

Globalization process and its impact on Kosovo's tourism development

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Abstract

Unlike modernization, globalization is a process somewhat independent from the will of its adhering participants. This thesis represents Robertson sociologist giving a description based on which capital, ideas and cultural codes, with the help of new communication tools, expand worldwide. With rapid development of media and mass electronic communications is eliminated the importance of space and leads to shrinking (narrowing) of time and space which is a serious threat to national cultural identities. Fukuyama in his apology of liberal democracy warns "*final political neutralization of nationalism*" in terms of overall centralization and linguistic unity of the world.

Key Words: Globalization; international markets; competitiveness; economic growth; developing countries; tourism; Kosovo

1. Introduction

Economy, politics, culture and social level constitute the globalization trends. The most important changes are happening in culture. Mass communication tools enable the introduction or expansion of so-called popular and global

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culture (Bal, 2008). Culture and cultural identity ultimately are civilization identity through which people start to identify, and these are causes of conflicts of post-Cold War world. According to Huntington, cultural differences are much more important than ideological, political and economic differences. Most of differences among people are strongly influenced by different cultural characters. But, as Harve pointed, globalization is not a process that is given only once and for all and irreversible. He illustrates this with the fact that the homogenization of world culture is accompanied by occurrence of decentralization of public administration and development requirements of local self-government. The collapse of last "kings" in Europe is as a result of demands for self-determination of small nations such as the Albanians, Slovenes, Lithuanians etc. Cultural identity is the basis for self-determination and development of small nations. Therefore, precisely strengthening cultural particularism and national identity affirmation is the greatest opponent of modern equalizer which represents rationality and technological global economy.

2. Tourism and Global Processes

Globalization generally is understood as institutionalization force in the fields of production, exchange, communication, and social life in general which directly determined a process spreading in a global system characterized by global developments based on unique models and standards. In this respect, globalization is also a reflection of a global system that integrates societies, civilizations, economics, and culture, regardless of the volume of authentic values. Precisely because of this reason, today's integration is a crucial issue in the field of contemporary international relations. In contemporary developments, globalization is closely linked with integrative processes. Successful integration is necessarily the generator of economic growth and welfare (Rodrik, 2008). Under this new concept, integration is enabling a high mobilization of the workforce. This power is the engine of development of processes in general transformation in social life. Its value increased significantly under the influence of technical developments - particularly technological modernization of communications technology which not only enables fast and qualitative exchange of goods and information, but also enables and constrains new awareness throughout the global system.

Famous historical changes that occurred in the eighties and nineties of the last century, according to most theorists, represent "a new era of development and qualitative changes" described with increasing complexity, characterized by the reciprocal diffraction and association due to "global movements" (Selmani, 2006, p.16). Globalization, first and foremost, should not be seen as a process distributed in planetary ways and in this context will throw "final production" of modernization, same as in the case of alien troops will remain unchanged.

Globalization comes into interaction with the local ones and thus creates situations and structures inherently special. Globalization effects are not seen simply from local and global perspective but on reciprocal penetration (description, penetration) that change the life from local perspective, and so retroactively is defined as global framework.

2.1. Some meanings and types of globalization

In this regard, German author Ulrich Beck, in his book "What is globalization" (Frankfurt, 1998), writes over eight types of globalization (Selmani, 2006, p.16).

- First type, according to this author, is an economic - geographic, having to do with the operation of transnational corporations, international trade and movement of financial capital;
- The second type is technical - computing;
- The third type appears clearly in well known universal values such as human rights and freedoms and democracy.
- The fourth type is presented in successful industry of global culture;
- The fifth type in global policy in which interact transnational actors;
- The sixth, global poverty;
- The seventh, global damages and destruction of the environment (environmental) and the eighth one, trans-cultural conflict.

Beck and majority authors are of the opinion that globalization is a process of economic action, social, cultural and political development that far exceeds the boundaries of national states (Visser el at, 2012).

3. Globalization and Kosovo

Indeed the issue of social development - economic development of Kosovo in the XXI century, is deeply connected to national and cultural identity. Determining the prospects for social- economic development exclusively on the basis of industrial production, particularly in the last decade, it may affect the loss of national identity. National identity itself as Kosovo moral value should be a solid base for establishing the modern state of Kosovo.

In terms of development trends of globalization, European integration processes, growth increase of demands regional and local terms, regulation and the establishment of Kosovo's national identity should be a necessary precondition of future development strategy for the state of Kosovo.

3.1. Tourism and cultural identity

Tourism has been the promoter of globalization by creating international organizations whose missions have contributed to depoliticize and develop new facilities and infrastructure upon which to continue positive trends and development (World Tourism Organization, 1993)

Undisputed goals of tourism development incorporate satisfaction increase of tourists and their hosts as well. The presumption of successful implementation of these goals, primarily it is permanent consciousness and culture of the owner and conditions which are constantly changing in a certain environment.

We believe that the new Kosovo from the beginning should regulate some important issues such as:

- ensuring stable economic position,
- improving the image on international dimensions,
- recognition and tracking the movements on the tourism market,
- unification of legislation in conformity with international standards;
- while, the second part is connected with resolving political status and tendencies trends towards sovereignty based on the needs and interests of Kosovo.

In other words, social-economic development of Kosovo must strengthen based on “postmodernism” rights, sustainable development based on cultural and social capital - ecological.

The question how to integrate Kosovo in the process of global nature, the answers must be sought precisely in the context of opportunities for the use of social and cultural capital, creating energies of human resources and rational use of maximum priorities of our country in relation with global society, political and economic environment, etc.

Primarily, not even Kosovar tourism will have any perspective unless it affirms its positive relations with the processes of globalization and does not respect and promote pluralistic systems created by multiple national identities.

In this sense we can talk about the positive effects of globalization on tourism by "returning to your own roots", simultaneously creating new value.

It is true that in a large extent tourism derives from globalization (Harvey, 1989, p. 15). Of course, in the beginning the impact of tourism has been localized in relatively small countries, whilst during the seventies and eighties of the twentieth century included almost all countries of the world. However, the globalization function of tourism emanates not only from the fact that tourism, as many authors claim, is "the leading industry of the contemporary world". Tourism its influencing strength in the process of globalization expresses primarily through the speed of economic and cultural exchange impacts between tourists and local communities.

The possibility of existence in the market requires that all destinations should have their own image and be balanced. Only those who will have the knowledge and skills to compete or to positively avoid competition within the global social system, can be interesting and profitable in their offers. We believe that in the future this should be taken into account for Kosovar potential bidders.

Table 1: The number of foreign visitors in Kosovo by country of origin during the period 2008-2014

Order no	State	2008		2009		2010		2011		2012		2013		2014	
		Visitor	Nights	Visitor	Nights	Visitor	Nights	Visitor	Nights	Visitor	Nights	Visitor	Nights	Visitor	Nights
1	Austria	127	139	856	1,435	451	680	500	1,320	233	1,107	566	1,226	1,727	3,240
2	Belgium	62	80	100	148	85	108	43	43	108	139	56	65	408	469
3	Bosna & Herzeg.	167	193	880	1,038	269	393	212	390	136	549	429	775	289	522
4	England	1,487	3,919	2,202	4,204	1,296	2,571	1,251	2,539	289	4,071	1,916	3,623	2,044	4,018
5	France	288	488	851	1,068	423	601	301	409	151	875	989	1,537	1,085	1,793
6	Germany	734	4,517	3,598	7,211	2,941	8,413	2,750	8,730	716	6,279	4,259	6,497	5,003	8,254
7	Greece	1,578	187	513	554	114	155	37	63	13	287	243	396	238	591
8	Netherlands	84	157	317	632	993	342	278	505	99	850	78	111	179	296
9	Italy	1,089	2,427	1,429	1,945	1,512	2,320	1,938	2,595	175	6,365	3,704	5,280	2,061	3,873
10	Croatia	931	1,060	1,138	2,901	950	1,752	871	1,973	298	3,344	1,771	3,795	1,757	3,667
11	Montenegro	166	191	350	1,434	270	2,195	181	264	51	1,099	372	639	368	582
12	Macedonia	1,195	1,374	1,576	5,958	935	1,284	713	969	305	977	1,034	1,432	1,179	1,990
13	Poland	89	97	44	24	102	143	110	150	13	142	51	62	46	63
14	Serbia	250	233	578	446	558	705	515	708	195	1,074	725	1,418	1,303	2,340
15	USA	2,450	5,593	3,279	5,500	1,867	4,925	1,628	3,676	624	7,670	5,302	9,315	5,283	10,037
16	Albania	3,213	3,311	6,313	9,511	4,152	4,540	4,050	4,733	1,436	6,395	7,778	10,515	9,262	12,942
17	Slovenia	1,289	1,823	1,481	3,145	1,166	2,017	1,707	4,120	461	7,085	1,467	4,627	1,881	5,088
18	Spain	131	138	62	106	14	18	28	40	6	84	39	58	24	26
19	Turkey	1,694	2,099	3,098	5,559	2,184	5,796	2,028	3,116	853	8,627	4,949	8,237	3,841	6,608
20	Switzerland	1,452	2,325	1,245	1,808	471	822	1,061	1,962	256	2,157	2,591	5,038	3,336	6,059
21	Other	6,140	16,559	6,408	21,416	13,629	36,614	10,147	27,279	6,265	31,792	11,755	19,237	19,999	29,608
	Total	24,616	46,910	36,318	76,043	34,382	76,394	30,349	65,584	12,683	90,968	50,074	83,883	61,313	102,066

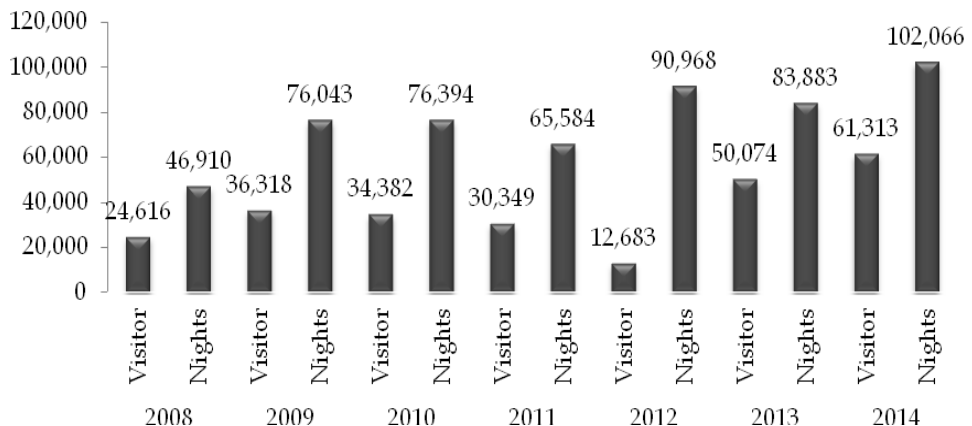
Source: Kosovo hotelier statistics, 2014

Tourism sector development goals are always in function of previous targets that are defined and validated in advance. For this reason we treat them as "strategic goals", respectively goals of particular importance. These goals actually quantify opportunities, ie. they answer to the question "what can we do in the days and social and material conditions in order to achieve overall development norms of social goals - firsthand goals. Given this, Kosovo should in detail, not only allegation, decide on the possibility

to use globalization effects and minimize the negative effects arising from these processes. Concretely this means providing answers to four basic questions:

- Whether we have the ability to create and produce local tourism and report them in relation to the world required criteria and standards;
- Can we access to the distribution and communication system which is used by modern tourism;
- Could we identify the relationship between globalization and Kosovo cultural and tourist identity; and
- Do we have the opportunity and capacities to achieve the advancement and promotion of potential values of Kosovo's in terms of globalization, ecological standards according to the model for sustainable development in the EU;

Photo 1. The number of foreign visitors and stays per night in Kosovo during the period 2008-2014



Source: Kosovo hotelier statistics, 2014

3.2. Regionalization of tourism in response to global processes

As a reaction respectively completion of globalization processes, it appears the regionalization of tourism. Integral part of the tourism regionalization we mostly consider:

- decentralization;
- diversification;

- regional specialization of production;

In other words, in general the regionalization can be defined as a method of dismantling and spatial separation in parts which are distinguished by certain features of spatial development, historical or their homogeneity.

With tourist regionalism we understand creating functional complexes, according to which for example Kosovo's space is broken down into parts that are distinguished by their properties, taking into account available resources in line with touristic development trends.

So, if regionalization in general can be territorial, spatial and functional, then the regionalization resort is exclusively functional phenomenon that, with the establishment of optimal trade - tourism offer, it is accountable to contemporary tourist preferences.

Given this, tourist regionalization should not be seen and treated the same as regionalization itself which ultimately is defined as the tendency of living in a special way in economic, political or cultural terms. Tourist regionalization most commonly appear in regions that have specifications, historical heritage and natural resources.

Certain appropriate spatial and development partition of tourist regions are related to the actual condition which often are contradictory. European and world market is looking for new values, the entire territory of Kosovo has its own tourist attractions which should be valorised. Therefore, efforts should be directed at Kosovo tourist regions which will favor the so-called tourist regional processes in order to provide quality tourism offer based on conditions of new global tourism.

Spatial distribution (territorial) of certain tourist conditions is defined through their shared common values. Depending on common tourist attractions, from spatial point of view, appear various relationships. If all this belongs to the typological broad space (zone), attractive tourist territory in which it is incorporated the settlement system with interesting buildings and other potential tourist attractions, we get an integral and functional tourist attraction which can be shaped as:

- tourist site,
- tourist place,
- tourist space, or
- tourist region.

In this way, the creation of tourist regions, certain processes open with tourist differentiated products, ie. intern regional development processes.

In favor of proper regionalization interdependence and new tourist conditions, speaks Vukoniq the well known Croatian theorist (Magas, 1995, p. 111). According to this author, the case of tourism is more complicated when it comes to spatial problems facing the tourist world. 15 to 20 years ago, researches and various systemic and intense analyzes have started with the only task: to give the answer on how to further develop tourism and not harm resources, environment but also not to diminish country's positive economic effect of tourism.

In addition, in this context, it shouldn't in any way allow any action that harm those who are in the center of the whole system - the tourists. Such reflection and exchange of views resulted with the knowledge on the need for development of so-called "soft", alternative and sustainable tourism.

In other words, it is suggested (required, appealed) a nature conservation and social-cultural aspects, for which regular regionalization should be responsible anyway. In this sense the new concept of tourism development should be based on market principles, private initiative, small economy, new values, complementarily of different resources, lakes, rivers and territory behind them (the mainland), ecological balance as well as the principles of development of the region as a functional entity. All these imply the conception of the new tourism marketing which in itself implies the positioning of the region and its parts, tourism products and their placement in certain markets, tourist alternative.

The novelty lies that the regionalization, i.e. space as a whole is part of new tourism concepts on which tourist commodity we do not consider only material things, services and rights but also what in long terms provide opportunities for rest and recreation.

Today, in practice, we are increasingly conscious that regulation of environment (space) brings and conveys visitors.

Basically it said that there are three regional divisions (Magas, 1995, p. 111).

1. Those tourist regional boundaries coincide with the boundaries of administrative units;
2. Those tourist regions defined regardless of political boundaries; and
3. Those tourist regions who exist in the entire territory of the country but which do not comply with boundaries of municipal regulation.

4. Conclusion

It can be concluded that the world is rapidly growing and developing in a global single entity, to be known as a global village, the ongoing process of globalization is a direct function of national development.

In addition, globalization is the tendency of investment funds and businesses to move beyond domestic and national markets towards other markets around the globe allowing to become interconnected with different markets.

Proponents of globalization argue that globalization helps developing countries, being involved with many industrialized countries through the increase of employment and technological advances, such as the case with Asian economies which are often highlighted as examples of globalization success.

It is obvious that the industrialized countries will fully benefit by taking advantage of the opportunities offered in larger markets (economic principles) and will tend to move from relatively poor countries, as a reason that they are strong and developed.

Countries that do not have strong institutional framework, solid social policies and networks to cope with negative external influences will inevitably suffer the negative effects of globalization.

External factors, such as global trading environment, are crucial in creating greater opportunities by making obstacles to the economic growth of a country.

The globalization of economy, science and technology requires a very high scale of cultural development.

Most of people think of globalization as simply attractive or influential power to local communities and nations from the market.

Regardless of all negative aspects of globalization, its appearance must be accepted as a challenge for the opportunities it provides in development, growth and welfare.

The future of the world and the future of our company depends on construction of competitiveness, the ability to achieve competitive advantage in Kosovo market, regional market and the overall global market.

Therefore, the globalization of markets and competition in such a way provides more opportunities and consequently increases the speed and

makes greater competition, thus creating a greater market and smaller interstate barriers.

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