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TOURISM AND ENVIRONMENT IN CYBERWORLD OF CYBER SOCIETY

ABSTRACT

The nature is the origin of being. This is one of the reason why mostly the imagine of nature are present in any web-page. Searching and navigating on network we often are like tourist or better virtual tourist which explore unreachable real beauty of the moment. On it's own human being desire to upgrade the state of his evolution.

In nowadays we apprehend the motion of our everyday life through the mass use of Artificial Intelligence device which are influence by the rule created on the parallel dimension the cyber-world. The cyber-world is a dimension where each of us becomes part of the cyber-society that indicate much faster and foster the opinion which afterward will be spread through the words or news in the real life time.

Aware for the multidimensional evolution of the science, we can benefit from facilitated opportunities and at the same time to have much more possibilities for reflecting our actions in positive light.

KEYWORDS: *Nature, tourism, cyber-society, cyber-world*

Our daily life is changing profoundly from the behavior of our deeds with digital technologies, our way of working, the way people travel, communicate and relate with each other. The e-commerce, digital enterprises and social media interaction are steadily transforming our world. Our lives are enriched from digital solutions in many ways such as communications systems, artificial intelligence or nanotechnology. The importance of this transformation is comparable to that caused by the industrial revolution. We can see the

direction of thinking and action shifting towards more sustainable solutions. Every citizen of the digital-world, cyber-world, wherever they live, should reap the benefits of our increasingly digitized society.

In essence, this transformation of society means creating a better digital future for all.

HOW CHANGES IN HUMAN SOCIETY HAVE BEEN SUPPORTED?

The human being creates his bonds with nature in a chemical-physical and emotional way. He feeds on it and learns from it in the sense of perception of time and the cycle of life. By learning about nature, we have, over time, focused on creating rules for proper functioning of society. Rules, regulatory acts having the force of law which follow the dynamism of internal and external changes of societies

The industrial revolution¹ was a process of economic evolution and industrialization of society that from agricultural-artisanal-commercial transformed into a modern industrial system characterized by the generalized use of machines powered by mechanical energy and by use of new inanimate energy source (such as, for example, fossil fuels), all favored by a strong component of technological innovation and accompanied by phenomena of growth, economic development and profound socio-cultural and even political changes.

Over the years, industrial and also technological evolution led to relatively short time, such changes in terms of nature result into an imbalance of the balance of flora and fauna

In the sixties² many scientists attentive to the human-nature relationship, a moment with strong effects and high social impact, gave an extra boots to environmental movements whic, even if in timid forms, already existed in the forties of last century. molti scienziati attenti al rapporto umano-natura, un momento con degli forti effetti e ad alto impatto sociale, diedero' una spinta in piu' ai movimenti ambientalisti quali anche se in timide forme, esistevano

¹ https://it.wikipedia.org/wiki/Rivoluzione_industriale last retrieved 24 May 2021

² <https://it.wikipedia.org/wiki/Ambientalismo> last retrieved 27 May 2021

gia' nei anni quaranta del secolo scorso. The american biologist Rachel Carson, is cited, with her study of the effects of chemical pesticides reaching humans through the food chain, while insects developed resistance that required ever more massive doses.

Carson, in 1962, published the book "Silent Spring"³, a book that many consider to be the birth certificate of modern environmentalism. Modern environmentalism has spread mainly in Western countries, thanks also to the media. With the succession of nuclear experiments, the fear of radioactive contamination which led to an ecological contest animated above all by scientists.

Staying at this period, but also approaching the new millennium, from the point of view of normative acts having the force of law, such as the constitutions of nations, in these constitutional texts there are some forms of involvement of the protection of nature but not well defined as the promotion of fundamental freedoms.

It is appropriate to refer to Article 9 of the Italian Constitution "*The Republic promotes development and scientific and technical research. It protects the landscape and the historical and artistic heritage of the nation*"⁴.

From the encyclopedic definition for the landscape⁵, *it is that part of the territory that is embraced with gazed from a specific point. The term is used in particular with reference to landscape characteristic for their natural beauties, or to places of historical and artistic interest, but also, more generally, to the whole complex of natural assets that are a fundamental part of the ecological environment to be defended and to preserve. In terms of the ecological field⁶, the landscape is the result of the geological, structural, geomorphological and climatic characteristics of a territory, which determine its vegetation cover and, together with it, influence the organization of territorial use and human settlement structures and animals.*

For this reason it is natural to ask that the protection of the environment must not pursue abstract purposes but must express, according to a sentence

³ <https://www.cittadiniecologisti.it/libri-ambiente-ecologia/primavera-silenziosa/> last retrieved 12 May 2021

⁴ In 2018, on the occasion of its seventieth year of life, it will be possible to detect the substantial youth at least of the "first part" without risking falling into the traps of a law celebratory rhetoric. https://www.cortecostituzionale.it/documenti/interventi_presidente/Grossi_Sapienza.pdf last retrieved 4 June 2021

⁵ <https://www.treccani.it/enciclopedia/paesaggio> last retrieved 9 May 2021

⁶ <https://www.treccani.it/enciclopedia/paesaggio> last retrieved 9 May 2021

of the Constitutional Court, *“the need for natural habitat in which man lives and acts and which is necessary for the community and, for it, to citizens”*

Under this jurisprudence form, there are also other examples of other countries that are geographically different and distant from each other, which reflect environmental protection system.

- Ecological constitutionalism well represented by the Constitution of Ecuador with art. 10⁷ paragraph 2 establishes nature as the holder of the rights recognized by the Constitution, explained in Chapter VII: Rights of nature articles 71-74 of the Constitution. The Constitution of Bolivia⁸ with Chapter V, Section I “RIGHTS TO THE ENVIRONMENT” article 33 and article 34 show the way to the recognition of the rights of nature.
- The National Environment Act 2019⁹, in Uganda article 4 Rights of nature paragraph 1 establishes that “ nature has the right to exist, persist, maintain and regenerate its life cycles, structure, functions and its evolutionary processes”

In 14th December 1955¹⁰ Albania became member of the Economic Commission for Europe.

Law 8417 of date 21th October 1998 which is the Constitution of the Republic of Albania, in Chapter V, Social Objectives represented by Article 59 establish in paragraph 1 *“The state, within the constitutional competencies and means at its disposal, as well as in complementing the initiative and private responsibility, aims: letter d) a healthy environment and ecologically suitable for today and generations upcoming”*

At the moment of reorganization and architecture in the drafting of constitutional norms, those which today constitute the current Constitution of the

⁷ page 4 of 172 of the Constitution, format url: <https://federalismi.it/ ApplOpenFilePDF.cfm?artid=13018&dpath=document&dfile=19052009120919.pdf&content=Costituzione%2Bdell%27Ecuador%2B%28lingua%2Boriginale%29%2B%2D%2Bdocumentazione%2B%2D%2Bdocumentazione%2B%2D%2B> last retrieved 9 June 2021

⁸ page 11 of 100 of the Constitution, format url: <https://www.federalismi.it/ ApplOpenFilePDF.cfm?artid=12926&dpath=document&dfile=11052009152347.pdf&content=Cost%2E%2BCostituzione%2Bdella%2BBolivia%2B%28lingua%2Boriginale%29%2B%2D%2B%2B%2D%2B%2B%2D%2B%2D%2B> last retrieved 30 May 2021

⁹ page 10 of 180 of The National Environment Act 2019, format url: <https://elaw.org/system/files/attachments/publicresource/National%20Environment%20Act%202019.pdf> last retrieved 30 May 2021

¹⁰ <https://unece.org/member-states-and-member-states-representatives> last retrieved 30 May 2021

Republic of Albania, specifically for Article 59, paragraph 1, letter d), has been kept in primary attention Aarhus Convention¹¹¹² which matters was adopted on 25th June 1998 in the Danish city of Aarhus at the Fourth Ministerial Conference in the ‘Environment for Europe’ process.

The Aarhus Convention is a new kind of environmental agreement. The Convention:

- Links environmental rights and human rights
- Acknowledges that we owe an obligation to future generations
- Establishes that sustainable development can be achieved only through the involvement of all stakeholders
- Links government accountability and environmental protection
- Focuses on interactions between the public and public authorities in a democratic context

In the Albanian etymological context, the word “*environment*”¹³ is explained by the origin of the word “*between*”, what is between people.

In the dictionary of today’s Albanian language¹⁴ is defined *Environment: the set of natural conditions in which a person or another being lives and develops*, an object is located and changes, a phenomenon develops, etc.

The adoption of the Constitution was also accompanied by the relevant legal framework on the environment, in the direction of protecting the environment from pollution by providing for preventive and rehabilitative measures. But in time, despite the existence of this legal framework, it has been noted that the protection of human rights for a healthy and ecological environment has not been achieved. One of the most obvious problems, especially recent ones, which have to do with the connection between human rights and the environment in Albania, is the issue of urban waste treatment. For several years now, in various circles of civil society, political forces as well as in various bodies of media, the problem of avoiding pollution arising from mismanagement or abuse of the treatment of this waste has been raised. Although some

¹¹ <https://unece.org/environment-policy/public-participation/aarhus-convention/introduction> last retrieved 30 May 2021

¹² https://treaties.un.org/Pages/ViewDetails.aspx?src=IND&mtdsg_no=XXVII-13&chapter=27&clang=_en last retrieved 30 May 2021

¹³ Romeo Hanxhari “Environmental Policies. Global level and local level. Theoretical analysis and case studies” Intergrafika, 2011

¹⁴ <http://www.fjalori.shkenca.org/> 9 June 2021

incinerators have been built, again in some regions of the country, urban waste is treated in an artisanal manner, endangering the health of people and the surrounding environment. In addition to any more qualified intervention in the legislation, it is required that the relevant bodies be more responsible and competent in resolving this issue.

THE PERCEPTION OF THE CYBER-WORLD IN THE CONTEXT OF THE REAL PHYSICAL WORLD

The European Investment Bank (EIB) was founded by the Treaty of Rome, which came into force on 1 January 1958. The EIB is one of the biggest financers of green finance in the world. One of the founding principles of the European Investment Bank is **to support the cohesion**¹⁵, which seek to ensure that no people or place are left behind **along the transition** pathway. Eleven are the sectors where they operate. The grounds of operation are on agriculture, digital economy, education and training, energy, health and life science, regional development and cohesion, forestry, transport, urban development, water and wastewater management, solid waste management. It consists in supporting economy sectors that make a significant contribution to growth, employment, regional cohesion and environmental sustainability in Europe and beyond.

The transition is not singular, it entails multiple transitions to ensure balanced, integrated territorial development. It has several dimensions involving a socio-economic transition and an infrastructure transition physical and digital connectivity.

The digital connectivity in now days is the major manner to conduct our action with the others and for the utilities. Banking, calling, shopping, fixing an appointment at the doctor or dentist, meetings, etc., all of this through appropriates Apps. The following of these digital actions has entailed a different perception of time and “maybe” of the space too.

Internet, a system architecture that has revolutionized communications and methods of commerce by allowing various computer networks around

¹⁵ EIB Group Climate Bank Roadmap 2021-2025, published by the European Investment Bank. Printed on FSC paper, ISBN 978-95-861-4907-8.

the world to interconnect. Sometimes referred to as a “network of networks,” the Internet emerged in the United States in the 1970s but did not become visible to the general public until the early 1990s¹⁶. In the popular culture of the 1990s, cyberspace as a term was taken to describe the “location” in which people interacted with each other while using the Internet.

With the internet the *time* was revolutionized in “abstract terms of speed” it takes more velocity, it become more faster. And in the other hand the *space* from the physic forms was revolutionized in digital shapes of parallel worlds. This dimensions with new coordinates put each of us on the conditions of the cyber-world where we as singular user of the connection through the internet are part and compound the cyber-society.

Our behaviors are different¹⁷ when we interact with technology compared with interacting vis-à-vis with the real world. Professor John Suler, the father of cyber-psychology, provided in his groundbreaking work *The Psychology of Cyberspace* an evolving framework for understanding how people react to and behave in cyberspace. EVERYDAY USERS on the Internet—as well as clinicians and researchers have noted how people say and do things in cyberspace that they wouldn’t ordinarily say and do in the face-to-face world. They loosen up, feel less restrained, and ex-press themselves more openly. So pervasive is the phenomenon that a term has surfaced for it: *the on-line disinhibition effect*¹⁸.

For all these insecurities arose in surface from the continuum feedback of the two worlds the realistic physic-world and the realistic digital or cyber-world, the fear and the need of protection by new rules and regulations. In 25th May 2018 Europe introduced the General Data Protection Regulation (GDPR), entered into force in 2016 after passing European Parliament, which significantly changed data protection law in Europe, strengthening the rights of individuals and increasing the obligations on organizations in cyber contexts^{19,20}.

¹⁶ <https://www.britannica.com/technology/Internet> last retrieved 7 May 2021

¹⁷ *Life in cyber-space*, Dr Mary Aiken, European Investment Bank 2019, ISBN 978-92-861-4294

¹⁸ The online disinhibition effect, Ph.D John Suler, *CyberPsychology&Behavior*, volume 7, number 3, 2004, Mary Ann Liebert, Inc.

¹⁹ <https://gdpr.eu/article-5-how-to-process-personal-data/> last retrieved 8 May 2021

²⁰ <https://gdpr.eu/article-7-how-to-get-consent-to-collect-personal-data/> last retrieved 24 May 2021

After presenting the relational scenario between nature, real physic world and the digital world under the conceptualization also of human psychology, we can now give an example of how the good trust that is “attache” by the experience of citizens both from metropolitan cities and little cities. The coneumen denominator is to be able to have a well-to-do daily life.

In sociological parameters it means to have a common healthy life, where the community after the COVID-19 pandemic, it express itself more involved and is more sensitive to all this. In addition to health and visual verbal communication to vis-à-vis with people, to give more altruistic sense, to pass on the heritage of our nation in this regard many people who love culture and artistic life are committed to creating a cyber-world, naturalistic and lively, as is also the case in our nation²¹.

WHAT DOES THIS MEANS?

It must be understand that the library of the vocabularies of the world’s languages is now within everyone’s reach with a click. With a click you can travel like The great travels of history who discovered Continents, the main-land and have named the waters that cover our planet.

On a virtual tour the colors of nature by day and nature by night are beautiful and lively you can hear even the most hidden sounds of nature. A very comfortable environment where you can safely navigate from physical injuries. It is the possibility to better understand the history, culture, provenance and costume of a given society.

We are referring to the opportunities that technology within its cyber-world gives us to promote in the best profile the good sides of simple landscapes, sometimes even basic ones. In this perspective it is possible to create the right awareness of human beings for their acts, their behaviors and common daily gestures towards the environment that surrounds them.

This reasonableness entails within everyone to lead a better life in terms of quality. By quality we must mean the efficient use of available resources

²¹ The case of a startup company site a Tirana, Albania, which offer the service of cyber-tourism through the App where it is possible to visit virtually the place called monuments of nature.

without damaging their existence in the natural habitat, however, where it is required, perhaps the habitat can also be modified without altering the natural cycle of resources as a whole.

How is the protection of the physical real through cyber?

The protection is realized in terms that while you are virtually travelling, the guide (as in the case of cyber-tourism) also highlights the fragile points of the place, points that if seen concretely in the place perhaps by the human presence would be aggravated. So even if the cyber-tourist would like to come to visit the real physical nature seen in the cyber-world later on, he will be behave more diligently towards the fragility of the local nature. From this perspective, it can be said that the message of awareness and education is transmitted from the cyber-world on how to derive pleasure from nature in an unfair way by promoting the right deeds and the right ways of protection.

Therefore, aware that science with its evolution in many fields gives us and creates the opportunity to have things more easily achievable and in addition to have more time available to reflect and react towards our action.

The cyber-world must be considered a positive place where we can learn what we cannot learn without it in physical reality.