

# Communication Technologies and the public service: Is it the case of citizens inclusion in the public service standard in Albania?

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## Introduction

The Albanian challenges have been insistent not just for domestic researchers, academics, or even Albanian citizens; they pique a lot of people in different geographic positions, first of all, the European ones, because by a strong European drive Albanian progresses have been oriented. This brings a great necessity to watch very close those evolutions, processes and the impacts they have in the Albanian social tissue. At the same time, it is very important to understand what streamline has been followed till now by micro and macro processes which have affected the systems affecting thou the relations between pairs, which not necessarily are being expressed in standards.

There is no sustainable change or improvement, if it is not built at the cellular level, and when we talk about the state, institutions and citizens, the way they relate, if it is standardized or not by laws or procedures, it becomes the most important reading that we must do to understand the substratum of those changes.

Relations, communications and the future of the communicative situations between citizens and public operators including the public administration during the public service proceedings, indicate the quality and sustainability of Albanian evolutions in social view, as well as the forecasting we can do regarding their impact in the future.

To increase complexity, we can add another variable to the communication's analyses in the public service, which represents an important evolution of Albania in this context, the wide introduction of the Technologies of Information and Communication (TIC) in the biggest part of public service provision.

This makes us investigate about effects and impacts they have had during the service delivery.

We may judge the transparence's perception related to how much equal citizens consider they are being treated by public operators, what's the influence it has in the trust climate, notably on the citizens trust towards public administration, whose salaries are being paid by public and who theoretically must carry over public interest. We may, as well, investigate the impact that this variable has had in the new dimension

of accountability which en bloc, associated by an accurate lawful and institutional monitoring, has been very sensitive and actually they represents mayor arguments of social and political debate in the country.

**Key words:** public service, communication processes, citizen inclusion, information technologies

### **The public service and Albanian Public Administration**

The public service's sector in Albania and its component organizations are giving to us a very good analysis' foothold; by which we make important conclusions about the communicative process, about the role of this process in the organizations, about the climate trust between the institutions and the citizens, as well to understand how we may intervene by the communicative manner and procedure in order to make them more effective. Besides that we may understand what kind of previsions we can make for these organizations according to understanding and successful accomplishment of communicative performance.

There are a lot of reasons which orient us straight to analysis's elaboration relevant to this process, exactly in these systems:

1. Those, as everything else in Albania, have been subject of some fundamental changes and still are subject of permanent changes, dynamics which reflect the differences which are taking place into the societies wherein are involved.
2. Immediate communication obviously takes place as the largest component of the public service accomplishment and itself is part of the service offered to citizens.
3. This sector has its legacy from the past its mission, whereas reformed, and the market (the citizens) whom for a large part of services they receive here, don't have other alternative proposals.
4. Even if most of the organizations that compound this sector operate almost in monopolistic way, the relations between the organizations members and their customers in the most cases are articulated by laws and by rules conditioning after role's definition even the communicative models which take place during the accomplishment and service's disposal.
5. The limits established pursuant to the ability and characteristics of staff, increase the possibilities for operators and administrators in order to have more acknowledgments about organization's proceedings, their responsibilities and about the required skills for a better communication.
6. Inside of this sector can be find systems (organizations) which may have in their effectiveness's metering some kind of indicators which are used for the

same purpose in the business's organizations (for example contributions in the earnings or in the budget).

7. Due to the lawful and structural restrictions and due to the processes which take place inside of those organizations, they create a condition to test how much is influenced the way by which the knowledge spreads in all organization according to the communicative manner.
8. The wide entry not just in use, but as essential part as well of service of Technologies of Information and Communication notably in those last four-five years in these systems, produce more investigation's possibilities about the effects they have in the social indicative's improvement as is the public service itself.
9. Ditto via performance's quotation of those systems per measurement of the service accomplishment's indicatives such as due time answering, service time, etch, may abstract more about how much all them influence to increase the system trust and make new rapports between the answerable persons and the persons that call them to account in Albanian administration.
10. The organization civilization's process might be estimated via the communicative manners established between the parts (administrator -underling) attesting bilateral influences in the organization civilization's process.

In those conditions, we produce more possibilities which via presentation of what is going on currently in those systems to understand the suggestible factors and to see how impact each other mutually the communicative process and the accountability materialization.

Is obvious in largest part the roles in our organizations are conceived and played according to the organization duties.

Is comprehensible, more explicit they are less role's conflict we have, as clear are the duties by everybody as much they are based in the rules which define the structure and the rapports between the different positions inside itself.

Ditto, the tendencies are that somebody status in an organization may be seen bound totally up and mirrored on the roles that this person plays in this organization.

A lot of communicative problems came out from the role's conflict that somebody has to play and the status of his nomenclature in the organization. Willing to communicate their status in those organizations constantly the individuals risk to create communicative situations wherein the process often is truncated. This is for the administrators (or supervisors) even for the employers thus for all communicative process and his impacts in those organization's achievements.

But which characterizes these systems is the fact that a considerable part of their processes is carried out in presence of the citizen (customer) and this render that the consequences of an inappropriate communication derived from perceptions of the role, to be reflected immediately to the service consideration by its receivers .

And what is the most important thing, via this Albanian Public Service scanner, we are able to separate the impact that have as above the application and the integration as the practices' inherent part thus the communication which take place during the Public Service proceedings of the Technologies of Information and Communication (TIC).

### **A near retrospective view of the roles and the Communication in Albanian Public Administration**

The questionnaires and the precursory observation present interesting panoramas which vary from one systems category to one other.

In those systems where the biggest part of processes and shares are defined by laws, procedures or codes, we are on the watch to see if the roles and the manners by which those roles go on are more explicit, most of the behaviors and the communications which develop there must be in accordance with norms which are defined by those procedures.

This is noticeable partly as well in the researching results which have to do with the impact of rules in the communication and the part we think that communication takes in the service's full time materialization.

Passing from a system to another, as system of Justice, Public Security, Public Health, Public Education, Local Administration – Relevant Offices, State Public Agencies, we notice how much structural via those rules are the role's perceptions and the manners by which those roles are communicated and played.

Thus, referring to the system which has as a primary duty the security and the inviolability of the propriety and the physical integrity of its customers (citizens and organizations), results that in 90% of the cases of the system of Justice is communicated in accordance with rules and codes, those determinate what is the communicative manner, which are the roles, how they are documented and what kind of interaction has to be made between them for the materialization of the organization aim.

As well, in this system, in 30% of the cases the parlance, instruments and the position have been changes according to the interlocutor meanwhile 70% of the other cases suppose to be defined and are standardized.

Notwithstanding, the observations here object the operators' answers (or office's chief). Even if the laws, procedures or codes restrict very much the manner by which are going to be played the roles and should be communicate, here the dimensions of communicative informality have recorded levels which must be analyzed.

Likewise during those communicative situations wherein should be communicated and acted in accord with the manuals, the model has not been respected and roles have been played via communications and behaviors out of this framing. Often this fact has produced roles' or status incongruity or structures' communication forming often with more dynamics than that normal.

As well, referring to the same exploratory argument in the public security systems is supposed that 90% of the communications have been determinate by codes and rules. But the communicative manner in all its compound elements varies under the situation and interlocutor to 90% indicating greater consciousness than the model defined by rules, even the roles have been played much more unconditioned though' showing more flexibility and tendency to avoid models and procedures, but always taking present the characteristics and the primary goal of service.

In the cases of the Public Health System, for 70% of the communicative situations evolved during the service's materialization exist codes and rules which determine the behaviors and the communications, but when you deal with the parlance, instrument and arrangement, seem to be conditioned totally ( almost 90%) by the considerations and appreciation for the interlocutor.

In the researches made in the subjects part of the educational system, results in aprioristic way, that do not exist any rule to describe the way by which should be played the roles or to be communicated when the communicative process takes 70% of the service time. As well, under the situation, by the classification made to interlocutor and the problem's specification, the operators of this system (staff and administrator questioned for), decide to use the instruments and to take the communicative positions.

When we deal with local administrate and bureaus related to them, according to given comments and answers, seem to indicate a full definition expressed via roles, communication and the behaviors which must derived for the accomplishment of the duties and the corresponding role.

### How much is conditioned the communication by the roles?

The System / Service	The Rules / Codes	Isn't conditioned the by the roles
Justice	90%	10%
Public Safety	90%	10%
Public Health	70%	30%
Education		100%
Local Administrate	100%	
Public Agency /State	70%	30%
Banking System	80%	20%

While, regarding the instruments and the position in the communication, only for 10% of the cases, the parlance or the communicative instruments do not change, so seem to have a strict reservation defined by manual or rule, while 10 % of the cases show the flexibility and the audience's analyze therefore more flexibility when are played the roles, even they are mostly defined.

### Do the parlance, the communicative instruments and the position in the communication change?

The System / Service	The parlance, the communicative instruments and the position in the communication have been changed	Is the same communication
Justice	30%	70%
Public Safety	90%	10%
Public Health	90%	10%
Education		100%
Local Administrate	90%	10%
Public Agency /State	85%	15%

In those services or systems which have defined and limited objects as the public, private, or state agencies, the rules settled for the service accomplishment, so for the communication that should take place during its materialization ascertain the rate of 70% how should be act (communicate) in the duty fulfillment and partners aim.

Is interesting the fact that 75% of the interviewee and observed have seen the communicative process as vital for the survival and accomplishment of their organizations' aim, 25% have seen the process as unimportant one in practices'

accomplishment. This has been noticed mostly in those systems wherein exists a little contact with the customer during the service accomplishment.

As above, the systems vary after the kind of service they offer, the presence of service receiver during the service accomplishment and its inner indicatives. Those show limitations and definitions of the method by which may been the connected duties with established roles which must be played and respected via the communicative models observances originated by them.

Naturally, we may ask:

Do the Technologies of Information and Communication (TIC) affect the services' standardization wherein they are indispensable, specially where is necessary the fulfillment of European Union norms for their materialization?

Do, generally, their effects on the communicative situations and the service parameters, affect the climate trust so between the public administration and the citizens and do as well influence their rapports via the new accountability dimensions?

Almost all the determinations of term TIC, in the right signification, converge that this term includes hardware, software, networks and mass media for collection, preserve, procession, transmission and information presentation (audio, video, enciphered or text) also the services related to them<sup>1</sup>.

But the term TIC has assumed another usage; it is awkward with the development's platforms of particular economic field into the new dimension: electronics. So, aren't bizarre anymore terms as digital government, or briefly e- government, e-business, e-education, etc.

### **TIC in Albanian milieu**

Starting out from a background wherein the usage of the TIC tools has been superficial and limited, Albania has concentrated her efforts to meet TIC development regional tempo. Albanian government has undertaken a plenitude steps which aim development urge and infrastructure expansion of the Technologies of Information and Communication (TIC)), as an instrument for the entire country development. Those steps have been integrated and monitored on a document named the Intersectional Strategy of the Information Society 2008-2013, which focus is:

- The improvement of institutional infrastructure which is going to support the TIC increase and the quality;
- The improvement of TIC lawful spectrum;
- The increase of access in TIC;
- The digital governing, with special focus in the public services on-line, e-business, e-education, etc.

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<sup>1</sup> World Bank, Glossary

The strategy designation conduct directly the idea that targeted object is not just the expansion of the technology in all administrative and social structures, but the information's issue and all the relevant benefits thanks to this technology on service of all society bettering services toward them and enlarging the possibilities by which they profit.

The vision of the Intersectional Strategy of the Information Society is:

“The Albanian Progress toward a strength economy based on the know-how, by a sustainable development of the information society which is going to lead to a society wherein all the citizens profit by the Technologies of Information and Communication in order to grow the knowledge, increase the performance and the transparence in the public administration.”

With all progress noticed till now in the fulfillment of the strategy's objectives, the evident deficiencies and the challenges confront of European Union standards still make a process.

TIC development outlines a lot of economic fields; as the communication, the protection of the personal data, the trade and commerce, the electronic endorsement, electronic payments, author rights, education, etc. Thus, the impact of the TIC strategy and reforms needs at the same time progression of the due institutional structures of these fields, which are going to sustain the future innovation loads.

Upon its new establishment on September 2009, the Albanian Government had shaped a new special portfolio for the TIC sector the Ministry of the Information Technology, Innovation and Communication, emphasizing as well the fact that TIC development has been considered a prior goal in its program.

The constitution of the state agencies as the National Agency of the Information Society, the Commissioner for the Personal Data Protection, National Authority for the Electronic Certification, and the Telecommunication's Regulator Organ which has been reformed according to a new law, which defined the constitution of the Electronic and Postal Communication, as a Regulator Organ Supervisor for Electronic and Postal Communication Structure<sup>2</sup>, those are some of the service structure's changes or of the administrative structure according to the indispensable strategy in order to integrate those technologies into the public service practices.

### **The legal base of the reforms of the strategies about the information's society**

The undertaking reforms in order to turn the TIC into a society development's plinth have as a principle requirement the support by a contemporaneous legal package. By the way, in this aspect till now have been proposed some new laws and have been

<sup>2</sup> This organ acts according to the Law Nr. 9918 dated 05. 19. 2008 “About the Electronic Communication in Republic of Albania”.



changed some existing laws, including here different laws, related legal articles, and the intersectional documents of the international agreements.

We may mention that Intersectional Strategy for the development of the society of Information 2008-2013 has been preceded and sustained by the following international agreements:

Joint statement signed by Southeastern European Countries under the Stability Pact on June 2002 and in accordance with Development of Society Information' Agenda signed on October 2002;

- The Memorandum for BSEE (Broadband South Eastern Europe);
- The Action Plan and the Statement of the World Summit of Information's Society WSIS in 2003;
- The European Action Plan and the European Union 2010 initiative.
- SEE 'Agenda as well, signed on October 2007.

The inner legal package includes a diversity of legal acts, remembering here even the documents about the politics and strategies.

These acts together aim the technology's usage in order to facilitate the electronic service given to the citizens, realization of electronic government and to increase the public participation in it, the improvement of service for the business community and expansion of the knowledges about TIC all over society via education's special programs.

Some of the other important laws, which are making out an innovation in Albanian legal milieu, and are very important for the closeness process of Albanian Legislation in order to stick by European Legislation, are:

- Law Nr. 9918 dated 05. 19. 2008 "About the Electronic Communication".
- Law Nr. 10273 dated 04. 29. 2010 "About the Electronic Documents".
- Law Nr. 10273 dated 09. 23. 2010 "About the bases of state information".
- Law Nr. 9880 dated 02. 25. 2008 "About the Electronic Underwriting".
- Legislation about the Cybernetic Crimes.

The strategy for the development of the society of information couldn't be seen separated by other social - economic development strategies. We may mention, for example, the National Strategy of Development and Integration 2007-2013 and the National Strategy of Science, Technology and Innovation 2009-2015.

## The electronic governing

The electronic governing is a multiple conception which includes, but without limitations, the coordination on-line of Cabinet duties, the on-line service presentation by governmental institutions to the citizens, to business subjects, or to other governmental institutions.

Till now the reform has made improvements to the services government – government and government – citizens, and without doubts the winner of this competition belongs to business sectors, wherein the reforms have carried out not just the electronic service offered for the important business fields, but as well the extension of the single application scheme or *one-stop-shop* in some other sectors. .

The reforms for facilitation of the establishment and business subjects running are taking obviously an important role because they have changed important aspect in doing business in Albania.

This illustrative paperwork is referred to those changes which have been considerable most important due to their impacts in the business running schemes.

Starting from the First September 2007 the business registration is made in the National Registration Center (NRC) according to the one stop shop scheme. If before the registration proceeding had been carried out after passing a range of institutions as courts, tax and rate offices, labor inspectorate, etc, and taking more time than a month, now by this reform is possible to be completely done at one window in less than 30 minutes. If before the registration application had been carried out just by Tirana County Court where had been written off the Trade e Commerce Register now may be done in 30 administrative centers wherein are opened the windows of National Registration Center. Notwithstanding, the businesses may be inform, may load registration applications and may check electronically the status of any business. The one stop shop scheme for the business registration is enabled via approbation of Law Nr. 9723, dated 05.03.2007 “About the National Registration Center (NRC)” and after approval of the new Law Nr. 9901 dated 04. 14. 2008 “About the traders and the trade and commerce companies”.

National Authorization Center has been established on June 2009 in order as well to replace the long time license supply proceedings by one single window (*one stop shop*). The largest part of the application proceedings including the information and the inquiry’s application is online. Currently via the National Authorization Center are issued 83 licenses, which are grouped according to defined field while, via previous proceedings are still issuing 31 licenses. In order to enable the mentioned reform has been changed and approved the following laws:

*Electronic tax services* include the declaration and payment of VAT, the declaration and payment of earning ratio, the declaration and payment of the social security and health insurance. Since the year 2008 those services have been fully offered via interactive way. Electronic tax declaration service has been enabled *according* to the legal base which is Cabinet Decree Nr. 55, dated 02.03.2010, *“About the obligatory statements of the tax declaration and the other relevant tax documents, only by electronic way”*, and the Directive Nr. 2 dated 01.28. 2010, for some amendments of Directive Nr. 17 dated 05, 13. 2008, *“About valued augmented tax V.A.T”*, changed. Currently those types of services have been materialized by electronic way for the middle and large sized businesses. The small business purchases the taxes according to the Law Nr. 9632, dated 10.30.2006, *“About the local taxes system”*. For the small business categories, the cast of *local tax rate* upon the small business is made according to the annual currency measurement declared by the subject, to as well the approved levels for every type of activities. The warning of the tax obligation after has been casted by General Directory of Local Taxes and Rates must be made face to face (warning date) via the inspectors or via mail (The warning date, 7 calendared days after the consignment day) after that is obligatory to do the payment in bank or in the corresponding municipal unity. The terms of local taxes and rates payments vary after the type of taxes which must be paid, for example the tax for the public places usage should be paid in the end of every month, and the *local tax* upon the small business should be paid by rates. Because of that the usage of informatics for the small business payment system is a big progress remembering the huge volume of this category in the business subjects.

*The Public Procuring.* Till the year 2009 Albania became the first country in whole world that had realized an electronic procuring system obligatory to all public sectors procuring up to 3000 Euros. This system, based on electronic applications, which enable safety transactions between public institutions and the business, offers a good management, secure and transparent preparation of the bidding papers avoiding the unnecessary writing paperwork, maintaining the data of all the process.

Via the electronic procuring system, is enabled the issue of information, documents' loading, the participation of the economical operators by one electronic procuring procedure and the materialization of the procuring process by the contracting authorities via electronic way. For this important progress Albania had been awarded with the second prize by the United Nation in frame of *UN Public Service Award*. This is the most prestigious award given by ONU for the appreciation of the excellence in the public service<sup>3</sup>.

The materialization of the electronic procuring was been enabled thanks to the approval and to the amendments of the following legal acts:

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<sup>3</sup> <http://unpan1.un.org/intradoc/groups/public/documents/un-dpadm/unpan039144.pdf>

- Law Nr.9643 dated 11.20. 2006 “About the Public Procuring” and legal relevant acts, changed;
- Law Nr. 10170 dated 10.22. 2009, “About some addendums and amendments of the Law Nr.9643”;
- Normative act Nr.3, dated 07.08.2010, “About some amendments of the Law 9643 “About the Public Procuring” changed;
- Cabinet Decree, Nr.1, dated 01.10.2007, “About the public procuring procedures”
- Cabinet Decree Nr.45, dated 01.21.2009
- Cabinet Decree, Nr. 659, dated 10. 03.2007, “About the approval of the procuring procedures by electronic tools.

*The Revenue Declaration* is made totally online. The digitalization of the revenue system has made that the revenue transactions to be realized 100% via electronic way. After the implementation of ASYCUDA World system, now is possible to elaborate electronically all the revenue declarations. Ditto, all the declaration have been handled by DTI (Direct Trader Input) and the transit routine may be monitored totally on-line, the checking point custom officials may be scheduled automatically, as well may be realized automatically the duty paid updating, or may be produced automatically on-line the statistical custom database.

In general in all sectors applied by business is noticed an augment of the offered electronic service grade, but the future challenge is to increase the level of the interactivity in offered services. This need that services must go from the information issuing on - line level to the level of the communication with the businesses via interactive way. For example currently, regarding to the environmental licenses every business may be informed and may load the applications online, but there is a lot a work to do in order to improve the bilateral interactive aspect, appliers – and relevant institutions.

### **The electronic governing and the services towards the citizens**

The improvements regarding to the offered service towards the citizens have to do with the internet and telephonic expansion and their quality as well, and with the service offered on-line.

Amongst the fields in which the TIC development has improved the quality of services towards the citizens are for example, the services which help you to look for a job by the information on-line issued by the regional labor departments, social security requisition forms and health insurance requisition issued on-line by the Social Security Institution, or getting information about the way by which you get I.D. cards and car registration, or information on-line with regard to the services offered by

the civil state offices, public libraries, or the issue of information with regard to the proceedings due to the university studies or the health issues.

The education as well has been subject of the reforms by which have been improved the educational curricula and the quality of the knowledge about TIC given to the students in different educational ranks. Intersectional Strategy of the Information Technology has also anticipated the TIC integration into the Albanian public educational system, in order to make higher the quality of education, the effectiveness of the instruction, and to facilitate the information's access and the services produced by the particular groups and by the community. In order to increase the knowledge about the TIC, currently has been approved the Albanian Cabinet Decree dated 07.14.2010 "About the start of the first circle study's program, "Technology of Information and Communication", in the University of Tirana. Another important project is that named "The digitalization of student registration number in high schools" which aims to enable a database with the entire information for all high school students.

### **TIC and the service's standardization**

TIC is an important instrument in the development efforts, if when the strategies about TIC are related directly with the current economical and social challenges of the country<sup>4</sup>. The Albanian case shows the veracity of this claim. In the year 2005 the internet penetration in ne Albania was only just 4%, the lowest in Europe, so balking the digitalization and the simplification of the procedures and services in the different economic fields. For five years in a row this penetration has been increased 43%<sup>5</sup> enabling the service digitalization into a lot of fields as mentioned above. However, the fields that have not been touched by this reform may hold out a lot of challenges.

The society of information is an area of impetuous developments in the aspect of technological innovation and the infrastructure, as well, including that juridical, which are useful in order to sustain the implementation and extension of these innovations.

Those progresses in Albania have as a model the international progresses in the area of information and communication technologies. Particularly the international legal spectrum, as mentioned above, dictates obligations to maintain the rhythm of the European respective progresses in the technological aspect and as well in that legal.

The Stabilization and Association Agreement between the European Community, his member states and the Republic of Albania stipulates obligations towards Albania regarding to harmonization of legislation and the raising of standards in the area of the society of information. The collaboration between Albania and the European Community member states will be concentrated especially in the TIC investments'

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<sup>4</sup> OECD, ICT Development Agenda.

<sup>5</sup> Quarry: AKEP

increase in order to improve the electronic services and to encourage the interactive participation. The fulfillment of those obligations will be realized as well by the administration efficiency's increase via the mastering and use of the TIC in the exercise of her primary governmental duties. In this aspect takes priority the promotion of the programs which aim the issuing of basal information concerning the Community and public and the issuing of specialized information concerning the professional nucleus in Albania. This cornice together with Intersectional Strategy of the Society of Information put in the short-term legal challenges' fundaments which are very likely. Instantiate, the health sector: The Intersectional Strategy mentions a range of future objectives regarding to input and output proceedings in health system; for example the establishment of an integrated system for national health information, the establishment of a statistical package management system in all County Public Health Departments, the making of telemedicine and e-health, the computerization of the private health activities' license procedures, the health electronic carts' tenure which will replace the manual forms of health database, etch. All these objectives should be forerun by due legal spectrums which mean even the amendments of the current laws related to ditto procedures, when occur, as well the approval of the new laws.

With the advancement of electronic governing, as mentioned above, is expected to be in the focus the increase of the communication level. Till now a lot of state institutions have met the standards by issuing information to the public electronically, but few of them offer their services by electronic interactive way. The difference of this rapport in favor of the increase of the interactivity of the public institutions with private subjects in the future will affect the transparence's augment and the participations of the subjects in the government.

Are multidimensional the expecting reforms regarding to the digitalization of real-estate register (e-cadastre), the establishment of electronic addresses' national register and the creation of digital library, which offers by digital way the books and other information.

The advancements of the information society need the raise of the technological infrastructure standard. This is the reason that not just the widespread of the internet allover Albania and the access for all subject, but even the rise of the internet quality with a convenient price afforded by everybody have been outlined as a short time object.

The other side of the problem is the increase of people capability to use the TIC tools. Such a matter creates a challenge for all levels, whether in rapport with the administrate employees, with those of busyness sector likewise, and with the citizens too. The capacity of subject to absorb the developments in society of information is a premise for the success of interactive electronic service' utilization. Adducing for

example the business field; the future challenge of information is the widespread of the application electronically of small business's tax. Shouldn't be ignore the fact that capability of small business's to use the technology of the tax services electronically guarantee the success or balk this important reform.

### **TIC, The Communicative climate, trust climate and the public services' future**

The *climate* wherein have been produced the communicative swaps defines how much the pairs trust the communicative model, by which view do they interpret the communicative strategies and instruments hereupon what is the future of those situations and the system in general due to those sensitiveness and perceptibility occurred during the communication.

To see how much the climate influences or suppose to influence the future of the communicative situation, service and the system itself the search is made about the atmosphere's rappsorts wherein has been realized and offered the service or system's product, namely between the leaders - operators and citizens and the manners by which the system's members value the service made by them, the citizens value what they take (to they have what they needed ) and the affect in the service's future situations.

So, the consciousness about the true signification of atmosphere during the service's materialization and proceedings is getting bigger even in the systems with lower flexibility in rapport with the behavior toward communicative process. So, is supposed that climate influences 50% on trust and positions wherein is going to be produced the communication in the future situations, and influences 50% on the manners by which the citizens value the service, regardless of the measure wherein have been executed the rules or standards.

But the climate seems to be more influential than the communication, manners, or making decisions according to those rules.

### **The Communicative climate and its effects**

The System / Service	The future communication	The estimation of system service	The estimation of the service from the citizens	Do not have effect
Justice	50%		50%	
Public Safety		40%	40%	20%
Public Health	50%	50%		
Education	40%	60%		
Local Administrate	30%	10%	60%	
Public Agency /	20%		80%	

The searches made about local *administration* show sensitiveness toward the climate especially in regard with citizens' estimation about service. So, in the cases by which have been failed the communicative models and have been deluded the mutual and communicative behavior's expectations, the consequences have been seen in what the public think about operators' job.

The modicum that in some cases influences the service's estimation by operators, speaks about the absence of pressure and about the paradox which exists in those system, exactly when it should be the effectiveness's indicator.

The fact, that is operated in monopolistic way, by the organization form, legal and propriety base have been enabled that those organism to show some importance about the climate in accord with their future and their rapports toward their customers. This rewords the necessity for the standards' sizing and performance's future indicators regarding to those organisms after the communicative atmosphere, conflicts or citizens' estimation expressed in different forms about the service they got. Taking present the organization's form of those systems is clear that their leader's accountability and his role serve as a guarantee for the communicative model' materialization which fulfils the citizens needs, but in the same time respects the operator's role and position, as well the system's future software.

The performance' indicators and measurements of the systems wherein they are part of the public service in a large conception became very important.

### **Did TIC changed the service and Albanian public administrate?**

As was reported above, is obvious that the TIC systematic introduction, by a legal approach and authentic structural intervention toward the public service, by realization of the service totally or in its inherent parts via the use of the communication's technologies, has improved the public services' indicators in some different ways:

*First*, has standardized the service's proceedings warranting the citizens' equal treatment when receiving due services, so this is very important for the service's receiver (citizen), also for the performance's estimation of the service's contributor (public administration's corresponding office administrates).

*Second*, the shortening of the answering time and service's time as was illustrated above for different kind of services, is a quantitative indicator which speaks about a citizen's going pressure toward system, looking for continuous improvement of its due services. This becomes truer if we take present the huge investments in material, financial and human terms that the widespread introduction technologies have required to be realized by the state administration.



*Third*, When we talk about the *Communicative climate and the trust climate*, the way by which they have worked, is reflected in the numbers (frenzy) of the future communications, so what kind of qualitative or quantitative effects they have had on the interchanges which ensue a communicative situation created between the citizens and the operators during the previous service' realization. Augmenting numbers of the service' cases shown as above, testify that time saving and answering readiness toward the citizens' has been created by the citizen themselves a clearer perception about the manner by which they are taken in consideration by the system. This fact without doubts, speaks about an improved trust's climate between the pairs.

*Fourth*, the pairs stand in front of each other and what make them together is just a service which in most cases thanks to the communicative technologies makes lower the mass of the subjectivity in the service' realization by the operator and gives to the citizens more sureness. This gives to the citizens a deeper acquaintance of procedures, instruments and manners even those communicative which should be use by the operators during the service's proceedings. Besides that is a way by which will be changed the rapports between the answerable persons and the people that call them to account, giving to the citizen a straight positive power to guarantee by himself the equability of received service.

All of it shouldn't make us to forget that TIC includes mostly instruments, tools, doings and procedures which have been used before. All those things cannot cast out the feedback's use as the more communicative strategy than those of exhibiting and creating information's forms regarding to the citizen's clamors. It produces a bigger real possibility of participation in the realization of the service toward the citizen and in the betterment of his sensations toward the system, which will be reflected in the future communicative situations. As well, the stereotypes' crumbling with regard to the system and operator, is made only by the more opened communicative positions between the system's representatives and citizens. The transparence made by the TIC usage has shown that has been ascertained in a lot of public service's cases, and seems to be a good instrument for the creation of new perceptions. The standardization, as well, oftentimes has shown that has been positively influential on the citizen's credibility toward the system, considering it at once a closer approach to the European Community according to the rights and warranties that system provides to its citizens.

Albania, particularly, may be in need of it.

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