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# Nutritional business model of consumer behavior with special reference to honey

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## Abstract

The effects of globalization on industry in terms of economy and marketing, leads to the emergence of new types of consumers and changes in their purchasing behavior. The success of companies' operations depends on having information about consumer purchasing decisions by discovering the buying patterns of the best customers and predicting their buying behavior. Although consumer behavior is complex and diverse, it has structural and functional features that can be effectively simulated by modelling and later, based on the model created, to create software that is powerful and easy to use. The subject of this paper is modelling to create a nutritional business model of consumer behavior when buying food, with the inclusion of a special determinant that will include nutritional properties and the inclusion of self-explanatory component of the model. One of the concepts of modelling is to include modern and advanced information technologies such as GIS and data mining. The partial implementation of the model for honey as a food product that has high nutritional quality is shown, and for that purpose a previously conducted survey of honey consumers in R. N. Macedonia was used. From the analysis of the nutritional quality of honey and the analysis of the database obtained from the survey, several outputs of the model were obtained as useful information or knowledge, such as: the level of education of consumers about the nutritional properties of honey, the degree of influence of the nutritional properties of honey on purchasing decisions, etc. The conducted research presented in this paper will be valuable for: big and small enterprises, different species of associations (for honey or consumer) and Veterinary and Food Agencies.

*Keywords: nutritional business model, nutrition, nutritional properties, consumer behavior, honey, self-explanatory*

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## 1.Introduction

Today, globalization is empowering industry around the world, especially in the development of new technologies and strategies. For a successful marketing strategy, one of the key elements is the detection of consumer behavior, and it is a complex study of all the processes that occur in the selection and use (consumption) of products and services, including the emotional, mental and behavioral characteristics of consumers. Decoding these processes is a complex task because there is no ready-made formula for human behavior when buying, and often the buyers themselves do not know what affects their purchase. However, human behavior while purchasing, despite its diversity, can be presented as a model, created with the help of dynamic modeling. As a result, the nature of the complexity of consumer behavior can be explored by analyzing all dynamic behaviors in a series of assumptions and conditions.

When studying consumer behavior it is necessary to include scientific methods and concepts using modern information technology such as: a database management system (DBMS), for consumer database management with information obtained from various sources; a geographic information system (GIS), (Pick, 2005, Martinovski, 2017 a, Martinovski, 2013), which will create system models related to consumers and their spatial relationship, models that can describe the current situation and design future strategies; an advanced analysis of databases using data mining methods, especially Association Rules and the Apriori Algorithm, classification and cluster analysis, (Perner, 2006, Jannach et al, 2011, Han et al, 2012), methods that will enable obtaining a large amount of information and knowledge about purchasing rules and clustered customer profiles.

The pandemic and other factors in 2020 have changed the way consumers relate to food, changed the way they evaluate food choices and how they perceive food in general. Similarly, disease prevention is one of the important topics in medicine and nutrition, and consuming quality nutrition is an influential factor when buying food. My other research shows that there is a growing number of food consumers who pay attention to their diet and think about the nutritional quality of food products (Martinovski et al, 2017 b, Martinovski, 2016).

The inclusion of the nutritional determinant in the models of consumer behavior when buying food products, the so-called Nutritional business models, is important and necessary. These models will provide answers (outputs) to a number of questions that are important for companies in the food industry, especially the degree of impact of the determinant - nutritional properties (vitamins, minerals and other elements important for the human body) and will allow the creation of successful marketing strategy by expanding the profile of their products, their improvement and development.

## 2. Nutritional Marketing

Nutrition is a multidisciplinary, scientific and applied field based on food science and nutrition, and studies the composition of food, the nature of nutrients and their impact on the body (Smolin et al, 2007, Taylor, 2007). Promoting health through nutrition, people's nutritional needs and the way food can be used are increasingly present. Nutrition as a science is on the rise, and the so-called Nutritional marketing as a novelty in the field of marketing, is an innovation obtained based on my many years of research. This concept should be included in the planning process and marketing concepts, in order to achieve progress in the development of food products, greater consumer awareness by promoting healthy eating habits, as well as all the benefits gained from consuming quality and safe food products. Thus, nutrition marketing will increase consumer interest in certain foods.

For comparison, the modern marketing mix is based on several principles, for example the 4Ps principle (1.Product, 2.Place, 3.Price, 4.Promotion), (Kotler et al, 2008) and nutrition marketing is based on five principles or the so-called 5N:

*1N - Nutrition Related Consumer Behavior.* Consumer behavior analysis using consumer databases and marketing research (survey research as one of the powerful marketing weapons). Using advanced information analysis. Advanced information technology and methods are included in the analysis, to obtain good information and knowledge on the factors that influence consumer behavior.

*2N - Nutritional Properties.* Defining the nutritional properties and their selection for the food product. The nutrition determinant is defined. Then, it is analyzed which of the nutritional properties of the nutritional determinant are important for food products, i.e. which nutritional properties make them stand out.

*3N - Nutritional Quality.* Defining nutritional quality of food products and emphasizing it. This principle is aimed at adding value to food products by increasing and maintaining quality by using creative and innovative solutions. The goal is to improve existing products or develop new ones, with added nutritional quality and to highlight and inform it.

*4N - Nutritional Benefits.* Informing, promoting healthy eating habits and their benefits. Informing the consumer of the nutritional benefits. This principle is aimed at informing consumers about: nutritional benefits; promoting health through diet; on human nutritional needs and the effects of food on health; and the way food can be used. Packaging is very important, but even more important is the declaration where the nutritional properties will be clearly set, which would influence consumers in buying the product.

*5N - Nutrition Awareness.* Creating nutritional awareness and attitudes. Marketing concepts should be applied here to develop awareness and create attitudes as much as the product can offer with a certain degree of impact. This principle should enable the action of consumer awareness, develop awareness in purchasing and create attitudes about products

## 3. Nutrition determinant

The principle 2N of nutrition marketing is defining the nutritional determinant. Consumers are increasingly sensitive to food declarations, especially declarations with labeled nutritional properties (Martinovski et al, 2015 a, Solomon, 2016). The elements of nutritional properties that are important for consumer behavior are shown in Table 1. This determinant is important in creating nutritional business models.

**Table 1.** Nutrition determinant

| <b>Nutrition element</b>       | <b>Rationale</b>  |
|--------------------------------|---|
| Carbohydrates and energy vaule | in the form of monosaccharides, disaccharides, oligosaccharides, etc.   |
| Content of proteins            | from plant and animal origin  |
| Vitamins and minerals          |   |
| Organic acids                  | formic, oxalic, citric, tartaric, lactic, malic, pyroglutamic, glucuronic, valerenic, benzoic and other higher fatty acids  |
| Salts                          | phosphates, chlorides, sulfates, etc.   |
| Micro and macro elements       | tin, sodium, calcium, phosphorus, sulphur, chlorine, magnesium, iron, aluminum, mercury, manganese, chromium, zinc, lead, arsenic, cadmium, titanium, etc.                                  |
| Amino acids                    | lysine, histidine, arginine, aspartic acid, threonine, serine, glutamic acid, proline, glycine, cystine, valine, methionine, isoleucine, leucine, tyrosine, phenylalanine, tryptophan, etc. |

|                           |  |
|---------------------------|--|
| Enzymes                   | invertase, diastase (amylase), catalase, acid phosphatase, glucose-octase, polyphenoloxidase, peroxidase, esterase and proteolytic enzymes, etc. |
| Lipids                    | triglycerides, sterols, phospholipids, free fatty acids, fatty acid esters, etc.   |
| Fibers                    |  |
| Nutritional health claims |  |
| Sensory properties        | color, taste, smell, hardness, etc.  |
| Product safety            | security standards   |
| Certification             | organic food, quality  |

#### 4. Nutritional business model of consumer behavior

In the development of known models of consumer behavior, several types are encountered: models for identical consumers or different consumers; models for continuous product range or finite number of brands; lumped model or agent model; deterministic or probabilistic, linear ODE model); continuous valued or discrete valued models, etc. These models include analytical, statistical and logical models, using binary comparisons, and are built for specific cases. They include psychological and sociological (Markov model) determinants, but none include the nutritional determinant for food products. Regarding the use of these models, little has been done in terms of understanding and it has been reduced to help. I think that is not enough, and because of that, there may be difficulties in their use by end users.

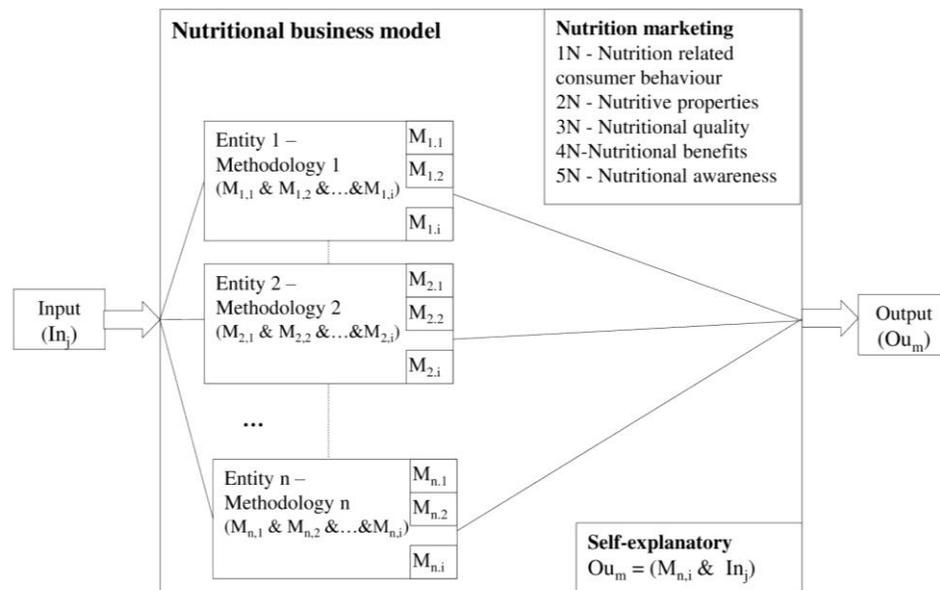
The concept of the nutrition business model of consumer behavior that I propose differs from the previously stated models, in that all the methods in the model are represented as entities that are in a entity relationship (E/R). This structure of the model has a number of advantages, and one of them is its self-explanation, i.e. for each output, the model gives information on how it is obtained. The model includes all the principles of nutritional marketing.

##### 4.1. Modeling for creation of the nutritive business model of consumer behavior

The modeling stages we propose are represented as entities in a relational model (E-R model), including five stages.

**Stage 1: Output - Methodology - Input**, defines three main groups of entities: Output-methodology-input. First, in the Output entity, all outputs of the model are defined. The output can be in the form of analytical data or a graphical representation in the form of an image, graph or thematic maps contained in the GIS layers. Second, based on the defined outputs, the entity Methodology is defined, i.e. the required methodology for obtaining the outputs is defined. It is important to include advanced methods in the methodology, and more important are the GIS and data mining methods such as: basic concepts of frequency mining, association and correlation; classification and clustering. The GIS functions as methods that can be applied are: Binary models - for spatial searching, Logic models - for spatial addition, Index models - for spatial ranking, Regression models - for prediction and estimation, Process models - for defining processes in the real world represented in a set of relations and equations (Martinovski, 2017 a, Longley et al, 2005). Economic methods in the form of entities can also be used in the model, such as: models for identical consumers or different consumers; models for a continuous product range or finite number of brands, etc. Third, after defining the methodologies presented with methods, the necessary inputs and data sources are determined. In that manner the Input entity is defined. In general, inputs can be of two types: spatial and non-spatial (attribute). Data sources of inputs can be varied, but for nutritional business models it is important to use databases of consumer behavior obtained from marketing research (surveys, consumer databases, etc.).

**Stage 2: Conceptual model**. In the conceptual model of the nutritional business model, concepts of all entities and all possible relations are established. The nutrition model includes all the principles of nutrition marketing that are implemented in entities and all entity relationships are conceptually defined (Figure 1). There are two categories of relationships: between Input-Output-Methodology (indicated in Figure 1 as a solid line), and a relationship between entities in the methodologies (indicated in Figure 1 as a dashed line). Each methodology is composed of several methods ( $M_{n,i}$ ).



**Figure 1.** General structure of the nutritional model

where  $M_{n,i}$ :  $i$ -th method of  $n$ -th methodology

The E / R structure of the model allows each output acquisition to be easily explained . Self-explanation for each output of the model:  $Ou_m = (M_{n,i} \& In_j)$

where  $Ou_m$ :  $m$ -th output,  $In_j$   $j$ -th input

**Stage 3: Logical model.** In the logical model all entities and defined relationships between entities in the E-R model are set so that it is ensured that the process is self-explanatory. This means that for each output there will be a specific explanation of how it is obtained, which methods, inputs and data sources are used. This structure of the model allows very easy further development.

**Stage 4: Physical model,** is the stage of realization of the logical model in a software solution. It is created in a software development environment, with the integration of multiple platforms. For example: integration between GIS, DBMS (SQL) and data mining software.

**Stage 5: Verification of the model with feedback,** is the last stage of modeling and is always necessary and important. It includes verification of the business model with test data. The output data is analyzed, and this can be easily done, because the physical model has built-in self-explanation for each output.

#### 4. Implementation of the nutrition business model with honey as a food product

The paper shows a partial implementation of the model with bee honey as a food product, with an explanation of several information-statistical entities that have been used.

##### 4.1. Entity - nutritional properties of honey (2N principle)

Honey is a product or food that has great nutritional value. Bee honey contains over 70 different types of substances that are necessary for the human body (Martinovski et al, 2017 b, Martinovski et al, 2018):

**Carbohydrates:** The basic and most important components of honey are carbohydrates. They represent 95-98% of the dry matter. Bee honey obtained from many plants contains from 5% to 10% sucrose (and in some cases contains less than 5% sucrose).

**Organic acids:** In small quantities, honey also contains organic acids: formic, tartaric, oxalic, lactic, malic, citric, pyroglutamine, valerian, glucose and benzoin. Some of these acids are contained in honey in the form of esters (the aroma of honey depends on the content of esters).

**Salts and macronutrients:** honey contains salts and micro and macro elements, such as: phosphorus, calcium, tin, sodium, chlorine, sulfur, magnesium, aluminum, iron, manganese, chromium, zinc, lead, titanium, cadmium, mercury, arsenic, etc.)

**Amino acids:** bee honey contains 18 types of amino acids: arginine, lysine, aspartic acid, histidine, serine, threonine, glutamic acid, glycine, proline, cystine, methionine, valine, isoleucine, tyrosine, leucine, phenylalanine and tryptophan.

**Enzymes:** Honey contains a number of different enzymes: glucose-octase, catalase, invertase, diastase, acid phosphatase, peroxidase, esterase, polyphenol oxidase and proteolytic enzymes.

**Vitamins:** Honey contains the following vitamins: A, B, B2, B3, B5, B6, B7, B9, C, E, K.

#### 4.2. Entity: Nutritive quality of honey (Principle 3N)

Of all the foods that humans use in their diet, honey, thanks to its harmonious relationship between the various nutrients, is one of the most important. The nutritive and healing value of honey has been known for a long time. Honey has a great nutritional quality, it is a source of vitamins and minerals, which are necessary for the human body. Emphasizing its nutritional quality is a key element that influences the decision to buy honey as a quality and safe food.

#### 4.3. Entity: Nutritive benefits of honey (Principle 4N)

Honey is not just an energy valuable food product. The mineral composition, vitamins, enzymes and antibacterial substances contained in honey are of particular importance in the diet of all categories of people, especially for: children, athletes, people who are exposed to great effort every day and the elderly. Daily use of honey in the diet would affect the improvement of human activities and his health.

#### 4.4. Entity: Nutritive awareness (principle 5N)

Creating awareness and forming attitudes about the nutritional value of honey can be done in several ways:

- Introducing consumers to healthy food and nutrition, with special reference to honey;
- Using educational methods with comparative analysis between healthy and unhealthy foods;
- Conveying messages to consumers about the benefits of using food products that have nutritional quality and all the health benefits they offer with special reference to honey.

## 5. Survey research

For the past few years, my marketing research has focused on consumer behavior surveys [15], [16]. Relevant data (database) were obtained from the conducted research, and the conducted advanced analyzes result in concluding observations. One of those studies was done in R.N. Macedonia for bee honey [15]. The main purpose of this survey is to detect the factors that influence consumers in the choice of honey, views on the determinant of nutritional properties of honey, labeling (declaration) of honey as a product and issues related to honey policies as food.

The model includes the methods of frequency analysis, statistical analysis (hypothesis tests) and clustering (data mining method) as separate entities. The paper presents one result (output) from all of these methods. Frequency analysis of the database formed by the honey survey research has been done. The obtained data were used to test the associativity (independence) of the data. Two methods were used in the analysis: Chi-Square and Cramér's V tests and the results presented in Table 2 were obtained.

**Table 2.** Frequency of knowledge with the answers to the survey question 8 as two classified nominal variables, with results from the Chi-Square and Cramer's V tests.

| 1. Education                | 8. Do you know for the benefits of honey as food for humans? |    |           | Total |
|-----------------------------|--|----|-----------|-------|
|                             | Yes  | No | Partially |       |
| High School                 | 8  | 60 | 14        | 82    |
| Bachelors or Masters or PhD | 55   | 84 | 79        | 218   |
|                             |  |    |           | 300   |

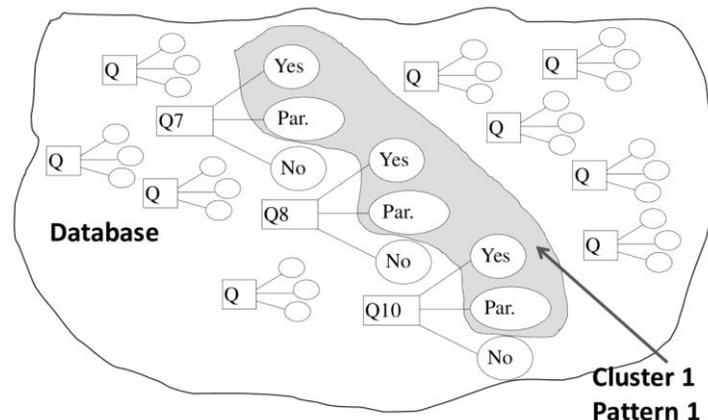
| Chi-Square | df | $\alpha$ | p      | Cramer's V |
|------------|----|----------|--------|------------|
| 28,75      | 2  | 0,05     | <0.001 | 0.3096     |

Model output:  $p < \alpha$  which means that **there is a statistical dependence** between the categorical variables, i.e. education and whether they are familiar with the nutritional properties of honey are **statistically dependent**, and the value of Cramer's V is 0,3096 and it shows that this dependence is moderate.

*Partitioning Clustering Method.* Using this method, a cluster 1 was obtained (Figure 2) of respondents who answered yes and partially to the questions:

Q7 Are you familiar with the benefits of honey as food for humans?

Q8 Are you familiar with the nutritive properties of honey?  
 Q10. Do you know that honey has a high energy value?



**Figure 2.** Cluster of respondents who answered yes and partially to questions 7, 8 and 10.

Of the total number of respondents (300), 49% answered these questions with "yes" and "partially" as a set pattern 1 (Figure 2). A cluster is an output of a model that is represented in graphical or analytical form. The information obtained from the model is that there is a cluster that has knowledge of the nutritional quality of honey.

All analyzes are performed in R-version 4.0.5, statistical and other analysis software.

## 6. Conclusion

Many countries invest in educating people about food and the importance of healthy eating, and this can affect consumer behavior when buying food. For companies in the food industry it is important to apply the concept of Nutrition Marketing (5H). The principles of 5H are aimed at consumer behavior in the field of food and nutrition, how to improve it by increasing nutritional quality, by emphasizing the components that affect human well-being and health. The main goal of the nutrition marketing strategy is better positioning of food products on the market. The application of nutrition marketing can be implemented through nutrition business models of consumer behavior. In building models, it is important to use advanced scientific methods set up as entities in a relational relationship, which will enable the acquisition of important information and knowledge. The relational relationship of the entities will allow self-explanation of the model which in other models is reduced to help only.

Nutritional business models are an important part of the business of companies whose activity is food products, and it will enable the expansion and strengthening of their brands as a healthy diet. The benefits of nutritional business models of consumer behavior can be threefold: benefits for companies through the development of new value-added food products that would satisfy consumers, and thus greater profits; benefit for the citizens by consuming healthier and safer food products; and benefit to the state.

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## The political platform of Lef Nosi about the governance of Albanian state “The National Side of Albania”

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### Abstract

At the beginning of year 1907, with growth of governmental pressure, among the activist of National Movement, at which was Lef Nosi too, was strengthened the conviction that the Ottoman Empire which was suffering the consequences of the liberation movements of balkan people and the intervention of Great Powers, could not provide the albanians any national right. At these conditions the solution was the immediately and final disconnection by this Empire, act that could not be realized without a common center of albanian’s activity coordination or without allied among the powerful states which, even before, had made decisions about the destiny of the balkan people. The support of “important foreign friends”- as they called by Lef Nosi, was an important factor not only to the anti-albanian politics that continued to be followed by High Gate, but against the covetousness that balkan neighbors had on albanian lands. In October 4, of 1907-th, he will be one of the organizers and managements of the society “National Side of Albania”, whose center was in London, city that for a man like L. Nosi with a western orientation whom known rather better and valued the role of Great Britain to the independence movements of balkan people, was “the best place by the political views”. The political ideas of Lef Nosi, about the raise of a new albanian state on the bases of western civilization values, were filed clearly and concretely in the content of program of this society. Lef Nosi was elected First Member of the society “The National Side of Albania” and he took the responsibility to make known and to propagandize the purpose of the society and the goals of its program, not only to ensure the support of the foreign states for Albania, but to oppose the voices that talked about disruption and cold attitude of many compatriots emerged in Europe in conjunction with the national issues. Lef Nosi thought that the future of albanian state on the monarchist form of governance and selection of a prince from the progressive european states- is a key element to the efforts for raising of albanian state.

*Keywords:* national rights, foreign friends, albanian state, national side, western civilization.

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Lef Nosi is one of the most prominent figures of the national movement, whose activity in the framework of securing and protecting the rights of Albanians, exceeded the size of his hometown, Elbasan, and became a national value. Lef Nosi's first contributions to patriotic, political and social activity date back to the 19th century and stand out more specifically in the early 20th century.

Among the activists who left traces in the process of forming national consciousness, knowledge and education, was joined Lef Nosi who with his activity in the field of education, as a defender and learner of the mother tongue, as a propagandist and fighter of culture and of national rights, will become one of the spokespersons and interpreters of the aspirations of the Renaissance in the service of the Albanian nation. At a time when the movement for the Albanian school was fused with the armed struggle that had united Muslims and Orthodox for the benefit of the cause of national liberation, Lef Nosi will find it appropriate and will work in support of demands of an autonomous nature aimed at official recognition. of the Albanian language and the opening of national schools. However, in the face of difficult conditions for the development of the educational movement in the country, when the High Gate had ordered the closure of schools and the destruction of Albanian books, Albanian patriots, including Lef Nosi, were forced to flee Albania and settle in the land. foreigners where to work in complete freedom for nationality.

The rise of the National Movement in the country at the beginning of the twentieth century was accompanied by the expansion of the activity of Albanians in exile who had created many patriotic societies that became centers for the spread of ideas of national liberation. As government pressure mounted, the leaders of the Bitola Committee were forced to relocate their headquarters to Bucharest, while many of his activists and supporters were forced to leave their homeland and join Albanian exiles. From there, measures were taken to provide financial assistance for the armed struggle of the gangs in Albania and even protest rallies (USA)

were organized against the government terror and the violence of the Greek gangs.<sup>1</sup> Already in the ranks of the activists of the National Movement, including Lef Nosi, the conviction was strengthened that the Ottoman Empire, which suffered the consequences of the liberation movements and the interventions of the Great Powers, could not provide Albanians with any national rights. "Turkey had become one with our enemies to destroy Albania",<sup>2</sup> - would be written in the pages of the "National Calendar", so for many Albanians the solution began to be seen in the complete and immediate secession from this Empire, an act which can not be carried out without a common center of coordination of the activity of the Albanians, nor without allies in the ranks of powerful states that had previously taken over the fate of the peoples of the Balkans.

While closely following the developments in Albania from the diaspora, where he worked in early 1907 together with other activists of patriotic societies, Lef Nosi supports the idea that often circulated in the pages of the Albanian American press "... for created a party - as the newspaper "Nation" wrote, - in one of the European capitals to provide the necessary support"<sup>3</sup> without which he was convinced that the activity of the armed gangs in the country could not be turned into a well-organized movement and without the support of the Great European Powers it could not bring the desired results for the fate of the Albanian nation.

Lef Nosi's political views on the relations that Albanians should establish with the Great Powers are of great interest. The support of "important foreign friends" - as L. Nosi called them, he saw as an important factor not only in the anti-Albanian policy that continued to pursue the High Gate, but also against the greed that the Balkan neighbors had for Albanian lands. "The first thing noticed by foreigners who deepen the Albanian issue and our national movement - wrote Lef Nosi in 1907 - is that we have political affairs without foundation and without connection. And sadly so it really is. We have neither a program nor the first (leader) chosen to put that program to work and represent us in the eyes of the world."<sup>4</sup> This was a request even before, since the beginning of the century. XX, Faik Konica had strongly propagated it through articles in the magazine "Albania" where among other things he wrote: "... Albanian patriots lack unity in the line of national work: in short, they do not have a national faith (*politique nationale*)".<sup>5</sup> These views make it possible for us to understand the purpose of the movements carried out by Lef Nosi during the years 1906-1907 from England to America and vice versa in search of cooperation with other Albanians of London and those of America in the field of national unity and for securing allies of the Albanian cause in the circles of international diplomacy. One of the sources that helps us to shed light on this cooperation and the plans drafted by them, are the correspondence of Konica with L. Nosi and other activists of the national cause. Among them is a letter from Konica addressed to Father. St., Gjeçov in Shkodra, in January 1907, where among other things he wrote: "A couple of months ago, some Albanians went here to America. One of them was a resident of Elbasan ... who has been in London for several weeks today".<sup>6</sup> The lack of information in this letter about the name of Elbasan is supplemented by another article by Konica in the newspaper "Albania" where, among other things, he wrote: "... Lef Nosi has been to America very soon, going both to and from London, where he stayed for a long time. We were together all day and I could appreciate the subtlety of the mind and the righteousness of the heart."<sup>7</sup> These conversations between them, about the organization of the national movement, are confirmed by the above-mentioned letter. "... We were together all day, and we talked at length about the necessary organization of the disbanded forces of the Nation. He liked my thoughts (*elbasanasi*) without content (restriction), and he begged me to put them in writing ... There are two cards, one program, the other a "exposition" in paper form ... The patriot from Elbasan got the most cards in America, where he started a sound propaganda to make them popular".<sup>8</sup> While the two activists of the national movement came together around the idea that Albania was in very special circumstances to have the opportunity to develop without external support, conditions which forced the Albanian patriots to increase efforts to secure the support of a healthy state of great that would support them on the path of progress of the nation, the progress of their views on the possible ally of the Albanian cause had found the meeting point only in 1906. Initially, F. Konica, based on the support of the Austrian policy for the Albanian issue, and in particular towards the development of the Albanian culture and language, was convinced that: "...if Albania had to choose one wing, for many reasons, the most favorable wing seemed to be that of Austria."<sup>9</sup> However, he will abandon this opinion as he notes that "the situation in Albania was not well known in Vienna"<sup>10</sup> and begins to hope for British help in liberating all of Albania.<sup>11</sup> It is the time when even Lef Nosi, who had lived throughout this period in Albania and was acquainted with foreign interests, especially the Italo-Austrian ones that clashed in the country, after the trip he had made last year (1906) to America was known no only with the numerous efforts of the Albanian emigrants to establish patriotic societies and clubs but also with the

<sup>1</sup>Duka, Valentina. *Issues of contemporary history ...*, Tirana, 2003, pg. 33-37

<sup>2</sup> "National Calendar", 1908, p. 23

<sup>3</sup>Duka, Valentina. *Issues of contemporary history...*, Tirana, 2003, pg. 37

<sup>4</sup>Central State Archive, Fund. 32 "Lef Nosi". File. 6, pg. 1

<sup>5</sup> Jorgaqi, Nasho. Faik Konica, Work 3, Tirana, 2001, p. 61, article of "Albania", year 1900

<sup>6</sup> Here, work 4, p. 159

<sup>7</sup> Newspaper "Albania", Second year, 1907, p. 111

<sup>8</sup> Jorgaqi, Nasho. *Faik Konica*, Work 4, p. 159

<sup>9</sup> Here, p. 141, Konica letter addressed to a senior official, dt. July 23, 1904

<sup>10</sup> Here, p. 142

<sup>11</sup> Here, p. 180

influence of the Greek elements there in the activity of these societies. Regarding this fact, the well-known scholar V. Duka gives us information, noting that: "... in their patriotic work, Albanian activists in America, too, faced the obstructive attitudes of the Greek elements. The establishment of the first Albanian societies, as well as their propaganda for the Albanian cause, was not viewed favorably by some Greek circles there ...".<sup>12</sup> Seeking to find the ally of the national cause in a great state, L. Nosi thought that this country was England. "In England," he said, "we will be able to find the moral and land help we need."<sup>13</sup> The selection of England is likely to be related to the idea that had begun to circulate in the Albanian diaspora in America, in early 1907, for the unification of all Albanian societies ... *with a program and a purpose*,<sup>14</sup> the idea of which, as stated by the researcher of historical issues of the Albanian diaspora in America, Prof. Assoc. Valentina Duka, remained only on paper.<sup>15</sup>

Returning from the USA, where among the Albanians living there he had heard often talked about the necessity of creating, in one of the capitals of Europe, a party which would propagate the political program of the Albanians in the world, which would provide them with international support, on October 4, 1907, L. Nosi will become one of the propagandists of the program of another society, the "National Albanian Party" based in London, a city that for the Elbasan activist with pro-Western orientation, which during his years of study in Athens was known for the role played by Great Britain in the struggle for independence of Greece and the other peoples of the Balkans, was "the best country from a political point of view".<sup>16</sup>

As for many patriotic activists of the Albanian diaspora, for L. Nosi was strong the conviction that the beginning of the armed war without the support of the Great European Powers would not bring victory to the rights of the Albanian nation. Such an attitude was also related to the fact that time had shown that while the Ottoman order on the peninsula was constantly weakening, the Great Powers had gained more control over the lives of the peoples of the Balkans. Unable to defend itself alone, the Ottoman Empire had been forced to make concessions to Europe in succession.<sup>17</sup> The interventions of the Powers in the quarrels between the Porte and its subjects, showed that, in the end, all the Balkan borders would be determined by international treaties. The fate of small states would depend on bargains made on their behalf by the Great Powers. In the face of such situations, the Albanians had to choose their international allies carefully and prudently. In function of this goal was the choice of the capital of the society "National Side". "Countries that, out of freedom and impartiality, fall behind this search," said Lef Nosi, "are Great Britain and the United States."<sup>18</sup> But the USA was too far away, and Great Britain was not only closer to Albania, but for Lef Nosi it had "... *the greatest political importance. The freedom of the Greeks, Bulgarians and many other lands was cooked in England; it is what directs the mind of the world - public opinion - of civilized nations. So London - concludes his judgment of L. Nosi about the potential and most favorable allies of the national movement - seems to be the best place for our politics.*"<sup>19</sup>

The history of a century ago (XIX), had shown that it was London that had brought European diplomacy to the table for the creation of an autonomous Greek state and even later it was the one who decided that Greece should be an independent kingdom under the guarantee of the three Great Powers (England, France and Russia) where, from the outset, it was clear that of the three protectors, Great Britain was the one that prevailed.<sup>20</sup>

The war that Lef Nosi, together with other Albanians in the diaspora, had started, was a political war aimed at the final secession of Albania from the Ottoman Empire, which would now be led by the "National Side" society. Based on the sources we have used, we can judge that "National Side" although in the original name was called "The National Albanian Party" more than a political party it represented a political movement which presented a platform that represented all Albanians and aimed to draw the attention of the Great Powers to the Albanian question. Although in the structural name of this fund in the state archives (AQSH) is mentioned *the Organization "National Side"*,<sup>21</sup> in the content of its statute we do not find that such a definition has been used by its founders. This fact becomes known to us through the analysis of the final document of the "National Side" which in no line mentions the terminology "party" or "political organization" but its purpose was: *"The manifestation of our purpose is called a program, and people connected together to implement a program is called a side."*<sup>22</sup> So the "National Side" was nothing but a "National Program". Even the authors of this document, F. Konica and L. Nosi, have signed as its "First Members" who aim to gain the support not only of the Albanians of London but of all Albanian colonies *"by repelling people known as intriguers. of work-destroyer"*.<sup>23</sup> However, given the context

<sup>12</sup> Duka, Valentina, cited work, p. 35

<sup>13</sup> Central State Archive, Fund. 32 "Lef Nosi". File. 6, pg. 1

<sup>14</sup> Duka, Valentina, cited work, p. 31

<sup>15</sup> Here, p. 32

<sup>16</sup> Central State Archive, Fund. 32 "Lef Nosi". File. 6, pg. 4

<sup>17</sup> Jelavich, Charles and Barbara. Establishment of the Balkan nation-states, 1804-1820, Dituria, 2004, p. 33

<sup>18</sup> Central State Archive, Fund. 32 "Lef Nosi". File. 6, pg. 4

<sup>19</sup> Here

<sup>20</sup> Jelavich, Charles and Barbara. Establishment of the Balkan nation-states, 1804-1820, Dituria, 2004, p. 47

<sup>21</sup> Central State Archive, Fund. 102, Collection of Albanian societies and clubs", File. 13" Organization National Side of Albania ", year of 1908.

<sup>22</sup> Central State Archive, Fund. 32 "Lef Nosi". File. 6, pg. 1

<sup>23</sup> Here, pg. 4

of the time when these efforts are taking place and the analysis of the organization of this national program, it seems that it is another step in the continuation of the efforts of Albanians to create societies and clubs that fight not only for national rights but also for the final secession of the Albanians from the Turkish Empire and their organization according to Western models. In support of this reasoning comes another document preserved in the state archives, in the aforementioned fund,<sup>24</sup> entitled "Branch of the National Side", dating to the end of June 1911, in the 27-point program of which is used constantly the term National Side Society.<sup>25</sup> Based on these data, we are of the opinion that the National Side of London was another attempt by Albanians in the diaspora to create patriotic societies aimed at uniting Albanians around the national cause and leading this political war in one of the democratic countries of the west.

The basic document of this company, one of the leaders of which was also L. Nosi, is known as "Program, organization and policy of the National Side of Albania" and is drafted in 24 points divided into four main parts: **1-** The program reflected in 5 points, **2-** Organization in 10 points, **3-** Politics in 3 basic issues, **4-** and the last part was Discipline in 6 points.<sup>26</sup>

The content of this program reflects, quite clearly and concretely, the political ideas of Lef Nosi for the establishment of the new Albanian state on the basis of the values of Western civilization.

This program provided that:

- Albania to become a separate kingdom.
- This point of the program, as it is announced in the letter announcing the establishment of this society, was drafted: "... after the lesson that was now given quickly by Norway<sup>27</sup> (Norway- E. A) which, although a Republican, found the way to become King and elect a prince as king who, bound by blood with the most excellent doors of Europe, to be able to benefit the country".<sup>28</sup> Analyzing this first point of the program, it turns out that L. Nosi, F. Konica and other Albanians gathered in London, whose names are not made known to us in this document, had conceived, in 1907, the creation of a kingdom. ruled by a king chosen by Europe, a kingdom which arose only after the decisions of the Conference of Ambassadors in London (1913) that elected Prince V. Vidin at the head of the Albanian monarchical state (1914).
- The Albanian kingdom should include the four Albanian vilayets of Ioannina, Kosovo, Bitola and Shkodra. So this kingdom would extend to those territories where Albanians constituted the majority of the population.
- Slavs and Greeks who remained within the borders of the Albanian kingdom could be rewarded with land if they wanted to flee, or, through a special commission, the exchange of land and property with the Albanians left across the border who wanted to take place in the Albanian kingdom.
- All subjects of the kingdom who were not Albanians by blood would enjoy equal rights with Albanians; they would be provided with freedom and wealth.
- The Albanian Kingdom would maintain impartiality in the field of religion; every religion would be guaranteed freedom according to the canons.

The basic principle of the "National Side" would be "faith, manhood, justice and humanity." The keynote of this society would be "Energy without animals"<sup>29</sup> which was an expression of the commitment of the members of this society in the movement for the internationalization of the issue of political rights of the Albanian nation by securing the support of the Great European Powers. Lef Nosi was elected First Member of the National Party of Albania together with Faik Konitza and Michele Praka and as is clearly defined in the first point of the chapter on Politics: "The first, each of the three members who were elected First Members, will have three tasks:

- a-** to spread the program of the National Party
- b-** to establish friendships with foreign political parties
- c-** to maintain discipline (order and peace) among the members of National Side".<sup>30</sup>

Being one of the first members of this society, L. Nosi undertook to announce the purpose of the National Party and the goals of its program, not only to secure the help of foreign countries for Albania, but also to oppose "evil mouths" that spoke of disruption and the cold attitude of many Albanian patriots who came to Europe regarding the national issue. *"These Albanians must know that when we ask for the help of a foreign country", - Lef Nosi addresses all Albanians - "we must tell them what or who is leading us and what*

<sup>24</sup>Central State Archive, Fund. 102. File. 13, "Branch of the National Side", June 23, 1911.

<sup>25</sup> Here, pg. 1-8

<sup>26</sup> Central State Archive, Fund. 32 "Lef Nosi". File. 6, p. 1-4

<sup>27</sup> In 1905 in Norway, after two referendums, first the dissolution of the union with Sweden was decided, and secondly the new state of Norway was proclaimed a monarchy led by the Danish Prince Karl who took the Norwegian royal name Haakon VII. The Norwegian royal family belonged to the princely home of northern Germany. Wikipedia: History of Norway.

<sup>28</sup> Central State Archive, Fund. 32 "Lef Nosi". File. 6, p. 1-4

<sup>29</sup> Here

<sup>30</sup> Here

is our program. And once they know our program, they will help us not because we are an old, brave and honest nation, but because we are looking for reasonable and fair things.

The program is not only necessary for foreigners, but especially for Albanians who want to know where we are taking them.

If you want to make me work for you, you have to tell me what your purpose is.

You fail to seek my help in the name of union, but you must show me the foundations upon which you call me to address our union.

This is what the program does, which is the foundation of any union...".<sup>31</sup>

Always looking to the west, Lef Nosi saw the future of the Albanian state in the monarchist form of government: "It is fortunate to believe that monarchist Europe will allow us, if liberated, to be a kingdom with a prince from the royal gates of Europe for king. - L. Nosi would write in the above-mentioned call. - Even if we want to be different and elect a prince outside these doors (there is no Albanian with the mind to ask for Thessaloniki), the Great Powers do not listen to us. Therefore, it is good for all mature men to understand this and not to leave reality with vain dreams".<sup>32</sup> For Lef Nosi, a prince chosen by the families of the advanced Western states, he was a key element in the efforts to establish the Albanian state.

But in the meantime Lef Nosi, as well as a part of the Albanian patriotic circles in exile, was not in favor of the efforts undertaken by I. Qemali to gain the support of Greece for the Albanian cause. Although the aim of the agreement made by I. Qemali with the Greek side, in February 1907, was "protection against the future aggression of the Bulgarians and other Slavic races (nations),<sup>33</sup> in the logic of Lef Nosi's political stance, Greece could not be seen as the most favorable ally for Albania in terms of increasing Slavic risk. The centuries-old neighborly relations between the two peoples were not only characterized by showing sympathy for each other.

The attacks of Greek gangs in the southern parts of the country had been as violent as the attacks of the Slavic army on the Albanians of the northern and northeastern provinces. Even in the face of the demands of the Albanian resistance, Slavo-Greek Orthodoxy had found a common language, that of the use of force against the Albanians.

In these circumstances, through the propaganda of the program of the society "National Side", Lef Nosi emphasizes the creation of a united and strong Albania where the national minorities are free and equal with the Albanians. "Articles 3 and 4 - he wrote - assure the minds of the minorities of other races that are in Albania and that cry in the civilized world that the Albanian race will torment them, if they are liberated. While Article 5 provides peace and freedom to those who are passionate about religion."<sup>34</sup>

Although the program of this society had similar requirements to the 5 points of the "Declaration" signed by I. Qemali, which had to do specifically with the creation "of a free and independent Albanian homeland... where religious freedom and cooperation was established coexisting peoples..."<sup>35</sup> what separated them was the path they intended to follow for the realization of their programs. While I. Qemali hoped for cooperation with Greece to ensure "justice and equality for the peoples of the East",<sup>36</sup> the society "National Side" and L. Nosi sought, with the support of the West, to realize the creation of the Kingdom of Albania with a European monarch. The way of organizing and drafting its policy speaks quite clearly about the western orientation of the activists and leaders of this society "... which do not need to be protected - Lef Nosi would write - because they come from the program and will be understood from all those who know how the political sides are built in civilized areas".<sup>37</sup> Standing on the front lines of the national movement activists, L. Nosi had become one of the main protagonists of the political and cultural movement of the early twentieth century, which aimed at liberating the country from foreign rule and developing it according to advanced western models.

Meanwhile, through the analysis of the second part, the model of organization of this society, it is noted that one of its main goals was the creation of branches and its extension wherever there were Albanians. Activists who would like to join its ranks had to swear that they would serve the "National Side" with faith (loyalty-E.A). The first year of membership, as it is known in the chapter on the organization of this society,<sup>38</sup> the members had to pay a sum of 20 francs, while in the following years the amount was reduced to 10 francs per year. The members of each Center had to elect by a majority of votes (half + 1) (50% + 1) a chairman, who can appoint one or more of its secretaries, as needed, and three councilors, for a term of 6 years and right to re-election, who would not only assist the mayor but also control the collection of payments. At the end of the term they could be re-elected but would not be paid, neither they nor the secretaries appointed by them. The heads of each branch would meet and elect by a vote, for 3 years, one First and three chief councilors as well as determine the best place from a political point of view to establish the capital of the First and chief councilors. Payments of all branches would be sent to the capital and used by the First according to the canons (Regulation-E.A) approved by all members. The first and chief councilors would be paid, but at meetings that would take place every three years

<sup>31</sup> Here

<sup>32</sup> Here

<sup>33</sup> Naska, Kaliopi. *Ismail Qemali...*, Tirana, 1987, p. 51

<sup>34</sup> Central State Archive, Fund. 32 "Lef Nosi". File. 6, p. 3

<sup>35</sup> Naska, Kaliopi. *I. Qemali...*, Tirana, 1987, p. 52

<sup>36</sup> Here

<sup>37</sup> Central State Archive, Fund. 32 "Lef Nosi". File. 6, p. 2

<sup>38</sup> Here

they had to present the amount of the payments. The first, with the recognition and acceptance of the three Chief Counselors, would pay the secretaries, duties and bills, distribute aid, give rewards for the work done, but all the documentation, post and bank, would be kept, would to be preserved and to be given to the descendants in the presidency of the society "National Side". Meanwhile, at the end of each year, a balance of income and expenses would be made, a copy of which would be sent to each branch president. Although it was the duty of the First to propagate the program of society and to forge friendships with other countries, he should, once entering into negotiations and agreements with foreigners, neither play by the words of the program nor by its meaning. At least once every three months he would send a letter to the leaders announcing the "state of affairs".<sup>39</sup> He was also the arbiter who ensured the maintenance of discipline among the members of the "National Side", tasks which he performed through three separate departments.

In the program, in the chapter on Discipline, the ways of resolving disputes are defined. In the event of a conflict between Parit and the chief councilors, Par P has the duty to convene a commission of 7 people, elected by the leaders, who judge by a majority of 4 votes, a decision which is final and the culprit had to withdraw or leave The "government" (presidency-EA) of this company. In case of conflict between the members of the society of the National Side of Albania, the First elects a Court of Honor of 7 people, which, with the totality of the votes, sentences the guilty. The first may break the first trial, while the second Honorary Court trial is final. The company's regulations stated that it was in the best interest of the affairs, but also for economic reasons, that the leaders should not oppose Parin, "except when there is a really serious need". This could happen in the three-year meetings, where the First to withdraw presented a summary of the work done at the head of this society.<sup>40</sup>

This model of organization, which could be changed only with the consent of all the leaders, was the form of government that L. Nosi and the other founders of the society had undertaken to make known not only to the Albanians, but also to the civilized world in the ranks. of which they sought to secure the friends of the Albanian cause. While this program was liked and approved by some Albanians gathered in London,<sup>41</sup> the founders of "Anës Kombëtare" started working to propagate its goals and content in all Albanian districts. *"Please sing them (program and settings) carefully and if you like, spread them to your friends by sending me the list of members you made ... in the hope that you will give the work all the importance it deserves"*.<sup>42</sup> The lack of further resources does not allow us to know further the list of members who accepted this program and the further activity it exercised, but on the other hand this fact does not become an obstacle to define this effort and the people who propagated it as designers first of the final secession from the Ottoman Empire and the establishment of an independent Albanian state, 5 years before these projects became a reality.

Meanwhile, referring to the archival sources, it turns out that this society was not satisfied only with the propaganda of its goals and organization, but also made efforts to create branches of the "National Side", efforts which were also influenced by the political changes that took place in The Ottoman Empire during 1908 and later. Such a fact is proved by the document, without author, issued from the fund of patriotic clubs and societies, with the signature "Branch of the National Side of Albanians"<sup>43</sup> in which the purpose and organization of the "National Side" based in London continues to be preserved. , of 1907, but its program has been adapted to the political changes of the period of promulgation of the constitution of 1908, reflected in the four researches of this branch which, more specifically, are: **1.** Today's four vilayets of Kosovo, Ioannina, Shkodra and Bitola to recognize Albania but with official languages Albanian and Turkish. So Albania should not be separated from the Ottoman Empire and its flag. **2.** The rule of these four vilayets should be done by Albanian officials, which is fair and impartial, and education should be done through the Albanian language. **3.** The payments that will be collected in Albania should be broken for the rule, education, development of its economy and for everything else that is needed for the progress of the country. **4.** The military service of the Albanians should be done in Albania and its borders in times of peace should always be guarded by Albanian soldiers and officers. "Only in times of war with foreign countries should Albanians be forced to serve militarily outside the borders of Albania."<sup>44</sup>

As can be seen from the content of this document, dated June 23, 1911, the program of the branch of society "National Side" has not only adapted to the autonomous requirements of this time, but also the intensity of its activity has been in line with the developments of national movement in Albanian lands. While in 1907 the formation of a center of the national movement, under the conditions of the pressure of the High Gate, proved almost impossible within its borders, after the triumph of the Young Turk revolution (1908) and the freedoms proclaimed by them, the creation of such an organizational center in Bitola whose members became many well-known and prominent people from both the Muslim and Christian populations.

*"The city of Bitola will be the center of all Albania as well as for Albanians living outside Albania. - was written in the announcement of the society "Union", with the signature "Society of Albanians" of Bitola, dated 11/24 August 1908. - Here we will have a large*

<sup>39</sup> Here, p. 3, Chapter on Politics, point 18.

<sup>40</sup> Central State Archive, Fund. 32 "Lef Nosi". File. 6, p. 3-4

<sup>41</sup> Here, p. 4

<sup>42</sup> Here

<sup>43</sup> Central State Archive, Fund. 102. File. 13,

<sup>44</sup> Central State Archive, Fund. 102. File. 13, p. 1

printing house, we will print a notebook called "Union" which will protect our rights against our enemies and will announce all the protections we will have after this in Albania. This society was founded in such a way that every patriot, both those who live outside Albania and those who live inside Albania, can, if they want, give their help".<sup>45</sup> This club aimed to "help the Albanian language, the classrooms and the spread of skills in Albania".<sup>46</sup> From this moment the center of the national movement moves to Albanian lands and we do not hear about the society "National Side" of the Albanians of London for some time.

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<sup>45</sup> Here, File 97, p. 2

<sup>46</sup> Newspaper "Freedom", Thessaloniki, no. 9, 8 autumn of I 1908, p. 2

# European Diplomacy and the Albanian Issue at the Congress of Berlin in June 1878

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## Abstract

The Balkan region has been one of those regions that has historically produced rivalries and clashes between the Great Powers throughout the XIX century. A tense situation was present in the Balkans after the Russo-Turkish war of 1877 and the treaty of St. Stephen of 1878. The implementation of the latter's decisions would upset the fragile European balances. For this reason, a few months after St. Stephen's treaty, the Great Powers, on June 13, 1878, would gather in Berlin, to establish the disturbed balances in St. Stephen and curb Russian expansion in the Balkans. There is a view that European balance required the rescue of the weakened Turkey. Meanwhile, in order to mitigate the conflict between Russia and Great Britain and also, the divergences between Russia and Austria, through the decisions taken in this Congress, a large part of the Albanian territories would be sacrificed. New balances would be established in the Balkans, but that would serve as a premise for future conflicts between the Great Powers. Especially the conflict between Russia and Germany in this Congress, would prepare the events of the summer of 1914. Exactly, this event has not been adequately assessed and has not been reflected with full objectivity in the Albanian communist historiography, when the documents and other sources have been censored. These issues, which have a debatable nature, are reflected in this scientific paper, based on the use of domestic and foreign sources.

*Keywords:* Treaty of St. Stephen, Congress of Berlin, Viennese Diplomacy, The Great Powers, Regional geopolitics.

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## INTRODUCTION

The history of the Balkans, as well as the history of the Albanians as one of the ancient peoples of this region of South-Eastern Europe, has been and continues to be a history written by the greatest of Europe, through their decision-making in international treaties or congresses. In the second half of the nineteenth century, these decisions in many cases have been decisive in the aggravation of the old conflicts between the European Powers and the great empires of that time, but also between the new states that were created in the Balkans after the Berlin Congress.

Meanwhile, in Balkans, as much as the political revolutions were important, so was the parallel process, through which the nations that would live in these countries were created. This process is called "National Revival" or "National Revival". But the problems lay in the fact that most of the population of the Balkan area were not aware of which nation they belonged to.<sup>1</sup> Thus, the nineteenth century in the Balkans was characterized by several features, where among the most important were: the consolidation of national cultures and movements that will be finalized with the creation of some of the independent nation states in this region. Along with the birth of national ideologies, the Balkan quarrel was born, which even today causes irony in European salons.<sup>2</sup>

### 1. The Balkans in the context of the Eastern Crisis of the '70s during the nineteenth century.

In the beginning of the nineteenth century, most of the Balkan area, was under the rule of two powerful empires of that time; The Ottoman Empire which was gripped by a general crisis and was in retreat and the Austro-Hungarian Empire which was under constant attack and continual expansion.<sup>3</sup> What these two empires had in common was their multi-ethnic composition, including people with different political and state statuses, as well as different religious beliefs. Thus, the main striking force

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<sup>1</sup> Andrew Baruch Wachte, *Balkani në Historinë Botërore*, Tiranë: Toena, 2012, f. 94

<sup>2</sup> Liman Varoshi, *Balkanet mes tri perandorive*, Tiranë: Naimi, 2010, f. 6

<sup>3</sup> Abaz Mullai, *Historia e Ballkanit shek.XIX-1918*, Tiranë; Shblu, 2000, f. 147.

against these two empires, had to do with the movements of the subjugated people of this peninsula to form their independent states. In this context, the resolution of the Balkan issue mostly depended on a number of factors and circumstances:

*Firstly*, from the intensity and size that the national movements of the peoples of the Balkans (of the Albanian, Macedonian and Bulgarian peoples who were under Ottoman rule) and the Slavic peoples of the Balkans, which were always supported by the diplomacy of St. Petersburg, despite the fact that most of them were under Austro-Hungarian rule.

*Secondly*, from the political status and historical perspective of the two empires of that time that continued to have their territories in the Balkans.

*Thirdly*, from the geopolitical conjunctures and European diplomacy, in order to fulfill their pragmatism.

Meanwhile, the Eastern issue continued to revolve around the same argument, which was related to the political perspective of the Balkans, when the Ottoman Empire was no longer a political factor in this region. In this context, the crisis for the Eastern issue, had new developments in the 70s of the nineteenth century, where its essence was mostly related to the national movement of the people of Balkans, to break away from the Ottoman Empire. The biggest problems were related to the overthrow of Ottoman rule in Bosnia and Herzegovina, Bulgaria, the island of Crete and Albania. But even this crisis, which was not the first in a row, naturally could not have developed without the involvement of European and Tsarist diplomacy. There is an opinion that the main protagonists in the developments of the Eastern Crisis of the '70s, have been: Austro-Hungary, Tsarist Russia and England, while other European actors have played a secondary role.<sup>4</sup>

Thus, Tsarist diplomacy, through its involvement in such a crisis, mostly aimed to recover the blow received in the previous crisis of the Crimean War and, without a doubt, to realize the old ambition of the Russian tsars, to take Istanbul and to ensure the expansion of the right of navigation<sup>5</sup> and access to the Mediterranean Sea. In order to achieve these goals, Russian diplomacy followed the tactic of creating large Slavic states in the Balkans, i.e. the creation of a Serbia, Bulgaria or Montenegro with the widest possible borders. For this, he undoubtedly needed another war against the Ottoman Empire, taking advantage of the weakening and crisis where the latter was involved.

Meanwhile, the interests of the British diplomacy, demanded the preservation of the territorial integrity of the Ottoman Empire even in those conditions that it appeared in the nineteenth century. Interested in the Middle East, London, the Dardanelles and the Bosphorus, or the Strait of Istanbul had an important role to control the old Silk Road, just as they provided Russia with access to the Mediterranean. Meanwhile, in the realm of interests of the British diplomacy, Balkans was included as a region for sea routes. Thus, Russia was against any form of Austro-Hungarian rule and British influence in the Balkans, just as they were against any form of Russian rule or influence in this area. In these circumstances, it is understandable that the conflict of interests between them was conditioned by the state of the Ottoman Empire, which was involved in a financial crisis but also in a liberal movement directed against the Sultan absolutism.

## 2. The historical circumstances of the Treaty of St. Stephen

The events that preceded the Russo-Turkish War of 1877 are linked to the anti-Ottoman insurgent movements in the Balkans, specifically in Herzegovina and Bosnia in 1875 and a year later in Bulgaria. The impossibility of suppressing the uprising in Bosnia and Herzegovina posed a great danger of turning into a pan-Balkan movement. Russian diplomacy intervened immediately, urging Austria-Hungary to grant Bosnia-Herzegovina autonomy, a request that was not accepted by the Vienna diplomacy.

Exactly, a similar anti-Ottoman uprising as in Bosnia, broke out in Bulgaria in 1876. Efforts were made to coordinate these uprisings, with the support of Serbia. But the circumstances created in Bulgaria and the lack of coordination between the Bulgarian insurgents themselves, made this uprising to be suppressed quickly. The Turkish would not be called such, if they did not brutally oppress it, killing and massacring about twelve thousand men, women and children.<sup>6</sup> A massacre, which could not, but bring about the reaction of Russia to attract the attention of the Great Powers. Meanwhile, after the rejection of the Serbian requests for Bosnia to be annexed to Serbia, and Herzegovina to be annexed to Montenegro, the two Balkan states, urged by Russia, declared war on the Ottoman Empire on July 1, 1876.<sup>7</sup> Russia's goal was fulfilled. Tsar Alexander II, after receiving the guarantee of Austria-Hungary, [through the signing of the Reichstag Treaty and the Budapest Agreement on the division of spheres of influence between them in the Balkans] ensured the neutrality of Austro-Hungary. Meanwhile, if in the "Reichstatt" agreement, Russia did not agree with the request of the Viennese diplomacy for the creation of an autonomous Albania, in the Budapest agreement, Russia, in principle, agreed to the creation of an Albanian state. Under these circumstances, on April 24,

<sup>4</sup> Abaz Mullai, Historia e Ballkanit shek.XIX-1918, Tiranë; Shblu, 2000, f. 147.

<sup>5</sup> Eva Tafili (Hyskaj), Ballkani përgjatë periudhës moderne, Tiranë: Progresi, 2006, f. 127.

<sup>6</sup> Karl Grimberg, Historia Botërore dhe Qytetërimi, vëll. 11, Tiranë: UEGEN, 2005, f.162. Në disa burime të tjera jepen 10 mijë të masakruar.

<sup>7</sup> Ferdinand Schevill, Ballkani Historia dhe Qytetërimi, Tiranë: UEGEN, 2002, f. 322.

1877, Russia declared war on the Ottoman Empire, a war that ended in the defeat of the Turks. Russia's victory in this war was not well received by other powers interested in the Balkan issue. After the Russian advance and the defeat of Osman Pasha's army on December 10, 1877, the Russians headed for Adrianople and in January they were in the Marmara Sea. In these circumstances, the Sultan accepted the terms dictated in Russia and on March 3, 1878, the peace treaty was signed in St. Stephen.

In terms of European diplomacy, St. Stephen is considered one of the harshest peace treaties ever achieved and at the same time a triumph over Pan-Slavism.<sup>8</sup> In the Treaty of St. Stephen, Russia, through the decision to create a Greater Bulgaria with autonomous status and expanded borders, intended to create a Russian-Bulgarian satellite state, which could provide it with access in the Aegean Sea and at the same time bring it geographically closer. with Istanbul. Although Bulgaria did not lie within the borders of the medieval state of Simeon, Bulgaria would extend from the Black Sea to the Aegean. Also, the two Slavic states of Montenegro and Serbia, as well as Romania were declared independent. In addition to the new status, the main problem remained the demarcation of these states defined in St. Stephen. One of the issues that arose from these changes directly affected, was directly related to the Albanian issue, because the territorial expansion of the Slavic states would be realized at the expense of the Albanian territories. Meanwhile, in St. Stefan the Albanian issue was not only unaddressed but also not discussed, while the Albanian lands were turned into spoils of war. The Albanian provinces that were separated from the Albanian territories in favor of Montenegro were numerous: Ulcinj, Kraja, Anamali, Hoti, Gruda, Tuzi, Kelmendi, Plava, Gucia and Rugova. While Serbia was recognized the right to expand at the expense of some Albanian provinces such as: the northern and north-eastern territories of Kosovo up to Mitrovica.

The resolution of the Eastern crisis through the treaty of St. Stephen could not be accepted by the European Powers, who regarded St. Stephen as an attempt to review the decisions of the Paris Conference of 1856, decisions which were international and could not be reviewed without the consensus of all European actors. The request of England and Austro-Hungary to reconsider the decisions of St. Stephen in another congress was not accepted by the Tsar, who hoped for the support of the German Kaiser Wilhelm I.<sup>9</sup> Not finding the support he expected from Germany, the Tsar could not risk getting involved in the conflict and would surrender to pressure from the European Powers. Unable to cope with them alone, he accepted the call of another convention. There is an opinion that the idea of convening the congress in Berlin did not please the German Chancellor Bismarck, but he nevertheless agreed to play the role of the referee in this congress.<sup>10</sup>

### 3. From St. Stephen to the Congress of Berlin

On June 13, 1878, the "Grand Assembly of Diplomats" was opened by the 1915 Congress of Vienna. It is thought that the European balance required the salvation of the Ottoman Empire, just as the conflict between Russia and Britain was to be resolved, and on the other hand interests between Russia and Austria as well.<sup>11</sup>

Thus, the Great Powers through the decisions taken at the Congress of Berlin, not only left a part of the Balkan peoples under Ottoman rule, but as they passed Bosnia and Herzegovina to Austro-Hungary, they made the Habsburg Monarchy a weighty factor on the Peninsula of the Balkans.<sup>12</sup>

Regarding the Balkans, as in St. Stephen, the three states, Serbia, Montenegro and Romania declared independence, while Albania and Macedonia remained under the Ottoman rule. To Austria, it was recognized the right to occupy or administer Bosnia and Herzegovina, a decision that would further deepen its conflict with Russia. The Tsar of Russia Alexander II called the German chancellor a traitor and the decisions of Berlin as a severe blow to Russia.<sup>13</sup> It is thought that the fallout of Russia and Germany was the first spark of the 1914 world conflict.<sup>14</sup> Meanwhile, England took the island of Cyprus from the Sultan.

Three days before the opening of the Berlin Congress, the League of Prizren was established in Albania. The Albanians in Prizren were united by the great danger that threatened them from the gradual collapse of the Ottoman Empire<sup>15</sup>. A delegation from the League went to Berlin to defend the Albanian cause. But, in the Congress, the Albanian issue was not mentioned. Moreover, the German Chancellor, as President of the Berlin Congress, would declare to Abdyl Frasherli that: "*there is no*

<sup>8</sup> Karl Grimberg, *Historia Botërore dhe Qytetërimi*, vëll. 11, Tiranë: UEGEN, 2005, f. 99. Ferdinand Schevill, *Ballkani Historia dhe Qytetërimi*, Tiranë: UEGEN, 2002, f.327.

<sup>9</sup> Ferdinand Schevill, *Ballkani Historia dhe Qytetërimi*, Tiranë: UEGEN, 2002, f.327. Cari i Rusisë Aleksandri i dytë ishte nipi i Kajzerit Gjerman Vilhelmi i parë

<sup>10</sup> Karl Grimberg, *Historia Botërore dhe Qytetërimi*, vëll. 11, Tiranë: UEGEN, 2005, f. 100.

<sup>11</sup> Karl Grimberg, *Historia Botërore dhe Qytetërimi*, vëll. 11, Tiranë: UEGEN, 2005, f. 100.

<sup>12</sup> Georges Castellani, *Histoire des Balkans, Historie e Ballkanit shek. XIV-XX*, Tiranë: 1991, f. 367.

<sup>13</sup> Karl Grimberg, *Historia Botërore dhe Qytetërimi*, vëll. 11, Tiranë: UEGEN, 2005, f. 101.

<sup>14</sup> Karl Grimberg, *Historia Botërore dhe Qytetërimi*, vëll. 11, Tiranë: UEGEN, 2005, f. 101.

<sup>15</sup> Misha Glenny, *The Balkans, 1804-1999, Nationalism, war and the great powers*, Granta books, Londwr 2000, f. 151.

*Albanian nation*<sup>16</sup>. Thus, the territorial expansion of Serbia and Montenegro in the Balkans would be offset by Albanian territories, and therefore the decisions of the Berlin Congress irritated the Albanians towards both the Great Powers and the Sublime Porte or the High Gate. To oppose the implementation of the decisions of the Berlin Congress by using arms, the League of Prizren began to organize and mobilize the Albanian people, in support of the establishment of the Albanian armed units. The main goal was the armed opposition to the implementation of the Berlin decisions, initially, for the granting of the Albanian territories of Plav and Guca, Montenegro, a decision that was finalized by the international community. Under pressure and fear of organizing an Albanian uprising, the Sublime Porte refused to surrender of Plav and Guca to Montenegro. The bloody battle between the Montenegrin forces and the Albanian volunteer units took place on December 4, 1879 and in the following months, these two provinces did not become part of Montenegro. In these circumstances, and because of the struggle of the Albanians not to leave these two provinces, the Great Powers agreed to the proposal of the Italian ambassador, that Montenegro would be given the Albanian provinces of Hoti, Grudva and Kelmendi. The surrender of these provinces was decided to take place on April 22, 1880. But with the intervention of the League of Prizren, these plans were not fulfilled.<sup>17</sup> The echo that the protection of the Albanian territories got, was very big in the European press. Britain and Russia proposed an armed intervention on the Albanian border, which was not accepted by Austro-Hungary and Germany. In these circumstances, in June 1880, with the proposal of Austro-Hungary, it was decided that Montenegro should be given the coastal city of Ulcinj. Thus, despite the resistance of the Albanian volunteer units in defense of the city, only with the support of the British fleet that settled in the Adriatic, Ulcinj finally passed to Montenegro.

### CONCLUSIONS

The Eastern Crisis of the 1970s was finally resolved at the Berlin Congress, which, similarly to St. Stephen, did not recognize the Albanian issues. Territories of the Balkan peoples were sacrificed in favor of preserving the fragile European balance. The decisions of the Berlin Congress were unfair not only to Albanians but also to Bulgarians, Macedonians and Bosniaks. The goal of preserving the "Bosphorus River" was fulfilled, but unlike the Paris conference 22 years ago, the sultan was now under the supervision of European powers. According to Bismarck, the participants in the congress had managed to save the peace. In fact, some of the clauses set up in Berlin would be a blessing for the future peace of Europe, a fragile peace that ended on 28 June 1914, with the assassination of the Austro-Hungarian Emperor, in Sarajevo of Bosnia.

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<sup>16</sup> Histori e Popullit Shqiptar, vëllimi II, Tiranë: Toena, 2002, f. 162

<sup>17</sup> Histori e Popullit Shqiptar, vëllimi II, Tiranë: Toena, 2002, f.162

# The Trend of Involvement in Physical Activities and Sports Among Children Aged 8-14 in the City of Tirana

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## Abstract

According to Professor Mark Tremblay, President of the AHKGA, Senior Scientist at the CHEO Research Institute,(2010) "Global trends, including excessive screen time, are contributing to a generation of inactive children and putting them on a dangerous path".

"Time spent outdoors in the early years is correlated with physical activity levels among children" (Sallis et.al., 1993). This research aims to demonstrate the prevalence of everyday physical activities among children in Tirana. A total of 182 children (84 boys, 98 girls) are surveyed by the self-administered questionnaire PAQ-C (Kowalski et al., 2004) for assessing the prevalence of physical activity (during the last week). The pupils who completed the self-report questionnaire range in age from 8 to 14. The data show that children are engaged in walking at 47% while 45% of them do jumping, 42% do bicycling and 41% running. 65% of children do regularly always P.E classes while 1% of them never do P.E classes. 40% of children run and play hard most of their recess time while 13% of them sit down (talking, reading, doing schoolwork). 41% of children stay sit down (talking, reading, doing schoolwork) at lunch time. 34% of children never do physical activity right after school while 25% of them do it 2-3 times a week. 31% of children never do physical activity at the evening while 34% of them do it 2-3 times a week. 46% of children do physical activity 2-3 times a week while 9% of them never do it and 13% of them do physical activity every day. Children at age group 11-14 years old have higher participation in all daily activities compare to them of 8-10 years old. Boys and girls are almost equally active during the week activity.

*Keywords:* children, physical activities, active lifestyle, physical education classes.

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## Introduction

According to Prof Russell Viner(2010), the President of the Royal College of Pediatrics and Child Health the findings are "concerning", "Children who are more active have better health and wellbeing and generally do better in school."

"If a kid gets physical activity on most or all day they are going to learn better in classes" (Thomas Frieden, Md. Mph. Director Center for Disease Control, 2010).

World Health Organization (WHO, 2010) recommended that children should accumulate 60 min of moderate to vigorous (MVAP) every day. For at least three times a week child should engage at activities that strengthen muscles and bones. Many of the health effects of daily physical exercise can be linked to immune system stimulation. Physical exercise, according to the handout, will have instant benefits such as stress relief, behavioral issues reduction, improved attention, and immune system enhancement.

Physical exercise will help you feel better right away. Physical exercise can enhance your mood, relieve stress, improve sleep, and sharpen your concentration, all of which are beneficial in challenging situations. Physical exercise can also help you live a fuller, healthy life by lowering the chances of developing a variety of chronic illnesses.

Both of distinct behaviors like physical activity (PA) or sedentary behavior (SB) affected the health of children therefore, these behaviors represent major challenges for public health. Immune cells are often linked to obesity and other health problems. According to studies, inflammatory mediator levels are higher in sedentary, than in those who participate in organized sports on a daily basis.

Children and moreover parents should be responsive of the lifestyle that will induce their children in function of a healthy life. Not infrequently the school environment and more precisely the PE classes are the only moments in which children can use to have an active life and therefore they are of special importance. Children who are physical active show more attention, concentration and

they are also more social, generous and cooperative with their friends. This paper presents the prevalence of daily physical activities of children in the city of Tirana for the physical activities carried out

## Methods

A total of 182 children (84 boys, 98 girls) were surveyed by the questionnaire for assessing the prevalence of physical activities in Tirana. Children who have completed the questionnaire were of the age 8-14 years old. There were participated three schools randomly selected in this study (elementary and secondary schools).

PAQ-C (Kowalski et al., 2004) were used to assess physical activities during the last week (within 7 days recall) to the children. The questionnaire was validated in Albania language.

## Statistical Analysis

The questionnaires were put in an excel database then converted to SPSS software. Descriptive statistics were evaluated to calculate the percentage of children that participated in PE classes, sports, and physical activities at recess time.

## Results

Results from table 1 show the prevalence of daily physical activities. Children are engaged in daily walking at 47 %, while 42% of them do bicycling, 41% running, and some of them do daily games during their free time on the last week of activities.

**Table 1 Prevalence of daily physical activities in children living in Tirana.**

| <i>Daily physical activities</i> (percentage) |           |         |          |            |            |
|---|-----------|---------|----------|------------|------------|
| Daily walking                                 | bicycling | running | games    |            |            |
| 47%   | 42%       | 41%     | football | volleyball | basketball |
|   |           |         | 38%      | 41%        | 38%        |

**Table 2 Prevalence of children's engagement in PE classes.**

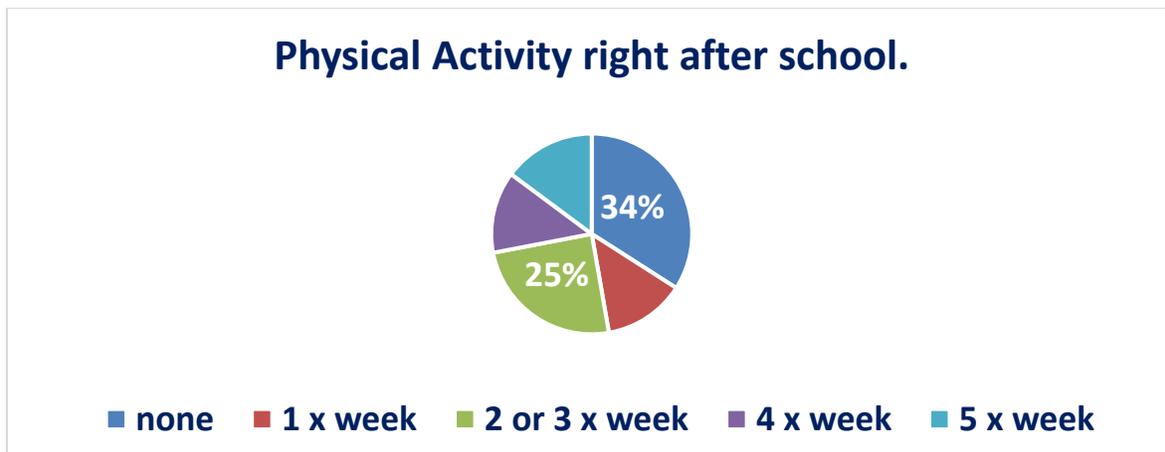
| I don't do PE |       | Hardly ever |       | Sometimes |       | Quite often |       | Always |       |
|---------------|-------|-------------|-------|-----------|-------|-------------|-------|--------|-------|
| 1%            |       | 18%         |       | 0%        |       | 16%         |       | 65%    |       |
| Boys          | Girls | Boys        | Girls | Boys      | Girls | Boys        | Girls | Boys   | Girls |
| 50%           | 50%   | 54%         | 45%   |           |       | 65%         | 35%   | 51%    | 49%   |

Data from table 2 show the prevalence of children's engagement in physical education classes. Data show that 65% of children are "always" engaged in PE classes while only 1% of them never do it. According to the data, boys are more engaged in PE classes than girls even with a little difference except in the case of "quite often" answer where the difference is significant.

**Table 3. Prevalence of children's activity during their recess time.**

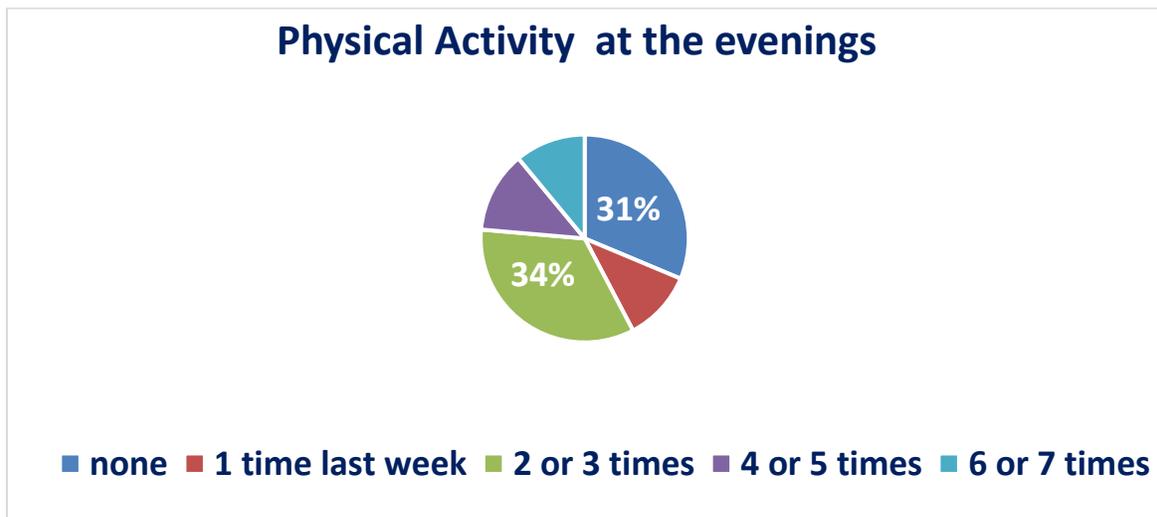
| Sat down    |              | Stood around |              | Run or played a little bit |              | Ran around or played quite a bit |              | Ran and played hard most of the time |              |
|-------------|--------------|--------------|--------------|----------------------------|--------------|----------------------------------|--------------|--------------------------------------|--------------|
| 13 %        |              | 13%          |              | 21%                        |              | 13%                              |              | 40%                                  |              |
| <i>boys</i> | <i>girls</i> | <i>boys</i>  | <i>girls</i> | <i>boys</i>                | <i>girls</i> | <i>boys</i>                      | <i>girls</i> | <i>boys</i>                          | <i>girls</i> |
| 50%         | 50%          | 46%          | 54%          | 47%                        | 53%          | 52%                              | 48%          | 37%                                  | 63%          |

Data from table 3 show the prevalence of children's activity during their recess time. 40 % of them are active during their recess time when between them girls are significantly more active than boys. Equal data of 13% we get from three other answers while 21% of them report that they run or played a little bit during their recess time.



**Figure 1. Publication of Enkeleda Muka**

Data show that 34% of children don't do physical activity right after school while 25% of them do it 2 or 3 times a week.



**Figure 2. Publication of Enkeleda Muka**

34% of children do physical activity at the evenings 2 or 3 times a week while 31% of them don't do physical activity at the evenings.

## Conclusions

The results show that children in Tirana are more focused on daily walking (47%) compared with bicycling, running or games. Among games, volleyball is more favorite (41%) than others. The data show a high level of participation (65%) in PE classes while only 1% do not do PE classes. They also show that boys are more active than girls during PE classes. Physical inactivity is linked to a variety of health issues. There's also evidence that girls are less interested in physical activity than boys (USDHHS, 2000). Children are more engaged in physical activity 2 or 3 times a week at the evenings (34%), while 25% of them are engaged 2 or 3 times a week, right after school. According to Professor Mark Tremblay, President of the AHKGA Senior Scientist at the CHEO Research Institute, (2010) "Global trends, including excessive screen time, are contributing to a generation of inactive children and putting them on a dangerous path." In addition to the way of eating the way children spend the day is more and more a problem that worries not only parents but is now becoming a global problem in the fight against obesity and unfortunately is also reflected in terms of mental health. The need to develop policies to raise children and parental awareness of the importance of physical activity remains an important task that requires constant attention.

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