ECONOMY KNOWLEDGE IN STRATEGIC DEVELOPMENT OF PEC REGION

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Abstract

The Strategy of Economic Development of Pec results from the evaluation as a measurement of the economic, tourist, social and ecological approach companies with one hand and sustainable development that would allow not only meet the needs of current generations but also all future on the other hand, as well as raising the living standards of citizens of all ages. Bearing in mind that Pec region on the composition of the population belongs to the group with the greatest number of young people of both sexes who have the ability to educate at all levels of education, which certainly is a great accumulation of wealth and knowledge for future development and prosperity of this region. Now we find ourselves in a situation where it invests in educating the young people of all ages on the territory of Kosovo, which in Pec's region provides the opportunity to open a University with several Faculties create their own staff which will allow better and faster economic growth in all spheres of social life. University in Pec will enable the education of young people in development strategy, the faster development of the interim order in all areas and in cultural elevation and having good relationship in the region and outside which it is located and in good neighborly relations with neighbors from other countries.

Keywords: strategy, economic development, living standards, tourism, ecology and education

Jel classification:A1,A12,M2,M21

Introduction

In accordance with the theory of sustainable development, a country that has a low level of energy and natural resources is being forced to develop such an export structure in which they must dominate the goods with the lowest percentage of raw material base with one hand and with the higher degree of technological and information structure on the other side. Exports of goods from the aspect of available options can be classified into four groups, depending on the intensity of some factors represented in the export structure of these .The group consisting of: natural resources, manpower, technology and human capital .For first group (natural resources) is characteristic to have a low value and relatively simple technology production .When it comes to Oven region, surely to be largely engaged in additional funds using, existing natural resources and it represents a further prerequisite for the development of the region and therefore raise the standards to be on life .Should be achieved through investment primarily in the education of young people who will apply their knowledge in the exploitation of natural resources with the help of modern technology to enable faster development of this region through the Employment of young people using primarily the opportunities provided by tourism as well as traditionally trades in which the region Oven recognize .

Was noted that the region stove has the capabilities to develop wood-processing industry, taking into account the vast expanses of forest that has both evergreen and deciduous wood, and with some investment and application of new technology here would be again produced a massive furniture that was characteristic of the region and beyond.

In exercising the basic principles of the development economic strategy and regional policy, is of great importance to achieving social consensus on all important issues and strategy .On the near future Pec-Kosovo is expected to be faced with a negative impact on economic growth due to attempts to lower inflation as well as the cancellation of agreements free trade relations with countries in the first place in the environment and weight .The negative consequences as a prerequisite for EU accession in the new conditions can be minimized by increasing the competitiveness of the Kosovo economy .In this case, the competitiveness of the Kosovo economy can be seen as its ability to increase economic growth .Would be achieved by Kosovo-Oven must be included in the leading trends in the world, become more innovative and entrepreneurial, using change principles that are based on a new concept of economic growth based primarily on knowledge, information and new technology .Also must work for the modern pro-active industrial policy, which until now was not the case due to the presence of developing sector-restaurant services and the sale of trade goods, which does not in itself constitute a sufficient condition for the establishment of a competitive economy in the region and in international and world markets.

So in the future, we should increase the role and contribution of all other policies that their activities will substantially influence the entrepreneurial environment in the following cases:

-Achieving the highest level of knowledge and competence of employees through open University in Ovens,

-Increased investment in istraživanja and development as well as faster transfer of knowledge in economy and other through the opening of branches of scientific research institute of the University,

-Increasing the cost efficiency of public sector in terms of rational spending in all institutions to municipalities and states,

-Stimulating production through fiscal and credit policy, which until now was not the case and for these reasons we have a very small export our products to neighboring countries and beyond

Maximal commitment to the institution of government with the help of international factors, where we get stock will allow painful privatization of social ownership and about the evaluation of assets and the real presence of securities and their quotations.

1.NACIONAL PRIORITIES OF PEJA REGION

Dhabi to achieve social consensus on national priorities for investing public funds in knowledge and technological development, it is necessary to realize and take the following decisions:

1.The on priorities for infrastructure investment in goods that are the cornerstone for development under the existing potential of Pec region is as follows:

- Preservation and development of traditional handicraft businesses
- Development of the agricultural sectors such as horticulture, viticulture and farming.
- Stimulate the production of all types of agricultural crops as well as the strengthening of the livestock.
- Investments in tourism development: Ski Centers eco-and ethno-tourism (Sarplanina and Rugova).

2. The decision about the relationship between funding basic research and development studies on directing public funds priorities for the development of the economy and the preservation of tradition in trades.

3. The decision about getting a well deserved position in the university education and the application of knowledge, research and development as well as greater chain universities and industry in all joint programs and elaboration of knowledge creation.

4. The decision that the development function of national budget priorities with the need fiscal policy to stimulate innovation, knowledge and development of new technologies of interest to validity furnaces in the region and Kosovo.

5. Decision on the introduction of environmental taxes in accordance with legal conditions in the region, and Peck and care (during the preparation of the project on the economic feasibility ecology practice by the Faculty of Business), where they will show the significance and effects.

2. KNOWLEDGE ECONOMY AS A PRIORITY OF ECONOMIC DEVELOPMENT

Historically, the period in which the dominant form of production was related to aggregate production and its peculiar system of production relations, could be taken as the first period of development of economic life in society. Then the transition from agrarian to industrial modes of production form, which includes changes in the technological aspects of the production as well as radical changes in the demographic structure of society as a whole. While the third wave of changes in the economic sphere of society is characterized by the following changes:

- Knowledge becomes the main factor of production
- Work, politics and entertainment have become less centralized and more turned towards individualized forms of organization
- Work is becoming more interacting and flexibly
- Bureaucratic knowledgeable has been superseded by a sophisticated instrument of the systematic integration and information management.Knowledge economy is different from business economics primarily by a radical change in attitude towards work and acceptance of new values in society. Developed forms of industrial society are known centralized forms of media systems that shaped the daily lives of citizens. Such a centralized media systems included: television, radio, press, etc., in the modern information society are becoming less relevant in terms of communication such as internet or outline telecommunication system .What concerning the application of information technology that contributes to the flexibility of its business managers and better cope market.

So the priority of the knowledge economy we mean above all innovation and improvement of property for economic development and prediction of global needs and the needs regional development which may imply the usefulness of the functionality and durability of a product or service. New quality of products or services and general education and other approaches. Policy innovation, according to documents from the Lisbon Agreement adds an important role intended for the University and it is - the promotion and diffusion of technology. Universities and other public scientific research institutions need to those documents that are more link with industry and entrepreneurship. We referred to Sweden where there specialization public funds intended for cooperation between the University needed to do so . Relation between university and economy is manifested through the mobility of researchers from universities to industry. Establishing an effective way of transferring knowledge and increases innovative and competitive advantages of companies in the market.

Economy based on knowledge and innovation requires a constant presence in the world of science and technology as well assignment on education, need for permanent learning becomes a reality for all those who do not want to lose a step with the latest developments in science and technology. Everyone involved in commercial activities must be familiar with the latest changes in new technologies and in a relatively short time to learn and adopt the latest skills needed for global operations. In the modern information society adopting knowledge, there are decisive role of education of their economies. Knowledge becomes a key factor of development and competitiveness of products on the market. On modern economic models of knowledge and information appearing in a dual role: on one hand shows how much information and knowledge of economic agents in the Societies in which they operate, while the other side show, how are you able to process subject this information to their advantage. Occur in the knowledge society as well as property, but unlike physical property assets are recognized as the knowledge itself and in society appears as an input (competition , skills) or as output (innovations and patents), (Lindvall and Johnson, 2000:15).Knowledge Economy knowledge recognizes the best quality goods and as a means of production and mode of competitive advantage in the market. In this case, knowledge can be:

- The used (manufacturing process),
- Bought in the market (the employment of knowledge workers, buying patent), and
- Maintenance (libraries and databases)

Analyzing such property in the context of asset knowledge shimmed up the question: Is knowledge a public or private good? The attributes are contained in public fact knowledge that education as education - a public good and to serve the purpose of public using. Broking state administration in maintaining the education system is a rational education resources in the production of knowledge in society (arow 1962:67) implies the conclusion that the knowledge itself -

the public good, pursuant to which economic agents were additional order investment in knowledge as a strategy for competitiveness in the market on the other hand, public funding of schools as well as generic technologies has a long-term goals in society who are not necessarily just economic goals.

3. EDUCATION IN THE MUNICIPALITY OF FURNACE

Level of education and years of education are two important indicators that can be characterized as level of education and by which they can identify the differences among municipality.

Following tables no. 1 we present the two main indicators of education in municipalities

Opština	Stepen obrazovanja %	Srednja vrednost godina obrazovanja
Pec	92.6	9.37
Pristina	95.69	10.46
Kosovo	94.22	9.40

Source: *UNDP, "Izveštaj ljudskog razvoja – Kosovo 2010*

Table 1 shows that the level of education in municipality of Pec 92.06%. This value is lower than the mean value of 94.22% in Kosovo and much lower than those in Pristina of 95.96%. Careful analysis shows that the Municipality of Pec, where the level of education is concerned, the third from behind in Kosovo, leaving behind only the Orahovac municipality with 90.25% and 92.05% with Viti.

This is a surprising fact given the very well-known educational tradition in Ovens, given the wealth of the municipality that is in the course of history had the role it had in education in Kosovo.Following tables No.2 will be presented with data on the basis of education for persons of 15 years in the municipality of Pec.

	Bez obra-zovanja	Manje od osnovne škole (1-3 godine)	Manje od osnovne škole (4-7 go-dina)	Osnovna škola	Manje od sred-nje škole (9-10 godina)	Srednja okola (11-12)	Visoka škola	Univerz-itet i više	Ukupno
Priština	0.75	1.57	8.38	17.14	7.19	50.18	10.74	3.41	100
Đakovica	2.28	3.47	9.23	30.75	6.61	37.93	8.38	1.42	100
Gnjilane	3.48	1.23	11.33	33.24	7.03	33.51	7.37	2.80	100
Peć	0.59	1.52	1.44	26.02	7.33	40.22	13.14	0.73	100
Kosovo	0.96	2.07	11.37	29.34	7.10	39.30	8.22	1.65	100
Žena	1.35	2.57	15.25	37.95	6.22	30.31	5.22	0.94	100
Muškaraca	0.57	1.60	7.52	20.77	8.00	48.21	10.99	2.33	100

Source: *UNDP, "Izveštaj ljudskog razvoja – Kosovo 2010*

From table 2 we also see that the average years of education in the municipality of Pec 9:37 and that this average is lower than the average in Kosovo and much lower than that in Pristina. Deeper analysis shows that with the average municipality furnace at the same level as the municipality of Kacanik and that the 17-in Kosovo, and is followed by the municipality of Orahovac, Malisevo, Podujevo, etc., where the average is lower than 9.Also, Data show us the aggravation of the average years of education of women which is only 8.1 years, compared to 10:07 years for men.The fact is, that the Municipality of Pec, as compared to the average years of schooling in men ninth in Kosovo.

Worsening of indicators of education system in Municipality of Peja is confirmed by data from Table 2 which can be seen that approximately 2.28% district population aged over 15 years of education and this indicator is 2.3 times lower than the average in Kosovo and about 3 times lower than that in Pristina. Also, with secondary school is 37.93% of this age group, compared to 39.3% in Kosovo and 50.18% in Pristina. Part of the population had completed university education is about 1.42%, to 1.65% and 3.41% in Kosovo and Pristina.

Secondary education consists of 4 types of schools, which are shown in Table 3 There is a clear advantage by giving the students attending various courses of professional secondary education, compared to general secondary education. This expresses the fact that 1.5 times more students enrolled in secondary school compared to the general. Better access to the labor market is the main reason for this choice. According to data from the table on the profiles of the unemployed, we see that 7.7% of the unemployed who are skilled workers, while 59% are unskilled. Also, about 80% of unemployed aged 16-39 years. From here it is clearly evident the importance of education and vocational training.

No.3 following tables shows the number of students will be based on the type of secondary education in the municipality of Peja

Srednja škola	Broj škola	Broj upisanih učenika		
		Ukuno učenika	Muškaraca	Žena
Opšta (gimnazija)	5	1566	819	747
Stručna	5	2491	1658	833
Tehnička škola	2	906	805	101
Ekonomska škola	1	917	588	329
Medicinska škola	1	557	185	372
Stručna škola	1	111	80	31
Ukupno	10	4057	2405	1652

Source: Obrazovna Direkcija Peći, 2010

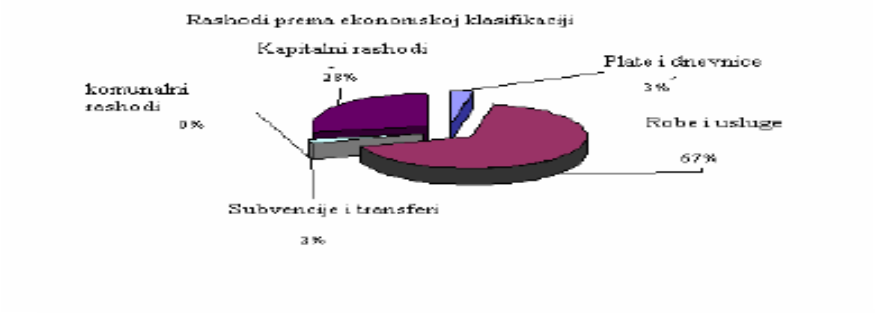
Technical and economic directions are preferred, which are distinguished by the large number of students. In these male-dominated and the relationship is about 1:37 / 1
These relationships reversed in the case of medical school and shows great interest in female children for the profession nurses. Reforms in secondary schools, particularly in professional, were very limited. This is primarily associated with weak efforts increase the degree of qualification of teachers.
Teachers have attended several training courses regarding the new school method, but in which the teaching methods are still very theoretical and the orientation of the lecturer as a subject. Equipment and modern means of practice in classrooms and laboratories for practical classes are missing.
Taking into account that the municipalities that belong to the region Pec (stove, same, Klina Decani) have approximately 10,000 high school graduates, of which 90% are willing to continue their education of university and it is one of indicators that since the University of furnaces with 5 faculty can present Development the entire economy.

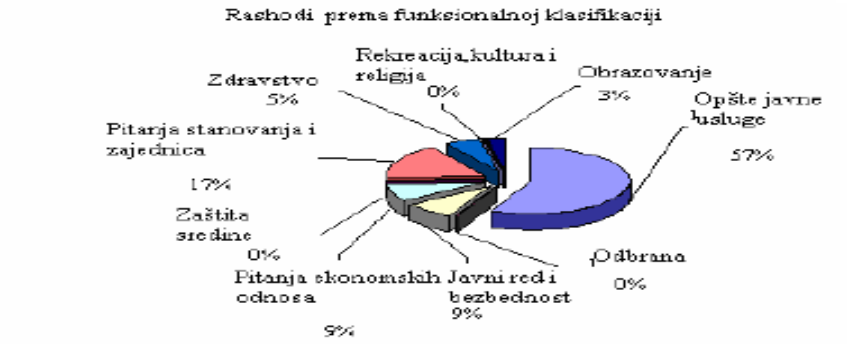
4. DONATIONS AS A FACTOR OF ECONOMIC ANDINTELLECTUAL DEVELOPMENT

Pec municipality has so far received donations from various donors in Europe and the world and that is the best way to use the fixes in the first place the infrastructure, apartments and houses as well as procurement of IT learning schools and faculty. Following tables, we will show donations from donors for 2010 and 2011 in the municipality of Pec.

Opis	2011 Euro	2010 Euro	Povećanje / smanjenje u %
Unutrašnji grantovi	1,513,356	2,187,935	
Procredit bank	6,200	0	
Švajcarski karitas	0	12,600	
WB-Svetska banka	894,945	1,134,595	
Britanska vlada	752,829	982,714	
Austrijska vlada	0	4,000	
Save the Children	0	2,075	
Danska vLada	22,462	0	
EU-Evropska unija	99,985	184,000	
Italijanska vlada	719,807	5,651	
Japanska vlada	67,892	0	
Norveška vlada	0	624,799	
Švajcarska vlada	94,694	0	
Švedska vlada	188,084	0	
UNDP	419,029	319,446	
UNICEF	97,664	82,399	
GTZ	0	25,283	
USA	284,613	32,850	
EAR	0	1,396,035	
OSCE	15,151	54,885	
IOM	10,592	0	
ILO	0	10,632	
Care Internacional Kos. Dev. Small	0	6,250	
UNMIK	3,675	0	
GLOBAL FUND	499,114	511,842	
CIDA Canadian	204,825	181,762	
Belgijska vlada	0	32,200	
Svetska organizacija zdravstva	0	59,497	
Council of Europe	2,038	2,487	
Slovenska vlada	6,434	0	
Tempus	109,429	4,650	
	349,007	260,389	
Total	6,361,825	8,118,975	-22%

Below the graphic display distribution donations by classifications in the municipality of Pec, which is based on the data in tabular view?





Compared with the results of opinion poll in January 2010. years, when education enjoyed the greatest satisfaction of respondents(59%), after which followed a public service Radio Television Kosovo, RTK (55%), based on the results from June 2010.

The education remains a public service that enjoys the greatest satisfaction of respondents (78%), followed by Post and Telecommunications of Kosovo (PTK) with about 65%.

The following is a graphical representation of satisfaction with public services

5. CONCLUSION

Globalization, development of science and technology has denotation most countries in the world and in our establishing a closer link between academic or scientific knowledge and economic development strategy has brought about new forms of cooperation established between the two sectors so that there had been creating a whole series new forms of synthesis between science and economy as a place where you realize the scientific and technological innovation

With this knowledge-based society then the phrase is linked futures complex knowledge economy are becoming more prevalent and more popular not only among the social and economic analysts who are concerned with their contents long ago, first individually and occasionally, then more and systematic , but have penetrated the political and are increasingly present in the general public.

So science takes precedence in the socials here, and there is an unavoidable factor in which the education of young people in the first place, so that economic development of Peja region will largely depend on the existence of a future university.

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