

# The Industrialization of a Country's Economy and its Role in Tourism and Gastronomy

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## Abstract

*Heavy Industry*, in a country is defined the utilization and metallurgical denaturing of the fine, varied and abundant mineral wealth that it has. The mechanical processing of metallurgy products.

The manufacture of machines and the means of production in general

The establishment of shipyards.

The installation of electrochemical plants

The non-preferential concessions of the above, in the foreign capital is the only way out of the economic rut.

It is the only way, for a stable progressive economic consolidation and recovery, the liberation of a country's economy and national labor from the shackles of foreign capital and the pursuit of any policy that will truly serve the interests of the people of a country.

*Heavy Industry, for a country means breaking the shackles of misfortune and fatalism*

It is the shaking of the yoke of foreign guardianship and the exit to the wide avenue that leads the people of the country to prosperity, progress and culture along with the right infrastructure in the hotel industry and gastronomy and to the discovery of new forms of gastronomic products.

**Heavy Industry**, within the framework of real democracy, creates capable people and provides them with the means to deal with any intrusion of its integrity, any violation of its independence. Heavy industry for a country should be fully viable and feasible including also the culture and hotel industry. Because without culture there can be no tourism and simultaneous development of the hotel industry and consequently the gastronomic culture of the country that will be reflected in the daily diet of its citizens.

It should include *energy potential*, in *waterfalls* and *solid fuels* and should be more than enough, for energy consumption per capital.

The proven reserves of some ores should be if not large, definitely enough, while the potential reserves exceed the needs and possibilities of the first multi-year plans, but without excluding the possibility of adequacy for the distant future.

The scientists who will undertake the industrialization of the country should be the technicians, who with their relevant knowledge and the corresponding technical studies, will contribute to the completion of the transformation of the country.

They should be distinguished by selflessness and non-opportunism.

Economists should think in economic terms about the general good in which they themselves coexist and not just their individual interests or the interests of the various economic circles or groups they may represent or even their personal political aspirations.

This perspective of the development of a country's heavy industry will also help in their own development, within the whole society that will develop and progress. Usually the need for a systematic study of the design of a country's industrialization is first understood by progressive scientists, who envision and preach that the industrialization of the country should be the goal of all those who will regulate the fate of the nation in the future.

The country should be able to look for the economic framework for the placement of technical solutions, the search for the form of organization for the operation of heavy industry, addressing the role of foreign capital and the plans of foreign financial institutions, in the case the country's economy.

This approach will help to realize internal accumulation, on a large scale, eliminating the dependence of the economy on the foreign market and at the same time eliminating the artificial form of internal monopoly and internal usury from the internal capital systems.

The future perspective is created that aims at the utilization of the natural wealth of the country to the maximum degree

***The basis of heavy industry is energy utilization.***

Mineral wealth, in fuel and hydraulic forces, are the industrial sources of energy. have a special value in the table of energy sources.

They are inexhaustible Hydraulic forces resources.

Their utilization is done by **60% - 70%** with domestic work..

A huge part of the cost, about  $\frac{3}{4}$  for these production plants, concerns projects, ***eternal***, such as ***dams, culverts, compression chambers***.

These projects have direct secondary beneficial effects on land improvement and agriculture, not only in the surrounding areas, but on a much wider scale.

The country's heat sources should be developed symmetrically.

Projects should be developed at the same time.

The ***fuels*** of a country with their ***dual capacity, energy carriers*** and raw ***materials*** for ***chemical treatment***, must be rationally included in a recovery plan.

***Energy utilization goes hand in hand with the development of heavy industry.***

The exploitation of the deposits that exist in the subsoil of a country (***iron, aluminum, magnesium, etc.***), the production of soda and nitrates, are the solid foundations for the imposing edifice of a country's industry.

At the same time, the exploitation of other minerals should take place.

The rational structure of a country's economy cannot neglect their more accurate identification and exploitation

The creation of a serious *metallurgical industry*, not only allows, but imposes the establishment of a serious *engineering industry*, then a *ship building industry* and more generally the completion of the heavy industry that processes raw materials, manufactures the means of production and transportation, is the birthplace of every project.

This will develop the hotel industry as well as the food.

The question that arises is why in a country that is trying to develop, the creation of a heavy industry is not underway, it finds the answer to the fact that when the state of *foreign powers*, towards that country, shows that it insists on protecting it, it finds always a way to keep the country underdeveloped. This is created by the great responsibility of the domestic ruling class, which did not take care to solve the basic social and economic issues, even for the development of its own capital, does not manage to resist such protection, does not want to bypass adversity and to develop the urban transformation, developing a productive strong economy with a wide market.

The path of *minor resistance* was preferred, the *illegal compromise* of domestic *speculators*, to foreign financiers and politicians, to the detriment of the people of the country themselves.

This is evident from the examination of foreign loans and contracts with foreigners. *Foreign capital*, develops only those branches, which are not an obstacle to the main purposes, for its placement and development within the country

As a result, the various authorities do not recognize the economic conditions that exist from the creation of heavy industry in a country.

On the contrary, they continue to play their awful role of sterile and bony reaction, as their vested conservatism is hopelessly mixed with foreign experts and specialists

These forces for a country are considered to be the worst as, nothing is immoral, nothing is miserable, and nothing is forbidden, in order to be used for its aspirations.

Its firm line is the maintenance of this extortionate financial regime, which allows it impunity and gives it short-term profits.

The surest way to maintain this is to bestow the country's national wealth on foreigners and the economic and political hegemony of foreigners on the country.

The arguments they use are the narrowness of local capital and the necessary, in conclusion, acceptance of foreign capital.

This is very different from the economic advice of the external factor, for the promotion of a project of reconstruction of a country, which when it does not aim at a policy of subjugation and colonial exploitation, is economically necessary and therefore welcome.

Veterans of speculation and newborn economists meet today in the same field, to theoretically support the irreparable enslavement of the people of a country whose history of national life is a history of relentless heroic struggle for freedom.

The people of a country, knowing the wealth that exists in the country, technically guided, by the scientists, who are dedicated to its service, as well as for the way it should follow, for the exploitation of the wealth, must resist any attempt. abduction, as he has for his part, the belief in the law, the consciousness of freedom, the love for the homeland.

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# Preamble

The common destiny of the works of the enlightened human minds of a country, which exist during the life of a nation, a people, is not to be given due attention and dimension of these ideas they offer, as well as their non-acceptance, due to different spatial perception that people have, as they are divided into two different entities

One entity includes the establishment of the ruling class, which has many and great guilt to be able to draw and stand on the lessons of enlightened minds that can influence the future of the country in which they live to use them as a guide for its future development and evolution.

In the other entity, however, not even the popular establishment can weigh and understand the great good that these people can create in their microcosm, who are attached to the difficulties of the forces that surround them, while there are solutions to their troubles ready by offering these enlightened minds.

The result of these different worlds is that these precious ideas of these enlightened human minds cannot be appreciated and applied for their future perspective and the development of the country in which they live.

Thus, in a country, these entities find it difficult to recognize and understand that the basic problems of their survival and their simultaneous development, characterize their country, dependent and underdeveloped or regional, are offered scientifically based and specific solutions.

If they can understand these analyzes, they will be able to assess the value they have for the internal accumulation, the internal market, the financing of development programs, with the modern analyzes that refer to the problem of independence, of a country.

These enlightened minds were the ones who could understand that the development of a country, the path that leads to development, is the autonomous industrial development, as it establishes the material conditions of the independence of the country, with the support of the popular entity, as a starting point and assistance. of urban elements.

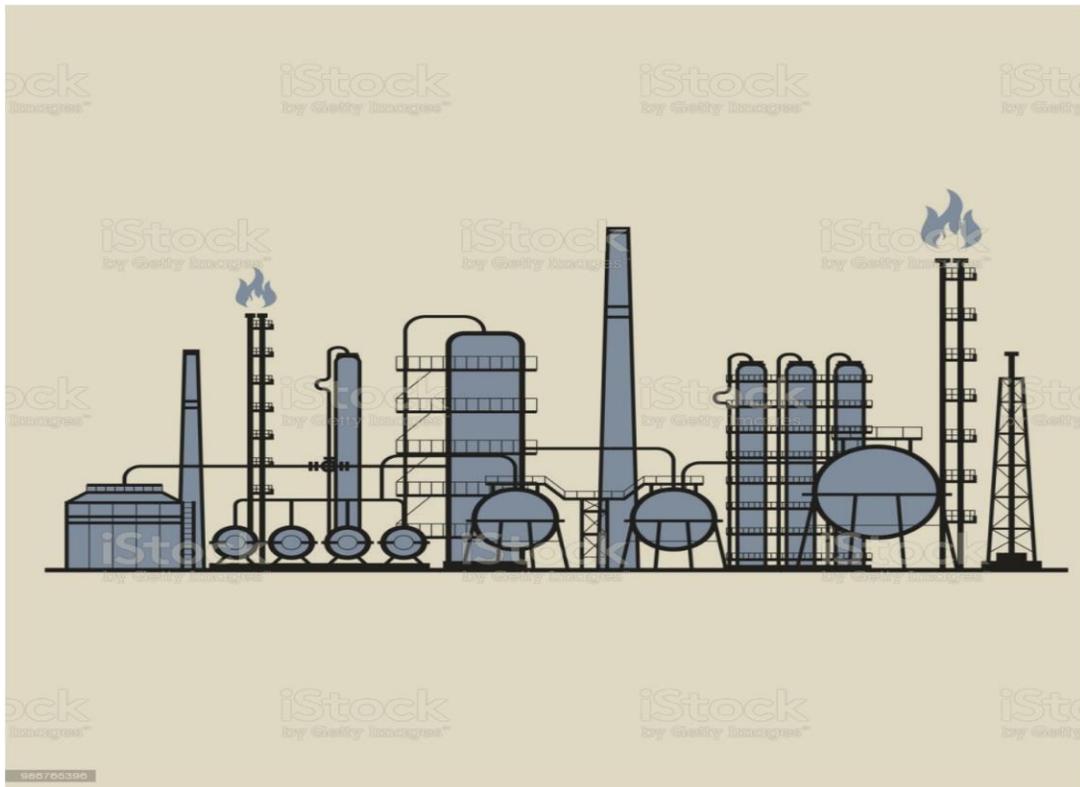
These people could see beyond the narrow confines of the subculture that pervades today's political reality, as a backward country can only stand on its own two feet, through industrial development in its construction and by applying rational national thought and perception.

These people relied on the results of countries trying to rebuild themselves from disasters and how quickly these countries managed to have internal economic accumulation despite the economic embargoes imposed on them and the devastating deprivations that amounted to war.

Applying this concept, these countries have managed to create a feat and at the same time get their citizens out of poverty and at the same time work with the right diet for its development.

The use of this scientific thinking allows a country to be able to have its national independence and the advancement of its nation, having as primary guide the prospect of development of its heavy industry and the evolution of the hotel industry and gastronomy.

It is this path that leads to the rational organization and the planned development of a national economy, to the creation of a superior technical base, to the rapid accumulation of financial means so that a strong, advanced social life can flourish at all levels as well as to the development of tourism and gastronomic culture



*Excess Heat, means Excess Movement and Consciousness.*

*Excess Cold, means Immobility and Dead*

*Heraclitus 544-484 B.c.*

# 0

## Introduction

A country consists of a *gathering* of *people* who have *complex mental* and *intellectual processes*, as well as *interact* with the *social environment* and have *unpredictable behavior*.

Everyone is free to perceive and interpret facts according to their experiences, therefore the concept of rational behavior is removed.

Their irrational behavior is the result of ignorance, prejudice, stereotypes, feelings, ideologies, expectations, fear, passions, greed, asymmetric information, bias, noise and many other aspects of human behavior, which lead to exaggerations and wrong strategic decisions and forms of leadership.

***People are the driving force behind every country and business.***

The management of each country-business must recognize emerging strategies and intervene where necessary, removing the wrong ones and encouraging the right ones.

Managers - governors should be able to judge the value of emerging strategies, that is, to be able to think strategically for the sole purpose of the well-being of the citizens of the country in which they themselves live and experience these benefits.

# 1

## **The Necessity of Heavy Metallurgy and Chemical Industry**

The industrialization of a country can be supported and carried out, on a solid techno-economic basis, only if a heavy industry is created.

The industrialization of a country is a precondition for the free development of the productive forces, the realization of the internal accumulation, on a large scale and the release of the country's economy, from the foreign capital.

To complete this development of heavy industry, the *metallurgical* and *electrochemical industries* are needed, progressively supplemented with modern and well-established *mechanical industry*.

This creates the economic withdrawal of capital, from the parasitic and tariff industries and in their concentration, in new productive sectors, by redistributing the inorganic mass of capital for the rapid growth of the industrial base of the country.

This change is strongly reflected in the impact that the development of certain heavy industries has on other industries and in the rural economy, whose technical refinement depends on being able to be supplied through a robust domestic heavy industry.

**Economic relations with abroad will be affected if these industries are established**

**because:**

1. *The import policy will concern more goods that can not yet be produced locally and less semi-finished raw materials or almost raw auxiliary products and fuels, the import of which today depresses the trade balance and in general. This dependence nullifies the accumulation in the internal market by favoring the balance of payments, as it is the basis of dependence on the foreign market the counterproductive and usurious action of the internal artificial monopoly.*

2. *Foreign public, etc. Loans and credits go into a whole different context if there is heavy industry. Trading abroad takes place on the terms of an independent country, dealing in a completely different way with international monopoly organizations, who would be willing to exhaust any economic and political pressure on the country to subjugate it if it was not considered an independent country.*

## THE TECHNICAL TERMS

**1. The existence of deposits where the country will be able to extract ores in quantities that will ensure the supply of industry for both the near and the distant future.**

What should be asked of the technicians is whether the ore deposits that exist in the country can ensure for a long period the extraction of ores that meet the progressive development of industrial needs. The answer from the technicians is given through an even geological map of the deposits of the country.

**2. The ores should be of good quality**

The quality of the ores should be of good quality in terms of analysis of their physical characteristics and their use will be suitable for industrial use.

**3. The energy base is secured**

The movement of the industry with thermal and hydropower fuels must be ensured.

**4. Ensuring the necessary quantitative and qualitative workforce**

Both the unskilled labor force, such as workers, and the skilled labor force, such as technicians, engineers, etc., that will be needed to build the hydroelectric projects, for the new industries as well as for their movement and operation.

This is a matter of the social division of labor first and second of technical education

The current division of labor reflects the parasitic nature of the economy, which is impossible to transform without changing the division of labor. its conditions, its terms.

*Technical education is an indisputable demand of the reconstruction of a country.*

It will take time and experience to have the right staff, trainers, and the creation of corresponding technical schools. This shortcoming can be addressed by retraining the executives of a country in respective countries and inviting foreign experts.

The potentially unfavorable technical conditions that seem to be obstacles are due to the low growth and productivity of the industry today due to its dependence on foreign countries.

Thus, the causes will not be permanent, which may ultimately reduce the supply of traffic and materials for the future development of the industrial base.

## THE FINANCIAL TERMS

The economic conditions should make the need for industrial exploitation of the raw materials that will be exported abroad for industrialization imperative as they should make the country independent.

The economy of a country oriented to the development of manufacturing industries, mainly consumer goods, based on the protectionism and monopoly exploitation of the internal market by certain large industrial complexes, making in these special conditions such profits, which allow local industry and banks to concentrate their capital around these sectors with a high profit margin and a high interest rate.

*The reason why this established capital restricts the sphere of competitive action in the customs and light industry lies in the fact that the strong positions in the country's economy are held by foreign capital*

Thus the mining companies, the utilities, the control of the public finances, the utilization of the wealth-producing resources are in the power of the foreign capital.

*The country's central credit institution also supplies the sectors that foreign capital leaves to the jurisdiction of domestic monopoly capitalism.*

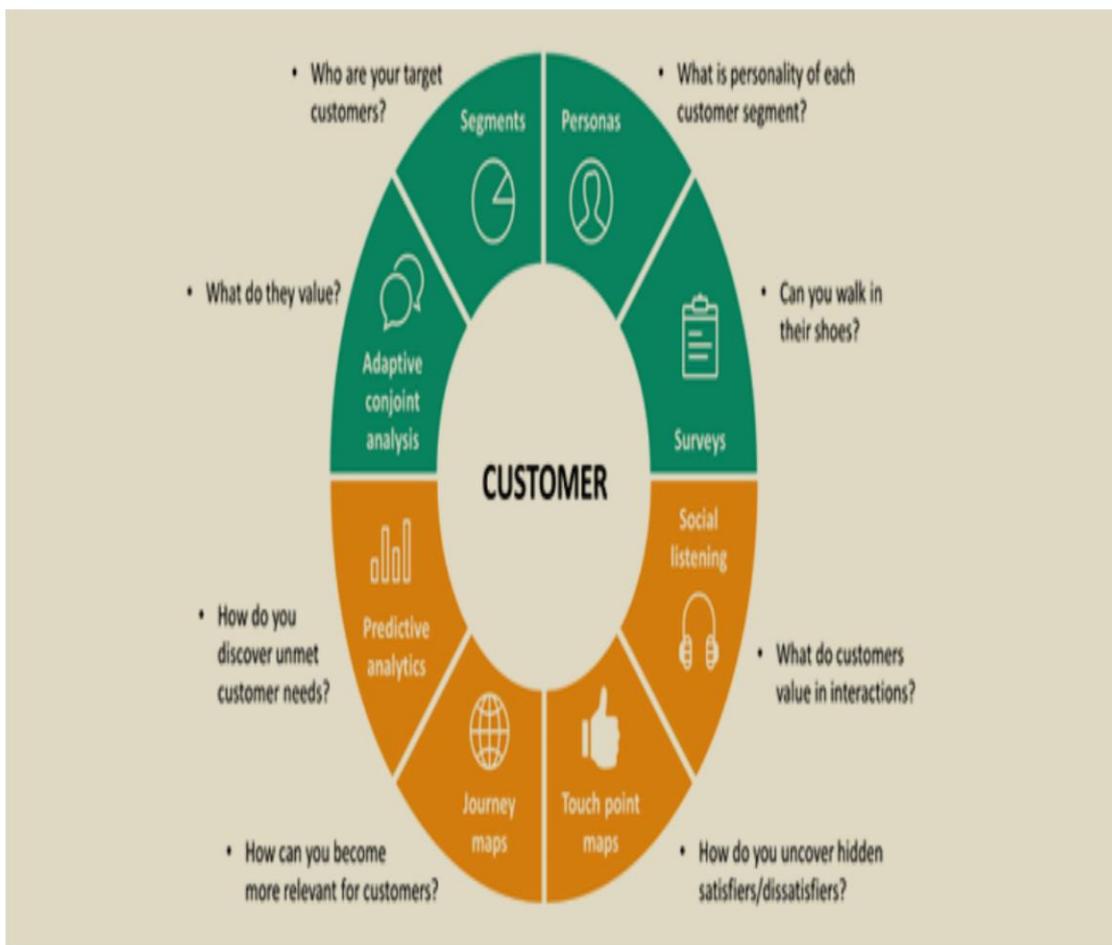
Thus, foreign capital develops only the sectors that are useful to it, either for the suppliers of raw materials, or as pipelines for the transformation and marketing of the products of its own industry in the dependent country.

*Thus the role of the dependent economy is ultimately a commercial, real estate role, even when transforming half-finished products of foreign industry.*

But the solution to this problem can not be found in the field of traffic, only in the field of production.

# THE NEEDS OF INTERNAL CONSUMPTION

The needs of domestic consumption for the reconstruction of the country embrace broad areas of technical application in the tourism industry.



# **THE ENERGY POTENTIAL**

## **AND**

# **THE ENERGY BASE**

*The creation of a heavy industry is a necessary condition for the country to secure the energy base.*

The dependence of the industry on the import of fuels from abroad, mirrors the incompetence of the private economic prospects and the initiative of the individual factor that so sanctified the demon in the country by the economists of the ruling class. It certifies the inability of this factor to provide solutions to problems that went beyond the prospect of its immediate speculative aspirations. He was consistent with all the parasitic tactics of the domestic capital that always sought the safe, short-lived and monopolistic, attitudes to avoid the exploitation of energy wealth.

The logic of commercial settlements and the barrage of foreign capital dictated domestic capital to move only in a limited sphere of business activity.

This capital stood in such a degree of reactivity, tying its fate with foreign capital and with the most progressive social forces and factors so that it itself could not create the conditions for a broad reproduction and accumulation based on the development of the productive forces in large scale.

*It is a big difference to ask for projects for projects in a country, than to create projects for the real prosperity of the people of a country.*

Thus the ruling classes who are only interested in their post-transactional monopoly role in the exploitation of the domestic economy will be indifferent, not only to projects of great breath for the people of the country, but also to the elementary investments in the productive mechanism.

It would be ironic for common sense to imagine that the entrepreneurs themselves, who do not give the people of the country the necessities for their living, will build hydroelectric stations and dams.

Only when the people of the country would pay them a large *ransom* in *poverty* and *misery*, then only with foreign capital and with the establishment of appropriate political conditions to secure new super profits, would they carry out, perhaps, some accidental and uneconomic projects.

Even for the honest technicians of the country and the scientists who are carried away and believe that it is possible to carry out their technical plans in a regime of social hegemony and impunity of domestic capitalism, it seems utopian

*The exploitation of energy and subterranean wealth has never been seriously attempted by the ruling class of any country.*

The dependence of a country's economy on foreign capital and the need to secure from the ruling-exploiting classes the profits and funds they used to organize and equip the country into a state, gave foreign capital the substantial privilege of the unscrupulous exploitation of the great wealth-producing resources of the country.

In order to create an integrated energy economy in the country, there had to be a prospect of industrialization in those sectors exactly where the country's economy did not develop, as well as in the hotel industry.

In order to meet the consumption needs of a wide audience in energy, this audience, the large mass of the people, must be able to have the elementary purchasing power to use energy in a variety of ways.

But we cannot know such a possibility, if it existed for the people of the country whose standard of living is on the line of the colonial countries.

In order to be able to use the benefits of energy from the broad consumer strata, the content and the form of the economy must change at the same time.

The sale of mineral wealth must stop; there must be industrialization of the country with the creation of heavy industry.

Then as a technical condition comes the creation of the energy base, which will first supply the main industry.

Consumption problems can be solved simultaneously and in parallel with the realization of these conditions.

Studies carried out without well-defined purposes or with limited and uneconomical prospects may not produce technical results with serious application requirements.

The only thing they can do is to serve as general indications that should be used by scholars to be able to properly transform theory and observation into immediate and specific practice in other appropriate conditions that will be created.

The foreign companies therefore use these studies in part in cooperation with the domestic capital and the respective credit institutions, doing the studies again from the beginning with the financing of the domestic funds this time.

But why these foreign companies for so many years did not proceed from the study to the execution of the projects.

The answer is not difficult if we consider that these progressive companies with their financial observers and advisers first considered whether it was profitable to do in terms of profit, what technically seemed feasible.

And they saw that without trade outlets it was not profitable to risk the construction of large-scale projects

So foreign capital had to either really industrialize the country or establish a consumer energy industry for the people of the country with special industrial privileges for the production of only certain metallurgical and chemical products and mainly for the foreign market.

Because the industrialization of the country by foreign capital in the sense of its transformation, from dependent and backward to an internally developed country, was unacceptable, contradictory and incompatible with its general interests and specific aspirations in the country, it followed the second of the most top solutions.

Thus, the combined exploitation of energy forces and mining materials with monopoly privileges, led to the form of an exploitation contract with complete economic enslavement of the country.

Not only did it obtain energy from the country for free, but it also established privileges for the exploitation of the mineral wealth in the country.

He obtained a monopoly privilege for the manufacture and placement of products for the use of domestic labor.

Thus foreign capital ensured the subordination of a piece of land and subsoil of the country under its absolute and uncontrollable sovereignty.

As for the product of the work of the inhabitants of the country, this will take the path of the treasuries of the various companies of the financial capital.

This tactic leads to the economic enslavement of the country to an even greater degree because it combines and composes the exploitation of energy with industrial potential in a level of monopoly oppression of the country's economy.

The transformation of the economy and the creation of an industrial base, for a type of heavy industry in parallel with the development of the hotel industry, will require concentration of production and strong energy production complexes on a large scale.

A consistent economic economy that in the context of the well-being of the people of the country of political power that will handle with knowledge and wisdom the productive enterprises for the benefit of the economy and the people of the country, prepares and leads through technical elevation of the economy to forms of social production.

*Technically, the solution of organizing the production on a large scale is advantageous.*

This is ultimately the path that can lead to the rapid and real development of the country's productive potential.

So the energy solution is not ultimately thwarted by the boom of scarce capital that many economists point out, but by the hoarseness of a country's lagging economy, which was the counterproductive and uneconomic placement and distribution of credit mass, the capital from the parasitic domestic oligarchy of the country. The guarantee for the combined economic realization of the industrial and energy development plan is only the democratic power of the people of each country.

In such an economy the low cost is sought and realized as a means of developing productivity and labor efficiency and to a degree always proportional to the whole dynamic situation of the other economy. Low costs thus become a necessary consequence of the development of the means of production and not a barrier to the realization of this development.

So the foreign monopoly capital with the help, tolerance and submission to that of the economic oligarchy of the country makes a new leap for the enslavement of the economy of a country.

Putting economic activity under total control, which can often be on the verge of administrative tutelage, seeks, among other basic purposes, to exploit wealth-producing activities and to exhaust all limits on the exploitation of the labor force of the people of the country.

Energy exploitation is becoming one of the great goals, as it is one of the basic conditions for decisive control over industrial, urban and agricultural consumption.

The status of the legal relations they want to establish for this purpose protects on the one hand the interests of the foreign capital to which they entrust the construction of the projects and on the other the interests of the domestic economic oligarchy who want to use the energy base for profitable exploitation and protection. of current parasitism in production by new means.

***The conclusion that emerges is***

*1. Foreign plans, despite the emphasis on progressiveness they present with the findings on the viability of a country, despite the remarkable positive elements they contain, are nothing more than a new impetus to remove the last trace of economic independence and national sovereignty with the imposing new multiple control and guardianship in the most crucial positions of the economy.*

*2. In the field of economic development orientation, they mainly advise the development of sectors that commercially benefit their own funds.*

They place the issue of productive development on the basis that benefits foreign monopoly capital.

They create the corresponding field for the placement of capital and the market for the placement of large industrial products that come from the zone of economic prosperity of capital.

And all this not on the basis of a free competitive action of foreign capital, but on the basis of a legally guaranteed sovereignty, guardianship and control over the economy of a country.

# MANUFACTURE AND OPERATION OF HEAVY METALLURGICAL AND CHEMICAL INDUSTRY

Examining the ways of utilization in a country, the composition and the combination of the possibilities of the country in raw material and energy with the work for the creation of specific productive results of achievement for the country and for its citizens, is an important issue.

This is economically expressed in the form that the connection of the means of production with the labor force in the productive cycle will take.

**In particular for each industry as well as in the hotel industry we must take into account the following:**

1. *What fixed capital will be used (raw material, energy, construction facilities, engineering) by the respective industry*

*How much capital?*

*Which chapter?*

2. *By what technical method will these sectors operate (way of synthesizing labor force and means of production?)*

The examination of these two issues for each industry is necessary because it only determines from an economic point of view, the quality value of the industry that is determined by the degree of its productivity in the specific techno-economic context.

The industry is interested not only in the production of the a or b product, but also in ensuring the techno-economic conditions for the uninterrupted productivity of labor in the production of the specific product.

This is a result on a more general scale of the creation of appropriate technical and economic conditions for the continuous reduction of the socially necessary time for the production of the same product.

The calculation of these rates is limited in time to the first stage of the creation of heavy industry in a country.

At this stage we place the creation of those branches of heavy industry that serve to establish the industrial base in a country.

***The branches are of metallurgy and chemical industry***

The development of these sectors can lead the country to the *second stage* and finally it becomes possible to economically create a superior form of heavy industry at the same time as the development of other sectors of the economy.

The time course and relationship of these two stages should not be defined schematically.

The *mechanical industry* will be built immediately when the necessary industrial base is created that will supply it with the necessary pre-products.

It is very likely that this will happen soon in a country as soon as the operation of the metallurgical industry develops.

It is certain that these industries will continue to grow in parallel.

The pace of this development will depend on the factor of restoration and reconstruction of the economic life of the country in other sectors, such as transport, agricultural economy, proper planning for the country's economic relations with abroad, hotel infrastructure, culture, etc.

In the examination of the heavy industry sectors that are necessary for a country in order to create an industrial base, no predictions are made for the final possibilities of quantitative supply of the country's economy by these sectors to the extent that their development will take in an unknown and distant future. , but are limited to the possibilities that should exist in the immediate first periods of the reconstruction of the economy to meet its needs.

The issue is also examined from its economic point of view and is positioned in the sense not of what technical possibilities in unlimited size the development of the economy presents, but what possibilities it should and will be able to provide in the first period of reconstruction, depending on its financial possibilities.

The economic potential again depends on the degree of internal accumulation that takes place in the country.

Such a positioning of the issue on specific grounds can protect the issue from two dangerous deviations.

The *first*, leads to *financial inaction* and *backwardness*.

The *second*, in *economic landscaping* and especially in *industrial gigantism*.

We must keep in mind that the internal accumulation that will support the creation of a sophisticated industry in a country can not be taken in terms of time apart from the immediate need to create a basic economic base which in turn will contribute to the realization of the accumulation itself. .

Neither accumulation can be completely preceded by industrial reconstruction, nor can industrial reconstruction be completed without further progress of accumulation.

One is a condition of the other and both together a condition of the economic recovery of the country.

We must avoid dogmatic solutions that are not solutions but destruction of the issue.

In other words, to avoid economic inactivity, under the pretext that internal accumulation has not been carried out satisfactorily, because with passive waiting neither accumulation will succeed, nor will we support the economy on a solid basis.

We must also avoid unearthly anti-economic industrial totalitarianism that will erupt at the expense of restoring other sectors of the economy.

However, if the recovery of the economy as a whole is canceled, then the further industrialization of the country itself becomes unrealized.

The reconstruction of the economy and its industrialization should go hand in hand while expressing the measure of the dynamic development of the entire economy in the country.

Any other one-sided and narrowly technical dogmatic view of the issue would be unacceptable in the context of a newly transformed economy operating for the benefit of the country's citizens through a politically democratic framework.

The existence of fossil fuels, such as *lignite*, plays an important role in an autonomous energy country, as it is the raw material for the economic prosperity of a country and has various uses and applications, either as such or processed.

# METALLURGY

We can dogmatically state that if the basis of industrial development in the future will be heavy industry, the cornerstone of heavy industry is *iron metallurgy*.

*Iron metallurgy* together with the *steel industry* are the forerunner of large *machine industry* and its necessary condition.

*Iron's metallurgy* in the period of reconstruction of a country will have to cover not only the needs that its economy had before and faltered as most of them were from imports from abroad, but also the new needs of the economy that will be created using all its resources in as much as possible, for the new purposes of the economy being created.

Iron will be needed for the big projects that will be done in the country, for the shipbuilding industry, the construction industry, the agricultural machinery industry, hotels, etc.

A precondition for the development of iron metallurgy will be the parallel development of engineering in new sectors as the needs that will be created will result in the expansion of the production of iron metallurgy and steel.

However, a precondition for the operation of a technically developed iron-metallurgy-steel industry that will be called to constantly increase its production and expand it in new sectors, is to organize from the beginning on a systematic and scientific method the mining industry for the extraction of iron ore.

Appropriate research should also be done to determine this ore and at the same time to stop the predatory use of the mines by both the internal economic oligarchy and the imported capital.

## ALUMINUM A LIGHT METAL

The *aluminum industry* is a branch of the metallurgical industry whose development has leaps and bounds.

This light metal is used in a wide range of applications, such as in electrical and industrial applications, construction of machines, tools, cars, airplanes, production of aluminum alloys used in modern engineering.

The economic importance for a country of the *aluminum industry* together with the creation of a *caustic soda industry* is very great as it can take place in the global economic development with significant economic benefits for the country itself and for its citizens.

Aluminum, together with *iron* and *steel industry* and the energy self-sufficiency of *water energy sources*, will be able to play an important role in the development of the transformed economy of the country.

It will be able to become independent of foreign capital and will be able to become an exporting country of capital.

This will add value to the workforce as it transforms the national work that will directly contribute to the reconstruction of the country while at the same time benefiting the country's own citizens through internal accumulation.

We must keep in mind that in an energy-producing economy that addresses the citizens of countries within the framework of the constitutional rights of the country itself as a defined state, it moves to the levels of real value and at the same time becomes factors for the development of the country's industrial base.

An important role for the development of a country's economy is also the extraction and utilization of *magnesium*, which is even lighter than aluminum and its use is similar to that of aluminum.

It can be produced from mineral raw materials but also from seawater.

# CHEMICAL INDUSTRY

An important role in the economic development of a country is played by the chemical industry and specifically the *nitrogen industry*, which is the basis for the production of nitrogen fertilizers for agricultural production and development.

The use of the production of nitrogen fertilizers for agriculture results in an increase in production per hectare of **62%** and the avoidance of phosphate or compound fertilizers by land users.

Nitrogen fertilizers, even in the case of very rich soils or excessive drought, if the fertilization is done in part, maintain the increase of this yield.

The production of nitrogen with the creation of a corresponding industry is a valuable raw material for the country as it can be used for the production of fertilizers, but also in many branches of the chemical industry.

It is used in composite form as a raw material in the industry of drugs and dyes, in the peaceful and war industry for the production of explosives, etc.

## *Establishment of the nitrogen industry in a country:*

*1. It will supply the country's agriculture with the lubricant that will increase the efficiency of agricultural production. It will intensify the cultivation of lowland soils and with the absolutely possible increase of the production of useful cereals to double, it will make the country in the future perhaps self-sufficient in the production of cereals. This will result in lower production costs and the country will be able to compete with imported grain, while satisfying the workforce and increasing its accumulation.*

2. *It will have a wide consumer field both at home and abroad.*
3. *It will be based on the utilization of the internal resources and possibilities of the country. The raw material and energy will come from atmospheric air and white coal. Nitrogen production is generated in countries that have abundant energy and especially hydroelectricity. Nitrogen production in the country should be done in conjunction with the iron and metallurgical industry with the capture of atmospheric nitrogen in various forms of ammonia sulfate, ammonium nitrate, etc.*
4. *The supply of abundant nitrogen fertilizers in agriculture at low costs at affordable prices will be done in combination with the industrialization of agriculture and the supply of the agricultural economy with technical supplies, tools, etc., making it a serious factor in changing conditions. agricultural production for the country and its people.*

The *soda* and *chloride industries* are among the most serious industries in the *advanced electrochemical industry*. Their products are used in many industrial uses and especially in the branches of the *chemical industry*

*Caustic soda* can be used on a large scale in the country, such as in the *soap industry*.

*Chlorine* is a valuable substance for the production of hydrochloric acid which is a basic form for the preparation of concentrated *hydrochloric acid*. Dense hydrochloride together with ammonia gives us ammonium chloride which is important for fertilizer production in the nitrogen industry.

Chlorine can also be used as bleach in the *pulp industry* and in the production of other chloride products.

*Calcium carbonate* is currently used as a final product and as an industrially produced raw material. Especially in the chemical industry it is used for the production of valuable chemical products and materials.

It is used in the production of plastics, unbreakable glass, artificial rubber, in pharmacy, medicine, metallurgy, etc.

The importance of the cement industry is essential for the reconstruction of the country and for the construction of any kind of hydroelectric and industrial project. It is necessary for the construction of the main and auxiliary facilities of the energy and industrial complexes that will be the backbone of the heavy industry.

The cement industry will have to meet the needs of the plan for the urban reconstruction of the country, for the construction of new settlements in the city and in the village, for large public utility projects, for public works, road construction and transport, but also for any another project or need, need the type of modern construction.

At the same time, the corresponding infrastructures are created in the hotel industry with the simultaneous development of the daily diet of the food in the population of the country.

## THE ECONOMIC FRAMEWORK OF OPERATION OF THE HEAVY INDUSTRY

The conclusion we draw from the analysis made by the reports of international - foreign organizations that are written and concerning the industrialization of a country, is that not only do they not lay the foundations for a comprehensive internal organic development of the economy and a radical transformation in its structure by placing in the first place the heavy industry of the country, but they seek the planned subordination of the country's economy to the interests of the foreign monopoly capital that wants to use it as an ideal area for the placement of credit funds and for commercial action with monopoly privileges.

And all this for the next *100 years* under an even more pressing and humiliating control of the international money-lending institutions, always with the consent of the domestic economic oligarchy and the relentless and willing help of the domestic political establishment that can control the relevant institutions. legislative, judicial, executive, fiscal, police, military, communications, for the control of the population of the country, as they act as brokers and landowners of their own homeland,

***The form that the organization of the operation of the branches of the heavy industry must take in order to work for the whole welfare of the citizens of the country is:***

**1.** *Heavy industry is one of the key drivers in the democratic transformation of the economy. The placement in any form of foreign capital in these sectors is excluded, with the consequence of their subordination to the privileged exploitation and administration of the foreign capitalist organization.*

*2. There can be no planned reconstruction if the basic means of production are not included in the single economic plan. The coordination and the very operation of the other categories of industry and the supply of the agricultural economy with basic supplies and products will depend on their operation. These sectors should not operate in the form of a private enterprise of domestic economic oligarchy capital or foreign financial capital.*

*3. These sectors will be a key resource for creating a strong internal market and for accumulation to proceed at an ever-faster pace. The sectors that are considered key for the reconstruction of the country should be under the national control of the country and operate as such within the framework of the general economic plan for the organization and operation of the country's economy.*

This is the solution that must be given to this essential issue for the non-aligned, independent and rapid internal and organic development of the national economy of the country and its citizens.

# **THE FINANCIAL PLAN FOR CREATION AND DEVELOPMENT OF HEAVY INDUSTRY**

There are issues that the success of the realization of the purpose of the industrialization of the country depends on their correct placement and solution.

**These issues are:**

**1.** *In what general plan will the industrialization program be placed and what are the conditions and objectives of this plan?*

**2.** *Where will the construction of the projects start?*

**3.** *Within what period of time will the projects be scaled and in what order of priority?*

**4.** *What will be the economic significance and performance of the projects?*

## GENERAL FRAMEWORKS OF RECONSTRUCTION

The economy is the basis that determines the political institutions, politics on the other hand is the concrete expression and generalization of the economy and therefore the main lever, the active force that enables the completion of the trends and needs of economic development which she herself expresses.

The social ideas, the theories, the political institutions, which having been born on the basis of the mature tasks of the evolution of the material life of society, the evolution of the social is, then the ideas on the social are, on the material life of society and to enable its further development.

Politics is therefore born of the needs of economic development and these needs, in order to be realized until their completion, need the active role of politics.

The country is called upon to play this active role by transforming itself for the benefit of the country's citizens first.

This will consciously guide the economic development of the country with a fruitful understanding and devotion of reality to the specific economic purposes that will not be concerned despite the mature problems of the material life of society. These are the general frameworks in which the restoration, recovery and reconstruction of the economy should move in order to regenerate the country itself.

### Summarizing

- 1. Political power in the suffering democratic people of the country.*
- 2. Release of the productive forces from the foreign and domestic capital of the economic oligarchy with the measures of the type of colonialism and protectorate.*
- 3. Program for economic and productive development with the specific purpose of completing the democratic transformation of the country.*
- 4. Conscious management of economic life by the citizens of the country themselves,*

## **SPECIAL ECONOMIC RECONSTRUCTION MEASURES**

It is obvious that a decaying economy productive, technical, organizational, traffic and consumer cannot achieve any democratic goal.

The industrialization of the country with the creation of heavy industry cannot be taken lightly and we can consider it immediately feasible in the conditions of such an economy.

**The difficulty we will encounter in restructuring the economy and putting it into operation is that:**

**a)** *we have a low economic level since pre-season from where we have to start the counterproductive structure in the economy*

**b)** *we have the post-era and the policy of the governments of a disintegrated economy in productive decline and hung by the governments until today in false loans from the external help of all the international financial usurious oligarchic organizations.*

To this end, it is necessary to organize some key sectors of the economy that will support the work of restoration.

**Such areas are:**

**1.** *Road and rail transport and sea and land transport as well as the industries that manufacture material for them. Without an elementary transport network, it is impossible for the circulation and exchange of materials, goods, agricultural products to function*

**2.** *The industries that produce goods and essential items for individual consumption.*

**3.** *The branches that produce essential species for agricultural cultivation*

At the same time, the sector of public finances, foreign trade, monetary credit and circulation should be organized. The tasks for these sectors are to help and support the restoration of the functioning of the economy to its new bases.

The proper functioning of these areas will also mean the success of the restoration project.

The proper functioning of these sectors depends mainly on the mobilization of the productive and transport sector.

If these two sectors are not activated, the traffic sectors alone cannot function satisfactorily.

At the same time, another series of basic projects must be carried out that indirectly help the recovery of the economy.

**Such are:**

*The housing of the rural population, the provision and the medical concept, the protection of the victims from disasters, wars, the elderly, the incapable of work, the operation of schools, technical schools, etc.*

These areas will operate within the old school of things.

They will be organized in the context of the new transformations that will take place in the structure and content of the economy.

Leverage that will positively move the economy in the new direction of the country's economy will be in addition to the abolition of privileged monopolies and state credit production units and nationalized basic industrial units.

On the same line must be calculated for the driving force in economic transformation and the workforce in all sectors of labor.

The agricultural economy will also contribute to the transformation of the country's new economic policy.

The economic life of the country will change face not because from the beginning it will have solved the problem of organizing production and consumption at an ideal level, but because the development of economic forces for the benefit of the people of the country and the transformation of the uneconomic structure of the economy which will enable immediate noticeable improvement and will pave the way for future pursuits of accumulation in the people of the country.

**The immediate goals for the operation of the economy in this period will be:**

*1. To give the agricultural economy the materials and credit supplies and means to reach and exceed the previous level in production with the new conditions of its organization.*

*2. To move the industry for the above purpose and even to produce a series of consumer goods for the people of agricultural production.*

*3. The bank credit to serve in the first line the needs of the rural populations and to help the healthy agricultural cooperatives in the realization of the purpose for which they were created.*

*4. To start the movement of goods at a fast pace between the various regions of the country with the reconstruction of transport.*

*5. To create a market for agricultural products at home with their free distribution by the producers themselves and the agricultural cooperatives without burden and withholding by various organizations through taxation, but also their placement in foreign markets that will present the most favorable conditions for their placement.*

*6. Start industrial production with credit support for key sectors and encourage private initiative for the production of essentials for reconstruction.*

*7. To create an internal market for the products of industrial production. Necessary element to break the monopoly prices so that the products can be absorbed by the buyer of the city and the village.*

**8.** *To regulate the credit policy of credit institutions in a way that serves the above purposes.*

**9.** *The foreign trade aims to supply the country with the necessary items that domestic production will not yet be able to supply and to limit the import of less necessary consumer goods.*

**10.** *To make the currency stable through payment based on the increasing productive activity and the intensive movement of goods. Thus, the monetary circulation will always be in relation to the respective circulation needs and will not swell out of their margins, resulting in the collapse of the currency value and inflation.*

**The connecting link and general aim of these are:**

**a)** *To create a strong market in the country's economy to begin the intensive accumulation. With the intensive accumulation will be created the possibility to realize the fundamental purposes of the reconstruction and to transform the economy of the country after the material and financial resources have been secured.*

**b)** *To raise the living standard of the workforce to a point that allows the country's economy to open the step and realize its great and superior construction goals.*

**c)** *To strengthen the positions of responsibility and shaping development, which will be held by the workforce and to develop their base. To have the orientation in the collective designed production, gathering the technical and economic possibilities that are necessary to carry out a large and radical reconstruction program, leading the way in the accumulation and in the struggle for the productive and consumer adequacy.*

**d)** *To start immediately the exploitation of the internal material possibilities and resources of the economy without wasting time and means.*

This impetus should always be expressed in policy practices, which help to achieve the goals of the country's overall policy planning.

An example is the policy on the price of industrial consumer products in the countryside.

The level of these prices will in no case be allowed to exhaust the capacity margins of agricultural income.

**The opposite policy leads to:**

A) *The consumer should stop asking*

B) *To stop the development of the industrial base, which is a reflection of the former, while reducing the breadth of the market?*

There is a question that needs to be asked in all of this.

**This is:**

*If and to what extent the new form of economic reconstruction of the country can be supported, in order to realize the purposes of the specific economic policy in the operation of the spontaneous market forces.*

*Will this automatic operation of the market be able to ensure the success of even the most basic demands of the people of the country in this transformation of the new economic reconstruction?*

**The answer to the question is:**

1. *The relationship between supply and demand in the market.*

2. *Η λειτουργία των αυθόρμητων δυνάμεων της αγοράς, δεν θα μπορούσε να οδηγήσει στην επάρκεια ειδών για την παραγωγική και ατομική κατανάλωση, γιατί θα εμπόδιζαν οι συγκεκριμένες οικονομικές συνθήκες να πραγματοποιηθεί το σχήμα:*

2. *The operation of spontaneous market forces could not lead to the adequacy of items for productive and individual consumption, because the specific economic conditions would prevent the scheme from taking place:*

*Rising prices from the inequality between supply and demand - increase in placements in productive sectors - increase in production - increase in supply - equation of supply and demand at a higher level.*

The specific conditions that will be created by this will have a catalytic and inhibitory effect on the realization of the above scheme are:

**a) Inflation**, the increase of interest compared to the profit rate and especially the commercial nature of the country's capital would not allow this capital to be placed in productive placements and much less in long-term productive placements.

**b) The parasitic capital** of the financial oligarchy by canceling the supply of the market according to the above figure. This will result from the reaction of the speculative oligarchy, consciously most of the time on its part, where with the economic fluctuations caused by its counterproductive position it will dismantle production by hitting the base of the reconstruction effort, because it will prevent the use of appropriate and available in causing at the same time a waste of time

The planning of the economy should therefore have the following dual purpose:

**1.** To subject to discipline those market forces that with their spontaneous domination prevent the fulfillment of the purposes of the reconstruction and reconstruction of the country's economy.

**2.** To guide the forces of the private initiative with orientation and financial means and to encourage in the points that help the realization of the specific plan of the country's economy.

Preserving the vitality of the market is and must continue to be one of the key tasks of the designed economic policy of the country that cares about its people living in it.

# THE RECONSTRUCTION AND TRANSFORMATION OF THE ECONOMY

The purposes of planning the economy in the period of reconstruction will be limited, will be deleted and will be determined by the extent and depth of the general and specific that the country regime itself should seek for its people through the appropriate political aspirations.

These measures will create the technical and financial conditions for the reconstruction at a higher level.

As such, they will contain both the element of restoration and the element of further creative formation.

This means that their success will depend on the right policy in the specific problems of the country's recovery.

**The technically planned organization of the economy in this period will take place:**

*First, we must keep in mind that this plan will base its forecasts, for some technical implementation issues, on elements that have not yet been tested in economics, having its statistical data before as a guide and their evolution in transformation of after.*

*Second, the plan will set out some objectives for the various sectors of the economy.*

These goals should tend to create a perfect result that is entirely achievable.

The implementation of this plan should be based on the active and conscious support of the workforce who will be informed about its progress, will implement and will implement solutions for the better execution of the plan, within certain time periods.

*Thirdly, the plan for the recovery of the economy will deal especially with the most urgent problems of the country, with some sectoral plans that in this period will form it on its basis. These sectoral plans will address the immediate needs of the economy in the various sectors. E.g. A sectoral plan for food, for transport of all categories, the movement of means of transport, etc.*

These sectoral plans should be broadly drawn up on the basis of the country's economy control numbers, which are the provisional accounts and balance sheets for production and extended reproduction.

These control numbers embrace all sectors of the economy and anticipate and define the overall tasks for each sector.

**With the control numbers, the country calculates the dynamic course of the economy between the two main sectors of production:**

a) *the socialized*

b) *the individual*

The supply of the main branches of industry in productive and consumer goods will stimulate the rural economy, will raise the level of the consumer of the city and will activate the private enterprises that will be supplied by these branches.

**The plan must also include:**

a) *The control in the industrial production that will process materials vital for the needs of the reconstructions. The control will proceed to the disposal of the product that is produced, but without prejudice to reasonable limits the private profit of the industries that comply with the general state economic plan.*

b) *Control over the provision of credit to all types of sole proprietorships which, depending on their importance for the restructuring work, will be encouraged by the credit policy pursued by the large controlled banking enterprises.*

c) *It should positively mobilize the private sector of production and make it a factor in achieving the goals of reconstruction*

Only in this way should market forces work in order to be able to positively help the effort to rebuild a country's economy.

The policy of the plan must prove to the private entrepreneur, industrialist, craftsman, and farmer, worker that it is in their interest to comply with its purposes and that it is in their material interest to help in its realization.

## **THE INDUSTRIALIZATION IN THE PERIOD OF RECONSTRUCTION**

The creation of bases for new heavy industry branches and the reform of the old ones should be done with the creation of the energy base and heavy industry with a plan of completion within *five years*.

In the industrialization of a country which is backward and shows one-sided development in one branch of industry, in the branch of light industry, the question is not only how to further develop the industry it has, in the same old direction, but how to create a new principle of a solid industrial base, on which all branches of industry will be based.

Heavy industry is the precondition for the utilization of its internal resources and for the development of its productive forces on a superior technical basis.

The first new heavy industry, along with the types of revamped energy industries, should be the ones that will meet the immediate needs for reconstruction.

Such industries should be based on the iron and steel industry for the processing of iron and steel, as well as similar metallurgical and chemical industries built to such an extent as to facilitate the absorption of their products from their immediate needs.

So the industries that will be created during this period should be the ones that are needed for the immediate needs of the reconstruction and for the establishment of an energy and industrial base from where the excursion for the general plan of large-scale industrialization for the country will begin.

During the reconstruction period, the conditions for the further integrated development of heavy industry will be ensured.

The need for the heavy machinery industry will become more urgent when the economy, going through the stage of reconstruction, will need to be equipped on a larger scale and on a new higher technical basis for reconstruction, so the mechanical industry will need a larger base for the manufacture of this equipment.

Of course, some necessary mechanical industries will be created for the needs of productive consumption as well as the existing mechanical ones will be reorganized, depending on the needs that will be presented in the various sectors.

# THE INDUSTRIALIZATION OF LARGE SCALE AND THE FURTHER DEVELOPMENT OF HEAVY INDUSTRY

Fulfilling the tasks of reconstruction paves the way for the realization of the new financial tasks for the planning of the economy of the country that is interested in its people who will experience this project.

During this period of reconstruction of the country's economy there is the possibility to execute a broader plan, a synthetic and detailed plan for the economy as a whole.

At this stage, the creation of the economic and technical conditions for the development of the productive forces in a plan of greater breath has taken place.

The creation of strong industries after the accumulation of forces and means is the main lever that must be moved to obtain the technical and economic basis on which the realization of the country's economy will be based for the viability of its people who make it up and rebuild themselves.

There should be *medium-term plans*, which will be restructured accordingly each year and will aim at their immediate start and completion with the corresponding results for the benefit of the whole.

The creation, existence and execution of these medium-term plans are what will determine in the best scientific way the organization of the economy and its purposes in the medium-term organization of the peaceful reconstruction of the country for the good of the people who make it up.

That is why in history they are the first majestic example that human society not only fully and consciously defined its goals and the means of action of society as a whole and each of its members, but also achieved these goals with scientific precision.

The medium-term plans are the trigger for developments in the history of dizzying technical conquests, in a short period of time.

In the specific period of this project the success of the results will be huge as under other conditions their maturation and realization would take hundreds of years.

**The industrialization plan for this period aims**

**A) To develop the existing heavy industry industries**

**B) To build new ones**

These goals will be realized in an economy that will build a metallurgical and chemical industry in parallel with its energy base and with the expansion and development of the heavy industry sectors.

This means that the production of the industries that have just been built will increase and other metallurgical industries that were not established in the first stage will be established.

During this period, the foundation of their vital branch of the heavy engineering industry will be completed as it does not exist today in the country's economy.

The creation of the industry for mechanical constructions will be able to fulfill the task of technical reorganization for all the branches of the rest of the heavy and light industry on the basis of the new technique.

The new machines that will be needed in this period of higher development will be provided by the heavy engineering industry, the agricultural economy, the transport sector, the large and the small industry.

This will completely change the industrial structure of the country and will create a huge organic single set of synchronized industrial complexes that will embrace all those industries that will work to fulfill the goals of the plan on productive and individual consumption.

This will lead to an increase in the living standards of the citizens of the country who are in it, as more needs will be created to meet them and there will be an uninterrupted acceleration of the growth rate of the industry.

Regarding the operation of the industrialization plan at this stage of its reconstruction, it is based on the radical change in the distribution of capital investments between the various sectors of the economy.

The percentage of capital invested mainly in heavy industry and in other industries will increase significantly, depending on the importance and purposes of industrialization.

This is because, from the first stage, the parasitic and counterproductive allocation of capital to small-scale for-profit enterprises has been reduced as much as possible, thus increasing the specific weight of the industry within the economy.

This will be distinguished by the rapid increase in the amount of industry output.

Expanded production in industry will grow more and more, because it will have to meet increasing needs in other sectors and especially in the rural economy.

At this stage the interaction of industry and the rural economy leads rapidly to an increasingly productive composition.

Another feature of expanding reproduction in industry is that not only is there a quantitative increase in facilities and production, but also a rational geographical escalation.

New industries are created where they are also integrated into complexes and spread in ever new areas.

Thus the connection of the industries becomes *vertical* and *horizontal*

The geographical spread is carried out, according to the plan that will ensure the proportional and symmetrical development of each region of the country, where for specific reasons it will be possible to develop industrial production.

More industrial complexes will be an industrial zone.

This development of the industry will have the effect of changing the composition of the national income, showing in relief the new correlation between the various sectors of the economy.

This has the effect of showing us that heavy industry accounts for a significant proportion of national income.

**Summarizing:**

**1.** *The industrialization of the country can be done simultaneously and in parallel with the realization of the reconstruction and transformation of the economy.*

**2.** *The Industrialization must begin with the establishment of heavy industry and will move within the framework of a more general program of planned reconstruction for the transformation of the sectors of the national economy.*

**3.** *Larger scale industrialization in all sectors of the economy will take place, after the above conditions are met within the framework of a designed rational economy that will aim at the well-being and relief of the people of the country where it will take part.*

# THE FIRST PLAN FOR THE ESTABLISHMENT OF HEAVY INDUSTRY

## AND THE PERSPECTIVE FOR THE ABOVE PLANNED DEVELOPMENT OF ITS BRANCHES

The key areas for a country's development are the energy base sector and the heavy industry sector.

These two issues are integral parts of the single theme for the industrial development of a country on a superior technical basis.

*The main problem especially in the period of correction and rehabilitation for these issues is:*

- 1. How do we get started on building a heavy industry?*
- 2. What technical and financial studies will we provide?*
- 3. Where do we start?*
- 4. How will we scale the projects in time?*

In the calculations that we will make and in our forecasts, we must always have in front of our eyes the current structure of the economy and at the same time there must be the development of other sectors in the period of reconstruction.

The forecasts and calculations that will be made, will prove that with certain conditions that must be met, certain results can be achieved.

Whether the results will be expressed in the numbers of the forecasts themselves will depend on the practical conditions of the forecasts, the general conditions and certain specific factors.

We must not forget that the economic study of a subject risks changing its character and becoming a study of special technical application, if it is not limited to the examination of the subject in the general form that its movement takes, and in the general technical conditions.

We are therefore interested in the economic composition and positioning of the issues, as they will be presented technically crystallized by the expert technicians, with each time preferring technical conclusions based on the most economical basis and perspective for the country and its people.

## THE ENERGY BASE

The first period for industrial development and technical equipment should be in terms of creating an energy base, the stage when a country's economy will expand its productive potential and will be able to exploit a small amount of energy that will come from reliable energy carriers.

The scientific research, which should start immediately, for the possibility to use other bodies, will show the way to the further development of the country's energy base, along with the progress in the technical refinement of the various branches of the country's economy. Are you energetic? Needs to be met by the country's energy supply, in the period of the first project are spread in all sectors of production and individual consumption.

We need to know them and prioritize them according to the importance of each category of needs for the work of reconstruction as a whole.

**We need energy of any kind:**

1. *For industry, Heavy and Light*
2. *For the rural economy*
3. *For the urban and the rural individual consumption*

The Electricity is what we will need from a first estimate for previous consumption cases.

However, technicians who analyze the possibilities of production and consumption should change the consumer energy relations between the various sectors of the economy and the various social strata, they should not be limited and calculate for a larger per capita resident or business, through the term of consumption, because so one will still be a manifest anti-national content within the society of the country itself.

The same should be done in the various branches of industrial production.

**The projected future consumption will be:**

- a) *The method of calculation that should be based on the reduction of past and future consumption using a standard, static factor.*
- b) *This reduction should be based on an economic context and the content of an economy that will vary according to the needs of a country's economy and will not be just quantitative.*

So we first need to clearly delineate the purposes of economic development and its fundamental characteristics and then make a forecast for the energy consumption of each sector.

Only if we follow this method can we reach conclusions based on financial basis.

The determination of the forecast for the distribution of energy consumption should be evaluated according to its national economic importance.

**This will be determined:**

**a)** *One of the main goals in the first period for the energy and industrial development of the country is to establish the branches of heavy industry. The energy supply of the electrometallurgical and electrochemical industries is at the forefront of a country's development plan.*

**b)** *The supply of electricity in the countryside for irrigation, for drying, for the provision of movement, in mechanical working means as well as for large-scale mechanical applications.*

**c)** *Urban and rural individual consumption. These should grow in parallel with the increase in the income of the country's workforce.*

**d)** *The consumption in the rest of the industry, during this period, cannot be supplied in its entirety by electricity, from the hydroelectric forces of the country, nor should it be done at the expense of the needs of the heavy industry sectors and the agricultural economy.*

This forecast should be made in **10 years**.

This transformation will reflect the basic transformation that will take place within the productive sectors of the economy.

This conversion is not expressed in the full depth and breadth of most technical calculations for future energy consumption and future new distribution.

This is because the system they apply is to multiply pre-consumption, only by a fixed rate that results, either by a possible increase in population, or by a quantitative increase in energy consumption for all consumption, or only for certain sectors of the production.

These rates can also be used for future consumption, as long as they are not the only and absolute measure for forecasts.

**The forecast for the future consumption of energy distribution that meet the demand of the conversion of the productive and energy structure of the country should be taken as a basis:**

a) How a new factor will be crucial in the future structure of the energy economy. This will be the hydroelectric factor.

b) Interconnected with the former is the issue of the creation of new branches of heavy industry and the supply of electricity to the rural economy on a large scale.

c) The amount of solid and liquid fuels will increase in volume, but will decrease in percentage compared to hydroelectric power, which will occupy a significant part in the total energy production.

d) External solid fuels and liquid fuels must be quantitatively reduced compared to domestic solid fuels. Especially foreign solid fuels will have to be almost completely replaced by domestic solid fuels.

e) And in the quantitative classification of domestic solid fuels a serious shift should be made. This move should be made as rational as possible for the efficiency of the utilization for the exploitation of the internal energy potentials, as it should fully meet the needs of a new productive structure of the country's economy.

**The conclusion from examining the relationship between the country's energy potential and consumer needs that will develop in the decade and will be structured on a new basis will be:**

1. The new distribution of energy will allow us to meet the key productive goals of the economy.

2. Energy consumption for personal use will be met on a large scale.

3. There will be a radical reclassification in the quantitative ratio of domestic energy carriers.

4. The internal possibilities for the creation of an energy base will be utilized to such an extent that the total consumption to be satisfied by domestic energy carriers will be over 85% and will gradually reach 100%.

5. Satisfaction of consumer needs will be done with a higher form of energy.

# SYSTEMATIC ESTABLISHMENT AND ORGANIZATION FOR PRODUCTION, DISTRIBUTION AND ENERGY CONSUMPTION

## *1. The irrational energy production and consumption in the pre-season period of a country.*

The method of exploiting energy sources plays a crucial role in achieving the goals of the energy recovery plan.

Anarchy in energy production, distribution and consumption can prevent the economic goals of large-scale energy exploitation from being realized.

In the pre-economic era of a peripheral country, energy production and consumption took place not only without system and organization but also in an uneconomical way.

### **Typical examples are:**

The exclusive dependence on foreign fuels, solid and liquid, for the most important energy uses.

The reckless use of the country's forest wealth for the production of firewood and charcoal, results in the serious loss of useful energy from the conversions of lower quality fuels.

The huge waste in the use of energy carriers, both for unscrupulous industrial production and for transport.

All this has the effect of burdening the economy with counterproductive forces, of reducing labor productivity with the consequence of the impact of all these burdens on the income of the citizens of the country.

The in homogeneity in the type of energy that the country used in the various consumptions, was another feature in the delay of the country's energy economy.

## *2. The general principles and the method for the systematic organization of the energy economy.*

**These principles are:**

1. *The use of electricity and refined fuels with the rapid development of technology has evolved greatly with the organization of the energy base.*

2. *Autonomy and disconnection between like-minded enterprises, for energy production and especially for electricity generation, as well as the fragmentation of electricity generated in small production units, could not meet the needs of the market for lower production costs in individual enterprises . Electricity was a cheap commodity, but it was expensive. Many small similar companies had to shut down their facilities. The workforce began to dwindle.*

3. *The path to a more rational organization of the energy economy was not made to serve the needs of the social economy in a rational way.*

4. *Rational organization took place where the accumulation and concentration of capital made it possible to secure a higher profit.*

5. *Towards the internal reduction of the cost of production, the breadth of consumption cannot be significantly increased, unless the purchasing power of the broad mass of the citizens of the country increases.*

The development of the economy and the utilization of the country's resources can be done for the benefit of the citizens of the country only under certain political and economic conditions.

Disadvantages of isolating energy sources result in leftover unused energy that could be consumed usefully.

Isolation of heat sources for electricity generation has the same effects.

From the consumption point of view, we have the result that the peaks of demand do not equalize within a certain period.

The main thing that is missing is the connection between the sources with different characteristics and their cooperation, as well as the composition of the consumer needs in larger sizes.

So if an energy source is intended to meet a separately defined energy need, there is a loss in the available energy of the larger potential sources and a deficit in the case of higher periodic demand.

This can be addressed if there is cooperation between these sources, as well as the construction of artificial means that can exist for the use of energy reserve of natural storage.

Creating a single network for the rational development and distribution of energy consumption using all energy reserves, is what can make a country autonomous in energy exploitation.

It is the basis for the synthesis of these media on a superior technical basis.

**The main principles that distinguish this success are:**

1. *The concentration of production.*
2. *The interconnection of the units under integration*
3. *The different role of integration units that are part of the single system.*
4. *The tendency to exist for the consolidation, the rational use of the reserve forces and the cooperation of these sources.*
5. *The concentration of production with the creation of large-scale central power plants.*
6. *The interconnection of production centers with each other*
7. *Their connection with the consumption centers*
8. *The connection of the consumption centers with the single transmission network.*

This concept of interconnection is completed with the planned and planned, economic, technical and organizational structure, in the production and distribution of energy.

The rational organization of the sources ensures the highest possible efficiency in the energy utilization of the sources of each category and each characteristic.

It ensures the production of the cooperation of all sources in the largest possible amount of concentrated energy.

Concentration of demand allows as much of the production as possible to be used profitably, to meet the needs of consumption.

It reduces costs, both because it ensures the advantages of large-scale concentrated production and in particular because it increases the useful hours of operation of production plants.

The interconnection network will be supported, in order to ensure its consumer and operational safety and maximum performance of the interconnection advantages, in certain electricity sources for the production of periodic energy.

The construction of the remaining projects will go hand in hand with the development of the unified national network, the construction of which is scaled in time in parallel with the construction of the main production complexes.

The low and one-sided growth of the economy, expressed by parasitism and dependence on foreign capital and conversion in many sectors and in this industry still in its customs, monopoly character, is reflected and revived in the solutions mentioned.

Instead of being used to transform the productive forces into a higher technical basis, energy is basically used to serve the old consumers themselves.

The country's energy utilization is the means that will provide cheap energy from the country's internal sources in order to have growth in the main productive sectors.

Such productive sectors of fundamental importance are the heavy industry, the agricultural economy and the strong enterprises of the light industry as well as the hotel industries.

The development of these sectors will increase the income of the country's citizens, will realize the development of financial resources in the internal market and will change the composition of national income as well as the structure of the economy.

The national network will consist of regional networks. These will be interconnected within each complex the production centers with the consumption centers and the consumption centers with each other.

Transformation substations will be constructed that will distribute the energy to the consumer centers with local networks.

The national network will then connect to its main arteries.

## THE ESTABLISHMENT AND DEVELOPMENT OF THE HEAVY INDUSTRY

For the establishment and development of the heavy industry sectors, we will prefer those sectors that will be the condition for the development of the heavy industry as a whole and that will be able to provide products with direct demand from the economy in the period of reconstruction.

*The most important sector that should be reconstructed is the ferrous metallurgy and the chemical industry with nitrogen fertilizers.*

*The following is the branch of aluminum and magnesium metallurgy, as well as those necessary chemicals that can be produced from the production of nitrogen fertilizers*

By choosing these industries among all the industries we can establish, we can draw the first cycle for fully achievable industrial pursuits in the period of reconstruction.

The creation of a broad internal market with the solution of the agricultural issue helps, with the internal accumulation, to develop the branches of heavy industry, giving the necessary supplies to the agricultural workforce at individual and social level.

The productive employment of labor on a large scale for reconstruction in all sectors and with technical and economic conditions that increase labor productivity, creates the conditions for internal accumulation.

Reconstruction, therefore, in all areas of economic activity converges with the foundation of heavy industry, as it is positively affected by it and positively affects its realization.

The interconnection and mutual influence of internal accumulation with industrial construction is the fundamental condition for heavy industry on the right economic basis.

One should not proceed independently of the other.

The arrangement that the heavy industry complexes will take in an advanced stage of development, will be according to the geographical regions throughout the country, in combination with the development of the energy base, will satisfy the basic needs of the economy in its various sectors. In products from the metallurgy, mechanical engineering and chemical industries, will radically change the structure of the economy and the composition of national income.

The *maximum time limit*, in order to achieve these purposes of the periods, should not exceed *ten years* and the smallest should not be calculated less than *seven years*.

During the first period, two industrial complexes will be constructed that will be included in the energy zones. They will consist of factories - cores for basic metallurgical and chemical industries. These complexes will operate as complexes in combined industries. In the first period, the current mechanical and metallurgical industries will be supplied and strengthened with the products that will be produced by the above metallurgies. Even new industries for large-scale cement production will be created.

In the second period, the industries created during the first project will be expanded to increase their production volume and we will add the magnesium industry to the metallurgical sectors.

Provision should also be made for the construction of agricultural machinery.

These mechanical products must be produced as a priority, because they will meet the immediate needs of the country's economy in this period.

The shipbuilding and agricultural equipment industries will be located near maritime and agricultural centers.

At the same time, the production of the pre-existing metallurgical and mechanical industries for small constructions and repairs must be expanded.

The perspective for the development of industrial constructions after the end of these two periods opens much wider.

***This is the foundation of heavy industry.***

Its branches have started to operate in the production cycle and it is possible to investigate reproduction on a large scale.

Thus the prospect of the time escalation of the construction and operation of heavy industry, realized after the *two five-year plans* opens to even wider horizons.

One of the main factors, which we must not forget, in order to raise the level of productivity should be the radically different position of the workforce, within the newly planned economy, as the standard of living should not fall, even when it grows, the productive level.

The geographical distribution of the new productive sectors of the heavy industry should follow a rational economic organization, it will be the basis from where we should start theoretically, to determine the need and the possibility to rationally distribute the productive forces of the industry, in various geographical regions of the country.

In drawing up the industrial plan, we must achieve the most complex economic development in each industrial area, both vertically and horizontally, between the various branches of industry.

It should be possible to combine the production of the various industries with each other, so that with the greatest technical and economic cooperation there is success and the greater the economy and the higher the corresponding productivity.

**Complex and combined production means:**

**a)** *To have the beginning of the start of the extraction of the raw material, in the corresponding region of the country and at the same time to have the construction of the final product*

**b)** *Within each area there should be the possibility to produce different products with single combined-cooperating industrial facilities*

# **THE HEAVY INDUSTRY KEY FACTOR IN INTERNAL ORGANIC GROWTH OF NATIONAL ECONOMY**

By talking about the price of the products as well as the total income we mean the price that these products will have as commodities that circulate in the annual cycle for the realization of all the elements of the value of the capital in the extended reproduction.

We mean both the fixed capital and the variable paid in the annual cycle of production as well as the goodwill produced in the same period.

In particular, we must emphasize that we get goodwill in the form of industrial profit, which is in each sector, sometimes smaller and sometimes greater than the amount of goodwill produced in this sector.

This is due to the formation of an average profit margin for all industries.

Of course, the total of the mass of profits is equal to the total of the goodwill, if we take the social production as a whole.

But the law of capitalist competition shows us the price at which commodities are sold, not their value.

Based on the price at which goods are sold in a certain period, we see how much the economic performance of the new industries reaches, but also to what extent the economy of the peripheral country will depend on the foreign market if it continues to import its products. Heavy industry from abroad or if it is forced to pay these prices in a complex that would exploit, privilegedly and monopolistically the wealth-producing possibilities of the country.

If we take a hypothetical economic environment again, it would be difficult to compare with the pre-period growth numbers we typically use for fixed data for comparison.

And from this point of view of comparative statistics, we could not, except in the above way, clearly show the degree of economic progress that will occur in relation to the pre-economic situation.

It becomes clear that when we talk about the total selling price of products from the new industries and total revenue we mean gross income or gross income.

Of course this simulation is done only on the *quantitative part*.

It should be noted that from a theoretical point of view the total value of the goods from the new industries will not be equal to the total of their prices, because these sectors have a higher organic composition and so the equation of the percentage of profit is done for the benefit there.

That is, the price of the goods produced exceeds their value and the goodwill is less than their profit.

In the distribution of all the goodwill produced, the capital of the investors, who has invested in these sectors, takes a part of the goodwill from the other sectors with lower organic composition and adds it to their own sector in the form of profit, creating the average percentage profit.

Speaking of price formation and total revenue, we stand for reasons of comparative research in the elements of the current form of the economy.

Otherwise the change created by the increase in labor productivity should be considered, with the ratio of the distribution of the surplus product between the accumulation capital and wages.

We will be able to understand the importance of the comparisons of the different branches of the economy in the field of industrial income in all its seriousness, if we take into account where both the pre-period structure of the economy as a whole and the internal distribution of industrial income will change. income in the various categories of its branches.

The quantitative and qualitative transformation that will occur for the country's economy with the creation of new industries will fundamentally change economic life and pave the way for a steady and rapidly accelerating development into a new socio-economic reality.

The heavy industry that will be created, in addition to the influence it will have on the economic development of the country in general, will indirectly affect their formation and the income from other sectors and indicators in other sectors of the country's economic activity.

The sector that will be positively affected by the establishment of heavy industry in the country is first of all the sector of the agricultural economy.

In this sector we will have an increase in income from the use of means of production and fertilizers, which will greatly increase the labor productivity of the people involved in this sector, along with the progress of cultivation in a cooperative form.

Such means as reported by agricultural science is the construction of new agricultural machinery and nitrogen fertilizers.

It is estimated that with the use of nitrogen fertilizers it will be possible to increase agricultural production in cereals to about twice the amount.

But in other crops the production volume will show a significant increase.

Agricultural income will also increase significantly from the use of flood, drainage, and irrigation works that will be done in combination with the use of energy sources from hydroelectric plants that will provide electricity and their use from productive and individual consumption uses. on the plains, in the village and on the mountain.

Heavy industry will have a significant impact on the development of the light industry.

The construction industry should also have rapid growth.

But other industries will also get a quick boost, both from building a solid energy base, which will give them cheaper energy today, and from being able to supply, on an ever-increasing scale, metallurgical and chemical raw materials. materials as well as machinery and tools from the domestic heavy industry.

The *third, key sector*, which will be developed on a large scale with the creation of heavy industry, is the *transport sector*.

The construction of roads, ports, bridges, railways, vehicles, ships for passenger and cargo merchant shipping, etc., will need to be provided with abundant material and favorable economic conditions, at the same time we will have the proper development and infrastructure of the hotel industry and gastronomy.

Here, too, the domestic heavy industry will play an extremely important role in the development of this industry.

We will also have significant changes, favorable for the development of internal accumulation, in the sector of the country's trade balance, which is important for the balance of external accounts, as it will cease to be passive.

This passivity of the balance is due, for the most part, to the importation of large quantities of fuel and heavy industry from abroad, as well as products which are imported in the form of finished or semi-finished goods, but of agricultural items.

The creation of a heavy industry and energy base would remove from the trade balance a significant burden from the import of heavy industry goods as well as a large part of the fuel import.

But technicians and experts alike direct their thinking as far as the short-sighted prospect of pursuing certain selfishly objective goals for business speculation can lead them.

Of course, they make sure to draw some useful conclusions for the national economy of the country as a whole. They completely miss the essential importance of industrialization in the context of the new transformation of the country, which will be free from the semi-colonial bonds of foreign capital and the flourishing of the living standards of the people living in the country.

The case of heavy industry, then, becomes for them a case of some relatively important numbers, and is ultimately ditched into their erroneous prospects, because they too are limited to advertising certain projects that are in the interest of foreign companies to undertake.

Cost-effectiveness cannot be measured today in numbers and accuracy in its entirety. The creation of heavy industry is the creation of the lever that will raise the incomes of all sectors.

The numbers from today cannot exhaustively measure the future growth of the potential of the economy that will be based on these principles.

## **PRODUCTIVITY AND ECONOMIC EFFICIENCY OF HEAVY INDUSTRY**

If we want to see from all sides the real economic performance of the heavy industry sectors, we must see what its specific productivity is within the overall economic result it creates.

This means finding the relationship between the various elements that make up the value of the product produced or the price of the goods sold, within a specified period of time.

If we take an annual period of time, we know from political economy, in this period is produced, on the one hand value equal to the sum of fixed and variable capital, which have been placed in production during a year, and on the other hand goodwill that is added to the sum of fixed and variable capital.

The magnitude of the surplus value, however, depends on the duration of the additional working time, on the socially necessary period of time needed to produce the means to replace the labor force used in production.

In order to measure the profitability of a capital, the greater the goodwill it can yield is examined, for the smaller capital is used.

That is, the higher the output of the product, the greater the return on capital.

The basis for the production of relative surplus value is the increase of labor productivity which reduces the time required to produce the means of maintenance of the labor force in the basic sectors of the economy, which operates for the production of these items and therefore reduces their value

Increasing labor productivity has a direct effect on increasing the percentage of goodwill.

In order to increase labor productivity, fixed capital must grow faster than variable capital.

Thus the volume of goodwill increases in relation to its variable capital and the percentage of profit to the whole capital decreases.

So the new capital gives more volume and percentage of goodwill, the product is more and next cheaper.

The increase in labor productivity and the total volume of goodwill is accompanied by the tendency for a decline in the rate of profit.

The fall in the rate of profit is offset by the production of relative surplus value and the development of the productive forces.

But what matters is not the profit margin per se to judge the productivity of an industry.

What is interesting is the increase in the volume of the by-product and the percentage of surplus value or the percentage of the by-product that must constantly increase.

This increase and the increase in the percentage of surplus product, which is equivalent to the increase in the percentage of accumulation, are the key indicators for the development of the productive forces in an industry, and this is what we should be interested in.

The various application studies that will be done should take into account the view of the percentage of surplus product, if we want to judge the productivity of the industries we are examining.

*To measure the social productivity of an industry or an individual enterprise, we must find what size of net product it gives us, depending on the value of the labor force needed to produce this product and always in relation to its organic composition capital allocated.*

In heavy industry, in order to find the degree of productivity and economic efficiency of new industries, we must first determine the size of the net product and the size of the percentage of the surplus product, its relation to the capital allocated to wages.

From there we will see how much of the value each year we will be able to allocate for internal accumulation and what is the extent of extended accumulation.

The higher the net income, the greater will be the social income, the net national income that the country will have for the further development of the productive forces, contributing to the raising of the living standard of the citizens of the country.

The higher the productivity of labor, the faster the productive forces can develop.

**This is how we find out:**

1. *The total gross income directly ensures significant additional income to the country's industrial income and indirectly to the income of other sectors.*

2. *Heavy industry sectors ensure an increasingly high level of labor productivity*

3. *Net income provides the national economy with a significant rate of accumulation in financial instruments.*

4. *The increased size of the total and net income not only ensures the uninterrupted and economic growth of the heavy industry itself, but also constitutes a fundamental economic lever for the rapid productive growth of the country.*

# THE IMPACT OF HEAVY INDUSTRY ON THE STRUCTURE AND GROWTH OF THE ECONOMY OF A COUNTRY

The transformation of the economy of a country that will be based on heavy industry and will be used for the benefit of the people who make it up, radically changes the economy itself and contributes to the unhindered rapid industrialization. It becomes a key factor of internal accumulation. It becomes the foundation for the development of light industry and other key sectors of the economy. The distribution of its branches is done rationally between the various geographical areas, utilizes the internal possibilities of each and brings them to the harmonious and planned cooperation for the benefit of its citizens and the country itself.

The consequences of the structure of industry and the expansion of the economy when it does not depend on its own wealth and energy sources, but on foreign capital, affect the entire social, intellectual and political life of the country and permeate it from one end to the other. mold of backwardness and colonial impoverishment of most of the labor force, as it is forced to live in primitive conditions, to be on the lower rung of the comparable respective countries, immersed in illiteracy and spiritual darkness.

### **These factors that shape these conditions are:**

- 1. The non-utilization of the essential resources of wealth production for the establishment of a means of production industry*
- 2. The value of raw materials and fuels imported from abroad reaches a universal percentage as well as the consumption of raw materials consumed productively*
- 3. A large percentage of the materials imported for industry are semi-finished products that take almost their final form from the domestic industry.*

4. *The low organic composition of funds invested in industry.*

5. *It is based on tariff protection and similar privileges that ensure foreign capital, a monopoly position in the internal market.*

The impact that the industrialization of a country with the creation of heavy industry will have on the structure of the country's economy and the rapid internal organic growth, will become the cause for the uninterrupted further economic development of the country in a superior social and economic system.

*When you learn to manage, then you will learn to manage.*

Solon 630 – 560 B.c.

# 2

## **The Role of Industrialization in the Sustainability of the Economy**

The issue of sustainability in the industrialization of a country's economy is not at its core, neither a physical-geographical nor a demographic issue.

Sustainability is a specific socio-economic issue, which can be addressed only in specific socio-economic conditions and in the specific social transformations for the evolution of society to a higher form.

***An absolute question of sustainability cannot be raised.***

Otherwise we will reach the metaphysical perception, that there is some metaphysical property super-social, which will have as a permanent feature the country, and will not have a country, as it will be considered that it lacks living space.

The viability of a country is realized or tends to be realized, as a practical pursuit, when social work, social activity, are connected with the productive means in an increasingly superior form of social and economic organization.

There are no fully sustainable countries and absolutely no unsustainable countries, but there are productively developed countries and underdeveloped countries.

Sustainability is the social mode of production, the favorable social context and only on this basis can natural wealth, population, geographical location, etc., be considered as consequent terms.

Historical experience confirms the previous placement.

Countries developed productively, more or less, depending on the more or less sophisticated social mode of production they had.

The natural wealth and the demographic factor were factors for static utilization, while the dynamic productive growth always depended on the favorable social factor.

There are countries that, with their vast wealth-producing potential, have lagged behind because the social mode of production was backward.

Because these countries were hindered by the form of productive relations that prevailed in them in order to prosper productively.

But the countries that went from inferior to superior social organization, the more sustainable they became.

When we say sustainability, we should not confuse it with self-sufficiency.

*Self-sufficiency* means to seek a country to make everything it needs in the country exclusively and to reduce its trade as much as possible.

Self-sufficiency is always accompanied by tragic results in the living standards of the country's citizens.

In contrast to sustainability, there is growth on the one hand, to the maximum and utilization of those wealth-producing possibilities that the country has in the increasingly superior social form, and on the other hand, there is economic cooperation, exchange of economic goods and communication with other countries.

The other form of the question of sustainability is how to replace the old productive relations, which hold back the productive forces and hinder their development, with those new productive relations which will pave the way for the non-binding development of the productive potential and of the country's economy.

The development of an economy in a country is determined by the degree of activity of national labor, in the appropriate favorable social environment, which will allow the utilization of internal wealth-producing resources, to develop the economy freely, internally, organically.

The opposite position for the viability of the economy in a country, states that the problem is not the missing social conditions, but the natural and some special economic conditions, such as low wealth production or lack of capital.

Thus, the proponents of this theory mean that a country that is poor can find its salvation only with external solutions, that is, with solutions that are outside its economy, outside the development of its internal capabilities through national work.

**As solutions they suggest:**

**1. The annexation of the country as fertile ground to a more powerful country making this country a kind of protectorate and colony.** This is the result of a bigotry fueled by the domestic economic and political oligarchy with the drink of oblivion and the poison instilled in the domestic scientific mind, saying that salvation is not in the country itself, but in the outer earthly paradises that should had conquered the domestic economic and political oligarchy. Characteristically, they say that we should repel the aggressive threat of our neighbors.

**2. Labor migration left over in other rich countries that would enable him to prosper financially and help poor relatives at home.** They achieve this by idealizing and romanticizing this solution, through the light fiction and the tabloids of the yellow press but also of the serious scientific literature, praising the demon and the ability of the country's workforce.

**3. The commercial bigotry that the country should show to the foreign protecting powers, giving them financially and commercially the smooth exploitation of some zones that will affect the foreign capital.**

**4. The offer to foreign capital, all kinds of privileges to take advantage of the country's resources. Every political and financial guarantee.** This solution is proposed as a justification due to the narrowness of capital, which could be addressed only by the total inflow of foreign capital into all sectors of the country's economy

All these proposed solutions are the motif of the theory, that the country's poverty is to blame for being condemned for phytogeographical and demographic reasons and not for social ones.

This theory expresses the policy of the ruling classes that prevail in the country is concentrated in the preaching of bigotry.

Thus they created the theory of the country's poverty, as an apologetic theory because of the dependent policies suggested by the domestic economic oligarchy that depended on foreign capital, applying and enforcing the specific interests to the detriment of the rest of the country's population, with the full help of false -scientific analysis dictated to them, with the consent of the academic ossified intellect with its unscientific construction that they represented

Accordingly, the foreign capital knew that the country has the basic potential to develop economically by exploiting its wealth-producing resources.

The energy, the agricultural economy, the heavy industry, the transport, the big geo-improvement and other productive projects prove that there are the conditions to be done for the benefit of the country itself and its citizens.

So the new scientifically obvious way of presenting the idea of the country's poverty is that there is no doubt that the country can become sustainable, unless the foreign capital takes full advantage of the country's economy.

***This position is also promoted for the industrialization of the country, saying:***

*1. The scope for industrial development is limited by a natural final limit. This limit is the needs of the country's domestic economy.*

*2. The income from the industrialization of the country, with the creation of the heavy industry is in limited levels, which it cannot exceed, because there are certain, forced-natural, unfavorable conditions in the development of the heavy industry in the country, such as the lack of capital, the lack of markets for the products produced, the international protection of patents, the lack of technical staff, etc.*

*3. The utilization and development should be done only with the placement of business activity of the foreign capital in the country, with conditions of course that it will determine.*

These three positions on industrialization reflect the new form in the old theory of place poverty and living space, in an augmented and improved version, as presented by the claim of scientific and technical analysis.

The demand for industrial products cannot be determined by any final threshold.

It is determined only by the productive potential of the country and the performance of the country's workforce, upgrading the individual viability of the people of the country itself.

The profitability of a business depends not on the amount of the total product, but the amount of the surplus product of the net income.

The salary is the means for the maintenance and reproduction of a part of the capital.

The time escalation in the implementation of industrial reconstruction projects, as well as the technical and economic obstacles that will exist in the foundation of heavy industry, should not be insurmountable barriers that will ultimately cancel the whole project or reduce it within static limits.

The new industries will supply the country's economy with products that will be essential for the further development of the country.

They will radically change the economic structure of the country.

They will help the progress of the rural economy.

The economic problem cannot and must not have an external, expansive and expansive solution.

It can be solved on a proper scientific basis, only if the internal possibilities of the country are unlocked and unfolded unhindered.

We must know that there is no question of absolute employment, which will be solved outside the organic development of the country's economy.

The issue is how we will increase the individual efficiency of work, and this issue will be resolved in the path of development and progress of the economic life of the country and its citizens.

# THE DYNAMIC AND THE RESOURCES OF THE ECONOMY FOR INDUSTRIALIZATION

Determining the potential of the economy in a country, both in the pre-period and in the subsequently planned industrialization, is of great importance when we are going to determine the possibilities for its productive self-development.

**It is necessary to consider:**

1. *The potential of the economy*
2. *Funding and its sources in the industrialization plan*
3. *The foreign economic policy that the country will pursue, both to avoid cancellation by non-economic factors, making the country free and independent, and to draw a line of economic cooperation with other countries, in the most beneficial and economic way for the country and its citizens.*

The assessment of the country's potential in the pre-economy period is necessary, because we can draw those conclusions, which will lead us to judge the possibilities of investing productive capital that the economy will have in the post-recovery period, in the pre-economy period.

**However, despite the difficulty of the subject, we are obliged, with a limited field of examination of the subject:**

**A)** *To critique the method and the conclusions of some works that will be around this issue*

**B)** *With the few data and indications that we will have, to give a synthetic view that will help address the issue of the form, structure, content and operation of the pre-period economy.*

**C)** *As much as possible to combine the conclusions about the productive potential in the development of heavy industry and the potential for internal accumulation in the execution of the industrialization plan.*

Financing or ability to finance the execution of the production plan, means the securing of the qualitatively necessary available funds, in liquid or in general direct consumable form, for the supply of the necessary financial means and the payment of labor.

In the sense of financing, the factor of immediately available capital, also means securing the foreign exchange means for commercial communication with certain foreign countries.

Funding for productive development must be made in advance of funds that will be available in the future.

Thus, this government, instead of examining the real potential of the country's economy, if restored in the pre-period and subsequent development to a higher productive level, is limited to examining certain static capital items that can be directly available in foreign currency or liquid funds to finance certain needs.

We must clearly distinguish the real potential of the economy from the direct sources of funding.

Knowing the potential, we calculate the extent of the production plan, we calculate the, *as far as the economy is concerned*, in a specific period for the absorption of productive capital.

Knowing the sources for finding the funds, we take care to ensure the largest possible amount of available funds, which is even closer to the potential of the economy.

The economic potential is the basis and the outline for the drawing up of the productive development plan.

Funding is the means to an end.

The method we will follow to find the size of the available funds by industry sector is based on determining a percentage of net income, for each sector, on the total gross value, of the funds produced and circulated within an annual period.

To find this percentage we examine the percentage of profit in each sector separately.

Thus we approach the determination of the volume of that income that corresponds to the basic forms of goodwill, industrial, commercial, banking profit, within the annual cycle of production and circulation of capital.

With all the imperfections of the data, this method has the main advantage that leads us directly to the source of production of net income for each sector.

We understand that there is an inseparable interaction and mutual determination between the potential of the economy and the productive development of the economy.

One is a condition but a result of the other.

**The factors that will ensure the continuous increase of economic potential are:**

**1.** *The **productive**, comprehensive activity of the economy, to reach the pre-period productive levels.*

**2.** *The **channeling** of available funds to the purposes set out in the national plan. This will be done to a large extent only with the nationalization of faith.*

**3.** ***Ensuring** the mass of available funds that will be required for each specific period of time in the execution of the financial plan. These funds should be available for immediate placement.*

**4.** *The **actual development** of the potential and the finding of capital resources for each period of the project will be economically profitable.*

**5.** *When **funding** is provided for productive and economically viable projects and the conditions for finding available funds from external sources are favorable to the whole effort of economic development, then the issue of financing becomes in the simplest and most normal way.*

**6.** *The **operation** of the planned economy must be normal and without interference in the relationship between the allocation of capital and the productive result. This will be done not only by the integrated channeling of available capital to the productive purposes envisaged by the plan, but also by the further increasing speed of the circulation of productive capital within the annual production cycle.*

**7.** ***Ensuring** the **cooperation** of the country's economy with the economies of foreign countries, must be considered as a key factor for the implementation of the objectives of the economic plan.*

These are the conditions for the industrialization of a country, which, will be based on the transformation, the structure of the economy, for the non-aligned development of its productive forces.

Planned industrialization is a technical and economic realization, and lays the foundations for the development of the economy in a higher social form, at a higher technical, economic and cultural level.

*The leader should not consider anything temporary,  
but everything is immortal*

Chilon Lacadaemonius 6<sup>th</sup> B.c.

# 3

## Civilization and Impact on the Economy

The *cultural dimension* refers to the basic elements that characterize a people, such as culture, language and religion.

*Civilization* or *culture* includes all the values, beliefs, attitudes, manners and customs that differentiate countries.

*Culture* determines the rules by which a society operates, with the result that the action of a transnational enterprise is directly or indirectly influenced by them.

Cultural differences can create obstacles for a business that believes it can apply the same administrative practices everywhere.

But they can also be competitive advantages, if recognized and adapted properly.

Despite the differences, they change very slowly, they are learned through socialization, their elements are interconnected so that they are strengthened and reproduced, they share cultures, they are characterized by some basic elements that are common, such as being a member of a society and differentiates from members of other societies.

Several studies have attempted to study the culture and measure the differences of countries globally.

These dimensions refer to basic problems of humanity that every society faces.

However, every society faces these problems differently and this is reflected in the different degree to which each country scores in each dimension.

**These dimensions are:**

• ***Power Distance*** (or *Acceptance of Inequalities*):

*Indicates the degree to which a society accepts the unequal distribution of power.*

Inequality can also exist in relation to wealth, ability or prestige.

Some national cultures are characterized by great inequality, concentration of power in the hands of a small and permanent elite, centralized organizations with high hierarchical pyramids, and limited communication from the bottom to the top.

Decisions are made by the few and many are merely executive bodies.

Inequality is acceptable and the least able accept non-participation in the decision-making process and discharge of responsibilities.

In contrast, other cultures are characterized by less inequality, more social mobility, less concentration of power in the hands of the few, decentralized organizations with more flat hierarchies, and relatively free upward communication.

• ***Avoidance of Uncertainty:***

*It refers to the intolerance shown by a society towards uncertainty and doubt.*

This lack is expressed by higher levels of worry about the future and the release of more energy, a greater need for formal rules and absolute truth, and less tolerance for people or groups with ideas and behaviors that deviate from the ordinary.

Some cultures have higher levels of activity and personal energy.

The most active cultures tend to apply more specialization, formalism and standardization and attach more value to uniformity than to divergent ideas. They are characterized by bureaucracy and considerable resistance to change. They also avoid making high-risk decisions.

In contrast, less active cultures pay less attention to formal rules and specialization; show no interest in uniformity, but show tolerance for many different ideas and behaviors.

• ***Individualism / Collectivity***

*Describes the relationship between the individual and the group or society as a whole.*

It depicts the extent to which the people of a country learn to act more as individuals than as members of a group.

In countries where collectivity prevails, more emphasis is placed on social, friendly or kinship ties.

People are born into collectives such as extended families, have a team mentality and care for the good of the team, often lowering their personal goals in the interest of the team.

Team members are interdependent and believe that maintaining team well-being is the best guarantee for their own well-being.

In contrast, in individualistic societies the bonds between individuals are loose and people look at the same interest.

Individual achievements and freedom are of great importance.

People are self-sufficient and do not feel the need to rely on others.

They consider their personality as a separate entity, beyond any society and culture, and prioritize the fulfillment of their personal goals over the goals of the group.

• **Masculinity / Femininity** (or propensity for achievement / social sensitivity):

It is related to the degree to which "**masculine**" values such as **enforcement, performance, success** and **competition** prevail over "**feminine**" values such as quality of life, maintaining a **warm personal relationship, service, caring** for the **weak** and **solidarity**.

The family in a "**masculine society**" guides children towards **imposition, ambition** and **competition**, imposing different roles on men and women.

Society cares about results and reward according to performance. The values of such a society are considered to thrive in an open economy.

In contrast, "**female**" societies emphasize social **relationships** and **mutual aid**, attitudes that are likely to be reflected in government policies that favor income redistribution and high levels of social spending.

• **Confucian Dynamism / Time Orientation:**

*This dimension distinguishes short-term oriented cultures from long-term oriented ones.*

**Long-term orientation** implies perseverance, classification of relationships according to social status and observance of this order, savings and a sense of shame.

**Short-term orientation** is related to personal stability, honor protection, respect for tradition and the return of greetings, favors and gifts.

Culture, then, reflects various behaviors, some of which are preferable, while some of which are unacceptable.

**Transnational corporations** are called upon to operate within different cultures, to manage human resources from different cultural backgrounds, with different values, beliefs and attitudes.

Human resource management practices, if applied to incite corresponding desired behaviors, should be in line with the requirements of the respective culture.

Research suggests that human resource practices that are quite culturally limited, some of which show a low degree of transfer from one culture to another.

For example, individuals from collective cultures perform better within a group and are motivated more effectively by group motivations.

Also, a management style that gives a lot of initiative and encourages participation, may not bring the expected results, if applied to employees whose culture is characterized by a long distance of power.

These individuals not only accept the unequal distribution of power, but also tend to avoid responsibilities.

**Language** is the most important way of communication between the members of a society, while also providing basic information about its cultural values.

For example, the use of different forms of language depending on the hierarchical level (*different social level, age difference*) of the people talking, reveals a society with many inequalities.

The existence of many different language groups suggests the diversity of a society, which may differ in other areas, such as cultural values, income, education, etc.

The same words can have different meanings for people from different cultures.

*This is largely due to the fact that cultures fall into two broad categories, in relation to the content of the messages sent by their members:*

a) **high content cultures** and b) **low content cultures**.

**High-content cultures** are multifaceted because, in order to interpret their messages, we must understand the gestures, body language, and background of the person sending the message, as well as the values and his experiences.

In contrast, in **low-content cultures**, words contain most of the meaning of the message.

The example of the "yes" of the Japanese is typical

While for a Westerner "yes" means "**I agree**", on the contrary the Japanese mean "yes, **I understand**", without this necessarily meaning that they agree at all.

Also, the Japanese consider it rude to say "**no**" to someone and try in other, indirect ways, to show that they are negative.

Also worth mentioning is the non-verbal communication or body language.

It consists of various facial expressions, gestures, eye contact, tone of voice or posture.

All of the above can lead to misunderstandings if we do not know the culture of our interlocutor in depth.

Finally, **religion** is a very important aspect of most societies.

Religion can influence a society's attitudes towards work, consumption, property, the future course of the individual.

**Protestantism**, for example, welcomes hard work, the accumulation of wealth, property, and so on.

**Hinduism**, on the other hand, advocates spiritual integration rather than achieving economic goals.

This can affect the motivation and efficiency of employees in different cultures.

Some religions may impose restrictions on people's activities, such as banning women from working or consuming certain products.

## **Economy, Civilization and Creation**

The importance of the development of this new sector for the country's economy is very great.

*The structure of the economy and society presents a number of peculiarities, such as:*

- (i) The medium to very small size of businesses*
- (ii) The high degree of labor intensity,*
- (iii) The personal identity of the creation,*
- (iv) The productive or "creative" imagination, in the sense of the ability to process new useful images and concepts,*
- (v) Freedom of thought and intellect and the disposition of criticism,*
- (vi) Ease of adaptation to the ever-changing environment,*
- (vii) Aesthetics and quality of expression,*
- (viii) The emphasis on innovation,*
- (ix) The advantageous geographical position of the country and the favorable weather conditions,*
- (x) The uniqueness of the language,*
- (xi) The stock of know-how and specialized human resources.*

These peculiarities provide a comparative advantage to companies operating in the emerging sector of culture and creation.

The good performance of the country is particularly important given that in small countries with a language from the least spoken, special cultural physiognomy and cultural heritage, the introduction of ideas and creations from abroad and its adaptation to the very local data is a very difficult process.

## Conceptual Content

In the traditional theory and policy of industrial organization, the terms "*cultural industries*" and "*creative industries*" often refer to productive sectors that are in the area of interest of economic and industrial analysis and usually cover its scope culture, spectacle and arts.

The harmonious combination of the concept of culture and artistic and intellectual creation with the concept of market economy created a new field, the "*field of culture and creation*", and highlighted a new field of interest for economic science, its *economics culture*" and the '*creative economy*'.

After all, the rapid growth of the sector in recent years has led to its international recognition as an independent sector of the economy, which includes many and important activities of productive interest, such as advertising, architecture, design, media and social networking, cinema, visual arts, literature and theater, software, music, photography, libraries and archives, museums and archeological sites, and more generally forms of cultural and folklore heritage, publications and art galleries.

*Cultural creation* is the ability to conceive an original expressive idea or a different way of aesthetic interpretation of the world around us.

*Scientific creation* is the desire for study and experimentation with the aim of acquiring systematic knowledge and finding new ways of solving problems.

*Economic creation* is the ability to take advantage of the comparative advantage for the benefit of economic growth, employment and enhanced participation of the country in international trade.

*Technological creation* is the possibility of adopting new ways of production, distribution and dissemination.

"*Creative entrepreneurs*" are called to fill the gap between artists - creators and the audience - consumers.

Throughout the range of creation, from publishing and communication, music producers to filmmakers, interactive game developers and craftsmen, "*creative entrepreneurs*" define the kind of culture we consume and how we consume it, but at the same time their business to be viable according to financial criteria.

The creative industries cover a wider field than the cultural industries, in order to highlight new dynamics that were not immediately and widely understood in the field of culture, employment and education policy.

*The basic elements of the final product must be:*

- (i) *The element of innovation it contains*
- (ii) *The symbolism*
- (iii) *The registration of the designation of origin and surname*
- (iv) *Experimentation and originality*

and

- (v) *The high use of value*

The industries that are active in the wider field of culture and creation constitute a diverse set of activities.

They do, however, have one thing in common.

They make money and make a profit, *firstly*, from exploiting the creative inspiration of their workforce and *secondly*, from the exclusive financial management of copyright.

The very existence of the protection of copyright is important, because it transforms the product from a simple amateur occupation or individual productive activity into an industry.

"*Civilization*" is defined by the common beliefs and preferences of the respective groups.

Issues through programming include whether and how important culture is in terms of economic outcomes and its relationship to institutions.

As a growing field in behavioral economics, the role of culture in economic behavior is increasingly proving to cause significant differences in decision-making and in the management and valuation of assets.

Applications include the study of religion, social capital, social norms, social identity, and fertility, beliefs in redistributive justice, ideology, hatred, terrorism, trust, family ties, long-term orientation, and economic culture.

A general analytical issue is the way in which ideas and behaviors are disseminated among individuals through the formation of social capital, social networks and processes such as social learning, as in the theory of social evolution and information cascades.

The methods include case studies and theoretical and empirical modeling of cultural transmission within and between social groups.

*Said E. Dawlabani* added the value systems approach to the cultural emergence aspect of macroeconomics

## Development

The evolving pace of new technology is transforming the way the public consumes and shares culture.

The cultural economic sector has grown significantly with the advent of online social networking which has created productivity improvements in the way culture is consumed.

New technologies have also led to cultural convergence where all kinds of cultures can access a single device.

Throughout their upbringing, the younger generation of the current generation consumes culture faster than their parents ever did, and through new media.

The *smart phone* is a flourishing example of this where books, music, speeches, artwork and much more can be accessed on a single device in a matter of seconds.

This medium and the culture that surrounds it begin to affect the economy, either increasing communication while reducing costs, reducing barriers to entry into the technology economy, or making use of excessive capacity.

## Sustainable Development

One area in which the cultural economy has a strong presence is sustainable development.

Sustainable development has been defined as "*... development that meets the needs of the present without compromising the ability of future generations to meet their own needs ...*".

Culture plays an important role in this, as it can determine how people view preparation for these future generations.

*Late recognition* is a cultural economic issue facing developed countries.

Economists say that in order to ensure that the future is better than today, certain measures must be taken, such as the collection of taxes or the "green" protection of the environment.

Policies like these are difficult for today's politicians to promote who want to win the vote of today's voters who are interested in the present and not in the future.

People want to see the benefits now, not in the future.

## **Cultural Financing**

*Cultural finance* is a growing field in behavioral economics that studies the impact of cultural differences on individual financial decisions and financial markets.

The role of culture in economic behavior is also increasingly proving to have very important implications for the management and valuation of assets.

Culture also influences which factors are useful in predicting stock valuations.

## Geographical Origin of Cultural Characteristics

*Geographical features* have recently been linked to the emergence of cultural features and differences in the intensity of these cultural features across regions, countries and ethnic groups.

The geographical features that were favorable for the use of the plow in agriculture contributed to the gender gap in productivity and the emergence of gender roles in society.

The agricultural characteristics that led to a higher return on agricultural investment created a process of selection, adaptation and learning, which increase the level of long-term orientation in society.

*When you are a master to decorate yourself*

Pittakos the Mytilenean 650 - 570 B.c.

# 4

## Hotel Industry and Gastronomy

Tourism contributes significantly to the development of the economy.

Every € 1 generated by tourism creates an indirect additional economic activity of € 1.5.

In total, it contributes € 2.5 to the GDP of each country.

*There are three main strategies that can be applied in the field of tourism development of an area:*

- Development of secondary destinations**
- Add capacity to main destinations**
- Upgrading the hotel units to the next category**

The hotel industry belongs to the wider tourism industry.

Its main feature is the ability to provide accommodation and other services to customers.

*There are four interrelated policies that should be implemented systematically to address the problems and increase the value of tourism:*

- Attracting high-income tourists**
- Import of complementary products**
- Expansion of demand to secondary destinations**
- Expansion & upgrade of the tourist product**

The category and size of hotels have a limited impact on financial performance.

*Geography leads the quality of supply*, which in turn contributes to increasing the size of the unit

The *destination* or *location*, at a higher resolution level, affects the revenue rates per room, the average occupancy and, to some extent, the cost of capital due to land prices

The *category* determines the average charge price, as well as the cost of capital for constructions

The *size* of the *hotel unit* affects the operating costs, but also the part of the income that is not directly related to the room as well as the capital costs for the construction

The *quality* of *management* also affects the performance of each dimension, reflecting its overall competitiveness

Because hotels offer goods and services together, they are characterized as units that offer experiences rather than products.

**The dynamics of hotel hospitality should include:**

- *Arrivals*
- *Seasonality*
- *Pricing*
- *Expense*

Hotel businesses are established, operating and growing in a complex commercial, economic, political, technological, ethical and social environment.

The basic characteristics of this environment, which is also the environment of the hotel business, change day by day and affect each of the hotel companies individually, which is very important for the business strategy that will follow a hotel business.

The hotel industry includes the building facilities that offer goods and services and are known as hotels, motels, boarding houses, hostels, bungalows, campsites etc.

Depending on the type, the extent, the level of the combination of goods - services they offer, the type of property and the geographical area in which they are located, they are divided into different categories

**The main types of hotels are:**

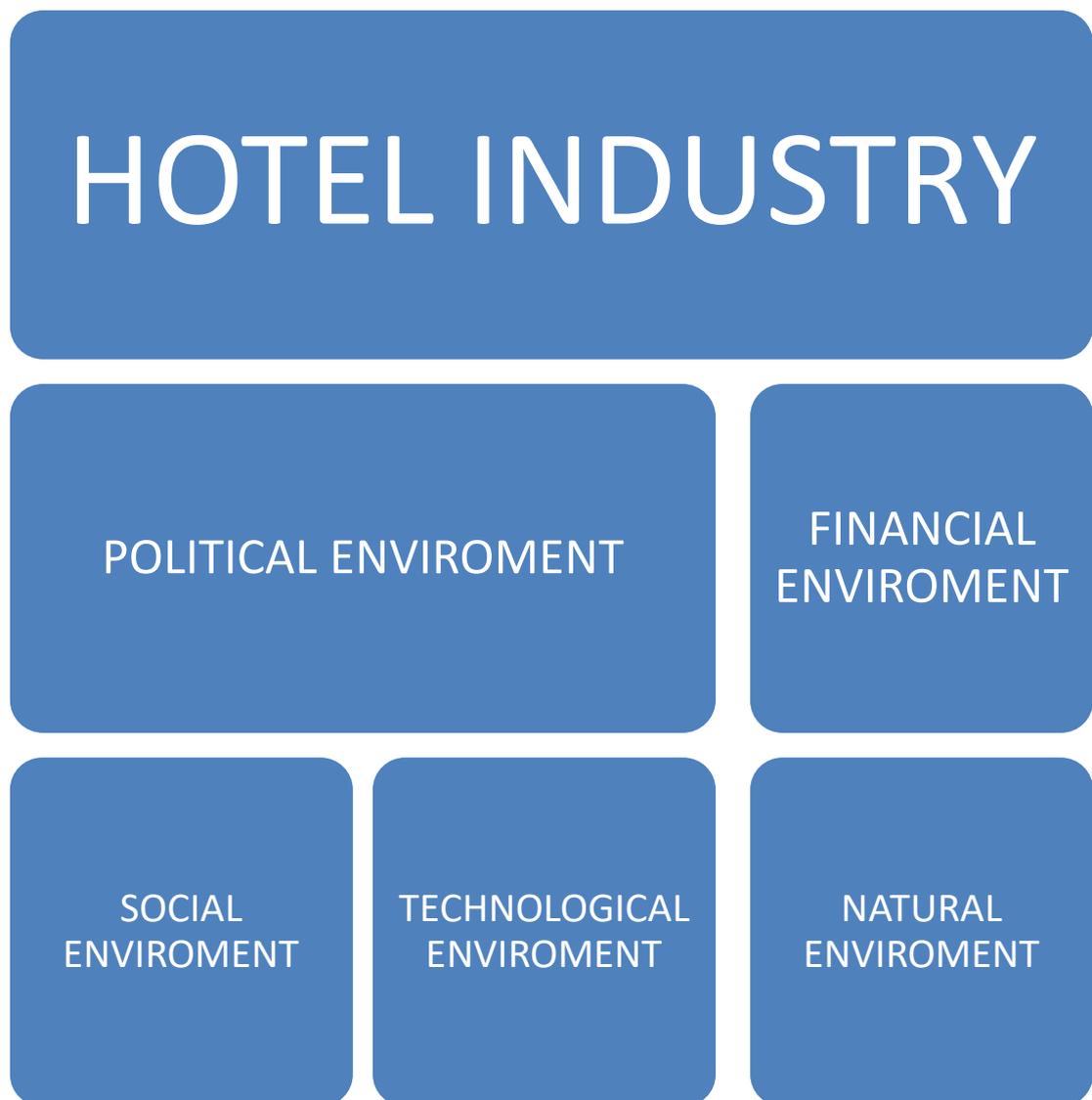
- Classic Hotel
- Motel Press Hotel
- Guesthouse Press Hotel
- Furnished Apartment Hotel
- Mixed Installation of a Classic Hotel and Furnished Apartments'
- Traditional Accommodation
- Self-Catering Tourist Accommodation (villas), Camping
- Tourist Facilities with Special Use  
(*These are Nudist Resorts, Hydrotherapy Center, Ski Resorts, etc*)
- Cruise Ships (*Ocean/River*)

The macro-environment, in which the hotel industry develops, includes all the situations and factors that directly or indirectly affect every hotel business in the industry.

**For this reason we will analyze five main categories that shape the macro-environment:**

- Political Environment
- Financial Environment
- Social Environment
- Technological Environment
- Natural Environment

## PEST Analysis in Hotel Industry



## **Political Environment**

The political environment includes the general political situation of the country in which a hotel business operates, but also the attitude of the respective government towards the hotel industry. Changes in government policy in the hotel industry can affect hotel businesses in a variety of ways, such as through taxation, exchange controls, operating legislation, or employment and employment issues, etc.

In addition to the policy pursued within a country, world-wide political events also play an important role. Globalization has brought about the direct or indirect interaction of states in the changes of a state.

## **Financial Environment**

The financial environment is a very important category of the macro-environment, and affects both small and large hotel companies in the industry. Borrowing rates, inflation, changes in disposable income and business in general are some of the factors that can affect the business practices of a hotel business. The wider economic environment in which an organization operates is also very important

Similarly here, globalization combined with the monetary union of the Member States of the European Union, affect the tourist movement, the demand, the supply and of course the return of any investment movement. For example, an increase in borrowing rates can lead to a reduction in savings income, reducing a tourist's stay or even postponing his or her vacation until his or her personal financial situation or the country in which he or she lives improves.

## **Social Environment**

The social environment represents all the values, ideals and other characteristics that distinguish a hotel business, as well as the way in which it will be organized and operated. Every hotel business should thoroughly analyze the social environment in which it is going to operate and keep pace with its characteristics. It will still have to adapt to its changes if it wishes not to find itself in a possible conflict and confrontation with it, with unforeseen consequences for its proper functioning.

The various trends that prevail in the target groups of a hotel business, their age, economic and social characteristics, as well as their culture and interests, largely determine the organization of the hotel and the identity of the product it provides.

## **Technological Environment**

Hotel businesses need to adapt to changes in the external environment and develop the right technology to improve the products offered. In addition, they need to adapt and be flexible to new opportunities that may arise, which enable the use of existing technology with new methods.

***The evolution of technology creates new data in the hotel industry, such as:***

- Contributes to the improvement of the hotel management capabilities through software systems.
- Facilitates the promotion of the image of the hotel business at low cost and directly, through the central reservation system
- Helps automate services, helping to reduce costs.
- Creates new needs and products for the clientele of a hotel, with the access and provision of internet services.
- Helps preserve food, resulting in a greater variety of food offered by the food departments.

## **Natural Environment**

The development of tourism was mainly based on the desire of man to know new destinations. Nowadays, tourist content ads basically use sites from the country the visitor is going to visit, in order to link them to the natural wealth of the area.

The tourism product relies directly on the natural environment, which has a two-way influence from it and its changes.

# ALTERNATIVE TOURISM

Alternative tourism includes all tourism services, which are distinguished according to the special needs, preferences and motivations of tourists, are addressed to a specialized audience, adhere to the principles of sustainable development and help to alleviate the seasonality of tourism demand.

The main features of alternative tourism include a relatively economical trip, coexistence with the locals, the use of traditional, local products, mental, physical and mental rejuvenation and relaxation. It often consists of a creative piece, whether it is some outdoor activity or some kind of craft.

Alternative forms of tourism were created to address harsh mass tourism and its adverse environmental and social impacts. The philosophy of alternative tourism is summarized in the preservation of the environment and the resources of the tourist destination, in the satisfaction of the needs of the local population and in the possibility of the countries, where the tourist destinations exist, to make these decisions of their tourist development, according to their own tourism policies and not those of tourism entrepreneurs

As alternative forms of tourism are considered those in addition to mass tourism, which seek to avoid negative and create positive social, cultural and environmental effects.

## **Basic alternative forms of tourism that have been developed are:**

- Ecotourism
- Rural Tourism
- Adventure Tourism
- Wildlife Tourism
- Cultural Tourism
- Archaeological Tourism
- Religious Tourism
- Geological Tourism / Geotourism
- Mountaineering Tourism
- Wine Tourism
- Mountain Tourism

- Sports and Leisure Tourism
- Marine and Diving Tourism
- Gastronomic Tourism
- Educational Tourism
- Conference Tourism
- Therapeutic – Spa Tourism

## **The Benefits of Alternative Tourism**

The basic idea behind alternative tourism is for visitors to live an unforgettable experience, which fills them spiritually and mentally, after giving them contact with nature, culture and people in their destination.

### **Benefits of Alternative Tourism for the Visitor:**

- Preservation of the ecosystem and the natural landscape, protection of the natural environment
- Support to the local community
- Adaptation to the needs of each visitors
- Contact with local culture and traditions
- Avoidance of classic tourist offers

### **Benefits of Alternative Tourism for the state:**

- Creating new jobs.
- Support and enhance the existing employment of the local population, which implies greater disposable income and improved living conditions.
- Local, Regional Development.
- Awareness rising of both permanent residents and visitors in the protection of the natural environment and cultural heritage.
- Solving the problem of seasonal tourism
- Source of income for the economy

## GASTRONOMIC TOURISM

The most critical factors of these, which are key elements in the successful course of a gastronomic destination, are the following:

- 1) *Good quality of products and services provided*
- 2) *Reliability and convenience at the destination (arrival time, proper baggage management, good customer service) and ensuring the safety of guests*
- 3) *Teamwork, interdepartmental collaboration and two-way communication*
- 4) *Advanced and quality techniques in all areas of service*
- 5) *Competent and well-trained human resources*
- 6) *Securing funds and efficient cash management*
- 7) *Efficient administrative operation*
- 8) *Strategic alliances and collaborations with foreign companies*
- 9) *Optimal itinerary in terms of their destination and the frequency of their execution*
- 10) *Optimal maintenance program by technical support and regular inspections.*
- 11) *Brand Name Promotion*
- 12) *Customer-Centric Policy*

## REFERENCES TO INTERNATIONAL TRENDS (PRODUCTS DEVELOPMENT & MARKETING)

- Foodies guide the market to experiential and authentic experiences and cities are a priority for them.
- Authenticity is associated with traditional and modern local products and delicacies.
- Chefs are the new ambassadors of destinations.
- Lifelong learning is a necessity, not a choice.

## GOVERNANCE OF GASTRONOMIC TOURISM ABROAD

- It is observed that the national tourism organizations and the respective responsible management-promotion structures of destination at regional / local level, usually lead the strategies for the gastronomic tourism.
- The same bodies are highlighting this agenda and there is already a broader strategy for the development of the agri-food sector (*eg Ireland, Wales, Scotland, and Finland*). As a result, gastronomy and tourism are coming to claim a share of development policy initiatives and resources, within a broader mature institutional framework.
- At the same time, there is a distinction between "*leading*" and co-responsible bodies for the implementation of actions under the umbrella of strategic planning.
- There is an additional longevity of collaborations in the context of establishing a commonly accepted gastronomic identity, as well as a commonly accepted agenda of priorities and actions.

## CONCLUSIONS ON POLICY DIRECTION IN RELATIONS TO DIFFERENT BODIES

The policy directions for the most effective interconnection of the agri-food sector, gastronomy and tourism should move in 3 axes:

- *Product Development*
- *Branding and Marketing*
- *Human Resources Empowerment and Research*

At the same time, a functional governance framework at national and regional level should be developed, with clear strategic planning, specific objectives, and proposed partnerships.

### ***1. Product Development: increasing the range and variety of experiences of gastronomic interest***

The *1st axis* should focus on enhancing the experiences of gastronomic interest and related forms of thematic tourism, as well as the development of specialized events

#### ***In this direction, is included:***

- The recording and evaluation of related activities and infrastructures (*eg visitable places of production of local products, markets, festivals, museums around gastronomy*)
- Their utilization in the context of individual routes or route networks with experiences of gastronomic interest (*with appropriate road network, relevant signage, regular hours of hosting visitors, etc.*).

Enhancing culinary experiences and creating experiences around a product (*eg wine, olives*) enhance the spread of tourist traffic to less developed destinations and differentiate the offer in already developed areas.

The events with specialized themes, strengthen the ties in the local communities, promote a spirit of cooperation and offer unforgettable experiences to the visitors.

### ***2. Branding and Marketing: Renewed identity & enhanced recognition***

The *2nd axis* should focus on highlighting the multifaceted character of domestic gastronomy as a component of the tourism product, as well as on strengthening the leading destinations.

**In this regard, is included:**

- The development of a gastronomic identity with a current / modern character and the activation of institutions, companies and personalities with a recognized contribution to the development and promotion of the gastronomic scene of the country and specific regions
- The creation of promotional material (*eg route maps and experiences*) that highlights the various aspects of the gastronomic scene in the top destinations

The domestic gastronomy scene is evolving under the influence of a variety of influences and creative elements that need appropriate communication to the traveling public.=

The progress that has been made in recent years in relation to the gastronomic offer of the top destinations, must be consolidated as a competitive advantage of the country

***3. Human Resources Empowerment and Research***

The *3rd axis* should focus on upgrading the quality of experiences of gastronomic interest, upgrading promotion and promotion actions and supporting institutions and companies.

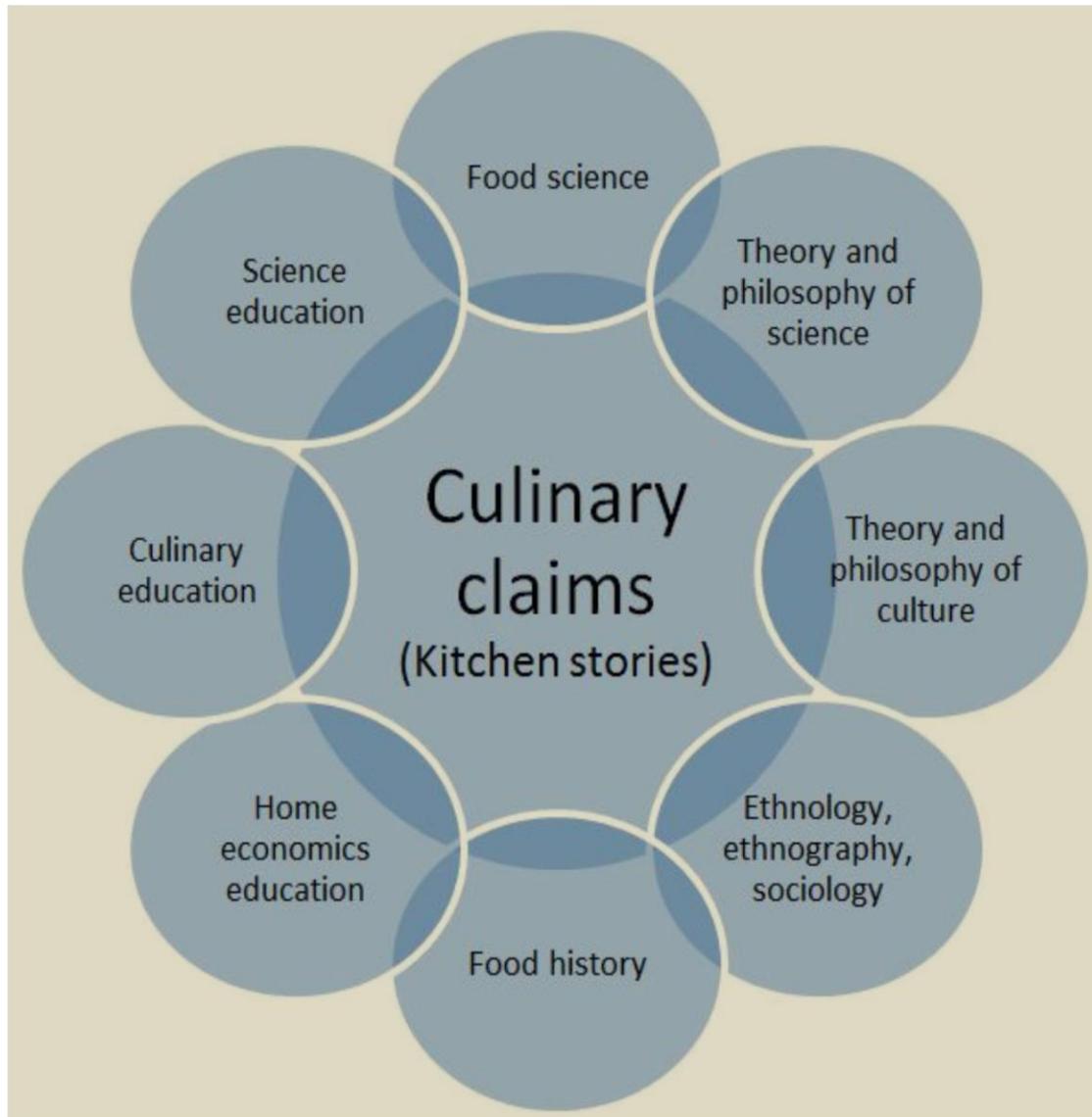
**In this regard, is included:**

- Enrichment and expansion of existing training programs, guided by the development of new and the improvement of existing skills
- The promotion of good practices of gastronomic tourism by individuals companies and networks of partner companies by region, as well as their comparative analysis with practices implemented in competing destinations in other countries
- The elaboration of research papers with specific targeting and informing each interested party in relation to the research results

The improvement of the existing practices and the development of new skills, is a necessary condition for all the bodies and companies that are active in the system of interconnection of agri-food, gastronomy and tourism.



## Agro-Nutritional Sector, Gastronomy and Tourism



A number of systems are defined based on the Agro-nutritional Sector.

These systems mobilize different interest groups and fuel distinct activities in order to produce an edible agricultural product (*eg agricultural, livestock, forestry, fisheries*) and to make it available to different groups of consumers.

A key advantage of the agri-food systems approach is that it provides a coherent framework for analyzing the interactions between the respective subsystems with benefits, such as:

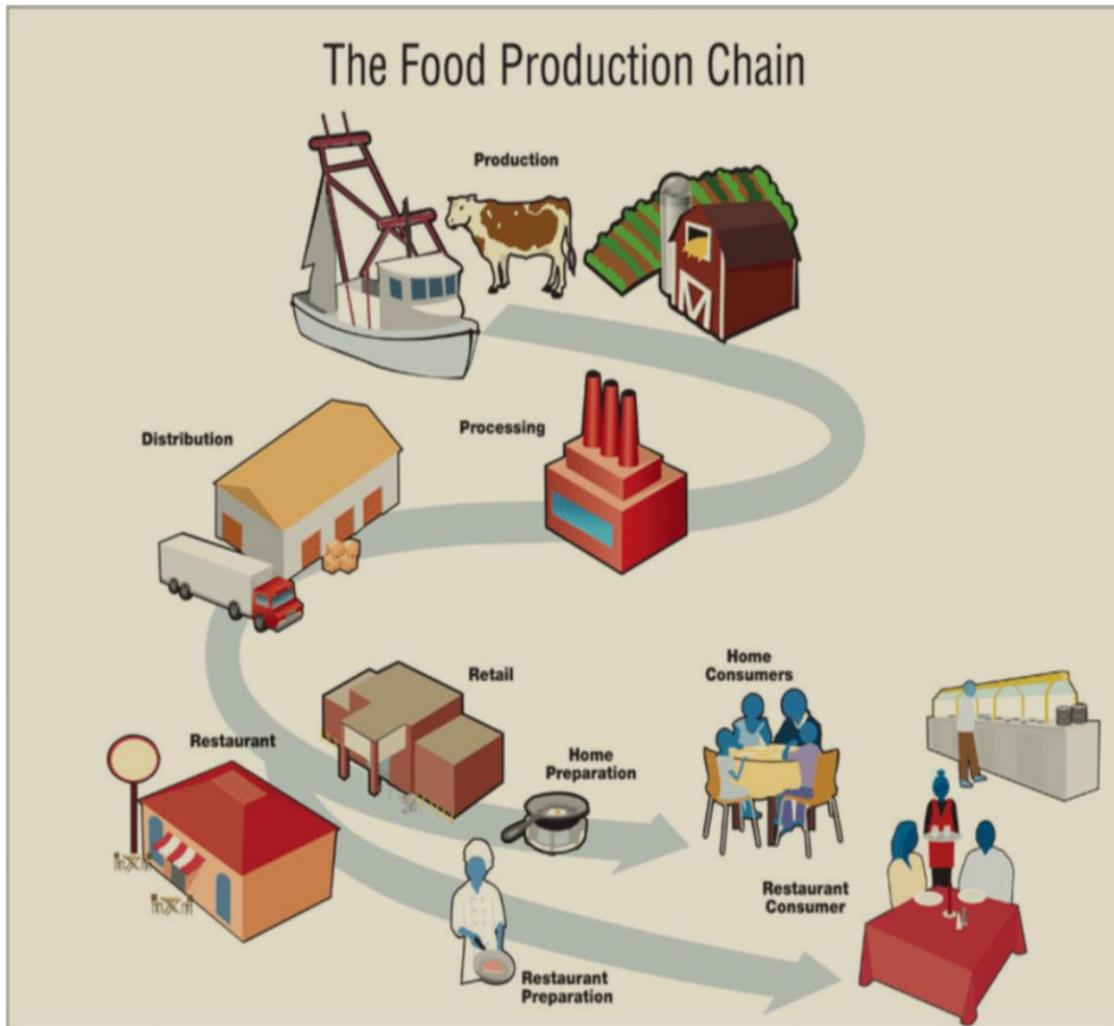
- The recording of data opportunities for a more efficient and sustainable use of natural resources
- Understanding the influence of environmental, social and economic factors on the development of an agri-food system

Understanding the results brought about by the evolution of an agri-food system while implementing strategic interventions by different actors

## Food Supply Chain

The food supply chain is defined as the set of activities that mediate from the production to the consumption of edible agricultural products.

Decisions made by specific stakeholders at specific stages of the chain affect the stakeholders involved in the other stages



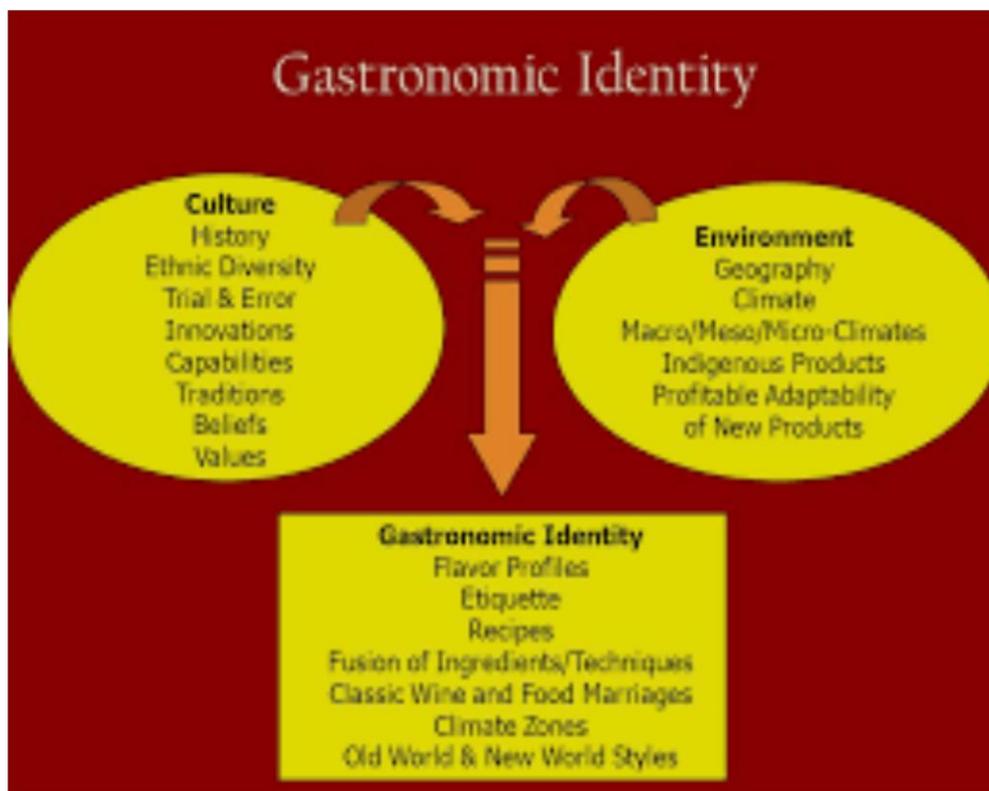
## Gastronomy Environment

The gastronomic environment identifies all those elements that compose the geophysical, economic, political and social context in which the preparation and experiential experience of good food with good wine or other beverages takes place through a wide range of products and services

The gastronomic environment in each country, incorporates the edible agricultural products produced in different regions and are special elements of the culture of each place, including the products that have a registered identity.

### *The 5 Golden Rules of Gastronomic Art:*

- Pure Ingredients for Food Preparation
- Harmony of Materials Between Them
- Not in heavy sauces and spicy ingredients, as they cover and do not highlight the individual flavors
- Light sauces, which help to enjoy the palate
- Spices in moderation, so that there is harmony of flavors and aromas



## MAIN POINTS OF AGRICULTURAL SECTOR IN THE ECONOMY OF A COUNTRY

*The agricultural sector contributes substantially to the economy in terms of production and employment, while supporting the food industry and the country's export performance.*

□ The *basic agricultural supplies* - Fertilizers, Plant Protection Products and Propagation Material - support the domestic agri-food sector in many ways, while their production and distribution is an important economic activity for the country economy.

□ The *rational and up-to-date use of agricultural supplies* offers significant benefits to the agricultural sector and consumers, as it leads to increased productivity, improved quality, food safety and adequacy and ensures the competitiveness of producers.

□ *There is considerable room for improvement in producers' information on the rational use of agricultural supplies*, in order to address phenomena such as insufficient fertilization, the use of uncertified or illegal agricultural supplies and the improper use of plant protection products, which in the medium term undermine the quality of agricultural products.

□ *The share of expenditure on agricultural supplies in the cost of production in the country is much lower than the European Union average*, while the effects on prices or farmers' incomes from possible increases in the prices of agricultural supplies are controlled.

□ *A new model for the development of the agricultural sector in the country*, with emphasis on technological and organizational modernization, the development of human resources, close cooperation with research agencies, and the repositioning of country agri-food products in both domestic and international markets, will have positive results in the Greek economy and in the income of producers, making them less vulnerable to external fluctuations in production costs.

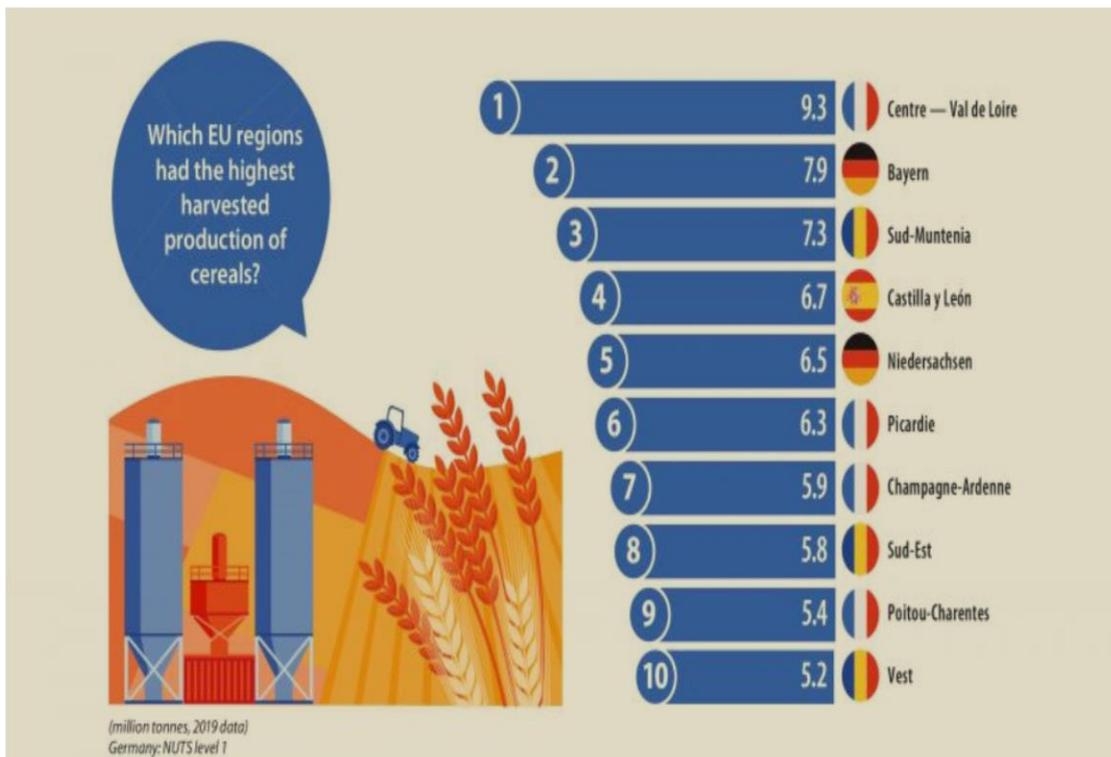
The agricultural sector contributes to the population's nutrition, food security and food security, factors that make it a strategically important sector for economic and social well-being.

*Adequate use of agricultural supplies and other inputs is crucial for the competitiveness and development of the agricultural sector*, for the production of quality products and ultimately for the improvement of farmers' incomes.

Basic agricultural supplies, which include fertilizers, *plant protection products and propagating material*, are an integral part of the inputs used in agricultural production.

*The rational and well-informed use of certified agricultural supplies offers significant benefits to the agricultural sector and consumers* (food & beverage processing and final consumers), as it is linked to increasing efficiency and improving the quality of agricultural production - something that leads to safety and food adequacy as well as ensuring and enhancing the competitiveness of producers.

In addition, it ensures the protection of producers and consumers and contributes to the protection of the environment.



# THE INTERNATIONALIZATION OF TOURIST PRODUCT

The phenomenon of the internationalization of business and the globalization of economic activities has been examined and analyzed by many researchers, who come from different scientific backgrounds (*eg economics, geography, international relations, political science, sociology, anthropology*), mainly due to the fact that it has brought about enormous changes in the organization of modern societies and economies.

Focusing on the geographical and economic aspects of the phenomenon, it is important to note that globalization has created, on the one hand, significant opportunities for companies operating in Less Developed Countries to participate in this global organization and exchange of products, but, from on the other hand, it makes them more vulnerable, precisely because the competition is now more global and less national / local, while at the same time its terms are mainly determined by multinational companies from Developed Countries.

Therefore, what is crucial is not only whether some regions and the companies based there participate in modern global production and consumption systems, but, above all, how they participate, as this factor in many cases determines the "*winners*".

And the "*losers*" of globalization, at least in the short term.

Tourism can greatly contribute to the development of remote regions within a country, especially in the case of island areas with accessibility problems, as infrastructure investments made there (*eg ports / airports, but also telecommunications hubs*) contribute. in lifting their geographical isolation and raising the standard of living for permanent residents.

It is also worth mentioning that in many cases of less developed regions, the main tourist resource concerns the natural and social environment, but also monuments / sights, which precisely because of the isolation of these areas, remain unexploited and attract the interest of visitors, who tend to look for the "*different*" and "*unexplored*" on the world tourism map.

The tourism utilization of these resources can contribute both to the promotion of the specific geographical units, as well as to the protection and preservation of these resources in the future, with clear beneficial effects on development.

In such cases, the existence of such a strong comparative advantage is the basis for achieving a long-term competitive advantage, which is difficult to copy.

The assessment of the rise of tourism is positive for the global economy and development as a whole, if it is done in quantitative terms, as is the case with the study of economic growth indicators in a similar way.

The increase in demand for consumption of natural resources and energy during the tourist season has clear effects on the quality of life of locals, who suffer for a longer period of time due to shortages of water supplies, power outages, etc.

The establishment of new tourist units is taking up more and more space, resulting in land use conflicts, especially in rural and coastal areas.

Economic aspirations often run counter to those related to the sustainability of environmental resources, especially when the pursuit of short-term profits prevails.

Of course, this is not possible in the long run, since the destruction of the natural environment in the case of tourism would mean the departure of many popular destinations from the world tourist map. There is therefore a question of the management and utilization of local resources, in the sense of governing the network of natural resources and meeting criteria such as that of carrying capacity

### ***The Tourism***

**a)** *is a highly profitable activity that meets the characteristics of international demand and which*

**b)** *can be developed even in areas of low development, given its primary reliance on natural and cultural resources (eg beaches, sandy areas, customs, and way of life).*

The tendency of modern man to discover new places, completely different from his everyday and familiar environment, leads many visitors to remote (and not) a destination, in the context of what Urry (1990) calls "*the tourist gaze*".

These destinations can be developed touristically with a relatively low amount of investment, without special requirements in know-how and in a short time.

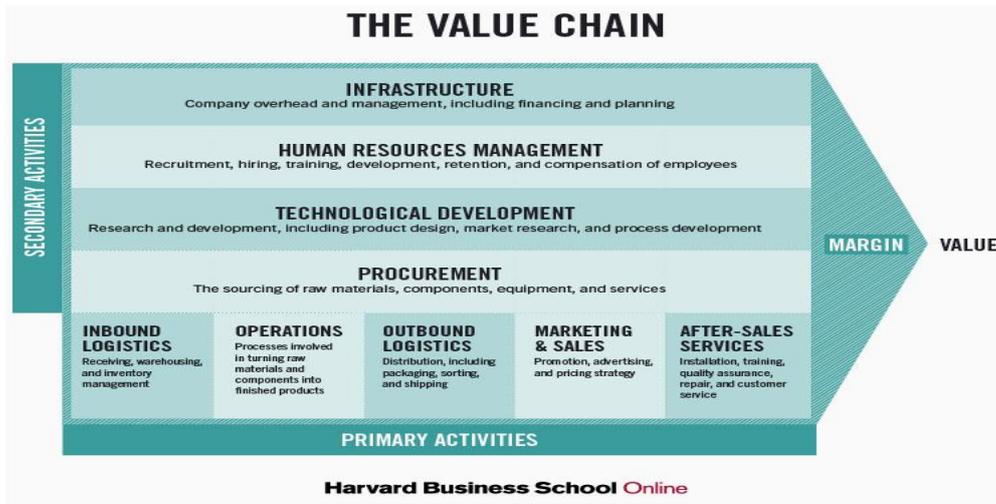
*Attempts to assess the industry's contribution to economic and regional development should also be considered.*

- a) *the bases and assumptions laid down by the respective development theory;*
- b) *the time dimension of their introduction, in the sense of recording and analyzing the prevailing dimensions of the wider environment, but also*
- c) *the empirical findings in relation to the expected results, which each approach includes.*

The high degree of interconnections between the productive sectors, the possibility of efficient planning / planning and implementation of superior quality infrastructure and superstructure projects, the recording of local dynamic companies with extensive cooperation networks and orientation to the requirements and conditions of global market competition, the existence of trained and trained human resources, as well as the operation of a strong institutional framework and supervisory mechanisms, are at the same time both the capable and necessary conditions for stimulating the beneficial and reducing the negative effects of the tourist activity, as well as indications of the general development level of an area.

Their absence or their relatively low degree of power, therefore, in many cases can translate into a lack of connectivity between tourism and development opportunities.

# VALUE CHAIN



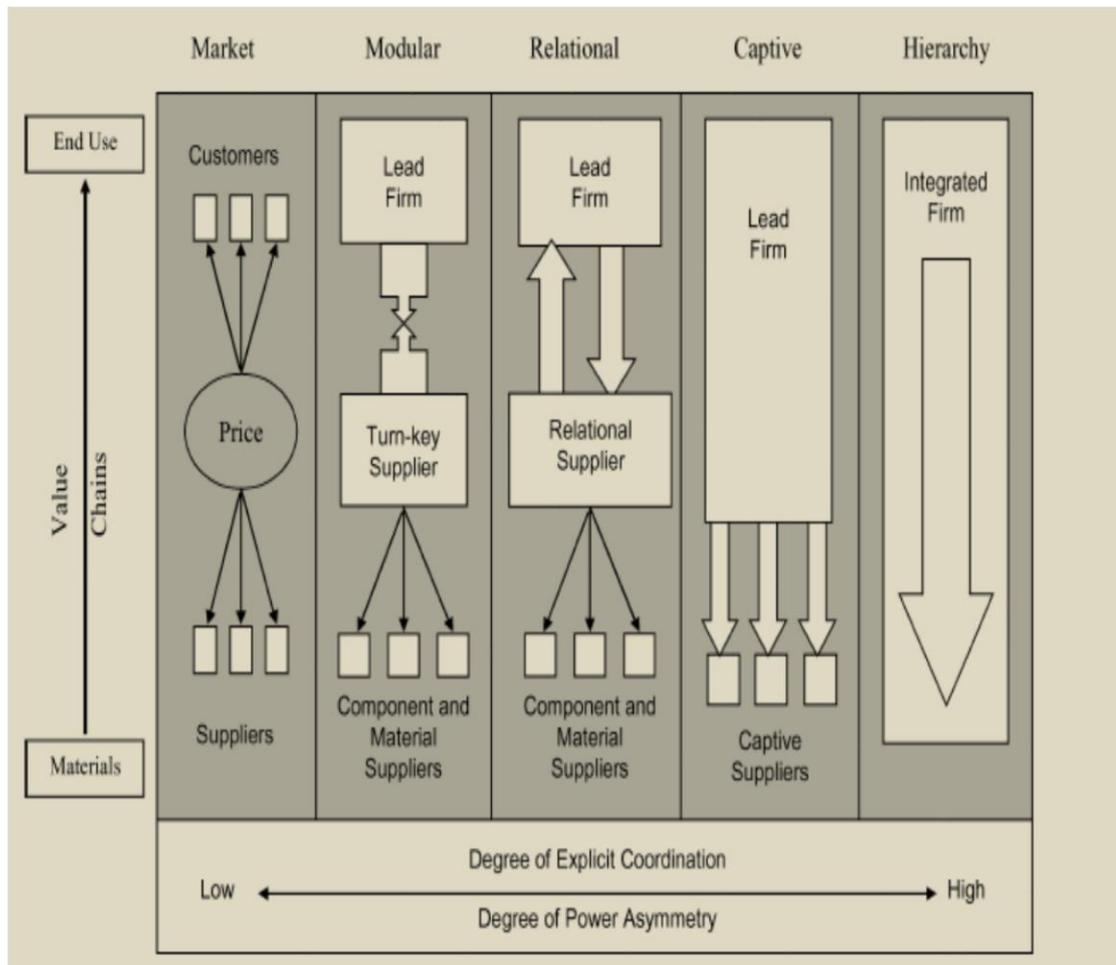
## Value Chain Analysis



The value chain consists of the *main* and *supporting* activities of a company, where the first group includes inputs, their transformation, outputs, product promotion and sales services, while the supporting activities consist of supplies, technological innovations, human resource management and management operations within a company

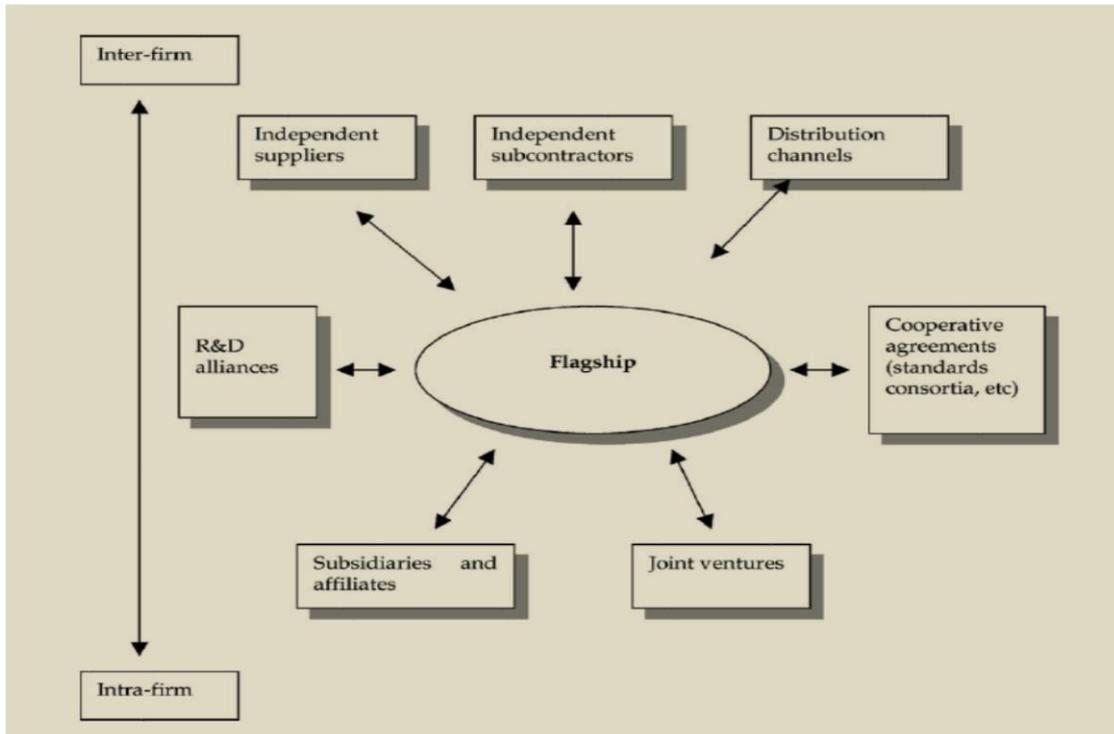
The effective combination and coordination of these two "groups" of processes can lead a company to achieve a competitive advantage in the market, in the sense that it creates value beyond the cost required to produce the product.

**The 5 forms of governance of value chains and the unequal distribution of power between the involved parties**



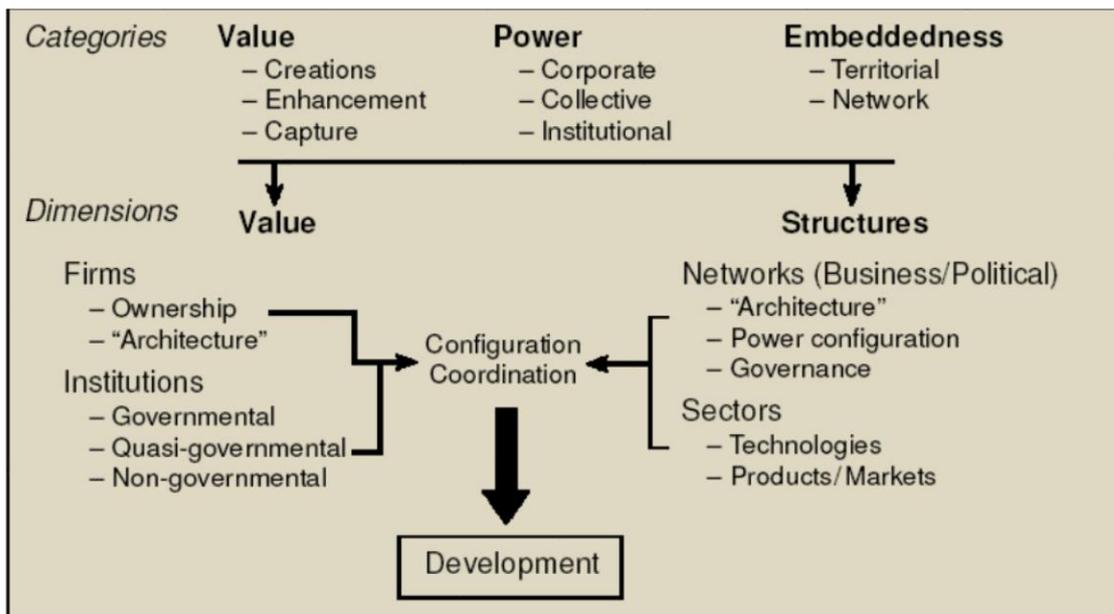
Source: Gereffi, Humphrey, and Sturgeon 2005, 87

## The nodes of a global production network



Source: Ernst and Kim 2002, 1421

## The synthetic parts of the MFF



Source: Henderson et al. 2002, 448

The detailed categories of the model include value, strength / power and degree of integration.

*Value issues* refer to the ability of companies to create, diffuse and reap the value embedded in products.

Obviously, these capabilities largely determine the position of a company within the networks.

The analytical category of power refers to the forms of control and influence exercised within the networks.

The important element of this category is that it includes both the control exercised by the companies, as well as the one imposed by the institutional framework, but also the "*collective control*", which includes the activities of associations, trade unions that usually operate -but not always- more locally.

Finally, *the degree of integration* includes the "*spatial integration*" of the networks, in the sense of the location of the companies and their geographical concentration or dispersion, as well as the "*total integration of the networks*", which refers to their overall structure and the degree of which bring positive results for the participants, the societies and the economies in which they belong.

Examining the political / legal dimension of the external environment is equally important when the frame of reference is the *national* and *local level*.

It is clear that decisions on national tourism policy, the operation and supervision of key business units, as well as the legal framework, can significantly alter competition conditions in the industry, the tourism development patterns adopted, and the strategies chosen the companies involved in this process.

In fact, given that the enforcement of legislation at this level is often stronger than, for example, the provisions of the GATS agreements (*where each member has the right to choose, but also the right to leave*), it is understandable that the framework of the tourism chain here could in some cases be described as more "*compact*" than the world level.

Both the tourism development and the organization of the tourism chain in this case are primarily a result of the political and legislative developments in the country, which include the formulation of a common national strategy and local policies for tourism, implemented in conjunction with the general developments in the world demand level.

The economic environment of tourism companies is composed of everything those macroeconomic characteristics that affect, inter alia, their investment activity, access to finance, profit taxation, pricing policy and overall strategy

The tourism industry in general is highly dependent on economic and political developments, as many destinations are "at the mercy" of trends and fashion, while demand fluctuates highly depending on the stability of the global economic landscape.

*It is not good to have polyarchy*

*There must a Leader, a King*

Homer 800 – 750 B.c.

# 5

## Researches Methods

The term ***Business Research***, or as it is often referred to, ***Management Science***, includes the scientific approach to decision-making that seeks to determine the best possible design and coordinate a system (usually) under conditions that require the allocation of scarce productive resources. .

In fact, after World War II it was established as a new scientific field and developed rapidly mainly in the United States of America while during the 1950s and 1960s most algorithms and methods were developed that are still used today. The methodology of ***Business Research*** is applied to problems concerning how to conduct and coordinate operations (ie activities) within organizations.

Changes in the economic and business environment, increasing complexity, variability, as well as the interdependence of various phenomena combined with the need for support and a comprehensive approach to problems for systematic analysis and effective decision-making contributed to the establishment of Business Research. as an essential tool.

The nature of each problem is essentially indifferent, as Business Research has been extensively applied in a variety of industries such as Manufacturing, Transportation, Telecommunications, Financial Planning, Public Services, Health, and Military Enterprises.

Business Research tries to find the *best solution* (also referred to as the *best solution*) for the *problem* to which it is called to offer a solution (*there may be multiple "better" solutions, where in such a case we choose one of them*).

The purpose of Business Research is more than to improve the current situation and it is aimed at identifying the best possible action plan.

The search for the best holds a prominent place in the context of Business Research

An additional feature of Business Research is what is called a "*team approach*".

It is obvious that it is not possible to have only one specialized person who is able to cope with all aspects of the work or problems that are to be solved through the methods of Business Research.

The most prominent of these is *Linear Programming*.

Alternative techniques include *Integral Programming*, *Dynamic Programming*, *Network Programming* (*in this technique the problem can be modeled as a network*) and *Nonlinear Programming*.

Another category consists of *Waiting Queues* and *Simulation Models*.

In practice, algorithms (*ie solution methods for each model category*) are executed by specialized software that is available to anyone interested.

*The categories of Business Research methods listed in the literature are presented below:*

- Mathematical Programming (***Linear Programming, Integer Programming, Non-Linear Programming***)
  - ***Decision trees***
  - ***Multiple Criteria Decision Analysis***
  - ***Network flows, PERT, CPM***
  - ***Inventory control, EOQ***
  - ***Queuing theory***
  - ***Stochastic Processes***
  - ***Game theory***
  - ***Simulation***

The Business Research industry could not be unaffected and so developments in computer science and Informatics have influenced the development of Business Research on many levels

The problems that the industry is called upon to solve are now so great in the multitude of data but also requirements, that it makes the solution of these problems but also the execution of the required calculations by hand most of the time impossible.

Thus, the development of computers and their improved ability to perform in a short time numerical calculations that man is unable to compete with, has been a huge benefit to the Business Research industry.

## Business Research and Econometrics

The branch of Economics that deals with the measurement of economic phenomena is called *Econometrics* and is a very important chapter and is an object that enjoys special treatment both nationally and globally.

The Econometrics approach which offers a *parametric (contemplative)* approach to the study of economic phenomena and on the other hand there is the Business Research approach, which is *non-parametric* as it does not include in the mathematical model a disturbance term and therefore, there is no assumption about how it is distributed.



## ***Linear Programming***

Linear programming is a mathematical method for determining how to achieve the best result (*such as maximum profit or lowest cost*) in a given mathematical model for a list of requirements represented as linear relationships.

Linear programming emerged as a mathematical model developed during World War II to plan costs and returns in order to reduce military costs and increase enemy losses. After the war, many industries found use in their daily design.

The founders of this subject are ***Leonid Kantorovich***, a Russian mathematician who developed linear programming problems in 1939, ***Dantzig***, who published the ***simplex method*** in 1947, and ***John von Neumann***, who developed the theory of duality at the same time.

***Dantzig*** was asked to develop a method that the Air Force could use to improve their design process.

This led to his original example of finding the best 70 people for 70 jobs, demonstrating the usefulness of linear programming.

The computing power required to test all variants to select the best assignment is enormous. the number of possible configurations exceeds the number of particles in the universe. However, it only takes a moment to find the optimal solution by setting the problem as a linear program and applying the ***Simplex*** algorithm.

The theory behind linear programming drastically reduces the number of possible optimal solutions to be tested.

# 6

## Conclusion

With the instability that prevails in the business environment, which is constantly changing, the creation and implementation of a strategy within a company is considered necessary.

**Tourism** is currently an activity that affects a very large part of the *world's population*, including areas and destinations located in both developed and developing countries of the world.

The direction of tourist flows is recorded more often from the first areas "*center*" to the second "*periphery*", but the above spatial scheme is not absolute, mainly due to the gradual development of many different forms of tourism (*organized / mass, urban, sports, health, adventure etc*).

In any case, these *population movements* are accompanied by some corresponding - but not always "*proportional*" - *capital flows*, which relate, for example, to the payments made by tourists to the businesses involved, to commissions paid between the cooperating tourist actors, in private and public investments for the creation of tourist infrastructures, in expenses for the issuance of the necessary travel documents, etc., a fact that highlights the strong economic character of the tourist phenomenon, but also its relation with the economic development of the regions.

At the same time, this process involves a number of *heterogeneous actors*, ranging from multinational tourism giants and airlines, to local accommodations and "*complementary*" businesses (*restaurants, shops, etc.*) operating in a destination.

Παράλληλα, ο ρόλος του *περιβάλλοντος λειτουργίας*, είτε γίνεται αναφορά στα «εξωγενή» εκείνα χαρακτηριστικά του, όπως π.χ. οι διαχρονικές μεταβολές αναφορικά με την έννοια της «πρωταρχικής ανάγκης» ή η άνοδος του παγκόσμιου διαθέσιμου εισοδήματος μεταπολεμικά, είτε στις «ενδογενείς» μεταβλητές που αφορούν, για παράδειγμα, στη χάραξη της τουριστικής πολιτικής και στη δραστηριοποίηση των τουριστικών φορέων, ενώσεων και οργανισμών, συνθέτουν έναν εξίσου καθοριστικό παράγοντα που μπορεί να ερμηνεύσει την ένταση και τη μορφή του τουριστικού φαινομένου.

At the same time, the role of the *operating environment*, whether reference is made to those "*exogenous*" characteristics, such as e.g. changes over time in terms of the concept of "*primary necessity*" or the rise in global disposable income after the war, or in the "*endogenous*" variables related to, for example, the formulation of tourism policy and the an equally determining factor that can explain the intensity and form of the tourism phenomenon.

This activity also plays a dominant role in the *human factor*, when referring to the preferences and characteristics of visitors, but also when the interest is focused on the owners and employees in the tourism industry.

Tourism can and should be analyzed in the context of *Economic Geography*, a science whose primary purpose is to describe and interpret economic activities, such as the production, movement and transactions in which man participates and which are located on the Earth's surface, ie the investigation of the relationship of economic activities with the geographical area.



## Techniques Business Analysis

Various business analysis techniques can be used in strategic planning, including **SWOT** analysis (Advantages, Weaknesses, Opportunities and Threats), **GE / McKinsey** portfolio analysis, **COPE analysis**, **PEST analysis** (*political, economic, social, and Technological*). Political, Economic, Social, and Technological), of **STEER analysis** (Socio-cultural, technological, economic, ecological, and regulatory factors - Socio-cultural, Technological, Economic, Ecological, and Regulatory factors) and **EPISTEL analysis** (Environment, Politics, Informatics, Social, Technological, Economic and Legal - Environment, Political, Informatic, Social, Technological, Economic and Legal).



**T**ourism is ultimately a highly complex economic activity, involving a number of different actors, creating a network of diverse relationships and forms of governance

*The services were  
for a long time  
the Cinderella of  
Economic Geography  
and  
Tourism the  
Cinderella of  
Services*