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ECONOMIC SUSTAINABILITY AS REGIONAL DEVELOPMENT FACTOR

- ABSTRACT

Globalisation with such rapid involvement and proliferation led to changes in regional developments, creating divisions in various forms of businesses. Negligence in global market competition caused disturbances in the supply of goods as well as in economic services. This phenomenon exceeded humanity's needs for development and excessive prosperity, neglecting the care for future generations.

Sustainability should cover all human life needs as well as global developments in both individual and social aspect. This requirement requires harmonisation of global needs and demands of the population by taking care of natural resources and assets through limited investments in compliance with the implementation of laws and technical-technological developments.

Harmonisation between needs for spending and unlimited personal demands it requires individual engagement to establish a balance of opportunities and feasible investments in global businesses.

Key words – Sustainability, business, region, development

1. -Introduction

Economic sustainability is a permanent process of changing habits, by adopting global laws on the care upon exploitation of natural resources. Exploitation of current natural resources should be based on their care for the future. This process starts from individual to global behaviour, comparing today's work with future security. Behaviour should be applied both in individual and business areas, taking care of time and wealth provided by the nature.

The aspect of individual care through personal ethics requires a system of behaviour and responsibility for today's work, thinking about the future. Sustainability is based on permanent circumstances in the ethical and social terms in general, and particularly in economic terms. Social changes and developments should be slow but permanent so as to establish security in economic development and solidarity in business mediation.

The objective of economic sustainability is based on the rational use of natural resources, utilising them in the most qualitative way. The qualitative aspect implies individual behaviour to enhance accountability to the use of businesses by taking care of them as much as possible and not creating excessive scarcity, thus increasing the extent of economic use over the use of natural resource. We must behave as an individual and as a society to the natural resources by managing it as a genuine process and taking care of time and space in particular. This global natural wealth does not belong to one generation only it must be inherited and used by future generations as well.

Global time and space management it requires undertaking of safe and quality steps by taking care of natural wealth in the most rational economic security. Economic development should be placed in a reasonable relationship with human needs and demands by managing such wealth as long as possible and by thinking about future generations.

2. SUSTAINABLE MANAGEMENT

Mismanagement and unethical behaviours of mankind against natural resources led to the need for a new discipline on sustainable management. Depending on which domain of science it applies has also received different denominations, on resources, nature, environment, economy and other areas of application. Following the realisation of the time and the misuse of human space, the need to create this movement and discipline on the care of natural resources and their rational economic use.

The nature wealth management obliges humanity to take precautionary steps against caring for them. Sustainable management is based on human entirety on their best use so that these relations are established as soon as possible and based on social legitimacy against economic demands. Sustainable management requirements are of a human nature on their behaviour, towards businesses, or natural resources. Sustainable management of natural resources contradicts accelerated and unmanaged economic development. This management should be based on and harmonised with the human requirement on unnecessary investments with ungrounded economic justifications.

Sustainable management should be based on the approval of regional laws of global character on environmental care to influence reasonable economic development. The implementation of local laws must comply with the international law so that it is based on any business activity. International law provides for entitlements and application of standard resources, taking care of all equally, and being equal in the allocation of natural resources.

Sustainable management includes equal steps among people on poverty eradication based on enriching social levelling based on local laws and standards. Taking care of natural resources requires social engagement and responsibility, over the costs and benefits of them.

The origin of the word sustainability derives from the English word "Sustainable" if translated in Albanian language may imply "Living Opportunity". Thus sustainability means the continuation of walking in a lifetime, with safer steps. Sustainable management should be placed in the right place (State, Region) at the right time (Human life), with safest steps (operations). Thus, with time management will be the task of rational use of assets nowadays, counting on the steps taken, for securing future generations. Global character assets management includes what all of mankind should behave equally on poverty and wealth or even the possibility of own investments. Global assets management needs to be done with precision, as it puts all humanity into question, and therefore we must pay special attention to it.

3.- ECONOMIC SUSTAINABILITY

Globalisation covers the whole globe in the economic but also in the social context. These changes were achieved based on economic equality rather than even deeper divisions. Indeed developed countries made the biggest step in assets by distancing and making the rest of humanity -the poorest. This division from globalisation triggered the need for adoption of global laws on the common use of natural resources.

It is well known that economically developed countries account for 20% of the global human population, while 80% are the underdeveloped population. In terms of natural resources development, this means that the rich (20%) exploit the wealth of the poor (80%). This phenomenon requires even more proper management of common natural resources. The economic

division in developed and underdeveloped areas is growing, causing the gap between humanity in global context. Sustainable management capability will be based on balancing any process (time-operational) in a transformed (spatial) state. Only by managing these actions we may understand previous wealth to future welfare. Mainly, sustainability management covers movements of nature (the atmosphere, oceans, waters, forests) but which depends on the social scale of the population (peace, war…). These three factors (assets, expenditures and phenomena) are mostly triggered by economic exploitation purposes in order to increase the standard of the population. This factor of economic sustainability almost puts in very fragile relationships the social and nature care factors.[1]

With industrial development, the demands for social welfare are also increasing, also the general population expenditures. From spatial aspect, it will come to the commitment or reduction of demands, while from the time aspect we will lack resources for future generations. This reverse link should be harmonized with the possibility of how that nature can alone meet the unlimited human demands.

4. - ECONOMIC FACTORS TO SUSTAINABILITY

Nature (spatial) resource should be placed proportionally to the population demand (expenditures) costs (time), challenging a global debate in terms of economic needs and demands. The population of a country is likely to produce, based on the available techniques and technology, which for its own needs to establish a well-being, against excessive costs. Care for natural resources is based on and should be a permanent concern of the population to establish sound relationships between human needs and demands.

1. [1] Musa Gashi – Bazat e turizmit, Rilindja Prishtina, 1986

In terms of economic sustainability, factors are distinguished and measured by activity, situation and country where they are. This area is spread by using different indicators, values, parameters, indices and miscellaneous calculations from an economic point of view.

-Population - In the world and in Kosovo is in the trend of higher development, which represents a permanent demand on multiplying the cost of natural resources. This factor for economic development is an initial basis for prioritising the strategic development plans of a country and the region as a whole.

-Expenditures - of the population are economic factors established in relation to production capacity options. This relation is often in contradiction with production capacities against people's expenditure needs.

-Technology - through available technique found in the production or service of that country will indicate the development extent in terms of accounting for all business activities of that country.

These three economic factors will be faced with the global factor of natural resources and therefore it requires the establishment of long-term sound relations on the use and care of those resources. Harmonisation between the population needs and nature potential shall be achieved by carefully managing both directions - resources and poverty - that will be two goals of global sustainability management.

5. -ECONOMIC SUSTAINABILITY IN KOSOVO

The economic developments in Kosovo are based on the economic factors of population needs, the possibility of production with the available technical and technological potentials. Over

time and from the influence of political and social circumstances, we have seen significant changes in the increase in the demand for own costs to reduce production and technology growth. A meticulous use should be based on financial-economic analysis based on borrowed resources as well as from social investments.

-In Kosovo there were no capital investments to influence the country's economic sustainability as a factor of economic development of that country. The financial assets invested for development have been deficient since the only form of external care we had was donors. Mainly as an investor were the humanitarian, charity organizations, of global and of the religious nature.

- The population in Kosovo lives at a very high density, comparing it with the region and beyond, which is the conditional factor to sustainability. These factors are affected by the inadequate distribution of the population (town-village), participation in business activities (industry-agriculture), as well as differences in the social aspect of the population (rich-poor). To the population density and distribution, it should be noted that - one third of it - lives outside Kosovo as temporary employees. Social and economic conditions have forced them to leave the countryside, but are still factors related to the country.

-Industrial production in Kosovo is mainly based on several business sectors that have been the basis of underground resources such as coal and minerals. Special areas in recent times have been the economic developments in the field of quarries and the phenomenon of the spread of capital construction for housing and infrastructure purposes. The metal industry has not yet begun to revive except that there are different producers, mainly private.

-The application of international laws in Kosovo has included various areas of investment, bringing rare details to attracting foreign capital. The forms of organising of meditation and business established in Kosovo have no limitations but on the contrary, they are facilitation to foreign investors. These facilities have not yet resulted in attracting foreign investment, as the economic form of promoting compared with the competition of countries in the region and global markets.

-Very outdated technology in Kosovo is almost out of use. The undertaken social processes on the privatisation of enterprises have caused disruption to the market. Some of the goods and equipment have been dismantled and sold as scrap while the remainder can still be found at not privatised socially owned enterprises.

-Technical-technological upgrade that has taken place during these years, especially in information technology, are currently non-affordable by the country industry. The mode of action will be based on ensuring long-term foreign investment to overcome the barrier to technological developments. Technological development, from the aspect of comparison with the region, requires more favourable acceleration, so investments need to be made since the donation time has passed.

6- Situation Analysis

The social situation in Kosovo faces permanent stagnation in relation to the countries of the region, although it is at least aimed at achieving poverty reduction objectives but still not enough. Approval of laws and challenges of European and global nature will bring facilitation to the investments in the country. Facilitation should also be in the banking system, so that investors from developed countries can adapt to the market where there are no differences in financial terms.

Harmonisation of laws and the economic market, in general, are the assurance of attracting foreign investors. Circumstances and social conditions replace the justification for investing in a market with low-wage labour force, youngest in age, and educated. Kosovo is presented as a common market, as it has signed an international agreement that is benefiting from the facilitations. Its strategic position enables transport and freight facilitation, with benefits in time and quantity as an opportunity to use land and air transport routes in the country.[2]

Kosovo in recent years tends to create stable economic conditions, which is also enriched by the standard of population, since in terms of industrial development is following all countries in the region, but this phenomenon is insufficient. Obstacles are noticed in the aspect of continuous ensuring of (flour, meat, vegetables, milk ...) where it is obliged to get it from the region, as their assurance value amounts to over 70%. Kosovo's products are rare in the countries of the region due to the closed market, the barriers generated, and the lack of quality products of Kosovo origin.

If we analyse the state of the economy in Kosovo on the basis of export-import, for a period of 10 years we will notice a tendency to stabilise the economic parameters, but it is still multiplied and not stable. It should be noted that exports tend to increase permanently (three digits) while imports have exponential growth (seven digits). If these values are proportionated, then the figure is 7 times higher than the inflow of foreign goods in Kosovo. The deficit is still very high despite undertaken measures for early economic stabilisation.

[2] mti.rks-gov.net/

Tab. 1.Export-Import in Kosovo 2001-2011(in Million €),(http://ask.rks-gov.net/)

	Year	Export	Import	Deficit	%Ex/in	%Ex	%in	
1	2001	10.559	684.500	-673.941	1.54	-	-	
2	2002	27.599	854.758	-827.159	3.23	161.38	24.87	
3	2003	35.621	973.265	-937.644	3.66	29.07	13.86	
4	2004	56.567	1.064.347	-1.007.780	5.31	58.80	9.36	
5	2005	56.283	1.157.492	-1.101.209	4.86	-0.50	8.75	
6	2006	110.774	1.305.879	-1.195.105	8.49	96.82	12.82	
7	2007	165.112	1.576.186	-1.411.074	10.48	49.05	20.70	
8	2008	198.463	1.928.236	-1.729.773	10.29	20.20	22.34	
9	2009	165.328	1.935.541	-1.770.213	8.54	-16.70	0.38	
10	2010	295.957	2.157.725	-1.861,768	13.72	79.01	11.48	
11	2011	319.165	2.492.348	-2.173.183	12.81	7.84	15.51	
						48.50	14.01	

Kosovo in comparison with countries of the region has negative economic indicators of goods exchange, so first, it has to stabilise economic parameters and then offer a sustainable economy. This is achieved by increasing domestic production as a whole and delivering them to the market in the region. Economic development course must be long-lasting and flexible in attracting foreign investment, as a condition for stabilising the situation and then escalating the production, by establishing a regional balance and then permanent sustainability.

7. Conclusions

Regional economic sustainability will be a challenge in the future for Kosovo's production and services potentials, based on low values of economic parameters.

The socio-economic situation will be the primary task of local development trends first, and then the regional one in reducing the differences, based on Kosovo's need for continuous supply of goods from those countries.

The development course shall be based on the main providers of energy generation (energy, minerals) as they are the main factors that adversely affect the development parameters.

The development trend for ensuring foreign investment (energy, heavy industry) and industry support in various sectors (agriculture, crafts) will bring security into features of strategic projects that will be the basis for a sustainable economic stability.

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