

Geoculture world system, access to Balkan and Albania

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Abstract

If culture as a term covers a broad range of relations and social behavior, mutually implicated in influential and economic cycles of the global system, then it becomes wordy geoculture. Geoculture system is used as a term by Wallerstein (2004) who had treated it as a concept largely unused and under a theory of geoculture which plays an important role in the present world system. The theses that is presented in this article is that the global trajectory in the Balkan region is increasing from culture and that, it is imperative to establish a strategic culture direction and management, which, in turn, should be formed not only as a principal need, but also as an obligation of social state institutions to find the viable solutions of the global market policy, economy and culture. And in response to the challenging question the culture of integration becomes imperative now facing nationalism. Albania will have to manage perceptions, fears and realities arising from the above mentioned phenomenon, to establish a balance between the “inside” and “outside” views. In this sense main challenge of Albania is the management of cultural globalization to get the most of opportunities despite the risk of losing ground globally.

Keywords: *Geoculture system, globalization, economy, Balkan.*

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