

GIS analysis of Spatial Patterns of Call Center Industry in Tirana, Albania

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Abstract:

The concept of Call Centers emerged in 1908 in United States, enabling varied marketing strategies facilitated by telecommunication. By the 1960s, various companies were utilizing extensive telephone campaigns to reach potential customers, demonstrating the evolving role of telecommunication in business operations. Recently, technological advancements in computing and telecommunications have spurred significant growth in Call Centers globally, including Albania, which has witnessed an increase in Call Centers, initiated by Intercom Data Service in 2005, with 20 employees. Currently, the number of Call Centers in Albania exceeds 70, employing nearly 4000 individuals, mostly in Tirana and a few in other towns.

This study emphasizes the application of Geographic Information Systems (GIS) in analyzing the locational factors affecting the distribution of Call Centers, particularly in Tirana. The integration of GIS not only facilitates an understanding of Call Center proliferation but also aids in mapping demographic patterns and resource allocation effectively across Albania. This study identifies the advantages of Albania comparing to other neighboring countries and of Tirana as favorable locations for this economic activity. Furthermore, it assesses the impact of this growth on employment levels, particularly among youth and women, while highlighting improvements in communication skills of the employees.

Keywords:

Call Center, GIS, spatial patterns, youth employment.