

Study of the Relationship between Social Capital, Knowledge Sharing, Innovation with Performance of Small and Medium Enterprises in the Tourism Industry

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One of the most important factors affecting the growth of the tourism industry in different countries is the way in which travel agencies operate, which can attract more and more tourists all over the world by providing diverse services. Therefore, attention to how these agencies work is one of the issues that can help improve the industry in the country. Accordingly, the purpose of this study was to examine the relationship between various aspects of social capital, knowledge sharing, and innovation with the performance of small and medium enterprises in the tourism industry. The statistical population of the study consisted of 157 employees of travel and tourism agencies of Rasht. To calculate the sample size, Cochran formula was used for limited communities. Finally, 114 valid questionnaires were obtained by the researcher through non-random sampling. Data analysis was performed using SPSS-25 and PLS-3 software. The results of the research showed that all aspects of social capital (network density, network centrality, interpersonal social capital and cognitive social capital) have a positive effect on knowledge sharing, so social capital can have a positive and significant relationship with knowledge sharing in general. On the other hand, the results showed that knowledge sharing has a positive and significant relationship with innovation, but this relation has not been proved in terms of performance. Finally, the analysis of the data showed that there is a positive and significant relationship between innovation and performance. The results can be used to improve the interior space of travel agencies and expand tourism activities in these institutions

Keywords : Social capital, knowledge sharing, innovation, tourism industry

