

THE MANAGEMENT OF TOURISM POLITICS IN THE BACKGROUND OF PUBLIC DIPLOMACY: INTEGRATION PROCESS STEPS (ALBANIAN CASE)

Ermela HYSA
Albanian University
Tirana, ALBANIA

ABSTRACT

Tourism may be perceived as an economic activity which produces a variety of positive and negative outcomes, but sustainable tourism seeks to find the best balance between economical profit and social and environmental costs. For tourism to be planned and be developed successfully, vigilance must be shown towards economic repercussions as well as social and environmental aspects. Starting from these three interconnecting aspects of sustainable tourism, tourism demands the optimal use of natural resources, minimal ecologic, cultural and social impacts, as well as maximum profit for the protection of communities. Sustainability is about understanding impacts and proceeding with caution in time to perform the necessary changes and improvements. In this way tourism management strategy under the guise of public diplomacy, leads to increased private sector investment and economic growth of the country (where services can be put together individually by every tourist, tourism intermediaries which offer wholesale services such as retail, or tour operators or travel agents and local government agencies), proving that this is a substantial contribution to social and economic development to countries in development because of the potential that it may have in the increase of economy and decrease in poverty, as well as the negative effects on the community may be drastic if not managed correctly (without damaging local economy, environment, traditions, and cultural resources). The importance of the study is to identify the role of public diplomacy, as marketing of development politics, image improvement, national security, stability and perspectives of integration. How can we gain from global experience keeping in consideration historic cultural traditions?

Keywords: Public Diplomacy, tourism management, foreign policy, stability, challenges, globalization.

INTRODUCTION

As a factor for impact along many others, image, is a serious and complicated problem due to its importance. The problem with public image is found in the tightest spaces between geopolitics and culture, history etc, as well as in management reasons with the international communications of a country, which sometimes tends to not do what is necessary to spread their history (not just the past, but their everyday one as well, which transforms reality), and this in fact is the responsibility of public diplomacy¹. In the terms

¹ The concept of public diplomacy was first used in 1965 from Edmond Gullion, Dean of Fletcher School of Law and Diplomacy near Tufts University in the United States of America. According to Gullion “in the

of responsibility and the importance of management, to lead means to have clear objectives and ideas in accordance to goals and achievements. In this aspect, to lead is a calling to serve national interests with responsibility, as it is theoretically and practically known, the term diplomacy finds its use in the field of relations between countries, as the art and knowledge of the careful management of these relations.

At the same time, diplomacy, is perceived as a common relation to one another or the entity of techniques that independent countries use (founding actors of the international system). In reality, the classical objective of diplomacy is still the convincing of the other side to the ideas and proposals of one side, or to take part in international dialogues for finding a solution together. In the period before World War II (from the beginning of the 19th century to the first half of the 20th century), the objective of diplomacy was only the relations between sovereign countries that were actors of the international system. If a country is small and new to international relations, its foreign politics needs a lot of effort to have success. Moreover, for a new state, one of the main interests in foreign policy is its recognition by other states, membership in international organizations and creating a more positive image to the international public opinion . Another feature of public diplomacy of small states is that they should focus on the issues that are of common interest such as peacemaking or environmental protection . Public diplomacy of small states is more likely to cooperate with international non-governmental organizations in joint activities . Even joint projects for public diplomacy between small countries promote attention and are quite attractive and effective in achieving success . Given that small states do not have the capacity necessary to build mechanisms for large and costly public diplomacy , they definitely need to focus on only one or a few specific areas , in which they can work intensively . According to the considerations of a number of scholars, the raw materials of public diplomacy are described as : culture , national values , foreign policy and the interior of the country . Only under considerable attractiveness and ability to attract attention or to be received by a foreign auditor , public diplomacy methods allow the formation of appropriate circumstances to promote themselves to their foreign audience . In contrast , efforts can bring an undesired result. Public diplomacy is what leads to improved national image among citizens of European countries and their parliamentaries , thereby having an impact on the national security of the state . In this context, diplomacy protects national security interests of the country through the transparent information and through influencing foreign publics by expanding the dialogue between citizens and institutions of the country , with their overseas counterparts . Public diplomacy , as well as official diplomacy, is headed by the government . But in this case the government can conduct public diplomacy funding programs , which can realize other entities such as academic institutions, non-governmental organizations , media , etc. In this context, public diplomacy differs from official diplomacy as it aims to influence the behaviors and attitudes of a much wider

course of forming and application of foreign politics of that country, foreign public opinion is just as important as the public opinion of that country. For this reason, public diplomacy includes fields outside of traditional diplomacy of international relations, and foresees the cooperation of private organizations with foreign private organizations and the forming of public opinion from the governments. It also includes open transfers in foreign relations and policy impacts, providing communication between diplomats and foreign colleagues and establishing intercultural communication..

audience to another country and through the audience , at the right time , to influence the decision making structures of the State . Being more readable and understandable than the official one, it is played by a larger number of actors. It also does not seek to directly influence behavior and other government policies , but aims to penetrate the public of the country it represents.

Public diplomacy is a very important part of not only the ambassador's work , but most of the embassy staff . Finally, it is necessary to assess public diplomacy with due seriousness by all political factions and become part of the policy . This requires the establishment of specific coordinational structures , depending on the executive bodies (in the level of a committee or a state secretary) , and in this way it introduces to the Western-European public, a daily transformation of the current reality ,it promotes National of a State Membership , in Euro-Atlantic structures ,its primary objectives and long-term policies and national security . History has shown that ; government comes as the symbol of power , and the balancing of these powers requires ingenuity to fulfill its responsibilities as soon as possible for the continuity of their reign.In this regard, the essential policy should be continuity, and its success is recognizing the conjuncture. A skillful diplomat must always walk in the right proportion with the relations that he creates.

The strength of a country depends not only on mastery of diplomacy and the power of its armed forces but also by attracting the other countries with its political philosophy, stable political institutions and longterm political goals. In this prism it is impossible to build diplomatic relations, without turning attention to the internal stability of a democratic state. Politics, diplomacy, culture, economy, etc., is all interdependent. This role comes as a result of interdependence and the weight they carry as factors or actors in the lives of foreign policy and international policy. Not surprisingly, from a theoretical point of view, foreign policy is understood as a process of interaction, in which the state attempts to implement their role in the field of foreign policy and the fundamental goals and values in competition with other states. From this perspective, the spirit of regional cooperation, clear strategies and understanding our allies, are existent because this spirit is also set in a coherent foreign policy, in its national and international interest. Morgenthau would say that the purpose of the policy of prestige is to influence other countries with the power that a country has, or power that he believes or wants other countries to believe that it has. Continuing on that, "normally a nation of power that has control in a field or in a particular region, insists that international conferences dealing with issues relating to the field or region, take place within or at least near its territory ".²From here it's completely understandable that the foreign policy of a nation always comes as the result of a power calculation report and the primary function of each is the impact on these estimates.

² Morgenthau, H., *Politics among nations*; in his study, considered as the main study in international politics, in the chapter "Diplomacy", the author states that " A country that seeks to follow a smart and peaceful foreign policy, cannot stop comparing their objectives with the objectives of other countries."; In this aspect no diplomacy could be called smart where it seeks to risk everything with compromise and conviction. To see more Ch. 24, pg. 398-405

The possibility of as many as possible opportunities in opened and negotiations, is one of the most fundamental tasks in diplomatic communication strategy where the lost one most function as the most efficient mean of communication and improving the relationships through strategic action systems, in representing efficiently the interest in the context of international relations. The promotion of friendly relations should be considered as priority in the attention of diplomatic action mission.³

Challenges & Integration process

Diplomacy is the most important instrument in creating an international environment suitable for preventing crises and conflicts and solving them by peaceful means. Continuous political dialogue, that aims at the deepening of cooperation with neighbors, partners and international institutions, is provided through it. The objective and essential strategic solution for the country's security and protection of national interests is the integration policy in the Euro-Atlantic, European and regional structures. Level of success in the realization of this policy depends on inner stability achievement and consolidation of the state's democratic institutions, affirming the Albanian republic in continuance as a progressive and contributing factor in the regional and global security processes.

The Albania Republic pays special attention to further developing relations with the European Union. The Albanian government considers European and Euro Atlantic integration to be a very important process in the development and future of the country. The Republic of Albania is working on arriving at European standards and following the example of the ten new members from Central and Eastern Europe, which signed the European Union Membership Tractate; in close cooperation with other regional countries, included in the Association Stabilization Process. Our country supports the EU role increase in the security and defense fields, in application of the European Defense and Security Policy, being convenient that it is a complementary element of the North-Atlantic Alliance.

National security requires applications of a multidimensional policy in function of national interests protection against possible dangers. No policy can be successful in facing actual and coming challenges, without an efficient coordination and increase of capacities of all elements of natural power. Preparation and development of the country's security cannot be defined only in the efficiency of a determined direction. Preparation in all directions is a pre-condition. This approach enables increase of ability to face against the broad spectrum of possible crises in time and effectively.

Euro-Atlantic integration in one of the main piles of the foreign policy of the Republic of Albania. This fact, is evident and clearly testified by the progress done in the Albania-NATO relations from the '90-s, form a close and specific cooperation that Albania has reached with Atlantic Alliance, as well as by the full and without any reserves support given to the political-military Alliance activity in the region. Our country has been active

³ Hysa, E., The implication of philosophy on the diplomatic strategy; see more Social Studies Vol.6, No. 2, 2012
pg. 47-49

in support of the widening of the Alliance in the South-Eastern Europe, considering it a natural process, which will not only strengthen the South-Eastern side of NATO, but it also will help in the strengthening of the democracy, peace, stability, market economy and legal state in this area.

Construction and normal functioning of the state democratic institutions and of the legal state are the most effective ways for the achievement of stability and of the inner security. All the state activity and that of the society, and of the individual must be covered by the correct application of this law. The citizen, society, and state make a permanent unity of the existence in Albania, and they must respect their respective obligations. Realization and protections of their rights, expressed in the constitutions and laws, is a duty of the state democratic institutions. All of these make the security structure of the Republic of Albania, whereas the constitution is the fundamental element of this structure.

The role and contribution of U.S.A. on the consolidation of the democracy, legal state institutions as well as in the fight against crime and strengthening of the security in Albania has been and remains fundamental. In a broader plan, the U.S.A. has given an indispensable support in strengthening the security and stability in region, culminating with firm intervention of NATO in resolving the Kosova's conflict.

Republic of Albania considers the regional policy as one of its basic priorities. Through the application of the common sense dialogue with all regional factors, its foreign policy aims at promoting the image of an Albania as a stability and peace factor for the region. With its foreign policy Albania aims to be definitely separated from the troubled context of the '90 and conflicting Balkan inheritance, in order to concentrate on important processes of collective cooperation at a regional level and beyond. Its motto has been generation of common energies for a regional and Euro-Atlantic integration, for the creation of economic interrelated webs with its aim to create a regional integrated market of free commerce, energy, road infrastructure, etc. All of this will influence in the continuing improvement of the security environment in the region.

For the Albanian diplomacy, it is natural the following of the Kosova development with priority and concentration, of the progress of relations and cooperation with it, as well as its inclusion into the European integrated processes. In this context, our viewpoint has always been and remains always the following of the 1244 Resolution of the UN international community and fulfillment of the defined standards by the international community before the final status. In the meantime, the Republic of Albania remains firm in the viewpoint that the final status of Kosova is an issue that pertains to its people and to the international community that administrates it, as it continues to believe in independence without the final solution of this status, and as a result there can't be stability and regional integration.

In this context, for the strategic security of the state and the whole Albanian society a definite, democratic, as soon as it's possible, resolution of the Kosova status and it's corporation, as an separate entity, in the integration processes towards Euro-Atlantic structures, has a fundamental importance.

Albanian integration to EU and NATO is focused on: Overall engagement in the country, integration to the euro-atlantic structures, by energetically supporting the accomplishment of integration standards, through the processes of political, economic, social and military transformations.

Priority development of economic and cultural diplomacy:

- Put our diplomacy at the service of our country, its economy and resources, for the attraction of foreign investments, for a better marketing of economic and touristic potentials and the cultural values which our country offers.

- Promotion of bilateral relations:

Cultivating, at a higher level, relations among states, as a basis for developments in various fields of mutual and common benefit.

- Promotion of multilateral relations:

Increase of Albania's role at international bodies, multilateral initiatives and international coalitions, designed to advance Albania's role in the international arena, boost the image of our country abroad, include it to multilateral projects with a view to stability, peace and security in the world.

To attain the goal of EU integration, the Albanian foreign policy will move ahead towards regional cooperation, support for free trade, preparation and support for development policies in the region, serious support for the abolishment of transnational organized crime and illicit trafficking, the eradication of corruption, transparency on political and economic developments at home, with a view to regional security and prosperity and to shaping serious consular policies.

To this end, and through its political and military diplomacy, the Albanian foreign policy will vigorously support the process of strengthening strategic alliances and cooperation of Albania with all countries, under global initiatives on security of mankind and the implementation of reforms in the political and military field, for the safeguard of the national security.

The Albanian foreign policy and the diplomatic corps will be fully available for fostering the attractive climate for foreign business abroad, which in turn, will produce opportunities and conditions for the inflow of foreign investments at home and the acquaintance with the natural and economic sources which Albania offers abroad. This will be achieved through a better and more efficient advertisement for the Albanian economy, its legislation on the inflow of investments, the political and economic stability, highlighting the optimal values and conditions which Albania offers and through daily contacts of the Albanian diplomatic corps with the business, investors etc.

Globalisation Challenges

Would be the homogenizing communication system, the most effective way that would consolidate an important adaptation between sovereignty system and interdependence?

A Contemporary integrated, accessible and effective political should be much more interactive and interdependent internationally. Unquestionably, this does not mean the dissolution of national sovereignty, but an independent alternative that a State should

choose to transfer more powers from the center to the periphery, by delegating a portion of sovereignty in international structural level.

The real challenge that is submitted at this point, is the internal reaction to the pressures of globalization, which intensified through cultural exchanges, increasing integration of markets, goods, services, capital, free movement, increasing, factors which influence the contraction of national sovereignty, as a consequence of the comprehensive homogeneity and pluralism.

In conditions when the globalization is increasingly intensified, the importance of the regional cooperation also increases to the lower levels, reflecting the common interests and challenges of regional actors. Basically, this involves the necessity of efforts and common resources to cope with global challenges, existing conditions and similar conditions, almost identical to the development or implementation of national aims, but this is not sufficient for a successful cooperation if there isn't a political commitment for the cooperation.

The integration can't be fully understood without regional integration processes. Western civilization should be viewed as a challenge that requires a comprehensive commitment to achieve the standards, which would enable balanced development and a more efficient application of experiences, opportunities and practices, as well as a more efficient use of resources.

This requires not only political commitment but also institutional and structural steps. The interconnection that the globalization has led, is multidimensional. The globalization is a process which aims at establishing a unique global system that has got a worldwide impact.

According to this view, the globalization is associated with the homogenization that is due to the destruction of cultural, social, economic and political diversity and as a single process combined with a complex of processes that often complete each-other, but collide as well. The globalization is primarily expressed at the global economic interdependence or at the dependence from each-other of the countries.

The multinational corporations influence on macroeconomic policies owing to their power. They are able to respond every fluctuation of financial market.

So, they also exert a big influence over national governments, exerting on them pressure through threats to make investments in other countries where the labor is cheaper and the markets are more profitable. The global competition has moved inside the local economies, where inside special economies there are combinations between what is domestic and foreign.

The Government's intervention in the management of their economy, becomes more difficult, as it is difficult to proceed without global standards, following a completely independent monetary policy.

The difficulties arise in realizing components of social welfare state. The measures at the view of such state are national basis. The global economic interdependence get off the need of economic sustainable development.

They can be reached on the basis of further perfection of production under the conditions of each country where there are the biggest opportunities and facilities.

They also require a fair competition for mutual benefits for all. The Globalization is certainly a controversial process that not only promotes new forms of interaction, but also potentiates the traditional methods. It should be noted that it also challenges the sustainability of old methods of diplomacy, making them insecure and insignificant.

With the emphasis on technology, the globalization seems to be also extending the scope of diplomacy so much, that makes a substantial part of the population not only informed, but also actively involved in diplomatic practice.

CONCLUSION

The European Council has supported in Thessaloniki Summit⁴, the idea of the membership of Western Balkan countries in EU.

EU plays the main role as an "external influences factor" in the internal reforms of Western Balkans region. Albania takes parts of the countries on this region, whose relations with EU are defined by the Stabilization and Association Process (SAP)⁵. The integration in the context of SAP enables the EU to influence and promote internal reforms in Albania.

European Union has based its policy of expansion on certain conditions. These conditions are laid down on Article 49 and Article 6 of EU Treaty; on the requirements of European Council Copenhagen in 1993⁶ etc.

The present report of the relations between Albania and the EU is characterized by the completion and the entry into force of SAA , the temporary Agreement on the trade area, the process of visa liberalization and the Albania's efforts to obtain the candidate country status.

Despite numerous warnings and suggestions of the European Council on the final opinion, regarding the Albania's progress, we must be optimist and we can say with

⁴ Thessaloniki Summit, 21 June 2003. Available on internet:

http://ue.eu.int./ueDocs/cms_Data/docs/pressData/de/misc/76317.pdf

⁵ The Stabilization and Association Agreement between EU and Albania. Available on Internet:

<http://mie.gov.al/skedaret/1191399573-SAA%20Final%20Shqip%2002.06.06-1.pdf>.

⁶ The final requests of European Council in Copenhagen, Bull. BE6-1933, pg.8

complete security that this report confirms the commitment of both parties, EU-Albania, in the hard but not impossible path of Integration.

In this context, foreign policy requires an understanding of European nations with allies, the strategic steps and determining of its priorities towards common goals, the scope of foreign policy to be factors in the international system, for its interactions and movement rights to process peace, and also democracy and positive policy developments.

An appropriate and modern integrated policy should be much more interactive and internationally interdependent. This means not harming or dissolution of national sovereignty, but for the state to choose an independent alternative to transfer more power from the center to the periphery, by delegating a part of its sovereignty on an international structural level. From here, the most effective way would be the adoption of an important report between sovereignty and interdependence. In other words, the preservation of cultural and national traits, traditions and cultural enrichment through global harmonization of life towards a more open and homogenous communication.⁷ In this regard, public diplomacy can function as an effective tool in the development of tourism activities, including the integration of national image with dignity and in a wider range of distribution in the globalization process of cultural values, relying on fair and effective relationships bilateral with all democratic countries of the world, as a reliable basis to move forward, part of the expansion and intensification of relations.

⁷ Hysa, E., Challenges of internal democratic stability in Albania, Analysis; see more “scientific conference Albania in context of global security challenges, April 29th 2011, U.F.O Press Tirane; pg 208-216

REFERENCES:

Kissinger, Henry. *Diplomacy*. New York: Simon & Schuster, 1994

Hans J. Morgenthau, *Politics Among Nations: The Struggle for Power and Peace*, Fifth Edition, New York: Alfred A. Knopf, 1978

Joshua Goldstein, *International relations*, Pearson Longman, 2005.

John Baylis and Steve Smith, *The Globalization of World Politics*, Oxford University Press, 2004.

Oxford B., *The global system: Economics, Politics and Culture*; Polity press, Cambridge 1995

Taylor, P., *International Organization in the Modern World*; London, Pinter 1995

Friedman, J., *Globalization in State and Violence*, Oxford AltaMira Press 2003

Taylor, P., "Public Diplomacy and Strategic Communications" Published in the *Routledge Handbook of Public Diplomacy*, Nancy Snow and Philip M. Taylor (eds.), Routledge, 2008.

Wendt; "*Social Theory of International Politics*" – Cambridge University Press (1999)

Axford,B. *The Global System: Economics, Politics, and Culture*. Polity Press, Cambridge 1995

Baylis,J., & Smith, S., *The Globalization of world Politics*, Oxford University Press, United States, New York 2001.

Taylor,P., *International Organization in the Modern World*, London: Pinter 1995.

Axford,B. *The Global System: Economics, Politics, and Culture*. Polity Press, Cambridge 1995.

Barston,R.P., *Modern Diplomacy*, Longmans, London 1988.

Bauman, Z., *Globalization: The Human Consequences* Polity Press, Cambridge 1998.

Chossudovsky, M., *The Globalization of Poverty*. Zed Press, London 1997.

Oxford: *Globalization and International Relations Theory*. Oxford University Press 1999.

Germain, R., *Globalization and its critics*. Basingstoke: Macmillan 1999.

Goldstain, J.S., *International Relation*. Ne York: HarperCollins 1994.

Agne, J.,and Corbridge,S., *Mastering Space: Hegemony, Territory, and International Political- Economy*. London: Routledge 1995.

Amin,S. *Capitalism in the Age of Globalization*, London: Zed Press 1997.

Barston,R.P., *Modern Diplomacy*. London: Longmans 1988.

Bauman,Z. *Globalization: The Human Consequences*. Cambridge: Polity Press 1998

Beitz,C. *Political Theory and International Relations*. Princeton: Princeton University Press. 1979.

Berridge,G.R. *Diplomacy: Theory and Practice*. Hemel Hempstead: Harvester Wheatsheaf 1995.

Castles,S. *The racisms of Globalization, in Ethnicity and Globalization*: