

THE ATTITUDES OF ENTREPRENEURS AND MANAGERS REGARDING THE INFORMATION TECHNOLOGY IN ALBANIAN TOURISM ENTERPRISES

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ABSTRACT

Albania after a long period of transition and economic reforms after the 1990 's, has significantly increased the level of modernization and use of information technology in different business sectors, such as tourism. Given the fact that the costs are relatively low relating the internet access, compared with the other countries of the region, the tourism enterprises are using extensively the information and communication technology (ICT) which enables them to make their daily operations more quickly and easy, and to communicate with customers, partners, etc worldwide faster and cheaper. The overall aim of this study is to identify thE attitudes that managers or entrepreneurs of tourism enterprises (accommodation units , travel agencies and restaurants) have, on the use of information technology in their organizations and how these attitudes affect the image, the decision-making process etc. To realize the aim, are raised the research questions and hypotheses. The research instrument used was a questionnaire with 72 statements. The sample consisted of N = 208 participants, representatives of tourism enterprises concerned. The study was extended to five districts of Albania: Tirana, Durres, Shkodra, Vlore and Saranda. The results show that majority of them believe that IT provides valuable information and encourages better decisions. Also, provides them with the possibility to access, collect and share information more easily. Also, the results show that attitudes towards IT have a positive relation with the use of it for marketing purposes and the know- how for IT.

Keywords: Marketing, information technology, tourism enterprises, Albania, internet.