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**TOURISM MANAGEMENT PARTICULARITIES IN
ALBANIA**

SUMMARY

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The tourism sector in Albania, especially in recent years, has opened up great opportunities for both business and the public sector, benefiting from increased tourism revenue and investment in the sector. In recent years, the number of foreign visitors, as well as that of Albanian emigrants (non-Albanian residents), is rising due to the large and diversified tourism potential that Albania has, a potential given by nature and the environment, by country's culture and history, as well as by the competitive prices on the tourist market. Albania has a favorable geographic position in the region, making it easily accessible on European markets. We must emphasize that tourism services, in order to be as attractive as possible to consumers, need to be innovative and creative, as well as rational exploitation of human and technological potential.

The tourism industry, by 2009, has increased its contribution to Albania's economy in terms of financial terms and employment. These growths are indicators that can be attributed to favorable investment climate, marketing assets, constantly improving the quality of hotel services or tax rescheduling and tax system.

Albania's geographical position has its footprint on Albanian tourism, and the local climate and relief favors the development of the tourism industry throughout the whole year, even though the data provided by the National Institute of Statistics in Albania (INSTAT) indicates that the number of foreign tourists visiting Albania on over a year, has a very high increase during the summer holidays - in June, July, August and September. In recent years, tourism has become one of the most important sectors of the Albanian economy, being considered one of the main engines of the growth of the national economy.

Albania is increasingly desirable as a tourist destination by various tour operators and international travel guides. In recent years, Albania has drawn the attention of tourists from several countries, such as the Nordic countries of Europe (Sweden, Norway, Finland or Denmark) or Eastern Europe such as Ukraine, Russia, the Czech Republic, Slovakia, Belarus, and so on. Over the last 5-6 years, Albania's tourism image has grown considerably in these countries due to Albania's tourism agencies investing in tourism fairs across Europe, as well as by government investment in advertising and marketing.

The World Travel & Tourism Council (WTTC) estimates a direct tourism contribution to GDP in the year 2016 of about 127.7 billion lek (about 1.1 billion euros) or 8.4% of GDP. The total contribution is estimated at 393 billion lek (about 3.2 billion euros) or 26% of GDP. The tourism sector has generated opportunities for economic development, employment and independent jobs. In terms of job generation, according to INSTAT, tourism represented 7.7% of total employment at national level in 2016, with 85,500 jobs. Indirectly, tourism represented 23.9% of employment in 2016, with 267 000 jobs. Tourism revenue in 2016 amounted to 1.528 billion euros, 13% higher than in 2015, and tourism in Albania has diversified in recent years and is focused on three main areas:

- *Coastal tourism*, where has been developed beach and sun tourism holidays. The main coastal destinations are Velipoja, Shengjin, Durrës (Adriatic), Vlora, Himara, Saranda, Ksamili (Ionian Sea). The beach and the sunshine offer natural leisure and recreation opportunities, accommodation facilities, culinary services and special services
- *Cultural tourism*, where the main objectives are the resources and history of

Albania (ex: archeology, heritage and culture), which offers considerable potential for Albania's three UNESCO World Heritage Sites: Butrint Archaeological Park, Berat and Gjirokastra, followed by a series of historical and cultural attractions, as well as various monuments.

- *Natural-rural tourism - ecotourism* - climate of Albania, geography and physical diversity of the territory, represented by a series of mountains, lakes, rivers and lagoons, is accompanied by rich biodiversity of flora and fauna. They are present in a series of national parks and natural reserves in the country. Albania's natural and rural areas offer opportunities for rural tourism development, ecotourism and outdoor activities (river rafting, paragliding, mountain biking, fishing, hiking, mountaineering, horseback riding, study tours, etc.). Some of these activities are the main motivation for visiting Albania by foreign visitors.

Taking into consideration the statistics and information provided by the World Travel & Tourism Council (WTTC), the National Tourism Agency, the Ministry of Tourism and the Environment, the National Statistics Institute of Albania - as well as by other Albanian and international institutions - we have critically analyzed accommodation and tourism services in order to understand their characteristics and particularities, as well as to assess the quality of these services.

At the same time, we presented the accommodation units in Albania and made a structure of accommodation units in Albania, according to the existing legislation in the tourism sector in Albania. Information technology (IT) and its role in tourism development, the impact of this technology on the tourism sector has been analyzed in close interdependence.

The case study of this paper aimed to highlight the perceptions and expectations of foreign tourists visiting Albania, through a methodological and statistical analysis of their answers to the questionnaires offered for completion. Thus, this work has been defined on a number of research axes, namely: the impact of technology in the tourist sector, in general and in the tourism sector in Albania in particular; definition and study of the quality of accommodation and tourism services in Albania; the management of the tourism sector in Albania, both incoming and outgoing, as well as the perception and expectations of the clients / tourists regarding the quality of the tourism and accommodation services, especially of the foreign tourists.

According to our scientific research axes, in the structure of the doctoral thesis we analyzed critically, stage by stage, each axis of the scientific research.

Thus, in Chapter 1, entitled "The Role of Electronic Business in the Promotion of Tourism Activities in Albania", we analyze the e-Business that occupies a very important role in the world economy, and for the private consumer, the most popular form of e-business and e-commerce is Business to Consumer (B2C), which includes direct online sales from seller to customer. This way of trading works for the sale of any type of product or service in any location and any type of trader - whether traditional (ex: Auchan, Walmart or Carrefour) or exclusively online (ex: eBay or Amazon). In 2017, nearly 1.66 billion people worldwide purchased goods or services online, the total sales reached 2 trillion Euros and estimates show that by 2021, this

traded value will double, according to data from the Statista portal¹.

E-Business and e-commerce have opened up the global marketplace and have led to increased competition, which makes many companies around the world think of changing their way of doing business and selling their products or services in an environment more aggressive. Since 1994, when the Internet and information technology have begun to be used for trade and sales (Poon and Jevons, 1997; Peterson et al., 1997), has been observed increasing sales all over the world.

Companies believe that the use of e-business enables them to have a much closer relationship with customers and business partners, and to improve management processes, which can lead to a beneficial restructuring of the firm or even of a whole industry. An increasing number of companies offer online products and services, enabling customers to buy by using the information technology, and communicate in real time with customers, consumers and business partners. In order to achieve business objectives and to be active and visible in an increasingly global market, companies that use or want to use information technology in day-to-day operations need to revise, re-model and re-think their processes and operations. Thus, e-business is a very important part of the activities of many companies, even in less developed countries, such as Albania, which has successfully implemented new strategies and policies.

Under these trading conditions, tourism is one of the sectors of the world economy that has had the most to gain as a result of e-business and e-commerce. By the end of the 90's, tour operators functioned classically and there were no on-line reservation systems. In the new technology era, this sector is more visible and more accessible to customers and consumers (tourists), basically tourism, over the past 20 years has developed on the basis of rapid information dissemination using information technology and direct sale to the consumer / tourist eliminating physical and temporal barriers.

The air transport industry has a high competitive advantage by implementing information technology in sales and marketing because an airline can not survive if it does not have an online sales system.

Given that in recent years all actors in the tourism industry have joined e-Business and combined information technology with people's ideas, thus, there is no need for a travel agent's advice to combine a set of tourism services and to create a complex tourism package. Various computer systems used in the tourism industry have changed the typology of this sector, as it is possible to choose a complex tourism package that can include hotel reservation, air tickets, transfers from airport to hotel and vice versa, train tickets, different excursions, reservations to restaurant, theater tickets, amusement park, sporting events, etc. online, via a computer or a smartphone.

Information technology and communication (ITC) and e-business offer many benefits in a wide range of processes and business transactions between participants and business partners. ICT applications improve information and knowledge management within the company, reduce transaction costs, and speed up transactions for both business-to-business

¹ Statistics Portal STATISTA - <https://www.statista.com/topics/871/online-shopping/> - accessed at 16.03.2018

(B2B) and business-to-consumer (B2C) transactions. In addition, they are effective tools for improving external communications and service quality for existent and potential customers.

Despite these benefits, the rapid growth of Internet purchases and sales in Albania does not materialize to expectations. E-commerce is growing, but still represents a relatively small proportion of total trade; and INSTAT's statistics indicate that in 2016², the online transactions of the Albanian companies accounted for 7.1% of the total transactions, and the companies with the largest number of electronic transactions were those in the Information and Technology sector, with 24.7% of the total electronic transactions in Albania; followed by those operating in the transport sector, by 19.2% and by the companies operating in the professional, scientific and technical activities, with 12.1% of the total electronic transactions.

In 2017³, there was a slight increase of 0.6% compared to 2016, reaching 7.7%. On the first place are the transactions made by the companies operating in the Information Technology sector by 31.8%; followed by companies operating in the transport sector, with 25.2% and companies operating in the administration sector by 14.1%. Online transactions are mainly B2B and domestic, rather than B2C or cross-border (international).

The research of this paper continues with the study of the history of e-business, where I highlighted the impact of information technology, the Internet and e-business on the tourism industry and especially in the accommodation sector, with direct implications in the tourism and hospitality industry in Albania. We analyzed the evolution of information technology and the role of one of the world's leading technology companies, IBM, in the creation, design and development of e-business with the help of computer networks for scientific purposes, then continued with the development of information and Internet technology with the help of new technologies and giants such as Google, Microsoft or Apple.

The theoretical study of e-business will continue, analyzing its purpose and role in the world economic development, but also the creation of new sectors and sub-sectors with the help of information technology and the Internet. In the last part of this chapter, I analyzed the management of online sales and online marketing activities as two of the most important parts of e-business and highlighted their role in increasing investment in this sector.

In the **second Chapter**, entitled "**Scientific Research in Tourism**", we critically analyzed and reviewed the literature and previous research in the service sector and service quality management, which is a popular topic among those studying services, especially those in the tourism sector - being an interesting subject that we studied from basic application versus supply theories, continuing with organizational theories, operations management and customer relationship management. This popularity is due to the fact that "customer is king", meaning customer satisfaction is a priority, and service quality management means managing customer satisfaction, which is based on personal perception and understanding.

In this chapter I highlighted one of the reasons for choosing this topic for this research, namely, that Albania is a developing country and a young presence in the international tourism landscape, and that its late appearance on the market as a tourist destination, has several benefits such as: saturation of the market with tourist offerings from well-established countries, and

² Press release - Use of information and communications technology at companies in Albania, 2017

³ Press release - Use of information and communications technology at companies in Albania, 2018

directing attention to countries or tourist areas less accessible till than; using the image of a country still untapped in terms of tourism to attract tourists from all over the world and create an image of tourism exclusivity in this country.

This chapter will continue with the operations management relating to the management of processes that produce or deliver services, as well as on all decisions taken in response to this purpose which influence the quantity of sales as well as profitability through the prices and the quality of the services offered. In a way, the basis of these decisions dictates the quality of the services they offer because these decisions are taken to improve customers' performance, profitability and satisfaction, and to connect the importance of quality to the continuous improvement of service delivery. However, the final decision depends on what management considers to be more important (for example, leadership may consider costs a priority to the detriment of service quality, or more emphasis on customer satisfaction, including service quality). Management should not neglect the other objectives because evaluating management efficiency depends on the right balance of priorities and objectives to effectively improve business performance. Because of this, management can not consider a problem to have priority over others but must find the balance and structure needed to distribute the resources equally available to achieve departmental or organizational goals.

In this context, we critically analyze the quality of service studies and, in particular, the studies on the quality of hotel services to highlight the particularities of these services. At the same time, we studied the analysis and research models, such as SERVQUAL and the quality service dimension; we discussed the importance of expectations and customer satisfaction in the hospitality industry as well as the gaps in service quality management.

Based on the theoretical part of tourism management, we highlighted the characteristics of the services with the help of studies conducted over time, starting with Parasuraman in the years 1985, 1988 and 1990, continuing with Gronroos (1990), Chaston (1994), Reynoso and Moore (1995), Wisniewski (2001), Kotler (2002), Sahney (2004). The theoretical study was based on the revised list of service features Zeithaml, Parasuraman and Berry (1990), called SERVQUAL, but also on the supply dimensions of quality services.

At the same time, in this chapter I reviewed the customer satisfaction analysis and the role of their expectations, and for the case study I used a series of statistical methods such as the Levene test (Levene, 1960), the t Test, the ANOVA test and the Tukey HSD test . The last part of this chapter was assigned to the study of the HOLSERV model - a tool for analyzing the quality of services in the hotel sector; LODGING QUALITY INDEX, a tool that reduces SERVQUAL's deficiencies in the quality of hotel services; as well as SERVPERF (PERFORMANCE SERVICE), LODGQUAL (LODGING QUALITY), or LODGSERV (LODGING SERVICES) models.

The last part of this study is dedicated to the research of the quality of hotel services in Albania, the development of tourism in Albania, the economic relations between Albania and Romania, as well as the characteristics of foreign tourists in Albania and of Albanian non-resident tourists.

In the **third Chapter**, entitled "**Characteristics of services in the field of tourism and hospitality in Albania**" I analyzed Albanian legislation and other regulations related to

accommodation units in Albania because, due to cultural and national traditions are used specific classification systems, which prevents the application of a unique classification system used worldwide. Thus, I highlighted the criteria for classifying accommodation units and their specificity in the hospitality industry in Albania, according to the competent institutions in the country, but also according to normative acts, governmental decisions or other Albanian legislative acts.

I continued the study with the evaluation of the capacity of accommodation units in Albania in recent years and the analysis of the investment prospects for increasing these capacities in the future, depending on the government policies and plans to attract investors in the tourism sector, but also the problems of this sector in Albania.

The issue of the standardized star rating has depended on the investor or the owner since, from 2008, accommodation facilities in Albania are no longer required by law to classify the unit with stars, but there have been hotels that chose to appeal to specialized firms in the sector to obtain a specialized classification and to officially file the classification recognition documents, but by 2015 only 30 hotels have been officially classified, and only 3 of them are classified as 5 stars.

The second part of this chapter is to critically analyze management of tourism services in Albania by reviewing some of the most popular definitions of tourism, following by characteristics and management specifics in tourism, tourism potential of Albania, government policies to tourism development in Albania, as well as the history of relations and collaboration between Albania and Romania, two countries very close to each other historically and not only.

The last part of this chapter is dedicated to the analyze of the characteristics of foreign tourists in Albania during 2013-2017, relying on the information and statistics provided by INSTAT, the National Bank of Albania and the Ministry of Internal Affairs of Albania.

Starting from the fact that 80% of the active hotels in Albania are built in the coastal area of the country, in Chapter 4, entitled "Particularities of Albania's tourism management", we study the periods when the number of tourists is larger in Albania to highlight the type of tourism offered to tourists interested in spending their holidays in this country. Thus, I have conducted a case study on 10 hotels in the beach area of Durrës, on the Albanian coast, with the help of which I studied hotel services and hotel management in this seaside area of Albania. Thus, we conducted a quantitative research, based on a questionnaire, completed by foreign tourists staying in the Albanian seaside hotels.

Using data from the questionnaire analysis, we tested a set of nine scientific research hypotheses about the expectations and perceptions of foreign tourists of hotel services in Albanian seaside hotels. At the same time, we analyzed whether the expectations and perceptions of hotel services are different on the gender or level of respondents' studies, and analyzed the links and relationships between the country of origin, age, sex and education of the respondents, and how they made the bookings and traveled, in correlation with the assessment of expectations and the perceptions of the quality of hotel services.

From the analysis of the results, can be observed that many respondents have quite high expectations when it comes to the quality of hotel services in Albania - the average of expectations is almost 4.5 out of 5 points - and the average of service quality perceptions is

around 3.7 out of 5 points, which, in my opinion, is a fairly small difference - just 0.76 points at the detriment of perceptions - if we take into account the history of Albania in recent years of democracy. Albania's potential in this sector calls for more to be done to increase the quality of hotel services in Albania, because that is the only way we can keep pace with the neighboring countries directly competing in this area, even though in recent years Albania has begun to attract tourists from across Europe, especially from the Balkan countries and from Eastern Europe.

Taking into account one of the aims of this doctoral thesis, to analyze the tourism trends in Albania (the beach area of Durres) in correlation with the expectations and perceptions of the quality of the tourist services of foreign tourists such as:

- the general quality of services,
- rating by sex of tourists,
- evaluation of services according to the level of tourist studies,
- evaluation of tourism services related to the way the holidays were booked,
- evaluation of tourism services according to the age of tourists,
- evaluation of tourism services in Albania according to the country of origin of the tourists,

we have come to the conclusion that although Albania is a country where its government has only recently turned attention to the tourist sector, it is an attractive country for summer tourism where the quality of tourism is good enough but, planned public and private investments will improve this sector further and could be able to push offers of this country to be even more attractive to mass tourism.

Using the measurement and evaluation method of Liker (1932) and the SERVQUAL model of Parasurama, Zeithaml and Berry (1988) based on 5 dimensions of service quality, namely: tangibility, reliability, responsiveness, assurance and safety, and empathy - the questionnaire which was completed by 400 foreign respondents staying in the hotels in Durres, Albania, of which 236 questionnaires results correctly filled. Inputting the data from these questionnaires to the statistical analysis application from IBM, SPSS, we have been able to analyze and highlight all aspects of the quality of tourism services in Albania in correlation with the personal information of the respondents, such as their age, level of education, how have they book their holidays, their gender or their country of origin. Thus, we have been able to make a deeper analysis and verify the hypothesis of my study.

The results of our research have highlighted that the number of foreign tourists in Albania is growing year by year, with an average growth rate of almost 15% each year; and the quarter with most foreign tourists arriving in Albania is the third quarter of each year, which also corresponds to the summer period. It is also very important that, according to the INSTAT statistics, the number of nights of accommodation for foreign tourists in Albania has an increase of almost 35% each year. Analyzing this information, we can see that, apart from the fact that the number of foreign tourists in Albania has been rising steadily over the last few years, the number of nights spent in hotels in Albania is increasing even more rapidly, which means that foreign tourists in Albania tend to spend a longer period in Albania than in previous years.

As for the respondents' age, we came to the conclusion that the highest number of respondents is in the 31-55 age group, followed by those over the age of 56, and by gender the respondents are 49.2% men and 50.8% women. Regarding the way respondents traveled to Albania, almost 51% of respondents - traveling with their family and most of them came from Poland (18.2%), Serbia (14.8%) and the Czech Republic (11.4%).

It should be noted that this analysis can not be considered as representative of the total number of tourists in Albania, but only for tourists in the Durrës area. Taking into account the results of our research, we have come to the following conclusions on research hypotheses.

Hypothesis 1a: *There are no differences between the gender of respondents and their expectations regarding the quality of the tourism services.*

Our analysis revealed that, overall, there are no statistically significant differences for any of the five dimensions that describe the touristic package. Female and male respondents have similar expectations in terms of each of the components of the travel service, but from the statistical analysis of t Test results that in the dimension of **tangibility, responsiveness and empathy there are no** statistically significant differences between women and men in terms of receptivity to expectations; and to the dimension of **reliability and assurance and safety, there are** statistically significant differences between women and men in terms of expectations. Thus, we can say that *hypothesis 1a is partially validated*, because in two of the five dimensions there are statistically significant differences between women and men.

Hypothesis 1b: *There are no significant differences between the gender of respondents and their perceptions of the dimensions describing the tourist service.*

As in the case of expectations and in the case of perceptions, we came to the conclusion that, overall, there were no significant differences for any of the five dimensions; female and male respondents have almost similar perceptions of each of the dimensions of the tourism service, but as in case of hypothesis 1a, we continued the research through the statistical analysis with t Test and it resulted that in the dimension of **tangibility and of insurance and safety there are** statistically significant differences between women and men in terms of perceptions of tourism service; and in terms of **reliability, responsiveness and empathy, there are no** statistically significant differences between women and men in the perceptions of the tourism service. Thus, in this hypothesis there are statistically significant differences between women and men in two dimensions, we can say that the *hypothesis is partially validated*.

At the same time, combining these *two hypotheses*, we can say that *there is a difference between women and men in the expectations and perceptions of tourism services regarding the quality of hotel services in Albania.*

Hypothesis 2a: *There are no significant differences between the level of studies of respondents' and their expectations on the dimensions of the tourism services.*

We noticed that most of the respondents had higher education, university and / or master - almost 69% of all respondents - and the results show that there are statistically significant differences between respondents' expectations. Thus, continuing the analysis with the multiple comparison according to the level of the studies, we noticed that only in the

dimension of the **tangibility** there are statistically significant differences, depending on the level of the respondents' studies regarding the expectations. But, continuing analysis with Tukey's test for the four dimensions where there were differences from the previous test, we came to the conclusion that only in the case of **receptivity** there are no statistically significant differences between the respondents according to the level of the studies and in the case of the others three dimensions (**reliability, insurance and safety**, as well as **empathy**) there are statistically significant differences between the respondents who graduated from the high school and the respondents who graduated from a faculty. In this case, *hypothesis 2a is partially validated* because of the reported differences.

Hypothesis 2b: *There are no significant differences between the level of respondents' studies and their perceptions of the dimension of the tourism services.*

In this hypothesis, we have noticed that for all 5 dimensions there are statistically significant differences depending on the level of respondents' studies, on the perceptions of reliability of the tourism services. We continued the statistical analysis with the Tukey's test, which revealed that there are statistically significant differences between all three categories of respondents according to the level of studies. Thus, we can say that this *hypothesis is not validated*.

Hypothesis 3a: *There are no significant differences between the way the respondents booked the holiday and their expectations on the dimensions of the tourism services.*

Analyzing the data on tourists' expectations, we came to the conclusion that there is no significant difference between the two groups of tourists: those who booked through the agency and the tourists who preferred other booking arrangements, but we continued the analysis with the t test and showed that in the case of tangibility, reliability and responsiveness dimensions, for Test t, for media equality, $\text{sig.} > 0.05$, there is no statistically significant difference in the expectations of the respondents who booked their stay through a travel agency and those who have used other booking arrangements on the tangibility, reliability and responsiveness of the travel service; and in the case of insurance and safety dimensions as well as empathy, for Test t, for equality of media, $\text{sig.} \leq 0.05$, there are statistically significant differences in the expectations of the respondents who booked their stay through a travel agency and those using other booking arrangements. Thus, based on this information, we can conclude that *this hypothesis is partially validated*.

Hypothesis 3b: *There are no significant differences between the way the respondents booked their vacations and their perceptions on the dimensions of the tourism services.*

In this hypothesis, we analyzed the influence of the tourists' perceptions on the dimensions and concluded that there is no statistically significant difference between the two groups of tourists: those who booked through the agency and the respondents who preferred other ways but we continued the t test and found that only in the case of tangibility there are statistically significant differences in the perceptions of the respondents who booked the stay

through a travel agency and those who have used other ways of booking. Thus, we can say that this hypothesis is partially validated.

Hypothesis 4a: *There are no significant differences between the economic power of the respondent's country of origin and their expectations on the dimensions of the tourism services.*

Based on the Gross Domestic Product per capita in the home country of tourists in 2016, I noticed that the majority of respondents come from countries with medium or low economic power - 98 respondents originate from countries with average purchasing power, in while 85 other study participants come from countries with average purchasing power. Tourists coming from a country with high purchasing power are 53. From our research we came to the conclusion that in the case of tangibility and receptivity dimensions, there are no significant differences, and for the other three dimensions there are significant differences, from the statistically, depending on the economic power of the respondents' country of origin regarding the expectations of the tourism services. In this context, this hypothesis is partially validated.

Hypothesis 4b: *There are no significant differences between the economic power of the respondent's country of origin and their perception on the dimensions of the tourism services.*

In the case of this hypothesis, we did the same as in case of hypothesis 4a and concluded that there are no significant differences in case of tangibility, reliability, insurance and safety dimensions; and in the case of dimensions responsiveness and empathy, there are significant differences in terms of the economic power of the respondent's country of origin regarding the perceptions of the quality of the tourist service. This hypothesis is partially validated.

Hypothesis 5: *There are no significant differences between the stated importance that respondents associate touristic package dimensions on the level of satisfaction and calculated importance.*

The multivariate analysis aimed the issue of a prioritize of the aspects that create a competitive advantage, and based on the hypothesis formulated, we assessed the impact of each dimension on the satisfaction level of the tourists. Even if the respondents stated that the size of Empathy is of similar importance to other dimensions, we have noticed, following the regression model, that this component is losing importance because respondents tend to overestimate the importance of Empathy in influencing the overall level of satisfaction. On the other hand, the receptivity dimension influences most the level of satisfaction with greater importance than that declared by the tourists. Thus, the comparative analysis of the declared contribution to that calculated for each dimension, revealed that, apart from the size of Empathy, the respondents objectively assessed their expectations regarding the delivery of a service or package. This hypothesis is validated.

Thus, I came to the conclusion that there are generally no significant differences among the respondents, regardless of the demographic variables, but there are significant differences between the stated importance that the respondents associate with the dimensions of the package on the level of satisfaction and the calculated importance.

By carrying out this study and this research, it contributes to making a clear picture of the quality management of accommodation and tourism services in one of the most populated and important beach areas of the Albanian seaside, in the context of the Albanian government in the last 6 years has given it a great deal of importance to the tourism sector and its development. Thus, the quality management of hotel services, having a great role in the continuous and sustainable development of the tourism sector, is one of the most important aspects to be studied, analyzed and further improved, as the results of my study show.

Further developments will focus on a wider analysis of this study and of this research, with a much larger and more representative group. In this way, I can conclude statistically and have a much clearer and much broader picture of the hypotheses of the research, but also of other hypotheses that I can formulate at the time. To accomplish this study and this research, I will also need the help of governmental institutions, such as the Albanian Statistics Institute or the National Tourism Agency; but also by the help of other institutions in the public or private sector such as the Mediterranean University of Albania, the Customs Administration or the International Airport in Tirana.