakeholders for that institution. To define ethical communication of public servants, it is necessary to clearly understand the purpose of ethical communication, which refers to the practice of conveying honest information in a way that is not intended to be misleading. In other words, the information should be presented within a context that ensures that the information is not misleading as a result of being conveyed in a sort of vacuum. Ethical communication is fundamental to responsible thinking, decision-making, and the development of relationships and communities within and across contexts. Moreover, ethical communication enhances human worth and dignity by fostering truthfulness, fairness, responsibility, personal integrity, and respect for self and others. We do believe that unethical communication threatens the quality of all communication in public relations, and so the well-being of people and the society in which we live.

Keywords: public servants, performance, ethics, ethical communication, public relations.

1. INTRODUCTION

The modern concept of public servants implies that success is based on high ethical principles, ethical communication and professional norms and standards. In the face of a changing society many governments seem to keep doing things in the same old concept of work, and therefore in this paper will be analyzed ethical communication that should be applied in the professional practice of relationships with public in the world. The importance of this paper stems from the fact that it addresses the fact that every society should promote high moral demands on its individuals, so that they better understand why it is so necessary to communicate ethically. Encouraging a civic response against unethical behavior is imperative. The other issue that has to do with ethical communication is to understand the connection that it has with public relations, it must be clarified that it is not an abstract notion but is an important activity for the success of the state.

Public Relations is a discipline and profession that is constantly evolving, and in which perceptions of academic and professional ethical grounding are based on diametrically opposed positions. On the one hand, there are public perceptions that public relations are based on spin, manipulation and ethical resilience, while on the other hand, public relations theorists and public relations practitioners perceive it as the social, ethical and moral conscience of the organizations they represent. (Skinner, Mer sham, Valin, (2003), *Global protocol on ethics in public relations*).

Ethical communication is the basic element of an administration, which for its humane and social nature has as its mission, the service with public relations. The service necessarily passes through real communication, but often also verbal but not directly such as the way from the outside but also the inner attitude that everyone holds in daily life in front of different people and situations. The administration is not only an entity in the service of another but also has the role of an educator and social informant for public relations. Through different ways of communication, the administration shares and transmits thoughts, feelings, emotions and support, based on the different problems and requests of citizens, as well as between persons working in the administration with special duties, officials working in public relations. (Mandelbaum, A. (2020), *The Basic Principles Of Ethical Communication*).

Ethics is not just what has become accepted within the practice itself. Just because something constantly doing the wrong thing doesn't mean it's desirable to do it again.

2. OBJECTIVES

There are many reasons why ethics, professionalism and ethical communication should characterize public relations practice, but equally important are characteristics and trust, social responsibility, balance of power and obligation, community building and conflict resolution. The point of public relations is to build and maintain relationships, and trust is crucial for this. It is important for the organization to be represented by someone ethical and professional.

Trust largely depends on the integrity of individual servants, so this is one of the reasons why public relations are under such a magnifying glass and why they are so powerful and influential. Public servants have an obligation to be as professional as possible. (*Ralph Tench, Liz Yeoman (2009) Discovering public relations, pg.310*)

Ethical issues and dilemmas are inherent in public relations, and their task is to ensure that public relations operate in accordance with ethics and ethical communication which is the basis of professionalism and credibility in the field. (*Parson P.J. (2004) Ethics in Public Relations, A Guide to Best Practice, Kogan Page, pg. 2*). Thus, we can conclude that the issue of ethics is one of the most common issues that "haunts" area of public relations.

According to Patricia J. Parson, the issue of ethics in public relations has become an oxymoron today due to the growing emergence of "spin", especially in the field of politics and economics. Doubt is more and more present the public - including employees, customers and consumers, etc. - who are very skeptical of to what they are told on a daily basis. We simply cannot afford to contribute more this type of mistrust, which brings us to the question: how important is ethics and ethical communication in relationships with public? (*Parson P.J. (2004) Ethics in Public Relations, A Guide to Best Practice, Kogan Page, pg.23*)

Public relations are limited by two regulatory frameworks. One is a legal and normative framework, and the other is a self-regulating, ethical framework. These two systems of norms and principles determine and regulate the "rules of the game" in the world of modern public communications. In this way, law and ethics define the normative environment in which public relations takes place and ensure compliance with the rules by all participants in public communication processes. In order to put legal issues in context, it is necessary to first understand the difference between "law" and "ethics" - "Fundamentally, law is a system of rules that governs a particular society. Ethics, on the other hand, involves decisions that people make in their private and professional lives. Individuals set ethical standards for their own behavior, some of which involve voluntary adherence to standards set by some professional groups". (*Cutlip, S. M. Center, A. H., & Broom, G. (2006) Effective Public Relations. Englewood Cliffs, NJ:Prentice-Hall*).

3. METHODOLOGY

The modern concept of public relations implies that communication is based on high ethical principles and professional norms and standards, and therefore this paper will analyze the ethics of communication that should be applied in the professional practice of public relations. In order to answer other questions, we will use the survey method in our paper and content analysis, in order to examine the opinion of most often violated instructions from the code of ethics of public servants. How much manipulation and spins are present in the public are some of the questions to which we seek an answer through this paper?

The focus of the analysis will be on public servant's ethics, as a self-regulating framework of public communication, and this issue will be analyzed on a theoretical and practical level. On a theoretical level it will be analyzed utilitarian vision of communication ethics, deontological approach to ethics communication, the communication ethics of egalitarianism and relativism in ethics communication. As part of the analysis of communication ethics at the professional level will be analyzed codes of public relations ethics that create self-regulating frameworks of the public communication. Practical aspects of ethics will also be analyzed communication challenges, which are set before public relations employees.

A detailed analysis of the available materials will be made, regarding the regulation of ethics, ethical communication as well as the legal basis available for the regulation of labor relations in the Public Administration, the legal basis mainly based on the labor codes and regulations. internal administration and various public enterprises.

These two concepts will be confronted with each other, in order to find out how far the law is implemented or not and how ethical the public administration is. An attempt for a normative approach through comparative analysis bringing it in two perspectives: traditional and explanatory considering that the factors that affect the construction and functioning of public administration.

The comparative analysis¹⁴⁹ will examine the problems in public administration, ensuring uniformity in the improvement of law enforcement institutions and agencies. Consistency means that the current rules governing public sector activities and behavioral incentives are mutually supportive in the pursuit of efficient and accountable functioning.

3.1. Data analysis - survey questionnaire

- Questionnaire (Total: 151) - Valid 124 - Invalid 27

Is ethics something that executives and staff talk about regularly?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None	11	8.9	8.9	8.9
Slightly	23	18.5	18.5	27.4
The average	61	49.2	49.2	76.6
To many	18	14.5	14.5	91.1
Extremely very much	8	6.5	6.5	97.6
I don't know	3	2.4	2.4	100.0
Total	124	100.0	100.0	

Are you informed about the values and principles of ethics in your company?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None	10	8.1	8.1	8.1
Slightly	15	12.1	12.1	20.2
The average	83	66.9	66.9	87.1
To many	8	6.5	6.5	93.5
Extremely very much	2	1.6	1.6	95.2
I don't know	6	4.8	4.8	100.0
Total	124	100.0	100.0	

What about Communication skills of colleagues?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None	4	3.2	3.2	3.2
Slightly	20	16.1	16.1	19.4
The average	45	36.3	36.3	55.6
To many	44	35.5	35.5	91.1
Extremely very much	11	8.9	8.9	100.0

¹⁴⁹ The method of comparative analysis is about weighing comparative elements, common features or differences that have two or more phenomena, events, objects, etc.

I don't know	124	100.0	100.0	

In what areas do you consider staff training most needed?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Customer behavior	96	77.4	77.4	77.4
Responsibilities at work	28	22.6	22.6	100.0
Total	124	100.0	100.0	

4. RESULTS

The paper seeks to point out the continuity of ethical problems and dilemmas in public relations from their founding to the present day and to reach a possible ethical framework for access to this activity. After a brief description of the definitions and development of the profession of public relations and a presentation of the basic assumptions of recent theories of ethics in it, after the survey questionnaire results, we then judge their approach to ethics and compare it with recent approaches to ethics in public relations and we draw conclusions:

We recognize the continuity of doubts between two fundamentally different approaches to ethics in public relations, from its founding to the present day and the need for a unique and clear ethical framework for decision-making in this field. The public expects more from public servants' professional behavior and good communication, but the image of public relations as a profession is often unfairly negative due to the unprofessional and unethical conduct of individuals within the profession. The ethical opinion of public relations professional's ranges from dilemma: whatever you want people to do to you, do to them; to professional loyalty to the company or organization they work for. In order to prevent and sanction unethical phenomena, it is important to set rules in the form of codes according to which public relations experts will adjust their behavior and do more training for the servants.

People are skeptical of the information they receive from communication of public servants. They are less and less sure that the information they receive is really there to inform them, and more and more they believe that it was released for the purpose of manipulating public opinion. As for the opinion of experts, we can see that they also state that ethics is a matter of the individual and that even if this unethicalness appears, the most common cause is that individual to whom it is important to say something different from the real truth at that moment. It will take a lot of reform and even more time for people to start believing what is being offered to them as information and to start looking at it again as information rather than as a means of manipulating and making it easier to reach a goal.

As expected, results from this paper tell us that although much has been done to have ethical communication in public relations, it is still not enough. It is important that ethics is understood by all people in order to understand when a behavior is or is not ethical and to act ethically. There are many definitions of ethics, but the generalities in work, communication and life should be: Doing and talking what is right; It is the goal of a good life, with and for the other, within righteous institutions. It does not matter which of these definitions everyone prefers, but it is important to understand and act on it, acting right and achieving the right performance. So, to be ethical and speak ethical you must act in a fair, honest way, considering the consequences and responsibilities etc. Ethical behavior and communication are important, if you want to succeed, you must be guided by this principle. Drafting codes and ethical procedures are very vital for advancing ethical issues in an organization, if these do not exist then no one can be guided. All civil servants must act accurately towards the good and the right.

In order to have performance and success, an organization must respect ethics in services and communication. Ethics in public service is about the practical application of moral standards in governance. (*Chapman, R. (2002), "Ethics in public service for the new millennium", pg. 210*). Ethics relates first and foremost to the way the individual feels about how he should behave; it is about values and their application in each context. It is known that civil society is directly related to the service provided by the public administration and as a result it orients its entire

activity towards meeting the needs and interests in the public relations, exercising its functions, based on sound ethical principles and respect for the law. It is very important to develop high moral awareness in administration officials who communicate with individuals representing different social groups with in public relations.(Menzel, D. C, (2005), "Research on Ethics and Integrity in Governance: A Review and Assessment" Published by Northern Illinois University in the March, issue of Public Integrity, p. 10).

5. CONCLUSIONS

If ethics is the science of morality, and morality is the understanding of the concepts of good and evil, then ethics in relationships would with the public has to be: how to set up and by what means to use according to good or bad public opinion, without at the same time underestimating, insulting or belittling that public. For success and communication with the public, ethics of public servants must include values such as honesty, openness, loyalty, synonymy, respect, integrity and honest communication. This definition of ethics in public relations is far away is from the practice that Grunig and Hunt wrote about in terms of the term "flacking for space" (1984, pg. 30) which these two authors explain in a way that there has been a constant effort by servants in relationships with the public to get information for the client where they used everything possible tricks to take advantage of the media or spin messages with persuasion techniques. (D.Bowen A.S.(2007) *Ethics and Public Relations*“, pg. 30).

During the research of this topic, it was proved that:

Very few principles of joint governance in public relations have been followed, organizations have their own codes of conduct named as Internal Regulations but not Codes of Ethics; For organizations to be successful, employees must work honestly, they must have integrity, but they must also build trust, both with colleagues, managers and customers; Ethical behavior and communication should not be the pursuit of our feelings, ethical behavior and communication is not a matter of religion or law, but it is an obligation to work, it is an obligation to the requirements of society, we must have principles regarding ethical behavior and communication ethical, so we should behave at work as we behave at home and with the family, as if the work we do is a private business.

The following recommendations emerge from these conclusions:

Governmental and non-governmental organizations should train staff continuously with training - Customer Behavior; Every Governmental and non-governmental organization should have Codes of Ethics, these codes which define all working principles; Public organizations should define the duties and responsibilities to the staff, based on the education they have and the continuous behaviors they have at work; Every organization should have impartiality in staff management, management staff should have human moral attributes; Management and staff should be a common segment for the success of the organization, staff should always be motivated to achieve the objectives of the organization; So, for organizations to be SUCCESSFUL, all staff must have RESPECT and RESPONSIBILITY in the work end communication that they perform.

The modern concept of public relations implies that communication is based on high ethical principles and standards. Ethical conduct is a prerequisite for any communication and thus that which organizations conduct with the public relations. When it comes to professional communication that is subject to strict criteria of business ethics, and ethical codes that it has every profession. Public relations are particularly sensitive to ethical respect principles and codes in work, because the reputation of the entire organization depends on it. Experts for public relations all over the world, must know the theoretical postulates but also the ways of practical application of ethical principles, standards and codes, when communicating with its strategic publics.

In the end of this paper, we can say that public communicators, who want to establish and maintain successful relationships with their strategic publics they need to know, understand and respect the two regulatory frameworks: normative-legal and ethical. Normative-legal framework, which includes international conventions, constitutional provisions and legal solutions, represents the basis on which public communication and public relations are based into the modern world. However, the normative-legal framework is, basically, only the first a step towards the complete regulation of the public relation profession, because without knowledge, understanding and application of ethical principles and codes of applied public relation ethics, cannot even be successful public relations. Based on the analysis,

it is clear that the ethics of communication represents reference framework and platform for self-regulation of public relations.

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The Role of Marketing in the Development of Tourism in Kosovo

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ABSTRACT

Tourism is a social, cultural, and economic phenomenon, as well as a component of the culture and the way of being a modern human, which is precepted and associated with human dignity and a new evolved quality of life. Marketing impacts promotion and development of the economy and creates new functional conditions for the economy of Kosovo as well as the economies of underdeveloped countries. Kosovo has natural resources that could be a destination for many tourists. The implementation of marketing strategies and models for the tourism of the Republic of Kosovo by decision makers would increase the chances for economic development, reaffirming social and cultural values, as well as implementing services to the advantage of the society.

Keywords

Marketing, tourism, development, economy

Introduction

Marketing has an impact on promotion the development of the economy and creating new functional conditions for Kosovo economy as well as the economies of underdeveloped countries. The implementation of marketing strategies and models for tourism in Kosovo by decision makers would increase the chances for economic development, reaffirming social and cultural values, as well as implementing services to the advantage of the society. However, without comprehending the effects and economic necessity of the tourism market, the elements of marketing will not be understood and implemented, as well as the essential role of marketing in the growth and positioning of this branch of the economy.

Therefore, in the contemporary economy, service activities, with special emphasis on tourism, are becoming more and more dominant, increasing significantly in recent decades in global level, where a large percentage of newly created jobs belong to the service / tourism industries. In this regard, the economy of Kosovo is oriented towards new strategies which are more effective and dictated by development itself. The manufacturing industry is gradually being replaced by the service industry which, as in the rest of the world, in our country, constitutes the fastest growing sector. This growth itself is a response to the market demand and the needs of society. Kosovar society in the context of the greatest expansion of development should increasingly be oriented and aimed at the use of tourism potentials which it possesses, especially cultural tourism as an asset inherited and cultivated over the centuries, then mountain tourism which is characterized by unique relief, as well as medical tourism, business, weekend and transit tourism.

Although Kosovo is a small geographical area, with its natural and human motives, it offers good opportunities for the development of some types of domestic, regional, international, stationery and transit tourism. There are tourist places that can be used by local population for excursions, sports, recreation, leisure, culture, and education. Coming to spend their holidays in the homeland, the Albanian Diaspora consists one of the largest influxes of tourism in Kosovo, hence the summer season has a large turnover in all aspects. In line with this, there is a need for a vision, orientation, and an appropriate timely defined strategy to find the best ways to use the tourism resources and potentials that Kosovo possesses for the benefit of the overall development.

Background of Tourism in the Republic of Kosovo

In recent decades, tourism, both in positive and negative worldview, has developed and ranked as an important factor in the context of sustainable development. According to reliable data within EU countries, tourism is one of the most important economic sectors, with 9 percent of employees and 9 percent share in consumption. Tourism also represents one of the five export categories in 83 percent of all countries in the world and one of the main sources of foreign exchange earnings in almost 38 percent of countries. In many countries, tourism has one of the key roles in the economy as a source of employment and effective anti-poverty strategy. The development of tourism in Kosovo is closely related to determining factors, which affect the tourist turnover. The main determining factors contain the following elements:

- a) Geographical position of Kosovo - is closely related to neighboring countries, especially Macedonia and Montenegro, with which it is connected to the Riviera of the Aegean and Adriatic Seas. Kosovo's central position in the Balkan Peninsula represents advantages and interconnections with the countries of the region, for which road construction is evolving.
- b) Great potential for development of mountain tourism with its all specifics, which is only to be exploited, as well as thermo-mineral resources.
- c) Many cultural and historical riches.
- d) The indispensability of utilizing receptive capacities and improvement of conditions in accordance with tourist standards and employing them in the tourist offer.(Millaku B, 2018)

Sustainable economic and tourism development, given the trend and dynamics of contemporary global development, is considered a necessary social action, that has been transformed into standards and principles, which should be most effectively implemented in your life. Tourism, in the capacity of economic activity, is characterized by a very heterogeneous nature, both in terms of theoretical studies and in the positive and negative contemplations transpiring in the postmodern world. Certainly, postmodernism and the process of globalization

itself have defined the rational and team approach for all stakeholders, in order that the new logic of economic development is based on the principles of sustainability, balance and planned consumption of natural resources.

The exceptional development of technology and competition for development and global market access, thanks to the principles of free trade, has made the exploitation of resources, not only become extremely aggressive, but seriously endanger biodiversity and the global environment. The new paradigm of "sustainable development" requires the creation of a legislative basis, which should not only be based on international conventions, declarations and international actions, so that it is not only easily applicable and accepted by society, but also provide and guarantee effective modern development strategies. In many countries, tourism has one of the key roles in the economy as a source of employment and effective anti-poverty strategy. (Charles Ch.W.Hill ,L, 2005)

Characteristics of Tourism in Kosovo

Geographical Position - Kosovo is situated in the middle of South-Eastern Europe. Occupying a central position in the Balkan Peninsula, it represents an important node of connection between Central and Southern Europe, the Adriatic, and the Black Sea. The surface of the territory of Kosovo is 10 908 km² and is populated with over 2 million inhabitants. (Krasniqi ,A,2004) Climate and temperatures in Kosovo are variable during the four seasons of the year. Winters are snowy and with low temperatures averagely reaching - 2 ° C. Spring and autumn are cool and rainy, while summers are hot and dry - with average temperatures + 22 ° C. High temperatures in Kosovo during the year are between + 25 ° C and + 38 ° C.

Airlines - Prishtina International Airport is located 15 km southwest of Prishtina.

Currency in Kosovo - EURO is used as the official currency in Kosovo. Some of the tourist places in Kosovo are Mountain Resorts, Museum Cities, Historic Sites, Natural Beauties and Thermal Springs. Kosovo is rich in hilly-mountainous areas rich in fauna.

Potentials of Tourism Development in Kosovo

Nature-based tourism can offer great opportunities for development and is the second most important sector after agriculture with an impact on development. Tourism is often considered a successful alternative to intensive agriculture, forestry, or fishing. Eco-tourism is an example where the income of private owners depends heavily on the health of the surrounding ecosystems. Sometimes businesses do not pay attention to biodiversity conservation but there are examples when biodiversity conservation is associated with increase in profits from tourism activities.

Tourism in Kosovo ranks among the branches of the rapidly developing economy in the last decade. In the structural analyzes and long-term projections, tourism is evaluated as a very dynamic show important for the development and promotion of nature protected areas, especially national parks and natural heritage values.

Economic development is one of the most important responsibilities of the Government of Kosovo. In the efforts to accomplish a segment of the Government Program, it was deemed necessary to draft this strategy which reflects the current state of the raw material of the tourism sector and its impact on biodiversity. The opportunities that Kosovo has for a sustainable and competitive tourism product, the problems and difficulties that accompany the development of tourism, will be addressed in this paper. The development of tourism and tourism capacities, the gathering of a large number of people in nature protected areas often threatens sensitive ecosystems and valuable natural habitats and thus plants and animals. That being the case, a detailed analysis should be made regarding the impacts of tourism in these areas as well as on the concrete types of plants and animals. Increasing the number of visitors will have a detrimental impact on the biodiversity of these areas. (www.kryeministriks.net,2019).

Sustainable forms of tourism and eco-tourism represent the ideal framework for tourism development in general. Eco-tourism includes all types of tourism and is based on the sustainability of tourism as a human activity which offers opportunities for revenue generation throughout the year with minimal impact on the environment. Although our country has potential for the development of eco-tourism, everything is in the initial stage.

The development of tourism will result in an increase in the number of visitors to nature protected areas and natural monuments, but our country does not have developed tourism and educational capacities and offer for visitors (leaflets, maps, tourist guides).

Based on the studies to date in the Republic of Kosovo, there are very good conditions for the establishment of tourist centers for winter-sports tourism. The tourist region of the Albanian Alps and the Sharr region are two regions that have the best opportunities for the development of this type of tourism. The following presents the possibilities of setting up centers for the development of winter-sports tourism for these two tourist regions. Tourist centers in the tourist region of the Albanian Alps can be set up with a total capacity of 129,000 visitors per year while the tourist region of Sharr 113,000 visitors per year.

Given that these two regions are also the largest floristic and faunal centers in Kosovo development impact of tourism in these two areas will be negative in biodiversity conservation. On the other hand, positive side of all this is that generated revenues can be oriented to nature protection activities as well as infrastructure construction, monitoring and scientific research. In terms of natural heritage, the border regions of Kosovo constitute the main sources that offer a unique natural tourist product, as is the case with the south-western region of the 'Albanian Alps' on the border with Albania and Montenegro, the south-eastern region of the mountains. Sharrit 'on the border with Albania and Macedonia and the northern region of the 'Kopaonik' mountains on the border with Serbia.

Kosovo's cultural heritage is also very diverse. Small forts such as Albanian Kullas , mills and bridges, mosques and churches, Turkish baths, castles and archeological sites, all offer a rich history of the region.

Given the natural and cultural resources of Kosovo, the segments as shown below currently represent the main pillars of the tourist offer:

1. Cultural Tourism: With medieval objects included in the UNESCO list of cultural heritage, with a total of 41 archeological sites of high importance. On the other hand, a night life accompanied, with a diverse music scene, with an extraordinary hospitality of the locals. Kosovo has a lot to offer in relation to cultural tourism ([http://www.mti-ks.org/sq/ Tourism- Division](http://www.mti-ks.org/sq/Tourism-Division),2020).

2. Mountain and alpine tourism: With winter resorts for skiers like Brezovica and in the Sharr Mountains. Kosovo has the opportunity to strengthen and improve its position as a winter holiday destination. With respect to the provision of services and tourist products throughout the four seasons of the year, the Rugova valley has already only developed a considerable number of tourist offers with tour operators.

3. Rural tourism, eco-tourism and alternative tourism: 'Bed and Breakfast' accommodation is only part of the tourist offer in 'Velika Hoç' (Novo Brdo) and some of the other rural places in Kosovo. This type of accommodation is currently part of the local and regional tourist offer.

Tourist Capacities

Based on Kosovo official statistics, it is evident that these capacities are not being used, we see a minor presence of foreign visitors compared to domestic ones. Nevertheless, there is a significant increase if we compare the number of visitors in 2019, 2018 with 2009, 2008 resulting in a robust, though not adequate, increase of the number of visitors.

In 2019, Kosovo had 287083 foreign visitors;

In 2018, Kosovo had 300,803 foreign visitors;

In 2008, Kosovo had 79045 foreign visitors and

In 2009, Kosovo had 88949 foreign visitors.(Statistical Office of Kosovo,2020).

These figures show a good consolidation of the tourist offer within ten years, although, with a capacity of only 11572 beds in 2018 (<https://visitkosovo.rks./page/atraksionet-1>,2019).

Methods

In order to conduct a scientific research, to achieve success, and shed light to general problems, we have applied certain types of methods through an adequate selection and for specific study. This study is a descriptive study, of the nature of analysis, which helps us to identify and analyze the possibilities of tourism development in Kosovo through marketing development. The research is based on official data.

Through the methods mentioned below, the phenomenon has been researched, respectively the way of working for the accomplishment of the goal in the scientific paper.(Jakupi A,2005).

To produce a scientific research paper as efficient as possible technical and logical methods are used, including:

1. Method of analysis,

2. Synthesis method,
3. Comparative method and
4. Case study method.

Conclusion

In Kosovo, tourism is an important economic branch. Kosovo Tourism Industry has realized 10-15% of the local social product, depending on the year in question and whether all direct factors (hotel industry, gastronomy) or indirect factors (agriculture, construction, etc.) have been considered. These data, however, have only relative value. The large share in the local social product can only be explained by the weakness of other economic sectors. The large share of the tourism economy in the local social product reveals, in the first place, the weaknesses of other sectors of the economy, while the tourism potential has not even been sufficiently exploited. This share in absolute numbers and the relation with the local social product can be even greater, if the tourist offer progresses in terms of quality and quantity. Viewed from the tourism aspect, Kosovo is a developing country. Stronger competition and fierce struggle for their market share awaits all destinations in the region and beyond. Consequently, the quality of hotels, services and infrastructure is improved. Markets diversify and re-emerge by grasping on and caring for cultural-historical heritage.

Kosovo's position is weak: lack of financial resources, market-friendly product and professionally qualified staff. The offers are oriented almost exclusively to the market that has small payment options. This remains the main market, as much work remains to be done to create quality products. Currently tourist requirements in Kosovo are related to domestic and foreign guests. Jobs and well-being of a considerable part of the population, and the progress of the country's economic power in general, depend on the attractiveness and competitiveness of the Kosovar tourism economy.

The basic goals of the development of the tourism economy are:

- Renewal, complete revaluation, protection of tourism potentials and creation of a new tourist image,
- Restructuring and modernization of the overall tourist offer,
- Selection and promotion of tourism development according to the criteria of available spaces and their quality as natural resource carriers,
- Establishment of ecological standards that will enable efficient protection of natural resources,
- Promoting the development of tourist regions with more favorable opportunities for the maximum extension of the tourist season and increasing the degree of utilization of the capacities of the tourist offer,
- Renovation of hotels and raising their standard,
- Low value objects in exceptional locations to be replaced with high quality objects,
- Creation of the necessary infrastructure (recreational contents),

Modeling and creating marketing campaigns advertising the attractiveness of tourist places.

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COMPARATIVE ANALYSIS OF THE ECONOMIC SITUATION BEFORE AND AFTER THE OUTBREAK OF THE PANDEMIC SITUATION IN ALBANIA

Observation Analysis on the Official Publications of the Albanian Government

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Abstract

COVID-19 hit Albania's firms' finances hard. While a similar share of firms reported decreased liquidity and cash flow availability across the countries, 58% of firms in Albania reported delaying payments to their suppliers, a share considerably higher than in the other seven countries.

COVID-19 has the potential to cause three waves of morbidity and mortality: the first is due the disease itself; the second to the inability of health systems to maintain health services,¹ and the third is due to increased levels of unemployment, poverty, economic repercussions, disruption to social services and social systems, and increasing inequalities. Based on current evidence, the most plausible scenario for the evolution of the pandemic may involve recurring epidemic waves interspersed with periods of lower-level transmission.

The challenge for the government and the health system in a recurring epidemic wave scenario with compounding waves of mortality and morbidity is to remain ready to provide the full range of services needed to prevent, diagnose, isolate and treat COVID-19 patients, while providing the full spectrum of health services and strengthen its health system towards Universal Health Coverage. This requires a dual track health system response which will test many countries.

Key words: Empirical Study of COVID 19, Pandemic plan, Health system, Albania reforms Empirical studies of COVID 19, Recurring epidemic, Accounting's politics,

JEL Classification : N0, N1, N2, N3, O1, O2, O3.

1.2 INTRODUCTION

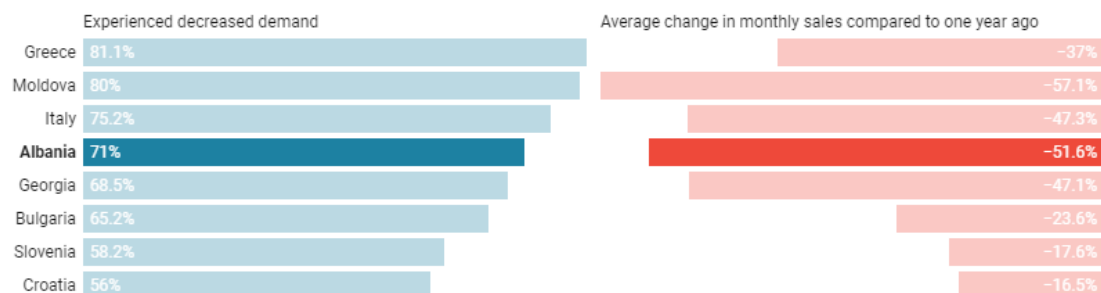
In addition, it is imperative to plan and implement well-coordinated social and economic measures, responses and strategies that reduce the negative far-reaching socioeconomic impact of the pandemic on people, the economy, social systems and services. While the number of COVID-19 cases in Albania began to stabilize by mid-December, the situation has deteriorated again as of January 2021. ¹⁵⁰While the daily rate of new cases decreased to a low of 185 new cases per day on 4 January, this was most likely due to less testing during the

¹⁵⁰ The International Institute of Finance (IIF) responded to this initiative by recommending that private sector creditors repay debt in a similar way. In May, the IIF issued Terms of Reference for private sector participation on a voluntary basis. The IMF, together with the World Bank, has expressed support for a further extension of the DSSI by the end of 2021. The G20 have agreed to consider the need for a further extension until the time of the IMF-World Bank Spring Meetings in April 2021, pp 3

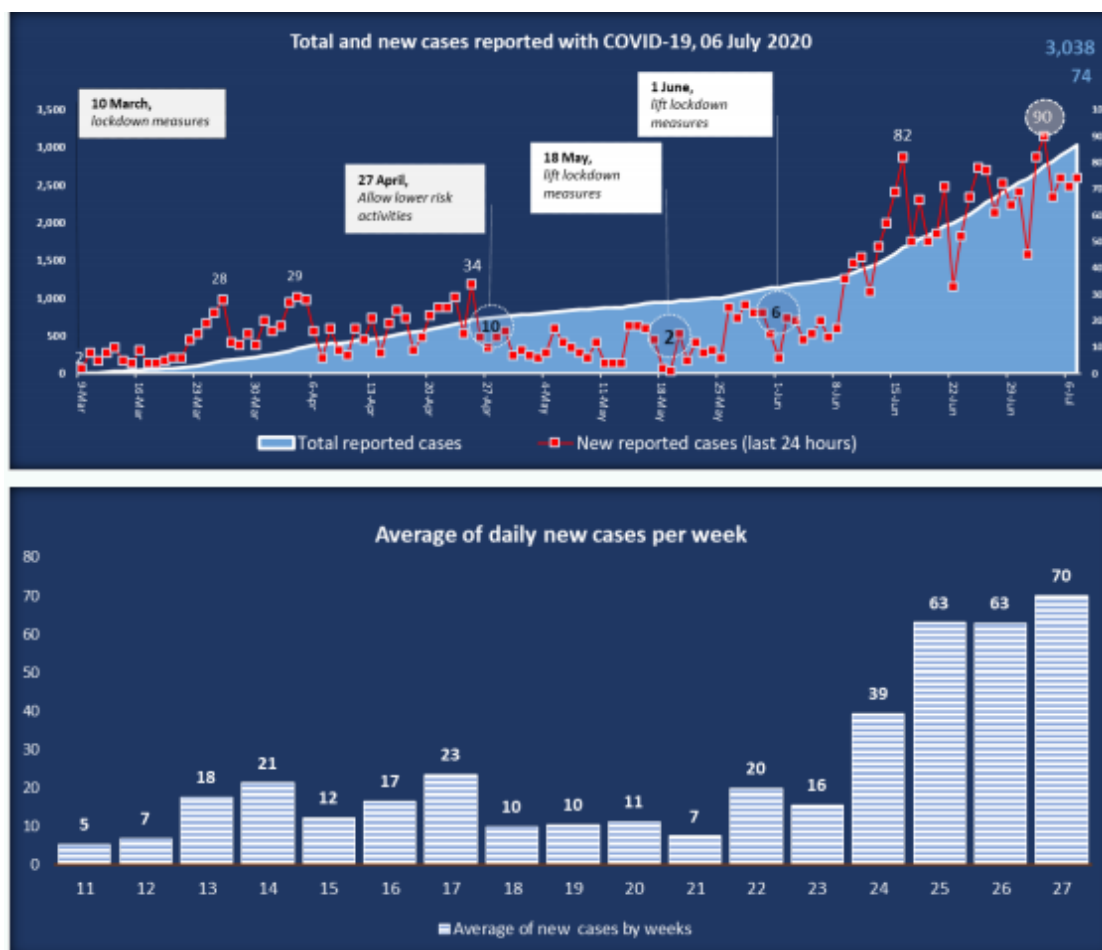
holiday period, as the situation quickly reversed to more than 800 cases per day again. Albania¹⁵¹ is currently ranked 15th in the world with 971 active COVID-19 cases per 100 000 inhabitants. As of 31 January, a total of 1 380 people has died from the virus, representing 46 deaths per 100 000 inhabitants.

COVID-19 has also created an environment of uncertainty.

Figure 1. Impact on demand and sales



Source: World Bank Enterprise Surveys Follow-up on COVID-19 • Get the data • Created with Datawrapper



Source: *THE COVID-19 CRISIS IN ALBANIA* © OECD 2021

¹⁵¹ Source: COVID-19 health situation – December 2020/January 2021

II GENERAL INFORMATION

Albania's COVID-19 public health¹⁵² preparedness and response are maintained and reinforced, capacity of ensuring safe delivery of essential health services and recovery boosted, and the health system strengthened towards integrated Universal Health Coverage. Social¹⁵³ protection and social services are provided to people at risk to cope with adversity. Decent-work and economic recovery programmers are enacted for protecting jobs, supporting small and medium-sized enterprises, and safeguarding the most vulnerable productive sectors. Albania entered the COVID-19 crisis soon after the destructive earthquake in November 2019.¹⁵⁴ The COVID-19 outbreak hit Albania even harder. To explore the ramifications of this unprecedented shock on Albanian firms, the World Bank's Enterprise Analysis Unit and IFC undertook a survey in June 2020, re-contacting the same businesses that participated in the Enterprise Survey in 2019. This blog summarizes findings from the survey and contrasts the impacts of COVID-19 on the Albanian private sector with those observed in Georgia, Moldova, Italy, Greece, Bulgaria, Slovenia and Croatia.

- a) Macroeconomic policies are adopted to manage the expected surge in fiscal and financial stimulus in favors of the most vulnerable, and in coherence with multilateral and regional responses.
- b) Social dialogue, political engagement, and investment in community-led resilience and local government response systems are enhanced in order to promote social cohesion.
- c) Various states have closed their borders and instructed people to stay inside their homes.

In other words, the world has remained in abeyance, causing a global economic downturn and creating new risks for entities. These risks¹⁵⁵ have begun to present challenges both operationally and financially. In the coming days and weeks, entities will assess risks more clearly, as well as respond to new challenges with greater confidence. Entities should also consider the implications of COVID-19 in the context of their financial reporting. Management considerations¹⁵⁶ and efforts may focus on the preparation of the books of account, the assessment of continuity, the calculation of the accounting estimates and the determination of fair values, and the information.

3. LITERATURE REVIEW AND HYPOTHESES

There is no analogous situation in modern times. There is a consensus among experts that the "economic pain" will pass in several waves: The first wave is the "unplanned stop", so almost all economic activities throughout the country suddenly stop. A few weeks ago, people went to work, ate at restaurants, paid for their services, booked trips and vacations, planned car purchases, were considering buying a new home, held trainings, and conference.

¹⁵² Source: <https://www.unicef.org/albania/media/3101>,

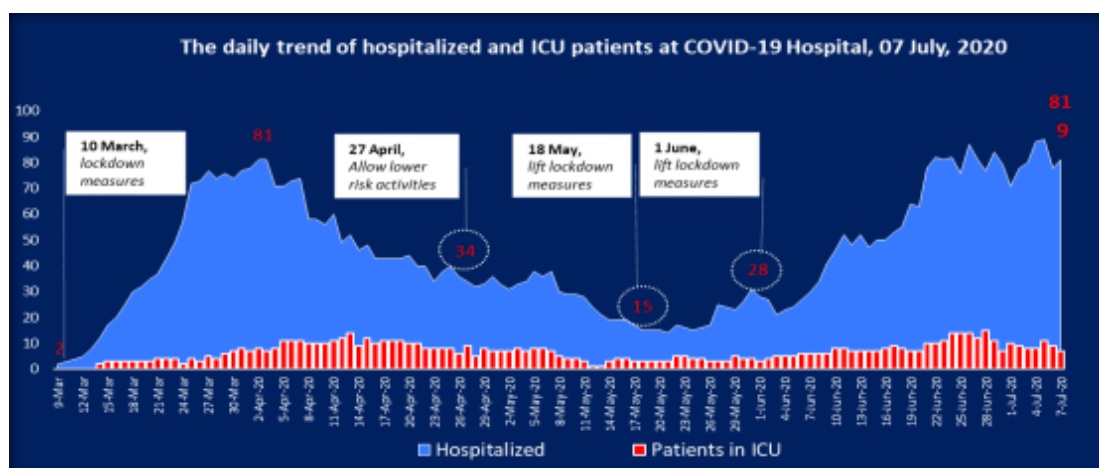
[worldbank.org/developmenttalk/covid-19-impact-albanias-private-sector-taking-stock-looking-ahead](https://www.worldbank.org/developmenttalk/covid-19-impact-albanias-private-sector-taking-stock-looking-ahead)

¹⁵³ [World-bank.org/developmenttalk/covid-19-impact-albanias-private-sector-taking-stock-looking-ahead](https://www.world-bank.org/developmenttalk/covid-19-impact-albanias-private-sector-taking-stock-looking-ahead) pp 2

¹⁵⁴ Fernando Blanco, Levent Karadayi, Nona Karalashvili, Laureta Qorlazja, January 04, 2021

¹⁵⁵ [Worldbank.org/developmenttalk/covid-19-impact-albanias-private-sector-taking-stock-looking-ahead](https://www.worldbank.org/developmenttalk/covid-19-impact-albanias-private-sector-taking-stock-looking-ahead)

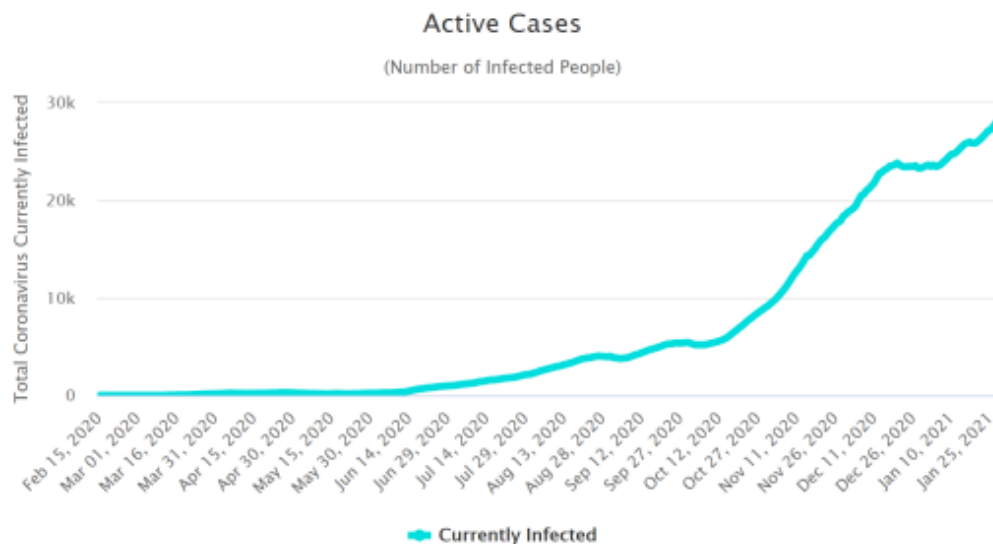
¹⁵⁶ OECD COVID-19 cases in Albania, pp 2



Source: *THE COVID-19 CRISIS IN ALBANIA* © OECD 2021

Now, almost everything is stopped. People have found shelter and security in their homes and are passive. In the second wave, when everything is stopped, people can gradually lose their jobs. In the third wave, all those who may lose their jobs¹⁵⁷ or those at risk of losing their jobs will be in a panic, not from the pandemic, but from anxiety about the future. No one will buy the new car, the new house, or plan a vacation this summer. Although much of the restrictions imposed to prevent the spread of the COVID-19 pandemic will be phased out, consumer reluctance will slow economic growth for a much longer time after the end of the COVID-19 pandemic.

Evolution of active cases in Albania



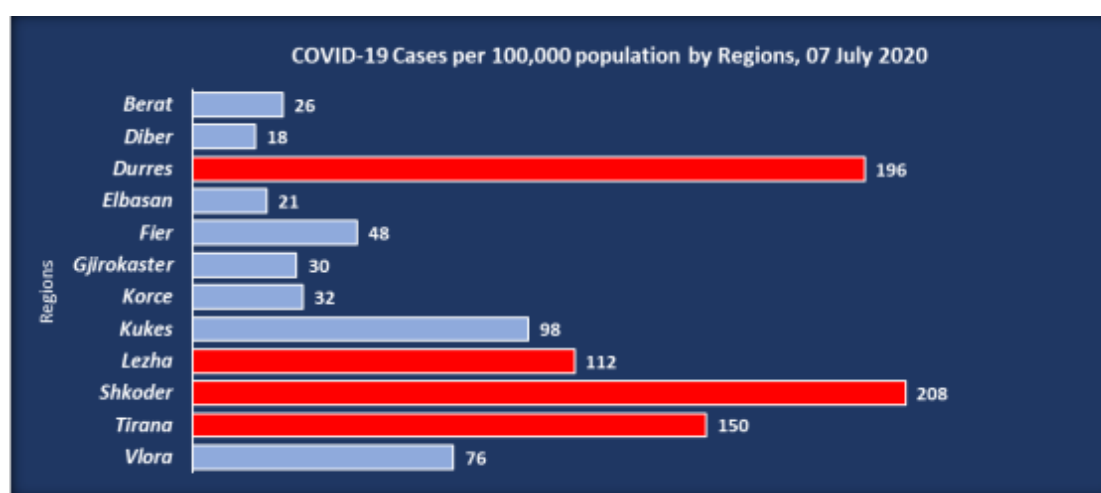
Source: *THE COVID-19 CRISIS IN ALBANIA* © OECD 2021

In the fourth wave, businesses that have planned investments will give up any new investments whether in new product lines, new product development, or investments in new workspaces and thus an engine. In the report on

¹⁵⁷ Worldbank.org/developmenttalk/covid-19-impact-albanias-private-sector-taking-stock-looking-ahead, pp11

the world economy, published in the second week of April, the International Monetary Fund¹⁵⁸ characterizes the economic crisis caused by the COVID-19 pandemic, as a crisis that we have not seen never before and therefore has a great deal of uncertainty about its impact on people's lives. Most countries¹⁵⁹ in the world are facing at the same time a health crisis, financial crisis and a drastic drop in the price of raw materials, including oil. An adjustment to employment in Albania has been very widespread. Twenty eight percent of firms reduced the number of permanent workers, a much higher share than in Greece, Italy, Moldova and Croatia, but comparable to the other countries. On average, Albanian firms cut their number of permanent full-time workers by 11% which is significantly worse than in Greece, Italy and Croatia, though better than in Georgia, and comparable to levels in Slovenia, Moldova and Bulgaria. Differentiated impacts on employment may have been partially associated with the structure of the governments' COVID-19 support packages.

¹⁶⁰According to the International Monetary Fund¹⁶¹ projections, the global economy will fall to -3%, which is a decrease of 6.3 percentage points, compared to the projections of January 2020. This decline is expected to cause the most negative recession we have seen, which from the "Great Depression" crisis and much more negative than the 2008 global financial crisis



Source: *THE COVID-19 CRISIS IN ALBANIA* © OECD 2021

3.1 ECONOMIC IMPACT/OUTLOOK CORONA VIRUS (COVID-19)

The pandemic of the new corona virus (COVID-19), in addition to causing a health crisis, has also affected the behavior of people and their daily habits, which has caused changes in the economy, ¹⁶²In this context, certain sectors in the economy are suffering losses, while on the other hand, some sectors are growing.

The crisis caused by COVID-19, in the world, but also in the countries of the region, has mostly affected the tourism sector, as well as other sectors related to tourism, namely hospitality, crafts and transport, but also

¹⁵⁸ This paper is published under the responsibility of the Secretary-General of the OECD. The opinions expressed and arguments employed herein do not necessarily reflect the official views of OECD member countries.

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¹⁵⁹ ASSCT in Albania analyses, 2021, pp 11

¹⁶⁰ <https://www.unicef.org/albania/media/3101/file/UN%20ALBANIA%20COVID-19%20SOCIO-ECONOMIC%20RECOVERY%20&%20RESPONSE%20PLAN.pdf>

¹⁶¹ Worldbank.org/developmenttalk/covid-19-impact-albanias-private-sector-taking-stock-looking-ahead, pp 16

¹⁶² Anatolia Agency (AA). 2020

investments in construction and in numerous other projects, both in the public and private sector. On the other hand, what stands out in the context of changes in the economy is the growth of e-commerce, i.e., online sales during the pandemic.

3.2 MACROECONOMIC DATA AND GDP IN ALBANIA

The economy was projected to contract by about 7.5% in 2020 (vs. 2.2% in 2019) reflecting its dependence on tourism and remittances. Furthermore, the November 2019 earthquake took an additional toll on economic activity, particularly in 2020. The fiscal deficit was projected to rise to about 7% of GDP and the public debt to slightly above 80% of GDP at the end of 2020.

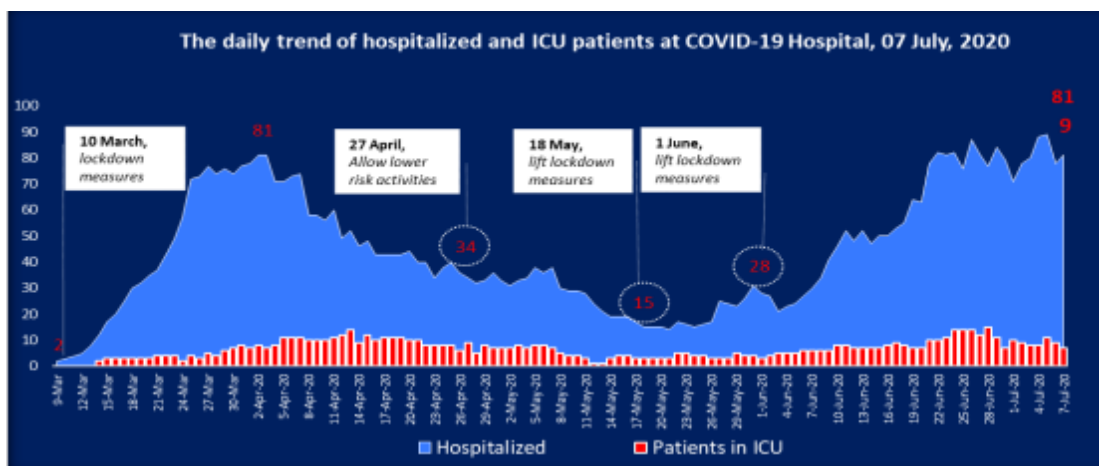
In the second quarter of 2020, Albania¹⁶³ had an economic contraction of 10.2%, followed by a contraction of 3.5% y-o-y in the third quarter. This recession was first driven by a contraction in investment, private and public consumption, as well as a large fall in exports of 35%. ¹⁶⁴This drop may be explained by the large share of Albania's exports to Italy (48%), which in itself fell to a notable recession of almost 18% in the second quarter of 2020. However, the recession slowed down due to an improvement in investment growth of 4.1% as a result of the recent construction projects in the aftermath of the earthquake.

- a) The economic downturn caused by the COVID-19 pandemic, which is mainly observed by a decline in demand, which has no consumers to buy goods and services available in the global economy, is also reflected in Albania.
- b) One of the hardest hit sectors is tourism, which this year has a shortage of foreign tourists, compared to previous years.
- c) According to the Albanian Association of Tour Operators and Tourist¹⁶⁵ Agencies, in Albania this summer season there is only 20 percent of the total number of tourists that was forecast in normal time and this has a direct impact on the country's economy.
- d) During the measures against the pandemic, many businesses stopped their activity and due to this situation, online sales increased in some sectors. Meanwhile, according to a report of the Bank of Albania, the health emergency caused by the spread of COVID-19 and the measures of public authorities to control it in Albania pose a challenge to the economic and financial stability of the country, to the finances of businesses and families, as well as to the sustainability of the country's economic growth, in the medium and long term.

¹⁶³ Policy reactions – December 2020/January 2021

¹⁶⁴ This document and any map included herein are without prejudice to the status of or sovereignty over any territory, to the delimitation of international frontiers and boundaries and to the name of any territory, city or area. The use of this work, whether digital or print, is governed by the Terms and Conditions to be found at <http://www.oecd.org/termsandconditions>.

¹⁶⁵ Flights from Britain to Albania were suspended from 22 December to 1 February, due to the latest Sars-Cov 2 mutation. The 2021 state budget for the health sector was increased by 23%, including a 40% raise for medical staff at the front lines of the COVID-19 pandemic.



3.3. ECONOMY DECLINING DURING COVID-19

Given this situation, according to financial institutions, the double shock of supply and demand will be reflected in the decline of economic activity during 2020, accompanied by declining employment, rising unemployment, declining household incomes and financial difficulties for businesses.

Since March this year, Albania continues to be gripped by the crisis of the pandemic COVID - 19. The number of victims reached on Thursday, 208 people, about 6 times higher than that in the three months of isolation, March-May

Every day, health authorities report more victims and new cases of infection with over 130 per day, which is approaching the number of 7,000 people in total.

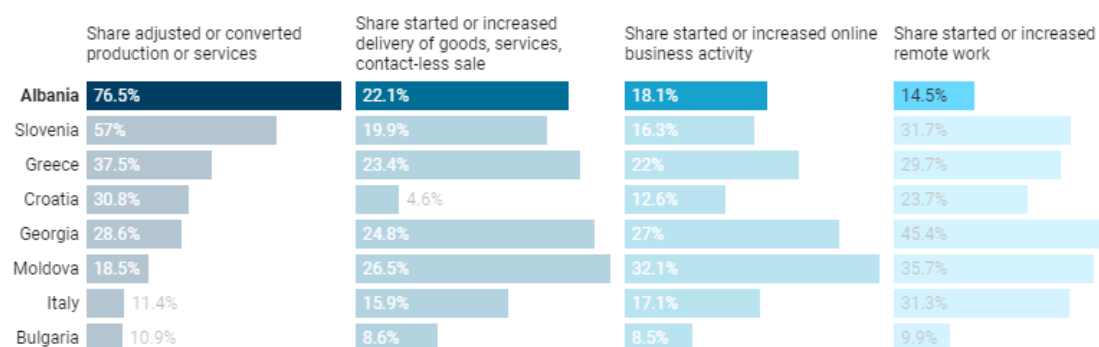
The consequences of the crisis in the economy appear severe day by day: business bankruptcy, rising unemployment, declining purchasing power, domestic production and trade exchanges. At the macro level¹⁶⁶ there may be an increase in public debt, rising unemployment, contraction of domestic and foreign investment, rising costs of many businesses, etc.

The data show an increase in the number of small and family businesses that have gone bankrupt or temporarily blocked their activity, job losses, and difficulties in fulfilling contracts and financial obligations, difficulties for new contracts in the near future, especially with external partners

- The short-term risks of global financial stability have been contained as an unprecedented policy response to the corona virus pandemic (COVID-19) has helped avert a financial downturn and maintain credit flow to the economy.
- For the first time, many emerging market central banks have launched asset acquisition programs to support the smooth functioning of financial markets and the general economy.
- But the forecast remains very uncertain, and weaknesses are growing, representing the possible smell of recovery.

¹⁶⁶ <https://www.unicef.org/albania/media/3101/file/UN%20ALBANIA%20COVID-19%20SOCIO-ECONOMIC%20RECOVERY%20&%20RESPONSE%20PLAN.pdf>, pp 12

Figure 4. COVID-19 adaptation measures among firms



Source: World Bank Enterprise Surveys Follow-up on COVID-19 • Get the data • Created with Datawrapper

¹⁶⁷The report presents an assessment of real-financial disconnection, as well as a forward-looking analysis of nonfinancial firms, banks and capital flows into the market. Following the explosion, firms' cash flows were negatively affected as economic activity fell sharply.

- The most vulnerable firms - those with weaker solvency and liquidity positions and smaller size - experienced greater financial stress than their counterparts in the early stages of the crisis.
- As the crisis unfolds, corporate liquidity pressures can turn into insolvency, especially if recovery is delayed. Small and medium enterprises (SMEs) are more vulnerable than large firms with access to capital markets. ¹⁶⁸Although the global banking system is well capitalized, some banking systems may experience capital shortages in an unfavorable scenario, even with the policy measures currently in place.
- The IMF is responding to an unprecedented number of emergency funding calls - from over 100 countries. The fund has doubled access to its emergency facilities - the Quick Credit Facility (RCF) and the Quick Financing Instrument (RFI) - allowing it to meet the growing demand for financing during the crisis.
- ¹⁶⁹These facilities allow the Fund to provide emergency assistance without having to have a complete program. Emergency funding has already been approved by the IMF Executive Board at a record speed for 76 countries. As of June 2020, the IMF has also provided financing under other lending arrangements. Please see the IMF Financial Aid and Debt Service Assistant COVID-19 tracker where you can find the latest detailed information.

Any member of the IMF can apply for emergency assistance. There are several requests for support under the Quick Credit Instrument (RCF) and the Quick¹⁷⁰ Credit Instrument (RFI), including whether the country debt is stable or on track to be stable, which has urgent balance needs and is pursuing broadly appropriate policies to address the crisis (including safeguards to ensure that IMF funds are used for their intended purposes).

¹⁶⁷ <https://www.unicef.org/albania/media/3101/file/UN%20ALBANIA%20COVID-19%20SOCIO-ECONOMIC%20RECOVERY%20&%20RESPONSE%20PLAN.pdf>, pp 21

¹⁶⁸ See: Georgia has similar income per capita and strong tourism as Albania; Moldova is a lower income country with large outmigration and remittances inflows; Italy and Greece are Albania's main trade partners with strong tourism sectors; Bulgaria and Slovenia are somewhat similar small economies in a more advanced stage of transition; and Croatia is a Western Balkan country with a strong tourism sector. Other countries in ECA where the same survey was undertaken include Cyprus, Czech Republic, North Macedonia, Poland, Romania and the Russian Federation, pp 4

¹⁶⁹ Quick Credit Facility (RCF) and the Quick Financing Instrument (RFI)

¹⁷⁰ See: The International Institute of Finance (IIF) responded to this initiative by recommending that private sector creditors repay debt in a similar way. In May, the IIF issued Terms of Reference for private sector participation on a voluntary basis. The IMF, together with the World Bank, has expressed support for a further extension of the DSSI by the end of 2021. The G20 have agreed to consider the need for a further extension until the time of the IMF-World Bank Spring Meetings in April 2021

The policy steps we know have worked before - including during the GFC - are on the table. Yesterday, major central banks took decisive coordinated action to facilitate exchange lines and thus reduce global financial market stresses.

Financial system supervisors should aim to maintain a balance between maintaining financial stability, maintaining the health of the banking system, and maintaining economic activity.

This crisis will prove stressful if the changes made after the financial crisis will serve their purpose.

- a) Banks should be encouraged to use flexibility in existing regulations, for example by using their capital and liquidity safeguards, and undertake renegotiation of loan terms for stressed borrowers.
- b) Risk detection and clear communication of supervisory expectations will also be essential for markets to function properly in the period ahead.

Albania was slightly affected in the first wave of the pandemic in the spring. Due to its proximity and close ties to Italy, Albania adopted some of the most difficult blocking measures in Europe on Mars as soon as it discovered the first confirmed COVID-19 case. The government declared a state of natural disaster which enabled it to use the extended powers for its three-month duration until it expired on 23 June.

- a) The Bank of Albania suspended the distribution of dividends to banks until the end of 2020 in order to increase capital and support loans during this period. The central bank also halved the salaries of its supervisory board and senior management for as long as the pandemic lasted.
- b) To promote and reduce the use of online banking the number of people seeking services on the bank premises, the central bank also waived commissions for transfers in local currency.

CONCLUSIONS

COVID-19 disrupted the normal environment in which children used to live and grow and drastically affected their access to critical services. ¹⁷¹Country wide lockdown left those who had homes, residential care placement or shelter in quarantine and those whose livelihood was already linked to working and living in the street, in even worse and uncertain situation. COVID-19 pandemic has increased the risk for child labor and child exploitation, as many families see their income and livelihood sources diminish.

¹⁷²For children already living, working or spending most of their time in a street-connected situation, this risk is extremely high, and demands for immediate support to provide support services to these children and their families, while helping them keep the pace of their education, access to vocational training and other developmental opportunities.

COVID-19 has exposed the seriousness of the mass emigration of health workers from the Western Balkans and how important it is to keep medical personnel in the country. ¹⁷³The pandemic also revealed the systemic weaknesses of the health system, a consequence of few decades of investment in people, facilities and equipment. In the end, it fully exposed the lack of investment over the decades from the Western Balkan countries in education, science and research and development. On average, these countries spend less than 0.4 percent of GDP on research and development. Fewer vehicle movements brought migratory movement of birds and mammals faster than usual and reduced air pollution. The survey underscores the severity of the pandemic's impact on Albanian firms. The government's most important firm-level support appears to have been wage subsidies which is an effective instrument for temporary shocks.

<https://www.unicef.org/albania/media/3101/file/UN%20ALBANIA%20COVID-19%20SOCIO-ECONOMIC%20RECOVERY%20&%20RESPONSE%20PLAN.pdf>

¹⁷² The International Institute of Finance (IIF) responded to this initiative by recommending that private sector creditors repay debt in a similar way. In May, the IIF issued Terms of Reference for private sector participation on a voluntary basis. The IMF, together with the World Bank, have expressed support for a further extension of the DSSI by the end of 2021. The G20 have agreed to consider the need for a further extension until the time of the IMF-World Bank Spring Meetings in April 2021, pp 11,17

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USE OF MODERN TELECOMMUNICATION TECHNOLOGIES FOR DIGITAL MARKETING IN SMALL AND MEDIUM BUSINESSES IN KOSOVO

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Abstract:

As marketing online is an *innovation in Albania and Kosovo*, we thought to dedicate a special theme, separated from the other themes, which are based on the traditional marketing.

Information and Communication Technology (ICT) program in private and public sectors remains very popular in the market. Recently, there has been an increase in the enrolment of ICT programs in the traditional areas of computer science, electronic engineering, computer engineering and in the newer areas of information systems and software engineering. Using this model (Marketing Online), the paper proves that the focus of Marketing should be optimistic and realistic. Building this system with the programmes based on the market demands, has raised the role of marketing profile on the world of economy. The results of the research in this paper, shows that this project (marketing online) is a major step in the field of marketing.

A marketing online system implementation plan in our country could be build upon existing Community programmes, which are a result of a research, regional innovation, and specific needs of consumer, business and community. The initial step could be the creation of a consensus among a community of players which refines and improves the concept and the vision, builds a large community, identifies the initial enabling technologies (subject to a continuous evolution), identifies the business sector and geographical areas which will act as initial nodes of innovation. *Firstly because the offer of the Albanian and Kosovo market rose mainly on the import, does not present any interest. Very few producers have meliorated their image in the world net of information in the last years, while the greater part of the Albanian and Kosovo businessmen's even when they use the electronic mail, despite they do have internet at the pages of their companies, they use an address that you may get for free at the internet as Hotmail, Yahoo, Google etc, by loosing at the maximum their reliability. These addresses today are used mainly by depressed individuals at the Asiatic countries who perseveringly claim to immigrate toward the West, presenting themselves unsuccessfully as experienced entrepreneur, just to grant an invitation by an European company, even an Albanian and Kosovo one.*

Key words: Albania, Kosovo, Information Technology, ICT, Marketing online, Professional education, Knowledge flows, Local development, Community,

Democratisation of knowledge, Local system of innovation, Economic benefits, etc.

I. Introduction

The paper utilizes the content of an innovation of marketing project, first of all to discuss the challenges of the partnering, the disadvantaged communities both in the project development and in this case evaluation of case project. The efficacy of the project, though not under discussion, was important because it provided the evaluation with a credible vehicle in which to establish community discussions with people from a diverse age groups and backgrounds.

Their engagement was essential not only to the research but to the overall success of the project. Buying search results, introduces a new way of marketing Internet researchers¹⁷⁴. In a community with very low social capital, engagement in a community project takes time, commitment and good community development practice. The paper describes the process of the research in our country, reminding us that our country goals can only be met if we engage the shareholders in endorsing community changes.

The internet and information technology has become an important part in marketing, especially the most important tool to reach the consumers.

In Europe, a total of 40% of the population is online and in North America consumers spent \$75 Billion shopping on-line.¹⁷⁵

In our country online marketing is an innovation. It started to be implicated firstly as a form for calling foreigners within the Albanian and Kosovo market. The analyses of online marketing shows that, still today the search - words related to us mostly are pointed in "Travel in Albania and Kosovo" and "Accommodation in Albania and Kosovo", so the trips in Albania and the hotel accommodations are included there. These searches are less orientated for the climate "Weather in Albania and Kosovo", while the research related to the market is still to far.

Firstly because the offer of our market rose mainly on the import, does not present any interest. A great online marketing strategy can create awareness to establish your

business and provide support services for clients.¹⁷⁶ Very few producers have meliorated their image in the world net of information in the last years, while the greater part of the businessmen's even when they use the electronic mail, despite the fact that they do have web sites of their companies, they use an address that you may get for free at the internet as Hotmail, Yahoo, Google etc, by loosing at the maximum their reliability.

These addresses today are used mainly by depressed individuals at the Asiatic countries who perseveringly claim to immigrate toward the West, presenting themselves unsuccessfully as experienced entrepreneur, just to grant an invitation by a European company, even an Albanian and Kosovo.



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In the main databases of the commercial exchange in the internet, the number of Albanian companies that can be encountered are low, we can say that they may be counted with the fingers of one hand. Because the number of the companies registered from our countries

¹⁷⁴ Dr.sc Edmond Beqiri (2010), Dispencë - Resurset e Internetit, pg. 152

¹⁷⁵ Communicating Sustainability Aspects of Products Using Modern Information Technologies (2007). The Case of the Retailer Sector

¹⁷⁶ Peter Dickrell "Marketing në internet për rritje të biznesit tuaj" Udhëheqës I Departamentit të Agrobiznesit USAID – KBS

¹⁷⁷ <http://edudemic.com/wp-content/uploads/2013/02/social-media.png>

has overpass the number 6, the portal "Go4worldbusiness.com"¹⁷⁸ launched at the net through its pages "Go4albanianbusiness.com", which ironically within two weeks was populated with "companies" and "offers" from India, Pakistan and Nigeria.

However our companies begun to understand the importance of internet, thanks to the intensive contacts with clients and partners from Western Europe. For this reason, the number of people who want to have their own internet site for their offers is always growing.

But to be in the net with the name of your company or product it is not enough, because the visibility does not depend on the presence, but from your promotion level. And this is what online marketing serves for. The publishing of the interactive squares (banners) in the pages highly visited, who build the brand / logo / name image – and who lead the visitors toward your internet page, is the shortest way. Another way is to distribute by mail your message in known directions of potential clients / consummators. The forms of marketing online today are so professionally sophisticated as the professionals are able to know even the presentation in the market of their casual visitors or the one of the target clients to whom is

sent a simple e-mail, without performing any ethic violation.

II. 10 reasons why the marketing strategy must incorporate internet.



It may seem as a surprise, but many big and small companies, have already developed a reasonable marketing strategy including online marketing strategy. Taking in consideration the fact that the Net is used by marketers since 1994, any organization that does not have a strategy that uses the Net¹⁷⁹ for marketing seems to be making a big mistake. There are at least 10 reasons to support this idea according to EbersoleJ.Glenn (et al)¹⁸⁰:

1. Entry points for information.

The most convincing reason why companies need to have an active internet marketing strategy is due to the transformation that has occurred in the way of search for information by the customer. While customers still visit stores, talk to sales representatives, look through magazines and talk with friends, a growing number of consumers turn to Net as the main source of finding information. In particular, they use search engines as their main gate to knowledge, as many search sites are transformed into guide to the required sites, for many Net users.

¹⁷⁸ "Go4WorldBusiness.com is Business-to-Business portal providing genuine leads which end up in real deal. It connects buyers and sellers at an affordable cost.

¹⁷⁹ Web application framework designed for Web development to produce dynamic Web pages.

¹⁸⁰ EbersoleJ.Glenn (et al) (2012). "Ten Important Ingredients For Your Strategic Marketing Plan, According To Your Strategic Thinking Business Coach"

2. What Customers Expect?

Net is transformed not only in the resource of choice for the individualization of information, but during the next few years it is possible that it becomes the expected location where customers can learn about products and make purchases. This is especially the case for customers below the age of 25 years. In many countries, almost all children and adults have been taught how to use the **Net**. Once members of this group will dominate the purchases for their homes or businesses is very clear that the interested companies should have a strong **Net** presence. According to M.Y. Kiang et al (2000) ¹⁸¹ "The ability to serve as both a transaction and physical distribution medium for certain goods is a unique feature of Internet marketing".

3. Captures a wide range of consumer information:

As a tool for collecting data, **Net** is unmatched when it comes to serve information on customer activity. Each time a visitor enters a web site he leaves a trail of information that includes: how he got to the site, how he navigated through the site, what he clicked on, what was purchased, and lot of other information. Knowing consumer's behavior and preferences, tremendous opportunities are given to the marketer to serve his needs. If this work is done fairly, then the customer will respond with a permanent loyalty to the company.

According Gray (2013)¹⁸² "Undoubtedly marketing will have to become much more fleet of foot in store"

4. Extreme Target Marketing.

The most efficient way for marketers to spend money, is to direct the budget towards those consumers that are likely to be more interested in products that company offers. Unfortunately, efforts to mark only customers who give opportunities to purchase are not easy. To illustrate let's make a question: How much money are spent on television spots and publicity for people who probably will not buy? Now the **Net** in a non rival way gives you the opportunity to identify consumers who exhibit the highest potential for purchasing products.

5. Encourages impulse purchases.

¹⁸¹ M.Y. Kiang et al (2000). Marketing on the Internet — who can benefit from an online marketing approach? Pg. 386

¹⁸² Gray.R (2013). Retail revolution.
<http://www.themarketer.co.uk/analysis/retail-revolution/>

If the customer likes or not the product and service, **Net** turns out to be the last venue for inducing impulse purchases. Much of this can be attributed to marketers taking advantage of improvements in technologies that:

1. Allow a website to offer product suggestions based on consumer behavior in online buying and,
 2. Streamline the purchasing process online.
- But online impulses purchases also provide the advantage of "buy now, pay later".

6. Offers under orders of goods and services.

Companies know they can create loyal customers when product and service offerings are designed to satisfy individual needs. This has led many marketers to implement a massive customization strategy offering customers online the configuration of the product or service. The interactive nature of **Net** enables the method "build your own product"¹⁸³.

An empowered customer base, that feels that a company can deliver exactly what they want, is expected to remain loyal for a long time.

7. Bring buyers directly to sales.

In other words, **Net** allows customers to make purchases immediately after being informed through advertising. Before using **Net**, the most productive "the call for purchasing"¹⁸⁴ was through television informers that encourage viewers to call toll-free phone. However, moving customers from a non - active state (i.e., watching TV) to an active state (example, picking up the phone to call the number) is not so effective than to convince people to click on a **Net** spot, while they are aggressively, intensively and actively using it.

8. Conveys the image of being a supplier of type "Full-Service".

For distributors and retailers, **Net** gives them easier opportunities to be a complete supplier. In contrast to the

¹⁸³ Putting a digital product together, depending on the industry. Which is a relatively easy to define an alternative purchase.

¹⁸⁴ A computer-implemented method of remotely generating a purchase order. The method includes receiving a communication in an enterprise resource planning and generating the purchase order through a specific system.

suppliers of the type “**brick –and -mortar**”¹⁸⁵ that are often judged by the inventory at their disposal or services provided at a store, electronic commerce sites can give the illusion of possession of endless inventory responding the offers. This can be accomplished by placing the web site information on products and services, but after having been previously made arrangements with outside suppliers for the delivery of services and transportation. With such arrangements customers may feel that they are dealing with providers that offer full service, while in reality a significant proportion of the products and services are provided from other sources.

9. Lower expenses, lower costs, and better services.

Net technologies are replacing expensive methods for the transportation of goods and services and for managing information on customer's needs. Cost savings can be clearly seen with products and services that may be distributed in digital form (example, music, publishing, graphic design, etc.) where the production and transport costs are essentially removed from the cost equation. Cost cuts can be seen also in other marketing areas where the volume of customer calls can be reduced as companies create the possibility of inquiring about the product online, through services such as: “**Knowledge Bases**”¹⁸⁶ and through responses to Frequent questions with (FAQ). People who deal with field sales may also benefit from encouraging prospects to share information about products online prior to the meet face – to - face. For business-to-business transactions, shortening the processing time and also the cost the seller can maintain a lower inventory level and in this case it can reduce other related overhead for excessive inventory.¹⁸⁷This may contribute to the shortening of the time they need you to explain basic information about the product and the company, and to allow more time for understanding and providing solutions to customer problems.

¹⁸⁵ Bricks and mortar or B&M, in its simplest usage describes the physical presence of a building(s) or other structure. A concept usually referred to in business, which applies to the physical location for a business or organization.

¹⁸⁶ A special kind of database for knowledge management. An information repository that provides a means for information to be collected, organized, shared, searched and utilized. It can be either machine-readable or intended for human use.

10. Creates a global presence.

Quelch J. A. et al in 1996¹⁸⁸ declared “**The Internet promises to revolutionize the dynamics of international commerce and, like the telephone and fax machine, may be a major force in the democratization of capitalism**”. Internet is a communication and distribution channel which creates some global opportunities of the introduction of the product and of the supplied services. Through a web page a local marketer may become very fast a global marketer and by performing this, enlarge the potential target market many times more than the actual size. Differently from the times before the electronically commerce when marketing at an international level demanded more time and expenditures, the overload of files to create a web page is more than necessary to create a global presence. While the creation of a web site does not grant an international sale (it is needed much more marketing work for a site to be successful at international level), in comparison to the time before internet it offers the possibility of a gigantic leap into the business

¹⁸⁷ M.Y. Kiang et al (2000). Marketing on the Internet — who can benefit from an onlinemarketing approach? Pg. 390

¹⁸⁸ Quelch J. A. et al (1996). The Internet and International Marketing.
<http://sloanreview.mit.edu/article/the-internet-and-international-marketing/>

world. Consumers may be confused if a company and its subsidiaries have several Web sites, each communicating a different format, image, message, and content.

III. Retail Sales in the Internet: the tendency of future modern online marketing



While the number of the new internet users in USA and the number of the online buyers is increasing with one number dimensions, Marketer (2009) valuates that the online sales in 2009 increased with 25 %. The young and professionals who just came out of adolescence supported the diffusion of the internet access with broadband, by changing the manner of online shopping and also behave of the traders who sale through Net.

The studying completed during the summer 2009's shows that the rapid diffusion of the internet access with broadband is the principal factor which lead to the sale increase in USA. Nearly 43 % of online businessmen who were included in the studying of "Internet retailer" on June 2009's mentions this premise as the principal reason of the sales increase. The improvements in the retail sales applications in the net

were listed the second in the order of the supporting reasons for the sales increase (31 % of the respondent's valuated them seconds). According to the Marketer evaluation, 2008 was the year when the access in the internet in broadband over passed the connection through the phone as the fast way of the internet use in USA. By the year 2009, 60 % of the internet users entered to the **Net** through the high speed connections. Round the year 2013, is expected that the user's percentage will overpass the 83 % of the internet users in USA.

The penetration of wideband in connection to the internet is widely known as the better enabler of a very of actions in web. In October 2009 the project "**Per Internet & American Life**"¹⁸⁹, examined the distinctions through the users of internet **in** wideband and the one in narrow band, followed by a variety of actions in **Net**. The most important distinction between them was the realisation of transactions (payments) as the online bank actions, the online shopping and the online sale.

By immersing even deeper in the effects of the wideband of internet for the online retail trade, "Nielsen / **Net Ratings**" discovered that the users of the wide band have a tendency to pay much more money in the purchasing in the internet, compared to the purchaser in general and that they visit the retail selling internet page with a with greater frequency by spending more time on them. This fact is valid for many places in the world.

According to the report of **World Wide Worx**¹⁹⁰, even in South Africa Internet retail sales increased during the 2009's - with 20 %, totally less than 25 % of the increase in the year 2008's.

The online purchases in total in the South Africa this year reached R 514 million (\$ 80 million). On the other hand the increase of the online purchase has reached even the investments of the companies to be present and the online sales. According to a research of **Nielsen Media**¹⁹¹ in Germany during the year 2009's have been invested 359 million euro in the online publishing, (+32,9 %) more than a year before. In total according to the research of Nielsen

¹⁸⁹ Kim.Y et al (2010). Building broadband: Strategies and policies for the developing world.

¹⁹⁰ South Africa Internet Usage and Marketing Report.<http://www.internetworldstats.com/af/za.htm>

¹⁹¹ Global Faces and Networked Places A Nielsen report on Social Networking's New Global Footprint (2009).

http://www.nielsen.com/content/dam/corporate/us/en/newswire/uploads/2009/03/nielsen_globalfaces_mar09.pdf

same time by absorbing indirectly more visitors in account of its internet page. These visitors in a set are converted into purchaser. The online sales more likely in the nearest future will be the most used manner, to perform buying, especially in those developed countries where the internet is present nearly in every house, office and other environment.

The Marketing Online creates the possibilities to a company that its services will be reached in every moment of the day from the potential consummator. With the facilities that offers the technology, has greater chances that the promotion will turn into a direct purchasing , without mentioning the other profits as media, the creation of a greater acknowledgment and the reduction of the potential costs. It is a disaster that the online marketing in Albania and Kosovo is not valuated for its importance, because now in the world these accesses transformed into one of the most effective methods in the recognition of a brand / product / idea, etc. As much as it concerns for our countries, we judge that the problems which do make impossible for the moment of marketing online development are numerous.

optimization



ockets. The low number of credit cards holders, lives with the of a competitive offer to buy through internet. It does not exist the existing ones present great lacks of professionalism and omission was delayed in the distribution nearly 4 weeks.

ne marketing by the Albanian and Kosovo companies, as a of promotion.

¹⁹³ <http://www.skyline-marketing.co.uk/wp-content/uploads//2011/04/Search-Engine-Marketing.jpeg>

For the online businesses who attempt to be known through the internet, it is important being in or near the top of the research list and very important to convince the researchers to visit their page. This was even the result of a recent study which shows that the users of the searching motors expect to find that what they are looking for at the first page of the results.

Metrics for measuring marketing effectiveness

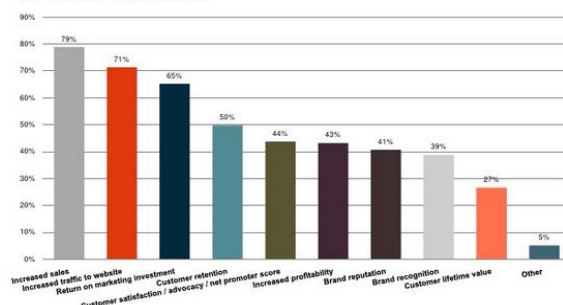


Fig.5. Metrics for measuring marketing effectiveness¹⁹⁴

The studying sponsored by “ **Iprospect** “ discovers especially how the researching motors have done their best to present the proper results at the user, who have turned into a research expert, of the finding of information they need. The studying showed that 62 % of the users click over the research result of the first presented page, and also 9 from 10 such cancel a research if it results unsuccessful after being controlled the first 3 pages.

are the leaders in their fields, which gave to them even this position” - says **Mr. Robert Murray**, the President of Foundation “ **Iprospect** “.

For these reasons the problem of the brand is critical, because not only reinforces the importance of being near the top, but also highlights the necessity for collaboration through the online marketers and the one who works in the space of the brand management.

VII. The position and only the position

The marketers must be clear that if an internet page does not offer the appropriate facilities, the best would be to see for any other manner of marketing for their business. Too many businesses are now on the fifth generation of the internet pages, but every change in the design and content to make the page more interactive (works with flash) would not have so many influences in the research motors.

To be effective the marketers must make sure themselves that their companies are on the top of the results for a wide range of researching words and not only in a term because this would enhance the possibility to be reached by the users during this process. Another finding worth for the study shows that nearly one third of users of the research motors relate the fact that the companies, the pages of which are present on the top of the searching results, offer products with the highest quality

“A high percentage of the users of the research motors attribute their research to the industry leadership to those brands which are on the top of the list and believe that they

VIII. Online Marketing and Business from home

Some people pay nearly blindly to much money for advertising, but there are also those that don't have any budget for advertising and in the greater part of the cases they don't perform any advertising. Both are harmful for your business and no where to go with it from what went wrong. There are too many new and creative ways to show the products and services not so expensive, so to pay to much money for it would be much more. But if you don't have money to spend maybe you have predetermined for the business to fail as case of not advertising. In this situation people must be very careful to look for the free manners of advertising.

When you speak for advertising there are too many possibilities online and offline, which would help to spread the word over the internet page and your product and you, would increase the traffic and the incomes as reason of that.

¹⁹⁴ The Marketing Budgets 2010: Effectiveness, Measurement and Allocation Report, produced by Econsultancy and global digital marketing provider ExactTarget, looks in detail at how companies are allocating their offline and online marketing budget in 2010.

Conclusion:

We think that the building of the modern online marketing in our countries with programmes based on market demand has raised the economic profile of our country. In addition to providing employment to the local population, the Program of Marketing Online has provided opportunity for skill building with Top IT industries staff. Together with the project and the need to provide ongoing support for public enterprises, the education system aims to attract ICT graduates and professionals into the workforce.

Benefits to provincial education in the schools, educators are discovering greater opportunities for teaching and learning that is afforded by the technology. The technology makes it easier for teachers to teach and students to learn and interact with their teachers. Students are motivated to get engaged in the learning process. For teachers, technology enablement has improved the way they teach. Teachers do not simply present information, but become facilitators to the natural inquisitive learning desires of their students. The learning experience is becoming more student centered and project focused – a departure from the passive learning methods.

Enabled by the technology, young students are taking a more active part in their own learning experience, exploring the world around them through the internet, the using the tools of technology that will serve them well in the future. Finally, the use of classmate PC's in the classroom will have a positive impact on the critical thinking, communication and "digital literacy skills of students".

The result of research in this paper presents that this educational transformation project is a major step by our education system to infuse technology into the core of teaching and learning in Albania and Kosovo. Besides providing access to technology and the means to prepare their students to acquire 21st century skills, our education system, also sees this as an opportunity to build up our economy through the employment of many ICT graduates to help with ongoing training and support for the project to supply for the classmate PCs. This project is currently under way and as development continues over the next 2 to 3 years, ongoing collaboration between the industry and other sector enterprises will surely see more opportunities opening up for our economy prosperity.

Finally building our network of digital ecosystems is long-term vision and through an integrated approaches able to exploit all available financial means and instruments and all the potential synergies. A digital ecosystem implementation plan could be build upon existing community programmes aimed at the research, at the regional innovation, at the specific needs of small organizations and local communities. The initial step could be the creation of a consensus among a community of players which refines and improves the concept and the vision, builds large community, identifies

the initial enabling technologies (subject to continuous evolution), identifies the business sector and geographical areas which will act as initial nodes of innovation and tested.

The problem is that the various companies, the enterprises or every kind of business, yet had not understand that they must have a imperative website, initially the aim is their presentation as a company, then what do they present as a service, and the last thing that they must have aside from these two things is a command /purchasing /subscription manner in their website. To have online marketing must be an concerned activity for the company (or at least online existence) because, otherwise there is no sense of successful operation.

An example as a society in north some banner in the website which is frequented, we as a normal clients will go to click, for us to withdraw as a potential purchasing banner must send an offer of the company, or at the normal website, if banners is simply a place were was written the name, the address and phone number simply to show that exists as a company, personally it does not seem so interest to us, and we would not bother to make a phone call or to go and look at it.

All this to say that the problem comes from the companies or marketing team of a company.

If the companies did not managed to understand the importance or to advance the concept of the online sale, or simply the fact of their online existence, marketing online in Albania and Kosovo will never see the brilliance it already has in other countries.

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SOCIALIZIMI I SHQIPES SIPAS TERMAVE TË SOCIOLINGUISTIKËS

SOCIALIZATION OF ALBANIAN ACCORDING TO THE TERMS OF SOCIOLINGUISTICS

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Abstrakt

Tema përmban leksione gjuhësore të termeve sociale dhe sociolinguistike. Po ashtu, do të trajtojmë sociologjinë e gjuhës si fushë e shkencave shoqërore që trajton shoqërinë në raport me gjuhën.

Pra, gjuha lidhet me socializimin në tri rrafshë themelore. Së pari është mjete themelor i socializimit, së dyti, është socializimi për gjuhën, më ç'raste shfaqën varietete gjuhësore që pasqyrojnë grupe shoqërore dhe së treti, socializim lidhur me gjuhën në formën e dijeve për format dhe funksionet gjuhësore.

Sot në fushën e botimeve ndodhemi në epokën gjuhësore më të çoroditur, ku tekstet mësimore e shkencore hartohen me një shqipe të varfër dhe me përplot shkarje nga norma standarde dhe kur askush nuk skuqet dhe nuk jep llogari për këtë.

Në fushën e terminologjisë madje ka dhe emërtime të lëndëve gjuhësisht jokorrekte dhe nocione të tjera të sajuar ose si përkthime të gjymta nga sllavishtja e anglishtja, ose si formime substandarde.

Fjalë kyçe: gjuhë, socializim, terminologji, shkencë shoqërore, formë, nocion...

Abstract

The topic contains linguistic lectures on social and sociolinguistic terms. We will also treat the sociology of language as a field of social sciences that treats society in relation to language.

So language is related to socialization on three basic levels. First is the basic means of socialization, second is socialization for language, in which case linguistic varieties appeared that reflect social groups, and third, language-related socialization in the form of knowledge of linguistic forms and functions.

Today in the field of publications we are in the most perverted language era, where textbooks and scientific texts are drafted with a poor Albanian and full of slips from the standard norm and when no one blushes and is not accountable for this.

In the field of terminology there are even names of linguistically incorrect subjects and other notions invented either as crippled translations from Slavic and English, or as substandard formations.

Keywords: language, socialization, terminology, social science, form, notion...

SOCIALIZIMI I SHQIPES SIPAS TERMAVE TË SOCIOLINGUISTIKËS

“Pa njohuri gjuhe të shqipes s’ka shkencë” – Ejup Statovci

“Nëse e mbizotëron gjuhën tënde, do të fitosh shumë miq” – Catoni

Edhe pse sociolinguistika konsiderohet disiplinë e rëndësishme e studimeve gjuhësore tashmë më shumë se gjysmë shekulli, orientimet e ndryshme në fushat me të cilat ajo ka afërsi (sociologji, etnografi-etnologji, studime teksti, psikolinguistikë, etj), ndikimet e tyre dhe të traditës linguistike të periudhave të gjuhësisë gjenerative-transformacionale, bënë që të kishim hamendësime lidhur me fjalësin që do të përfshihej. I. R. M. f, 5

Qysh nga koha e përdorimit të parë të termit sociolinguistikë nga Haver Currie më 1952, kanë vërejtur Trudgil e Campoy, e nëpër zhvillimet e mëtejme në raport me sociologjinë e gjuhës, me psikologjinë sociale të ligjërimit, me antropolinguistikën, me analizën e diskursit, me etnografinë e komunikimit, e deri edhe me raportet midis gjuhës dhe gjinisë, kanë ndodhur zhvillime të specializuara të disiplinës, të trajtësimit të koherencës dhe të përzgjedhjes së nocioneve e të koncepteve, gjë që ka mundur të shihej nëpër revistat për sociolinguistikë dhe për çështje të variacionit, për raportet e gjuhës me shoqërinë, nëpër kongreset e konferencat (nga i pari më 1964), kanë lindur vazhdimishtë koncepte të reja, pyetje dhe kërkesa për problematika dhe shqetësime për çështje dhe metodologji që nuk ishin shtruar më parë, sidomos për teknika të përdorura për vjeljen e të dhënave, të mjeteve të analizave statistike dhe të nënkuptimeve që kanë sjellë ato ndryshime. Kalimet nga teoritë e periudhës së studimeve historike-krahasuese, të drurit gjenealogjik dhe të teorisë së valëve, të dialekteve rajonale e të ideolekteve, të atlasëve gjuhësorë tradicionalë e deri te teoritë e variacionit të lirë te strukturalistët, konstatojnë Trudgill-Campoy, sociolinguistika ka kaluar nëpër zhvillime të ndryshme teorike e metodologjike. Por me kohë po silleshin në qendër të vrojtit hamendësimet për variacionet e kushtëzuara në aspektin shoqëror, përmes sociolektit, generolektit, kronolektit, përmes diskursëve shoqërore, tregut gjuhësore, e nëpër teoritë e akomodimit, të dialektometrisë apo të modeleve të gravitetit gjeolinguistik, të dizajnit të audiencës, të kalimit nga gjuhësia e kabinetit te gjuhësia e terrenit e deri te gjuhësia e korpusit, zhvillime që vazhdimishtë na sjellin në vorbullin midis disiplinës së veçantë të sociolinguistikës dhe konceptimit të saj si të tërë linguistikës nga William Labov-i. Po aty, f. 7.

AKOMODIM (Accommodation). Përshtatje e gjuhës nga folësja në bazë të veçorive folëse të bashkëbisedueses, e cila mund të ketë varietetet tjetër apo parapëlqime të tjera stilistike. Për nevoja përafrimi, dikush e përshtat gjuhën, në mënyrë që të jetë më e kuptueshme dhe më e afërt për bashkëbiseduesen. Akomodimi në kuadër të sociolinguistikës kuptohet si përshtatje e të folurit të një individi ose të sjelljeve të tjera komunikuese karshi të tjerëve, me të cilat kryhet ndërkomunikimi. Teoria e akomodimi të komunikimit është një kornizë e paraparë për t'i hulumtuar fenomenet dhe proceset akomoduese. Akomodimi mund të jetë konvergjent, me ç'rast emetuesja ia përshtat komunikimin marrëses dhe divergjent, me ç'rast emetuesja qëllimisht, për arsye të ndryshme, vë një distancë gjuhësore me marrësen. Në fonetikës është process gjatë të cilit folësja imiton veçori akustike të bashkëbisedueses. Njihet ndryshe edhe me termat *imitim fonetik* dhe *konferengjencë fonetike*. Në teoritë e komunikimit termi akomodim buron nga Howard Giles, ndërsa në sociolinguistikë është përdorur nga Trudgill, krahas termit dizajn i audiencës, të farkuar nga Allan Bell. Kundrohet në kuadër të solidaritetit gjuhësore dhe shoqëror. Matthews (1997:5); Bell (1991); Giles (2009); Rugova, Sejdiu-Rugova (2015:88). BR. f, 25

AKROLEKT (Acrolect). Varieteti më prestigjioz ndër varietetet e një gjuhe. Rëndom, më i afërt me standardin. E kundërta e mezolektit dhe e bazilektit. Ndër më shumë varietetet e një gjuhe ai që ka më shumë tipare të standardit, apo që është më i trajtuar si prestigjioz nga shoqëria, konsiderohet akrolekt. Matthews (1997:6). BR. f, 26

AKSION GJUHËSOR (Language action). Tërësia e veprimeve lidhur me ndërhyrjet në korpusin dhe/apo në statusin e një gjuhe në kuadër të një bashkësie gjuhësore. Për shembull botimi i fjalorëve është një aksion shumë i njohur gjithandej, ndërsa me të ndërlidhen përhapja e gjuhës në shkolla, publiciteti, rritja e përhapjes përmes lojërave popullarizuese, përmes konkurseve gjuhësore, etj. Një aksion tjetër i këtij lloji mund të jetë fushata kundër analfabetizmit në shkollë të gjerë educative në një vend, ndërsa në raste apo kohë të tjera mund të jetë aksion i rëndësishëm, si, për shembull, fushata kundër analfabetizmit që u zhvillua në Kosovë e në Shqipëri pas LDB-së. *Aksion ligjërimor* (action langagiere) përdoret në teoritë e interaksionizmit, ku veprimi gjuhësor përbën njësinë themelore të analizës. Ka dy aspekte jogjuhësore: sociologjik dhe psikologjik. Ka të bëjë me situatën që ndikon drejtpërsëdrejti në prodhimin e tekstit. (Shih, Corbeil; 1980 / RI, f. 26)

ATITYDË GJUHËSORE (Language, Linguistic attitude). Ndjenjat, përfytyrimet, vlerësimet subjektive, gjykimet, opinionet që mund të kenë njerëzit për gjuhën e tyre apo për gjuhën e të tjerëve. Atitydat mund të jenë pozitive apo negative. Dikush vlerëson sidomos një gjuhë të huaj (mbase për letërsinë në atë gjuhë), dikush sheh një tjetër si të vështirë për t'u nxënë, etj. Shpesh ndodh që të folmet rurale të konsiderohen 'të prapambetura', 'të trasha', ndërsa të folmet e qyteteve 'të korruptuara', etj. Njohja e atitydave ka rëndësi në programet e mësimi të gjuhëve, Ashtu si në planifikimin e tyre. Në teorinë sociolinguistike të Labov-it, gjatë hulumtimit të ndryshorëve, njohja e atitydave lidhur me prestigjin përkatës ka qenë e rëndësishme. Në vijim, edhe në prerjet midis psikologjisë sociale (ku atitydat kanë rëndësi qendrore për të kuptuar sjelljen shoqërore dhe mendimin) dhe sociolinguistikës. Zakonisht atitydat në psikologji janë parë si reagim në favor apo në të kundërtën lidhur me një klasë objektesh, nxihen gjatë socializimit. Shih Lafontaine, në Moreau, 1997:56-60. Lambert, W. 1972. RI, f. 48-49.

ATLAS GJUHËSOR (Linguistic atlas). Tërësi e hartave që shënojnë kufij, brenda të cilëve fliten gjuhë të caktuara. Paraqitje e përndarjes gjeografike të strukturave të ndryshme gjuhësore, të dialekteve e të gjuhëve. I shërben tipologjisë gjuhësore. Shërben kryesisht për të përshkruar origjinën dhe zhvillimin e gjuhëve në botë, përhapjen e tyre dhe kontaktet e gjuhëve. Po ashtu, sqaron familjet gjuhësore dhe diversitetet gjuhësore përgjithësisht. Comrie et al (1977); Hapselmath et al (2005: 1); Haxhi (2013). BR, f. 50

DEFICIT GJUHËSOR/SHOQËROR (Language/ social deficit). Ide pas së cilës nxënëset e klasave më të ulta shoqërore janë në disavantazh ndaj nxënësve të shtresave më të larta, meqë sistemi i shkollimit është projektuar për t'iu përshtatur këtyre klasave. Nxënëset me deficit gjuhësore nxënë vetëm kodin e rrëgjuar dhe jo të elaboruarin. Teori e Basil Bernstein-it. Ai mendonte se dështimi i fëmijëve të klasave të ulta për të nxënë gjuhën është rezultat i pabarazisë sociale. Ai bënte ndarjen në kodin e elaboruar (të klasës së mesme) dhe të rrëgjuar (të klasës së ulët). Në studimet për gjuhën dhe gjininë ekziston këndvështrimi se gjuha e grave është me deficit, për shkak të praktikave që të folurit e burrave e konsiderojnë normë. Në psikolinguistikë, deficit gjuhësore është vonsë e të folurit të zakonshëm dhe e zhvillimit gjuhësore të fëmijës, për shkak të mosfunksionimeve të ndryshme neurologjike. Ka kuptimin edhe të humbjes së gjuhës dhe të të folurit. Matthews (1997:89). Macy (2001:368); Llamas et al (2007:211). <https://psychologydictionary.org/language-deficit/>.

DIVERSITE GJUHËSOR (Language diversity). Nënkupton bashkekzistencën dhe përdorimin e varieteteve dhe gjuhëve të ndryshme brenda një hapësire të përbashkët sociolinguistike. Kodet të cilat përdoren brenda një hapësire të tillë mund të kenë statuse të ndryshme sociolinguistike dhe funksione të përvijuara të përdorimit. Çështja e diversitetit gjuhësore është parë në mënyra të ndryshme herë si pengesë për komunikimin kombëtar dhe ndërkombëtar, herë si vlerë e përgjithshme kulturore. Në rastet kur diversiteti gjuhësore është parë si pengesë për unitet kombëtar e komunikues, në shumë vendë janë ndërmarrë fushata të politikës e të planifikimit gjuhësore për të çuar përpara përpjekjet për njëformësi gjuhësore, deri në asimilim gjuhësore. Këto politika gjuhësore, duke u mbështetur në ideologjinë e gjuhëve standarde, bazohen në parimin e domosdoshmërisë së sigurimit të unitetit kombëtar nëpërmjet gjuhëve kombëtare dhe pohojnë rëndësinë e një gjuhe të vetme për komunikimin dhe administrimin kombëtar, si dhe ndërkombëtar. Në rrafshin tjetër, politikat gjuhësore që mbështesin diversitetin gjuhësore pranojnë larminë gjuhësore dhe mbështesin bashkësitë e grupeve të ndryshme gjuhësore. Po ashtu, ato mbështesin rëndësinë e të drejtave gjuhësore të individit dhe të komunitetit. Diversiteti gjuhësore në të gjithë botën është aktualisht në kërcënim, pasi shumica e gjuhëve të vogla sot mund të quhen gjuhë të rrezikuara, sepse përdoren nga fare pak folës dhe nuk barten nga brezi në brez. Crystal (2008). Swann et al (2004). SHM. f. 81.

FAMILJE GJUHËSORE (Language family). Grup i gjuhëve që janë zhvilluar nga një paragjuhë e përbashkët, trashëgimtare të së cilës janë secila veç e veç. Kjo paragjuhë e përbashkët quhet protogjuhë dhe/ose gjuha mëmë. Gjuhët e krijuara prej saj quhen gjuhë bija. Termi familje gjuhësore i përket gjuhësisë historike. Shqipja i përket familjes së gjuhëve indeoeuropiane. Sipas Ethnologue, sot ekzistojnë 141 familje të ndryshme gjuhësore në botë, me gjithsej 7097 gjuhë të ndryshme. Termi figurative “familje” ndjek konceptin e drurit gjenealogjik që është paraqitje

grafike në formën e një trangu dhe të degëve të gjenealogjisë së një familjeje gjuhësore. Në këtë rast trangu paraqet gjuhën burimore, ndërsa degët grupet e gjuhëve dhe nëndegët e tyre, gjuhët e veçanta. Po e zëmë, druri gjenealogjik i familjes indoeuropiane e ka degën e gjuhëve gjermanike më shumë degëza, ndërsa shqipja është degë më vete. Është konceptuar nga August Schleicher-i më 1853. Druri gjenealogjik nuk është shumë i përshtatshëm për të përshkruar lidhjet e gjuhëve që kanë mbetur në kontakt edhe gjatë procesit diversifikues, me ç'rast mund të shfaqet një nëngrup i përbashkët. Për të evituar një situatë të tillë, gjuhëtarët e përdorin të ashtuquajturin model i valëve. Joseph, Janda (2003:185); Dykro, Todorov (1984:27). Fromkin et al (2003:527-529); Çabej (1986:48); Clackson (2007:5-6). <https://www.ethnologue.com>

GRUP SHOQËROR (Social group). Një grup njerëzish që kanë afërsi dhe bashkëveprojnë rregullisht me njëri-tjetrin në bazë të vlerave, pritjeve dhe interesave të përbashkëta dhe që kanë ndjenjë të identitetit të përbashkët. Ku term përdoret gjithashtu për të përshkruar ato grupe që kanë në parim disa karakteristika shoqërore të përbashkëta, por që nuk është e thënë të bashkëveprojnë rregullisht. Zakonisht grupet shoqërore janë të organizuara në mënyrë hierarkike dhe shpesh raportet midis grupeve shoqërore mund të jenë jo të barabarta. Më tej, në kuadër të grupeve shoqërore mund të dallojmë grupet parësore, të cilat karakterizohen me lidhje më të forta emocionale, me bashkëveprim ballë për ballë, me intimitet dhe me ndjenja më të forta të përkatësisë; dhe grupet sekondare që janë më të mëdha, karakterizohen me marrëdhënie jopersonale dhe me ndjenja jo të forta të përkatësisë. Giddens et al (2018); Giddens, Sutton (2014); Swann et al (2004). SHM. f, 128.

GJUHË GLOBALE (Global language). Nënkupton gjuhët që fliten nga një numër i madh folësish në shumë vende të botës dhe shpesh ndërthuret me termin gjuhë ndërkombëtare. Ky term gjithnjë e më tepër po përdoret për ta quajtur anglishten si gjuhë globale apo gjuhë të globalizimit, pasi kjo e fundit aktualisht ka një status zyrtar në shumë vende të botës dhe përdoret në shumë funksione edhe si gjuhë ndërkombëtare. Në ditët e sotme, folësit që e përdorin anglishten si gjuhë të dytë apo si gjuhë të huaj janë më të shumtë, sesa folësit që e kanë atë gjuhë amtare. Po ashtu, termi mund të mbulojë edhe përdorimin e spanjishtes dhe frëngjishtes, madje edhe të gjermanishtes në rrafshin global, qoftë për shkak të folësve të shumtë, qoftë për shkak të ndikimit kulturor të këtyre gjuhëve. Crystal (1997); Swann et al (2004). SHM. f, 147

GJUHË NËNË (Mother language). Protogjuha nga e cila mendohet se është krijuar një gjuhë e caktuar ose janë zhvilluar gjuhë të tjera. Term i historisë së gjuhës i lidhur me konceptin e familjeve gjuhësore dhe të drurit gjenealogjik. Duke e përdorur metaforën e familjes, në gjenealogjinë gjuhësore flitet për gjuhë nënë, gjuhë bijë, gjuhë motra. Shqipja i përket familjes së gjuhëve indoeuropiane dhe është gjuhë motër me, po e zëmë, gjuhët gjermanike, ndërsa është gjuhë bijë e protoindoeuropianishtes. Në një këndvështrim më të ngushtë, flitet për shqipen si bijë të ilirishtes – për ata që e mbështesin tezën e prejardhjes së shqipes nga ilirishtja. Joseph (2003:185); Fromkin et al (2003:527 – 529); Çabej (1986:48). BR. f, 153

GJUHË PROFESIONALE (Professional language). Tërësi elementesh gjuhësore që shërbejnë si tipare dalluese në një profesion të caktuar. Me këtë rast, mund të flasim për gjuhën e mjekëve, të shkencës, të sportit e kështu me radhë. Disa e përdorin si sinonim termin zhargon, ndonëse zhargon është term më specifik – ka status të shkruar dhe prestigj. Gjëja e parë që bie në

sy te gjuhët profesionale është përdorimi i leksikut, ndonëse Halliday tërheq vërejtjen për kalimin nga një funksion gjuhe në tjetrin, të cilin funksion si proces e quan metaforë gramatikore. Së këndejmi, nuk bëhet fjalë thjesht për leksik, po për tërësi elementesh e kategorish gjuhësore. Rugova (2016:47-57); Halliday (2004). BR. f, 156.

GJUHË ZYRTARE E BE-SË (Official language of BE). Gjuhë që ka statusin e gjuhës zyrtare në Bashkimin European. Në të vërtetë, statusi i gjuhës zyrtare dhe të punës në BE është i përcaktuar për të gjitha gjuhët e vendeve anëtare të BE-së. Aktualisht, BE-ja ka 24 gjuhë zyrtare, por anglishtja, frëngjishtja dhe gjermanishtja përdoren edhe si gjuhë procedurale të Komisionit European. Paramenti European i pranon të gjitha gjuhët zyrtare si gjuhë pune. Së fundi, irlandishtja është pranuar si gjuhë zyrtare dhe pune, por funksioni i saj si gjuhë pune pritet të hyjë në fuqi më 2021. Statusi i gjuhës zyrtare për anglishten është bërë për shkak se Britania e Madhe ishte anëtare e BE-së deri më 31 janar 2020, kur zyrtarisht braktisi BE-në. Duke qenë se tani, përveç Irlandës, ku anglishtja ka ende statusin e gjuhës zyrtare, nuk ka asnjë vend tjetër anëtar të BE-së që e ka anglishten gjuhë zyrtare, mbetet të shihet se a do të ruhet statusi i saj zyrtar në BE. Munishi (2013); https://europa.eu/european-union/about-eu/eulanguages_en SHM. f, 159

GJUHËSI HISTORIKE (Historical linguistics). Fushë e gjuhësisë që merret me studimin e ndryshimeve të gjuhës në rrjedhën kohore. Ndryshe quhet edhe gjuhësi diakronike. Parimet kryesore të historisë së gjuhës janë përshkrimi i ndryshimeve gjuhësore brenda një gjuhe, rindërtimi i formave gjuhësore në periudha të ndryshme brenda asaj gjuhe, etimologjitë etj. Po e zëmë, hulumtimi i Besim Bokshit për formimin e fleksionit nominal të shqipes është studim që i takon gjuhësisë historike. Joseph; Janda (2003); Carr (2008:72). BR. f, 162

GJUHËSI KRAHASIMTARE (Comparative linguistics). Pjesë e gjuhësisë që merret me krahasimin e gjuhëve në rrafshin diakronik, për të parë ngjashmëritë e atyre gjuhëve. Një lidhje gjenetike mes dy gjuhëve tregon se ato dy gjuhë kanë pasur një gjuhë nënë të përbashkët (protogjuhë) dhe se i përkasin një druri të përbashkët gjenealogjik. Kryesisht, gjuhëtarët që merren me gjuhësinë krahasimtare përpiqen të bëjnë rindërtime gjuhësore. Rindërtimet janë nxjerrje e një hipoteze për formën tingullore të një fjale apo të një sistemi të tërë gjuhësore të padokumentuar me shkrim në një gjuhë të caktuar në diakroni. Format e rindërtuara shënohen me asterisk(*). Rindërtimet mund të jenë të brendshme (lidhen me vetëm një gjuhë) dhe krahasimtare (lidhen me një familje të tërë gjuhësore), duke shikuar lidhjet dhe ngjashmëritë e formave të rindërtuara në gjuhë të caktuara. Campbell(2004); Janda, Joseph (2004); Trask (1996:302-303, 2001); Hock, Joseph (1996:17); Clackson (2007:1-2;24). BR. f, 163

GJUHËSI KRITIKE (Critical linguistics). Fushë e gjuhësisë që kërkon a hulumton njësitë gjuhësore që i fshehin apo mbulojnë proceset ideologjike dhe marrëdhëniet e pushtetit në ligjërim apo tekst të shkruar. Pra, duke e kuptuar botën si tërësi strukturash shoqërore që manifestohen përmes ideologjive të ndryshme, gjuhësia kritike i trajton mjetet gjuhësore që i pasqyrojnë ato ideologji. Gjuhësia e mirëfilltë shkencore është doemos deskriptive (përshkruese). Mirëpo, relativizmi mbështetet mbi idenë se njerëzit rrojnë në botë të ndryshme, qoftë për shkak të mendësive të ndryshme, sistemeve të ndryshme të besimeve a të normave dhe qoftë për shkak të gjuhëve të ndryshme. Kjo e fundit njihet si relativizëm gjuhësor. Relativizmi e vë në diskutim “të vërtetën shkencore” dhe u kërkon studiuesve të kenë qëndrim kritik, të ndërgjegjshëm

(refleksiv) për punën e tyre dhe pohimet që nxjerrin. Teoria kritike shoqërore e përshkruan botën njerëzore si një system që nuk është në ekuilibër, por si një sistem që karakterizohet nga dominimi, shfrytëzimi, shtypja, pushteti dhe luftërat. Qëndrimi kritik, së këndejmi, lidhet me “kritikën” ndaj këtyre dukurive. Në këtë kuadër termi “kritik” në gjuhësi lidhet me kritikën ndaj qëndrimit se është e mundur të ofrohet një përshkrim valid shkencor dhe me kritikën ndaj realitetit shoqëror dhe me përpjekjen për ta ndryshuar atë realitet. Së këndejmi, mund të flasim për gjuhësinë kritike dhe për analizën kritike të diskursit. Crystal (2008:123). Johnstone (2008: 28-29). Rugova, Sejdiu-Rugova (2015:196). BR. f, 163.

GJUHËSI PEDAGOGJIKE (Educational linguistics). Përdorimi dhe zbatimi i zbulimeve gjuhësore, sidomos i atyre të sociolinguistikës, për të zgjidhur problemet pedagogjike, sidomos sa i përket mësimdhënies së gjuhës amtare, në mënyrë të veçantë në raport me funksionin e dialektit jostandard në korridore e klasa. RI. f, 163.

ISHULL GJUHËSOR (Linguistic isle). Zonë gjuhësore që ekziston larg hapësirës gjeografike në të cilën flitet ajo gjuhë, me ç’rast folësit e saj e kanë ruajtur gjuhën për një kohë të gjatë. Ishujt gjuhësorë krijohen zakonisht, kur bashkësi të caktuara folëse shkojnë nga një territory, ku flitet një gjuhë amtare, dhe vendosen në një territor tjetër ku flitet një tjetër gjuhë dhe vazhdojnë ta përdorin gjuhën e tyre duke ruajtur identitetin e tyre etnik e gjuhësore. Këso lloj lëvizjesh bëhen qoftë për shkak të emigrimit, qoftë për arsye ekonomike të punësimit. Gjuha që flitet në ishujt e tillë gjuhësorë ruan tipare konservative të gjuhës që flitet në territorin gjeografikë prej nga ka ardhur ajo gjuhë. Gjuha shqipe, për shembull, ka ishuj gjuhësorë në Greqi, Itali, Turqi e Kroaci, ndërkaq gjermanishtja njihet për ishuj gjuhësore në SHBA, Rusi etj. Ky term është krijuar në gjermanishten me formën ‘sprachinsel’, por njihet edhe me emrin enklavë gjuhësore. Bussmann (2006); Swann et al (2004). SHM. f,193

KLASË SHOQËRORE (Social class). Grup njerëzish i shtresëzuar sociologjikisht, në bazë të kriterëve përcaktues sociale, ekonomike, politike e kulturore. Shtresëzimi shoqëror hierarkik bëhet në bazë të elementeve që ndryshojnë për nga rëndësia e tyre në shoqëri të ndryshme. Grupet e njerëzve që kanë një status të njëjtë socio-ekonomik dhe që jetojnë në rrethana të njëjta a të ngjashme ekonomike, mund të thuhet se i takojnë së njëjtës klasë shoqërore. Përkatësia në një klasë të caktuar reflekton po ashtu statusin shoqëror të pjesëtarit të asaj klase në raport me pjesëtarët e klasave të tjera. Studimet sociolinguistike kanë nxjerrë në pah se krahas tipareve të tjera të përbashkëta socio-ekonomike që kanë manifestuar pjesëtarët e një klase shoqërore, ata kanë manifestuar edhe tipare të njëjta a të ngjashme gjuhësore. Për këtë arsye klasat shoqërore është një koncept gjerësisht i trajtuar në studimet sociolinguistike në lidhje me dukuritë gjuhësore që manifestojnë ato. Në këtë kuptim Dialektet që janë të lidhura me klasat janë quajtur dialekte klasore. Bussmann (2006); Crystal (2008); Swann et al (2004). SHM. f, 200.

PËRCAKTIM GJUHËSOR (Linguistic determinism). Ide pas së cilës gjuha dhe struktura e saj kufizojnë dhe përcaktojnë dijen dhe të menduarit e njeriut. Me fjalë të tjera, folëset e një gjuhe kanë procese të ndryshme të të menduarit përfshirë kategorizimin, kujtesën e perceptimin nga folëset që kanë gjuhë tjetër amtare. Përcaktimi i gjuhës mund të shihet edhe përmes relativizmit gjuhësor të shprehur në hipotezën Sapir-Whorf që thotë se individët e përjetojnë botën sipas strukturave gjuhësore që kanë në gjuhën e tyre. Mbështetet nga autorë si

Guy Deutscher, ndërsa hidhet poshtë nga të tjerë si Steven Pinker. Hickmann (2000:410); Deutscher (2001); Pinker (1994:55-82). BR. f, 268.

PLANIFIKIM I GJUHËS (Language planning). Tërësi aktivitetesh të qëllimshme të ndërmarra që synojnë t'u japin kah të caktuar shprehive e ndryshimeve gjuhësore për t'i zgjidhur çështjet gjuhësore në një bashkësi shoqërore. Planifikimi gjuhësor synon të zhvillojë ndryshime të qëllimshme në sistemin e një gjuhe nëpërmjet masave të bashkërenduara për të zgjedhur, kodifikuar dhe për të përpunuar veçori ortografike, gramatikore, leksikore ose semantike të një gjuhe dhe përhapjen e një sistemi të tillë, për të cilin ka një pajtueshmëri shoqërore. Qëllimet e planifikimit të gjuhës mund të jenë të ndryshme dhe mund të synojnë krijimin e një gjuhe standarde (standardizimin), përcaktimin e statusit të gjuhëve, mësimin e gjuhës, por edhe ruajtjen e promovimin e gjuhëve dhe varieteteve minoritare. Me fjalë të tjera, planifikimi i gjuhës ka të bëjë me përpjekjet e qëllimshme për të ndikuar në sjelljen gjuhësore të folësve në lidhje me strukturën gjuhësore, ndarjen funksionale të kodeve e nxënien e gjuhës. Në këtë kuptim, ne rrafshin e planifikimit të gjuhës Heinz Kloss ka dalluar dy aspekte të ndryshme: planifikimin e korpusit që ka të bëjë me përcaktimin e normave gjuhësore të përdorimit të gjuhës dhe planifikimin e statusit që ka të bëjë me përcaktimin e statusit të gjuhëve në kuadër të një entiteti. Kësaj ndarjeje, Robert Cooper ia ka shtuar edhe një aspekt tjetër, planifikimin e nxënies që ka të bëjë me aktivitetet për ta lehtësuar nxënien a mësimin e gjuhëve. Planifikimi i gjuhëve zakonisht zhvillohet nga institucionet qeveritare, nëpërmjet institucioneve shkencore e arsimore, akademi, por edhe individë të caktuar. Ai është i ndikuar fuqishëm nga faktorët, politikë, shoqërorë e gjuhësore. Në rrafshin shoqëror e politik, duhet theksuar se zakonisht planifikimi i gjuhës bëhet për të qenë në favor të grupeve dominuese shoqërore dhe jo të grupeve të nënshtruara, siç ndodh në rastet e standardizimit të gjuhëve, apo të përcaktimit të statusit të tyre. Së këndejmi ndërtohet edhe prestigji i gjuhëve apo varieteteve që kanë qenë subjekt i planifikimit gjuhësor. Sa i përket rrafshit gjuhësor, planifikimi ka të bëjë në masë të madhe me kodifikimin e normës së një gjuhe, e cila do ta kryejë funksionin e një varieteti standard në kuadër të një bashkësie të caktuar. Një normë e tillë e kodifikuar duhet të jetë e përshtatshme për t'u përdorur në shkrim dhe në të folur nga folësit e ta ketë minimumin e variacionit të formës. Ndryshe, në studimet sociolinguistike termi planifikim i gjuhës shpeshherë përdoret i ndërthurur, apo edhe si sinonim me termin politikë gjuhësore. Cooper (1989); Crystal (2008); Ismajli (1998); Kloss (1969); Holmes (2013); Hudson (1996); Mackey (1989); Wardhaugh, Fuller (2015). SHM. f, 276

PSIKOLOGJI SOCIALE E GJUHËS (Social psychology of language). Fushë ndërdisiplinare që trajton rolin e gjuhës në raportin e individit me shoqërinë, me ç'rast shihet se si ndikon gjuha në ndryshorët shoqërorë dhe psikologjikë ose ndikohet prej tyre. Shtrihet mes sociologjisë dhe psikologjisë ashtu që kurset e psikologjisë sociale jepen edhe në departamente të sociologjisë, edhe në ato të psikologjisë. Megjithatë, psikologjia sociale e shpërfaq, në thelb, rëndësinë e gjuhës në relacionet njerëzore dhe gjetjet kryesore të kësaj fushe janë të lidhura drejtpërdrejt me gjuhësinë. Kjo është e lidhur sidomos me atitydat. Gjuha është në radhë të parë sjellje shoqërore dhe element bazik i ndërveprimit social, kështu që nuk mund të trajtohet si e izoluar, pa kontekstet e përdorimit të saj. Këto kontekste mund të jenë shoqërore (kush flet, çfarë gjuhe, me kë dhe kur) dhe mund të jenë individuale (gjendja e folëses). Studimet e këtilla janë kuantitative, kryesisht eksperimentale – disa përqëndrohen më fort në detajet gjuhësore e disa më

fort në ato kontekstore, qoftë sociale, qoftë psikologjike. Noels (2008); <https://doi.org/10.1002/9781405186407.wbiec1007>; Bainbridge et al (2001:80-81); Preston (2001:695). BR. f, 285

RRJET SHOQËROR (Social network). Rrjet shoqëror i një individi është tërësia e raporteve që ai/ajo ka vënë me individë të tjerë. Analiza e rrjetit shoqëror trajton strukturën e ndryshimeve dhe të veçorive të këtyre rrjeteve. Në kuadër të sociolinguistikës dhe të dialektologjisë, po e zëmë, një analizë e tillë shfrytëzohet për të zbërthyer në detaje mekanizmat e përditshëm shoqërorë që u mundësojnë folëseve të ruajnë varietetet e tyre (sociolekt a dialekt) jostandarde kundruall presionit të gjuhës standarde. Në kuptim të gjerë, rrjet shoqëror është çdo strukturë shoqërore që përbëhet nga një grup pjesëtarësh, duke filluar nga dy, si grupi më i vogël i mundshëm, deri te grupet më të mëdha. Kundruar në këtë rrafsh, një rrjet shoqëror është rrjet i pakufishëm lidhjesh që e përfshin krejt shoqërinë, përmes lidhjeve ndërmjet individëve të ndryshëm. Po e zëmë, personi A ka raporte me personin B, i cili ka raporte me personin C. Personi A nuk ka raporte me personin C, por përmes personit B krijohet grup më vete që mund të përfshijë pakufi pjesëtarë. Në studimet gjuhësore, kundrohen grupe më të vogla shoqërore. Rrjetet shoqërore luajnë rol edhe në ndryshimet dhe përshtatjen e gjuhës varësisht. Shërben për të diskutuar variacionet gjuhësore. Termi, si përdorim joshkencor, ndonjëherë përfshin mediumet e komunikimeve si *facebooku*, *twitter* e të ngjashme. Milroy (2001:370); Trudgill (1986); Scott (2000). BR. f, 296

SOCIALIZIM (Socialization). Proces i bashkëveprimit me persona të tjerë, përmes të cilit përfshihemi në kultura të ndryshme, duke mësuar si të flasim, të veprojmë, të mendojmë e të ndiejmë. Prej këtij del termi socializim gjuhësor. Mund të flasim për socializim parësor – me anëtarët e familjes në fëmijëri të hershme dhe socializim dytësor – çfarëdo socializimi tjetër gjatë jetës, shkollë, lagje, punë etj. Gjuha lidhet me socializimin në tri rrafshë themelorë. Së pari është mjete themelor i socializimit, së dyti, është socializim për gjuhën, me ç'rast shfaqen varietete gjuhësore që pasqyrojnë grupe shoqërore dhe, së treti, socializim lidhur me gjuhën në formën e dijeve për format dhe funksionet gjuhësore dhe të atitjave për to. Cazden (2001:86). BR. f, 304.

SOCIOLOGJI E GJUHËS (Sociology of language). Fushë e shkencave shoqërore që trajton shoqërinë në raport me gjuhën. Është e afërt me sociolinguistikën, e cila trajton gjuhën në raport me shoqërinë. Përgjithësisht, sociolinguistikët janë gjuhëtarë, ndërsa sociologët e gjuhës janë sociologë. Sociologjia e gjuhës ofron teknika sociologjike të kërkimit dhe të interpretimit për çështjet gjuhësore që trajtohen. Disiplinë që merret me studimin e ndikimit të faktorëve gjuhësorë në dukuritë ndryshme shoqërore. Bainbridge (2001:92); Hymes, Dell (1972:1). BR. SHM. f, 310

SUPERIORITET GJUHËSOR (Linguistic superiority). Botëkuptim sipas së cilit varieteti i një individi apo grupi shoqëror është më i mirë se varietetet e individëve apo grupeve të tjera shoqërore. Ky botëkuptim shfaqet si rezultat i pabarazisë shoqërore dhe gjuhësore dhe mbështetet kryesisht në argumente të sajara socio-politike e kulturore. Superioriteti gjuhësor mund të shfaqet në botëkuptimet që krijohen për raportet midis varietetit standard dhe varieteteve të tjera, ose, për shembull, në botëkuptimet për shqiptimin apo për të folurit e burrave e grave e kështu me radhë. Romaine (2000); Swann et al (2004); Wardhaugh, Fuller (2015). SHM. f,318

SHTRESËZIM SHOQËROR (Social stratification). Përcaktimi i shkallëzuar i grupeve e i klasave shoqërore në bazë të faktorëve të ndryshëm shoqërorë, ekonomikë, politikë e gjuhësorë. Në të vërtetë, ky concept shpërfaq pabarazitë që ekzistojnë midis grupeve shoqërore, jo vetëm për shkak të posedimit të të mirave material, por edhe për shkak të kundërthënieve shoqërore të bazuara në kritere sociologjike, siç janë gjinia, mosha e arsimimi. Me fjalë të tjera, shtresëzimi nënkupton shkallëzimin e klasave shoqërore, të grupeve të punës dhe të kategorive të racave. Shtresëzimi shoqëror reflektohet edhe në rrafshin gjuhësor, nëpërmjet pranisë së varieteteve të ndryshme që lidhen me grupet e klasat shoqërore. Kjo nënkupton se në kuadër të grupeve shoqërore të shtresëzuara shfaqen ndryshorë gjuhësorë që janë karakteristikë për grupin e caktuar shoqëror. Kur ndryshorët gjuhësorë shfaqen në rrafshin gramatikor, atëherë bëhet fjalë për shtresëzim të prerë, ndërsa kur ndryshorët i takojnë rrafshit fonetik e shqiptimor, atëherë bëhet fjalë për shtresëzim të shkallëzuar. Në rrafshin e shtresëzimeve e raporteve shoqërore zhvillohet në mënyrë komplementare edhe shtresëzimi i stileve gjuhësore. Crystal (2008); Giddens, Sutton (2014); Hudon (1996); Romaine (2000). SHM. f, 327.

ZONE GJUHËSORE (Language zone). Zonë gjeografike, në të cilën fliten gjuhë të ndryshme, të cilat janë në kontakt me njëra-tjetrën, por që nuk kanë lidhje me njëra-tjetrën. Gjuhët që fliten në një zonë të përbashkët gjeografike për një periudhë të gjatë kohore mund të zhvillojnë disa tipare të përbashkëta gjuhësore si rezultat i kontakteve gjuhësore. Një shembull i tillë ka ndodhur në Ballkan, ku gjuhët, si shqipja, serbishtja, rumanishtja, maqedonishtja e greqishtja kanë zhvilluar disa karakteristika të përbashkëta që njihen si ballkanizma. Brown, Miller (2013); Chambers, Trudgill (2004); Crystal (2008); Swann et al (2004). SHM. f, 357

ZHVILLIM GJUHËSOR (Language evolution). Term që u referohet disa zhvillimeve gjuhësore në përgjithësi. Si nocion psikolinguistik, ka të bëjë më zhvillimin e individit në rrafshin gjuhësor, pra me procesin e nxënies së gjuhës dhe të zhvillimit të kompetencës gjuhësore e komunikuese. Në një kuptim tjetër, termi i referohet zhvillimit të një dukurie në sistemin e gjuhës, siç mund të jetë p.sh. dukuria e ndryshimit të tingujve. Po ashtu, mund të përshkruajë edhe procesin e standardizimit të gjuhës, konkretisht normimin e saj. Swann et al (2004); Wardhaugh, Fuller (2015). SHM. f, 358.

ZHVILLIM HISTORIK I GJUHËS (Historical evolution of a language). Proces i zhvillimit historik të gjuhës, apo i formave gjuhësore të saj. Në studimet e historisë së gjuhës, studimi i procesit të tillë bëhet nëpërmjet ndjekjes së derivacionit dhe të rindërtimit të formave të mëhershme, duke i krahasuar ato me format e sotme. Në procesin e zhvillimit historik, një gjuhë mund të pësojë ndryshime tingullore, gramatikore e semantike. Sa u përket zhvillimeve historike midis gjuhëve a varieteteve që përdoren në një hapësirë të përbashkët, atom und të jenë konvergjente që rezultojnë me afrimin e tipareve gjuhësore, apo divergjente që rezultojnë me largimin e formave dhe tipareve të tilla. Brown, Miller (2013); Crystal (2008). SHM. f, 358.

“Gjuha përcjell një kulturës. Kur flet gjuhën e tjetrit, njeh mënyrë e tij të të menduarit dhe të të jetuarit.” – Francoise Retif

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