

# Social capital & the Collaboration behaviour of tourism related businesses in Albania

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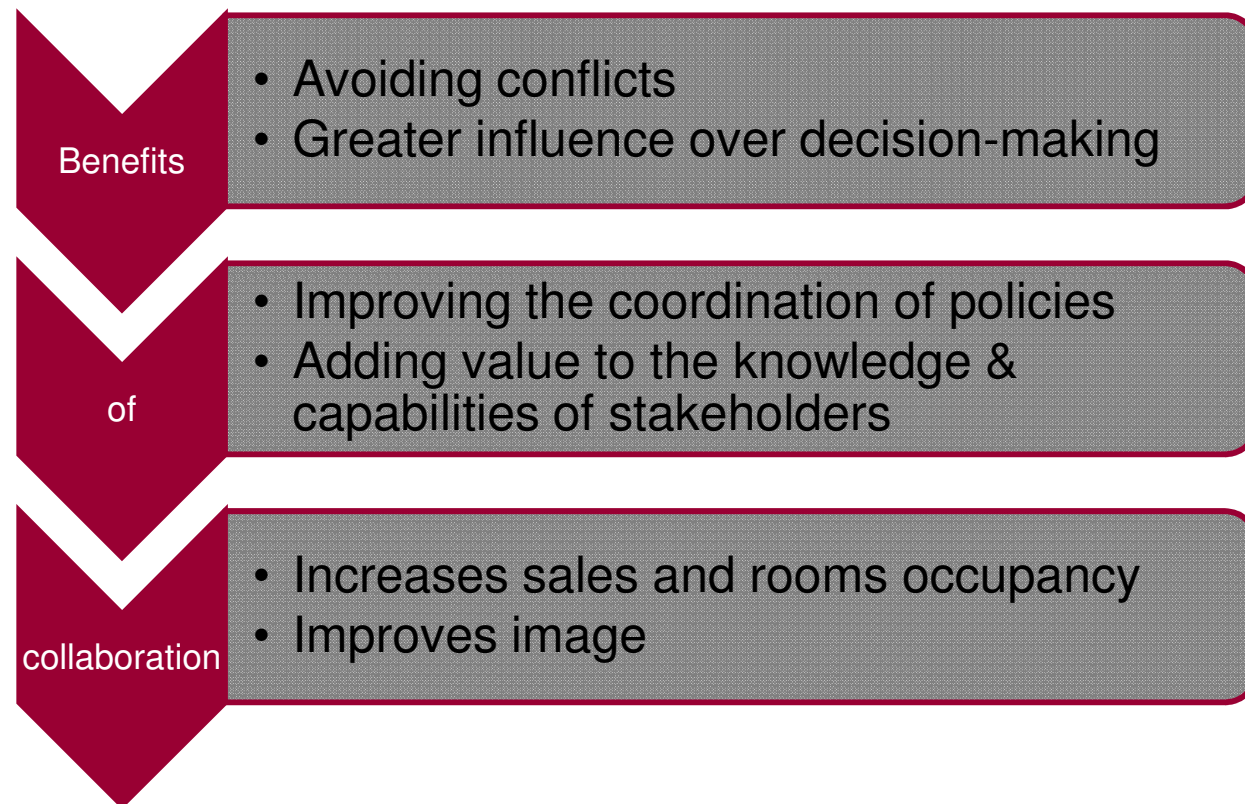


## Problem Statement, Research Questions

- The perceived and evaluated level of collaboration of the tourism businesses in Albania (on national and local level) is low.
- Is there any relation between the existence of the social capital of the tourism businesses in Albania and their willingness to collaborate?

## Theoretical Background, main findings of the literature review

The tourism product must be understood as a complex of flexible and integrated values, which can be tangible or intangible and the result of the work of different entities which need to collaborate with each other to manage the product. (Pastore et al., (2006) )



## Theoretical Background, main findings of the literature review

- Understanding the evolution of the Albanian society under the democracy of developing countries.
- One national tourism association ATA (Albanian Tourism Association)
- One local tourism organization – Korca OMD
- Ministry of Territory and Tourism
- Regional councils
- Municipalities
  
- No cases of private initiatives of collaborations

## Attributes of social capital

- **Social capital and trust**
  - An efficient means to coordinate expectations and interaction in relationships between individual actors (i.e. managers) and/or collective actors
- **Social capital and communication**
  - a process which enables participants to create and share information with each other to help reaching the common goal.
- **Social capital and networking**
  - Networks (or social relations) are a critical part of social capital, providing the opportunity for interaction and thus collective action.

## Methodology

- Data were gathered through a self-completed questionnaire addressed to 150 businesses using Qualtrics.
- 110 were completed (73% response rate)
- Likert type questions *from 1 = totally agree to 5 = totally disagree*
- *Three panels were created*
  - *The first evaluated the question structure*
  - *The second pre-tested the questionnaire with 5 businesses*
  - *The third included the 150 businesses*
- To analyze the data SPSS 20 suite was employed.
- The attributes of social capital – trust, communication and networking, considered as independent variables – and willingness to collaborate, the dependent variable.

## Results, interpretation of results, recommendations

- Initially, a factor analysis for the items of each group of the questionnaire was carried out and from the component matrix we grouped the items into three main components.
- Secondly, the Cronbach's Alpha test to evaluate the consistency or reliability of the chosen items.

	Trust	Communication	Networking	Cronbach's Alpha	R <sup>2</sup>
<b>Course of action 1</b>	1,2,4	7,9	14,15, 16	0.71	0.79
<b>Course of action 2</b>	3	8	13	0.75	0.73
<b>Course of action 3</b>	5,6	10,11,12	17	0.8	0.68

- The results of R<sup>2</sup> show that different combinations of trust, communication and networking items turn out to be good predictors of the willingness to collaborate.

## Results

- *Hypothesis 1: There exists a significant relationship between trust as part of social capital and willingness to collaborate of tourism related businesses. (Failed to reject)*
- *Hypothesis 2: There exists a significant relationship between communication as part of social capital and willingness of tourism related businesses to collaborate. (Failed to reject)*
- *Hypothesis 3: There exists a significant relationship between networks as part of social capital and willingness of tourism related businesses to collaborate. (Failed to reject)*



## Conclusions

- Each and every one of these aspects contributes incompletely to the consistency of this relationship
- None of the aspects is individually significant unless there is presence of the others.
- The fact that different aspects of the trust, communication and networking can be combined to generate positive collaboration suggests that business owners agree to trade off some elements of one component so as they can benefit the advantages of the other component.

## Limitations

- The assumptions made and also by the number of observations.
- There are also other variables which influence the willingness to collaborate.
- It was limited to impact of the social capital towards the collaboration behaviour.

Thank you for the attention !

