



Albanian Sports Science Association
Shoqata Shqiptare e Shkencave Sportive

Federata Shqiptare e
Bodybuilding dhe Fitness



Final Report

FIT ALBANIA

PROJECT



TIRANA
2019

Project

FIT ALBANIA

Final Report

ISBN 978-99956-56-79-9



Tirana 2019

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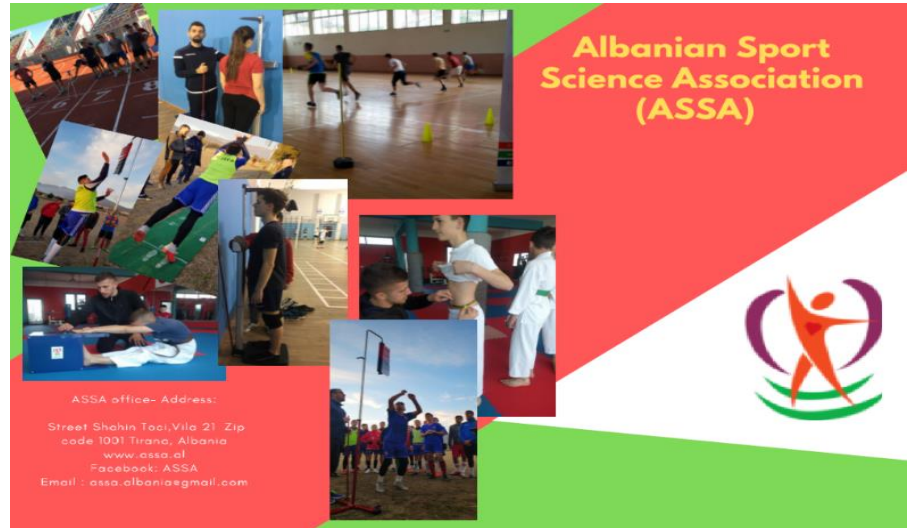
Email assa.albania@gmail.com

Adresa. Rruga "Shahin Toçi" Vila Nr 21 Tirana, Albania

About ASSA

ASSA evolved from the successful and innovative work of Albanian master students in “Health and Physical Activity”, established in 2012 and registered as an association in the Republic of Albania (ASSA organization) located in Tirana. ASSA was created with the aim of providing scientific information in creating databases on the research environment in Albania, improving national’s health and increasing national’s wealth through scientific information in sports and promotion of physical activity. ASSA team is proud to provide scientific information that will improve the health of people, increase the quality of sport and continue to contribute the advancement of sport and health knowledge through scientific research. ASSA seeks to bring together the major stakeholders that influence sports, physical activity and health through scientific research in Albania.

ASSA is always open to partner with the main research funding bodies; academia; universities; regulatory bodies; the bioscience, healthcare; sports participants and others willing to participate and promote sports, physical activity and education



ASSA Vision & Mission

To perform research activities increasing the quality of sports and promoting physical activity in all age groups. Improving major health outcomes through physical activity, affecting populations across Albania. ASSA future goal is to become a research institution that serves the top research body in Albanian sport and health

Our Values

- Being creative and open to new ideas and opportunities in scientific research
 - The continuous healthy development of our people around Albania
- Willing to create values and accept responsibility for our research activities.

Authors

Florian Muça
Rando Kukeli
Juel Jarani
Andi Spahi
Kliton Muça
Anduela Lile
Anisa Nurja
Keida Ushtelenca
Izmir Dibra
Fatjon Nurja
Klodjana Gjika
Afrim Bilali
Abdyl Kuriu
Aida Shehu
Anesti Qeleshi
Ermelinda Dyrmishi
Adri Kasmi
Jurgen Hoxha
Saimir Shatku
Enis Bellova
Vilma Zeqiri

Scientific Editor

Frida Bilali

Contributors

Abeliana Bregu
Aldi Germau
Aleksander Hysoskendaj
Aljona Kristuli
Alqi Kasi
Amelia Allushi
Andi Kongoli
Andi Kullolli
Blerta Drushku
Bora Sulka
Dean Qefalia
Dorian Isufaj
E. Rexhmati
Erald Malushi
Eridiola Buzi
Erind Tosku
Eris Hysenaj
Ermal Duraj
Evi Osmani
Francesk Doga
Geraldina Pambuku

Gerti Murataj
Irezuela Gjini
Jorges Xhoxhi
Julian Mema
Juxhin Brahimi
Klaudio Sejati
Kliti Arapi
Kostandin Canaj
Laert Troja
Leonard Sota
Malvina Suku
Marina Tasho
Mario Biba
Mario Shabanaj
Megi Gjeci
Neritan Ibi
Paola Tasho
Rigels Vako
Skerdi Pasha
Xhuliana Rruspi
Xhulio Mata
Zylyftar Nako

Abstract

Purpose

The FIT ALBANIA project proposed and developed by members of the Albanian Sport Sciences Association (ASSA) highlights and gives a clear overview of fitness centers in Albania (2016-2018). This report provides data on the hosting capacities of these fitness centers, the types of activities offered, the number of instructors employed, as well as the comparisons by city where these centers are located, etc.

Methodology

The research project was implemented in all major cities of Albania. This study included 120 fitness gyms. To evaluate the feedback on performance appraisal, semi-structured questionnaires and interviews with fitness managers and instructors were designed.

Results

The data show that the smallest number of fitness centers is registered in the town of Rrogozhina and Permet with only one fitness gym. In the city of Tirana, where the highest number of the population is, 61 fitness gyms have been identified. The data show that in Albania, 43.3% of gyms have 1 fitness instructor and only 1 gym employs 5 instructors. Male instructors are the ones dominating the labor market. A total of 69 female instructors and 157 male instructors are employed in 120 registered fitness gyms in Albania (N = 226 instructors). The data show that the average age of instructors is 32 (minimum age 19 years and maximum age 66 years). The results show that 80% of instructors have higher education while 20% of employed instructors have secondary education (middle school). Year 2012 has the highest number of open gyms (N=24) in Albania.

The highest number of exercisers is in the city of Tirana with 30,203 practitioners (in 61 fitness gyms) and with a big difference compared to other cities. Rrogozhina has the smallest number of practitioners with only 20 practitioners. The city of Durres has 3352 practitioners (in 11 gyms) and turns out to be behind Tirana. The second lowest number of practitioners was recorded in the city of Saranda with 140 practitioners. Mixed gyms (male and female attendance) had the highest percentage with 83.6%, followed by males with only 8.6%.

Discussion

This report assesses the fitness gym that has been identified by the project staff (until August 2018). As there is no database with the exact number and address of the gym, it has made it difficult to identify them in total. We are aware that this number of gyms identified in the project do not represent the total number of fitness gyms in Albania. This report will assist future researchers or research institutions for further studies.

Key words; fitness gyms, exercise, cities, employment

DOI: 10.13140/RG.2.2.27293.87521

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Introduction

The FIT ALBANIA project proposed and developed by the members of the Albanian Sports Sciences Association (ASSA) identifies and gives a clear panorama of fitness centers in Albania (2016-2018). This report presents data on the reception capacities of these fitness centers, the types of activities offered, data on the number of employed instructors and various comparisons according to the cities where these centers are located, etc.

Evidence of fitness centers in Albania has been a challenge and an obstacle in data collection. As it is known, there is no official database on data on the location of fitness centers in Albania.

The FIT ALBANFIA project is funded by the Albanian Sports Science Association (ASSA) and is supported by experts from the Albanian Bodybuilding and Fitness Federation.

Research Methods

This study relied mainly on quantitative methodology in the form of a case study to explore the current situation of services provided in gyms in Albania, where questionnaire survey was the main method of data collection. The qualitative part of the research was conducted through open-ended questionnaires and semi-structured interviews with gym instructors and managers. Meanwhile, for the analysis of the questionnaires, the quantitative analysis was carried out based on the answers of the questionnaires. The analysis of the questionnaires was aimed at providing a more accurate picture of the current situation and changes in the services provided in gyms from 1999-2017 / 18.

Participants and Instrument

The research project was implemented in all major cities of Albania (Berat, Durrës, Elbasan, Fier, Korça, Kukës, Shkodër, Tirana, Vlora, Fushë Krujë, Pogradec, Rrogozhinë, Kavaja, Lushnjë, Sarandë, Përmet). The study included 120 gyms. In order to evaluate the “feedback” on job evaluation, semi-structured interviews were designed for managers and instructors. It was important that during the interview we could identify as clearly as possible what their expectations were about working in the gym. The main instrument used for the survey is a questionnaire constructed in 6 sections, with escalated questions according to Likerte scale, dichotomous and open questions.

Statistical Analysis

In this study, a series of measurable variables were measured and analyzed related to: number of gyms over the years, recreational sports disciplines, typology of services provided, level of education / gender of instructors, number of clients, clients by gender, age, level of education, distribution according to attendance schedules, etc. The data of this questionnaire were analyzed using SPSS Statistics 22. The statistical methods used include: frequency analysis, graphical presentation, reliability analysis of the questionnaire, etc.

Note

In this report, the gyms that have been identified by the project staff (until August 2018) have been evaluated. Since there is no database with the exact number and addresses of gyms, it has made it difficult to identify them in total. We are aware that this number of gyms identified in the project do not represent the total fitness gyms in Albania.

Results

Fitness gyms identified by cities (location)

In total, the project staff identified 120 fitness gyms in the territory of Albania. Table 1 shows the total number of gyms that have been identified in Albania and the value in percentage of them from the total number recorded (note below).

The data show that the smallest number of fitness gyms was recorded in the city of Rrogozhina and Përmet with only one gym. In the city of Tirana, where the highest population is, 61 fitness gyms have been identified.

At the national level, gyms in the city of Tirana make up the highest percentage of 51%. Only 0.8, is the smallest percentage of gyms recorded in 3 cities.

Facts:

1. The total number of gyms registered throughout Albania is $N = 120$.
2. The highest percentage of gyms that correspond to the highest number of them are located in the city of Tirana.
3. Rrogozhina and Përmeti have the smallest number of fitness gyms in Albania.
4. Durrës is the second city for the largest number of fitness gyms.

Table 1. Data on the number of gyms in Albania and the value in their percentage evidenced by the project staff.

	Frequency	Percentage
Berat	3	2.5
Durrës	11	9.2
Elbasan	3	2.5
Fier	6	5.0
Korçë	3	2.5
Kukës	2	1.7
Shkodër	9	7.5
Tiranë	61	50.8
Vlorë	4	3.3
FushëKrujë	2	1.7
Pogradec	3	2.5
Rrogozhinë	1	.8
Kavajë	4	3.3
Lushnjë	4	3.3
Sarandë	3	2.5
Përmet	1	.8
Total	120	100.0

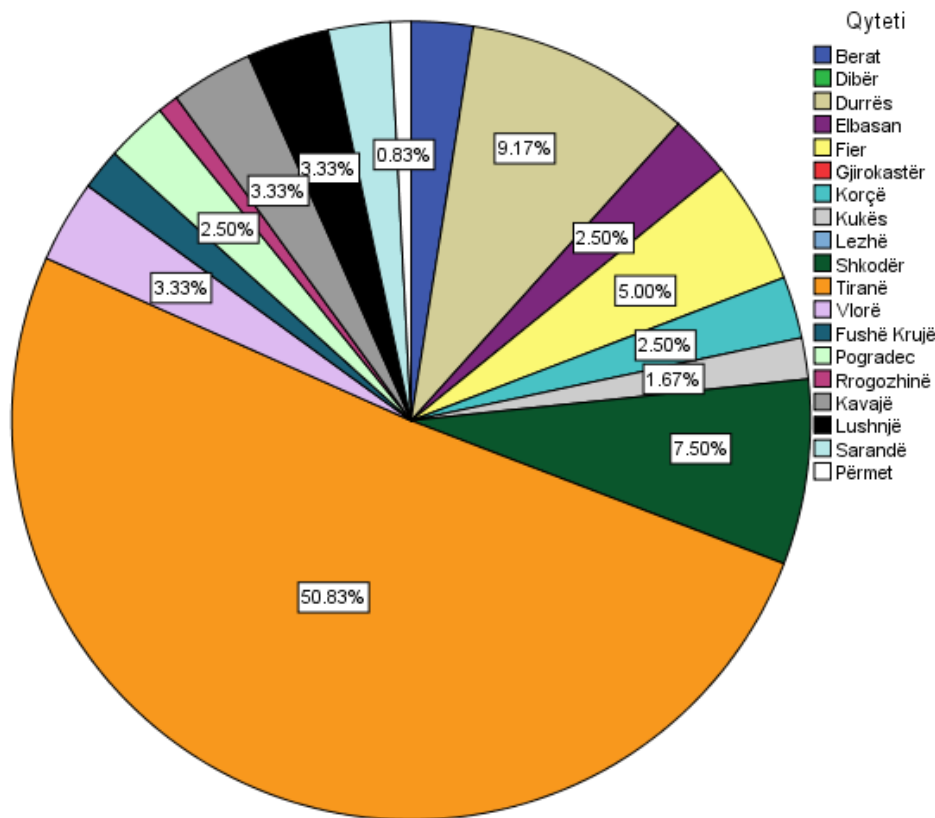
Graph 1 shows figuratively the percentage of gyms registered in all cities of Albania.

In this graph we see that the dominant color is orange, which identifies the percentage of gyms in the city of Tirana. The least visible colors are white and violet, which correspond to the city of Rrogozhina and Përmet. Half of the district or 51% of it is dominated by the number of gyms in the city of Tirana, while the rest is covered by other cities.

Facts:

1. Tirana is the dominant city for the largest number of gyms and occupies 51% of the total fitness gyms in Albania.
2. Rrogozhina and Përmeti cover the smallest percentage of the district (pie)

Graph 1. Graphic representation of values in percentage of gyms for certain cities in Albania.



Data from Table No. 2 show the employment of fitness instructors (N) in gyms identified in Albania (in cities that employ fitness instructors). The data show that in Albania, 43.3% of gyms employ 1 fitness instructor and only 1 gym employs 5 instructors.

Table 2 Fitness Instructors (N) employed in Albania for fitness

Albania * Instructors (N) fitness (Crosstabulation)							
		Number instructors/ Gym					Total
		1	2	3	4	5	
Total	Count	52	40	16	11	1	120
	% within Albania	43.3%	33.3%	13.3%	9.2%	0.8%	100.0%

Facts:

In Albania, only one gym employs 5 fitness instructors.

In Albania, 43.3% of gyms employ 1 fitness instructor.

The following tables (3.1; 3.2; 3.3) show the numbers of instructors / gyms that are employed in Albania by cities and the total number.

The highest number of instructors employed in a gym is 5 and corresponds to only one gym in the city of Tirana, in a small percentage of 1.6% of the total number of gyms.

Including all the cities of Albania, the data from table no. 2 show that most gyms employ 1 and 2 fitness instructors. The cities of Rrogozhina and Përmet constitute the smallest number of gyms and consequently the smallest number of fitness instructors employed (with only one instructor).

In the city of Shkodra, a large number of gyms have only one employed instructor.

Facts:

1. There is only one gym in the city of Tirana that employs 5 fitness instructors.
2. Most gyms in Albania employ one or two fitness instructors.
3. The smallest number of instructors employed in gyms are recorded in the city of Rrogozhina and Përmet.

Table 3.1. Percentages of gyms that employ fitness instructors (N) in Albania (for cities).

City * Fitness Instructors (Crosstabulation)								
			Number of instructor/ Gym					Total
			1	2	3	4	5	
City	Berat	Count	3	0	0	0	0	3
		% within Qyteti	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Instruk	5.8%	0.0%	0.0%	0.0%	0.0%	2.5%
	Durrës	Count	2	7	1	1	0	11
		% within Qyteti	18.2%	63.6%	9.1%	9.1%	0.0%	100.0%
		% within Instruk	3.8%	17.5%	6.2%	9.1%	0.0%	9.2%
	Elbasan	Count	0	1	2	0	0	3
		% within Qyteti	0.0%	33.3%	66.7%	0.0%	0.0%	100.0%
		% within Instruk	0.0%	2.5%	12.5%	0.0%	0.0%	2.5%
	Fier	Count	3	3	0	0	0	6
		% within Qyteti	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%
		% within Instruk	5.8%	7.5%	0.0%	0.0%	0.0%	5.0%
	Korçë	Count	0	0	1	2	0	3
		% within Qyteti	0.0%	0.0%	33.3%	66.7%	0.0%	100.0%
		% within Instruk	0.0%	0.0%	6.2%	18.2%	0.0%	2.5%

Table 6.2. Percentages of gyms that employ fitness instructors (N) in Albania (for cities).

City * Fitness Instructors (Crosstabulation)								
			Number of instructor/ Gym					Total
			1	2	3	4	5	
	Kukës	Count	2	0	0	0	0	2
		% within Qyteti	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Instruk	3.8%	0.0%	0.0%	0.0%	0.0%	1.7%
	Shkodër	Count	7	0	0	2	0	9
		% within Qyteti	77.8%	0.0%	0.0%	22.2%	0.0%	100.0%
		% within Instruk	13.5%	0.0%	0.0%	18.2%	0.0%	7.5%
	Tiranë	Count	17	27	11	5	1	61
		% within Qyteti	27.9%	44.3%	18.0%	8.2%	1.6%	100.0%
		% within Instruk	32.7%	67.5%	68.8%	45.5%	100.0%	50.8%
	Vlorë	Count	3	0	0	1	0	4
		% within Qyteti	75.0%	0.0%	0.0%	25.0%	0.0%	100.0%
		% within Instruk	5.8%	0.0%	0.0%	9.1%	0.0%	3.3%
	FushëKrujë	Count	1	0	1	0	0	2
		% within Qyteti	50.0%	0.0%	50.0%	0.0%	0.0%	100.0%
		% within Instruk	1.9%	0.0%	6.2%	0.0%	0.0%	1.7%
Pogradec	Count	3	0	0	0	0	3	

		% within Qyteti	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Instruk	5.8%	0.0%	0.0%	0.0%	0.0%	2.5%

Table 3.3. Percentages of gyms that employ fitness instructors (N) in Albania (for cities).

City * Fitness Instructors (Crosstabulation)								
			Number of instructor/ Gym					Total
			1	2	3	4	5	
City	Rrogozhinë	Count	1	0	0	0	0	1
		% within Qyteti	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Instruk	1.9%	0.0%	0.0%	0.0%	0.0%	0.8%
	Kavajë	Count	3	1	0	0	0	4
		% within Qyteti	75.0%	25.0%	0.0%	0.0%	0.0%	100.0%
		% within Instruk	5.8%	2.5%	0.0%	0.0%	0.0%	3.3%
	Lushnjë	Count	3	1	0	0	0	4
		% within Qyteti	75.0%	25.0%	0.0%	0.0%	0.0%	100.0%
		% within Instruk	5.8%	2.5%	0.0%	0.0%	0.0%	3.3%
	Sarandë	Count	3	0	0	0	0	3
		% within Qyteti	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%

		% within Instruk	5.8%	0.0%	0.0%	0.0%	0.0%	2.5%
	Përmet	Count	1	0	0	0	0	1
		% within Qyteti	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Instruk	1.9%	0.0%	0.0%	0.0%	0.0%	0.8%
Total		Count	52	40	16	11	1	120
		% within Qyteti	43.3%	33.3%	13.3%	9.2%	0.8%	100.0%
		% within Instruk	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

The tables (4.1; 4.2) present the data on the number of gyms opened in the years, in the cities identified by the project staff divided into two periods (1999-2009 and 2010-2017 / 18).

In total, 50 fitness gyms were opened in Albania for the period 1999-2009 and 67 gyms were opened in the period 2010-2017/18 (3 gyms are not registered in the opening year).

In 1999, only one fitness gym was opened in the city of Tirana. In Albania, the first 10 gyms were opened in 2007. 2012 has the highest number of open gyms with a number of 24 gyms (in Albania). The first gym in the city of Përmet was opened in 2009. In the city of Rrogozhina, the only gym was opened in 2012. In 2017/18, a total of 120 fitness gyms were opened throughout Albania.

Facts:

1. In the period 1999-2009, 50 fitness gyms were opened and in 2010-2017, 67 gyms were opened.
2. In 1999, only one gym was identified in the city of Tirana.
3. The highest number of open gyms is 24 gyms in 2012.
4. Currently there are a total of 120 gyms in Albania (identified by the project staff).

Table 4.1 Data on the number of gyms in cities in Albania open over the years (1999-2009)

First time open of the gym * City (Crosstabulation)

year	City															Total
	Berat	Durrës	Elbasan	Fier	Korçë	Shkodër	Tiranë	Vlorë	F.Krujë	Pogradec	Rrogoshinë	Kavajë	Lushnjë	Sarandë	Përmet	
1999	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
2001	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	2
2002	0	0	1	0	0	0	2	0	0	0	0	0	0	0	0	3
2003	0	0	0	1	0	0	4	1	0	0	0	1	0	0	0	7
2004	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	2
2005	0	1	0	0	0	0	2	0	0	0	0	0	0	0	0	3
2006	0	0	1	1	0	0	2	0	0	0	0	1	0	0	0	5
2007	1	1	0	1	0	2	3	0	0	1	0	0	1	0	0	10
2008	0	0	0	1	0	1	6	0	0	0	0	0	1	0	0	9
2009	0	2	0	0	0	1	4	0	0	0	0	0	0	0	1	8
Total	1	4	2	4	0	6	25	1	0	1	0	2	3	0	1	50

Table 4.2 Data on the number of gyms in cities in Albania open over the years (2010-2017 / 18)

First time open of the gym * City (Crosstabulation)

Year	City															Total
	Berat	Durrës	Elbasan	Fier	Korçë	Shkodër	Tiranë	Vlorë	Fierë	Pogradec	Rrogozhinë	Kavajë	Lushnjë	Sarandë	Përmet	
2010	0	2	0	1	0	0	5	1	0	0	0	1	1	1	0	12
2011	0	1	0	0	0	1	3	1	1	0	0	1	0	0	0	8
2012	2	2	1	1	2	2	11	1	0	0	1	0	0	1	0	24
2013	0	1	0	0	0	0	7	0	0	0	0	0	0	0	0	8
2014	0	0	0	0	0	0	2	0	1	1	0	0	0	0	0	4
2015	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	2
2016	0	1	0	0	1	0	5	0	0	0	0	0	0	0	0	7
2017	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2
Total	2	7	1	2	3	3	36	3	2	2	1	2	1	2	0	67

The graphical presentation No. 2 presented below shows the number of practitioners in the periods (January-April), (May-August) and (September-December).

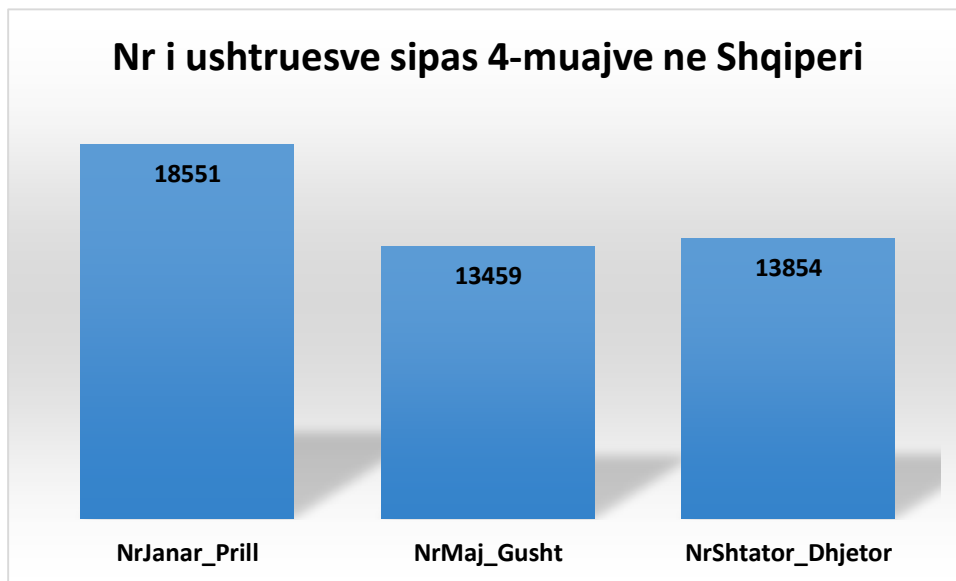
From the graph we see that the period (January-April) has the highest number of trainees of 18551 trainees in Albania.

The two periods (May-August) and (September-December) have almost the same number of exercises with a slight predominance of the period (September-December) of 395 practitioners.

Facts:

1. The period (January-April) has the largest number of practitioners $N = 18551$.
2. The period (September-December) has the smallest number of practitioners $N = 13854$.
3. The difference between the period (May-August) and (September-December) is small with only 395 practitioners.

Graph 2 Number of practitioners for time periods in Albania



The following table No. 5 presents the number of gym practitioners for each city in Albania. The highest number of trainees is in the city of Tirana with 30,203 trainees and a large difference compared to other cities. Rrogozhina has the smallest number of practitioners with only 20 practitioners. The city of Durrës has 3352 practitioners and turns out to be ranked after Tirana. The second smallest number of trainees was recorded in the city of Saranda with 140 trainees.

Facts:

1. The city with the highest number of practitioners is Tirana (N = 30203)
2. Rrogozhina has the lowest number of exercises (N = 20)
3. Durrës is ranked as the second city for the largest number of practitioners.
4. In Albania, 45755 individuals are practiced in fitness centers.

Table 5 Number of fitness practitioners for each city in Albania

City	Number practitioners
Berat	222
Durrës	3352
Elbasan	1140
Fier	2900
Korçë	470
Kukës	130
Shkodër	1273
Tiranë	30203
Vlorë	2600
FushëKrujë	475
Pogradec	875
Rrogozhinë	20
Kavajë	1335
Lushnjë	620
Sarandë	140
Total	45755

Table 6 shows the number of practitioners registered in fitness centers for different periods (January-April) (May-August) (September-December) in all cities of Albania. The highest number of trainees is in the period (January-April) with a total of 18551 trainees. The period (May-August) has the lowest number of exercisers.

Tirana is the city that surpasses the largest number of practitioners in all 3 periods, compared to other cities. The city of Elbasan and Shkodra has the largest number of practitioners in the period (September-December).

Facts:

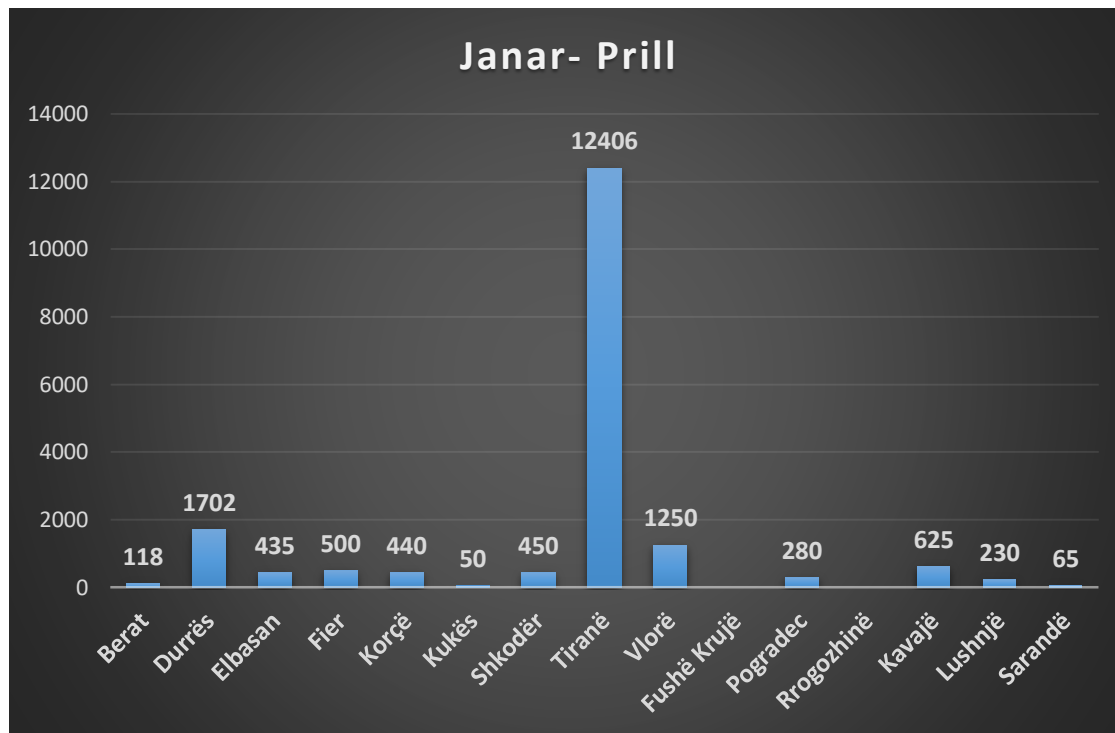
1. The period with the highest number of exercisers is in January-April.
2. The lowest number of practitioners is in the period (May-August).
3. For the city of Elbasan and Shkodra, the highest number of trainees is the period - September - December.

Table 6 Number of practitioners for 4-month periods by city in Albania

Case Summaries				
Sum				
City	No; January- April	No; May- August	No; Sept- December	No. Max
Berat	118	150	64	43
Durrës	1702	1480	1220	380
Elbasan	435	275	505	105
Fier	500	1200	800	143
Korçë	440	300	330	480
Kukës	50	60	60	25
Shkodër	450	365	470	93
Tiranë	12406	8084	8475	2506
Vlorë	1250	530	820	230
FushëKrujë				15
Pogradec	280	360	220	60
Rrogozhinë			25	15
Kavajë	625	340	610	130
Lushnjë	230	295	205	115
Sarandë	65	20	50	65
Total	18551	13459	13854	4405

The following graphs (2.1; 2.2 and 2.3) show the number of practitioners for the 4-month periods for each city in Albania.

Graph 2.1 Number of practitioners for the period January-April

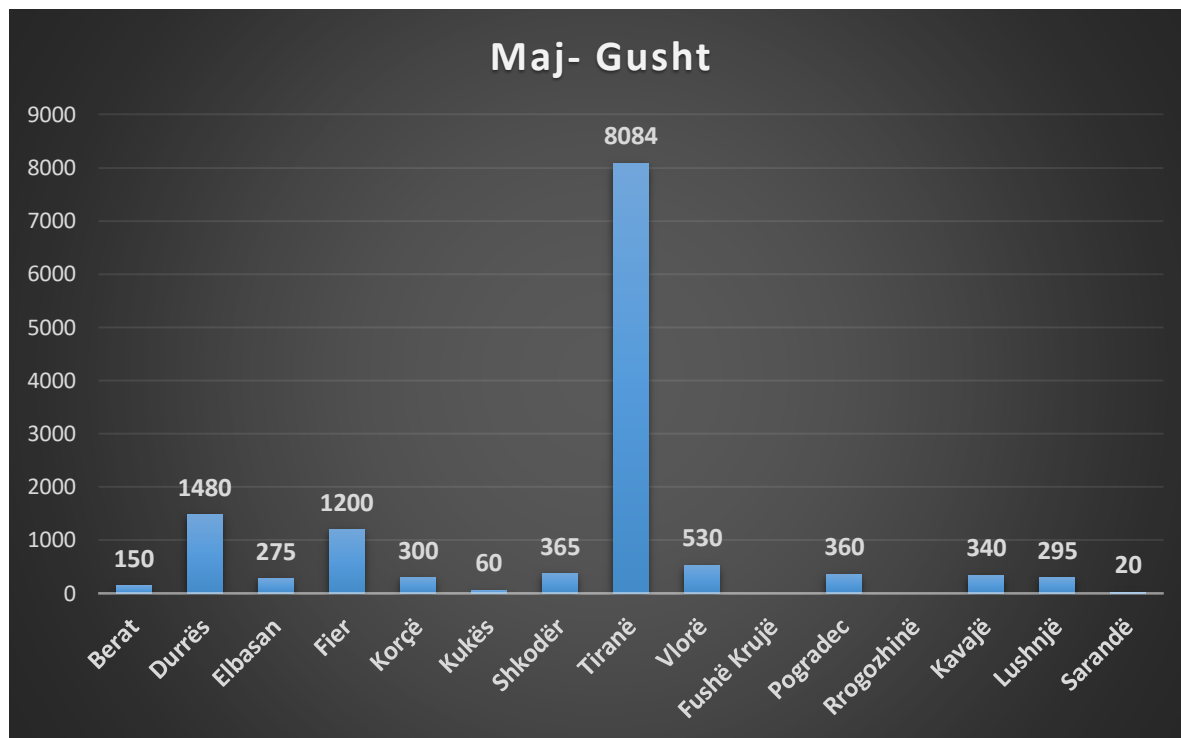


The graphic figure (No. 2.2) below shows the number of practitioners for the period (May-August) by city. Tirana is the city that leads for the period (May-August) with the largest number of practitioners $N = 8084$. The cities of Rrogozhina and Fushë Krujë have no data on the number of practitioners. The city of Saranda has the lowest number of practitioners in this period $N = 20$. Durrës continues to be the second city for the largest number of practitioners $N = 1480$.

Facts:

1. The highest number of practitioners is in the city of Tirana $N = 8084$
2. Saranda has the lowest number of trainees in the period (May-August) $N = 20$ trainees.
3. Durrës ranks second for the largest number of practitioners $N = 1480$.

Graph 2.2 Number of practitioners for the period May-August



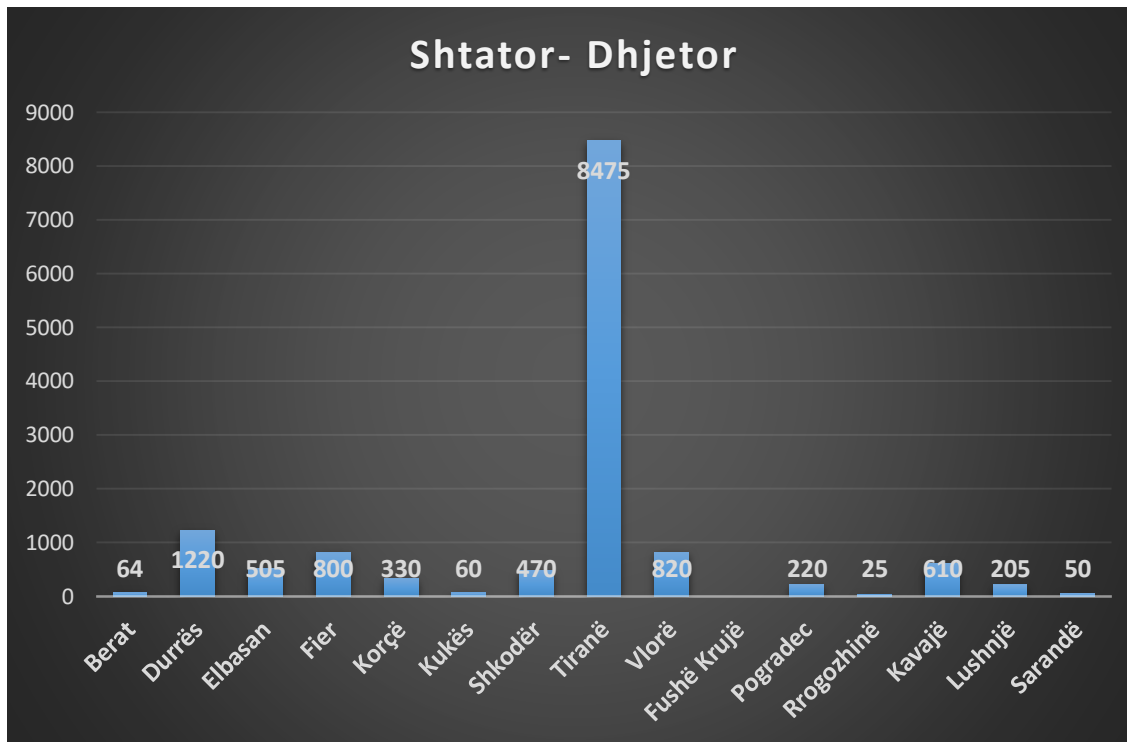
The graphical presentation (No. 2.3) presented below shows the number of practitioners for the period (September-December) by cities. The highest number of practitioners $N = 8475$ is located in the city of Tirana.

Saranda has the lowest number of trainees and for the period (September-December) there are 50 trainees. Durres continues to be the second city for the largest number of $N = 1220$ practitioners.

Facts:

1. For the period (September-December) Tirana has the largest number of practitioners $N = 8475$.
2. Saranda has the lowest number of $N = 50$ practitioners for the period (September-December).

Graph 2.3 Number of practitioners for the period September-December



The following table (No. 7) shows the percentage of gyms that are only for men, women and mixed (goal orientation of gyms) in Albania, while the tables (7.1; 7.2; 7.3) present data for each city of Albania.

Facts:

1. Mixed gyms have the highest percentage in all cities of Albania (excluding the city of Kukes)

Table 7 Frequency (purpose) of gyms by gender in Albania

Albania * Frequency (purpose) of gyms Crosstabulation					
		Purpose			Total
		Male	Female	Both	
Total	Count	10	9	97	116
	% within City	8.6%	7.8%	83.6%	100.0%
	% within Purpose	100.0%	100.0%	100.0%	100.0%
	% of Total	8.6%	7.8%	83.6%	100.0%

The highest percentage is occupied by mixed gyms (attendance - male and female) with 83.6%, followed by gyms attended by men with 8.6% (Table 8.1; 8.2; 8.3). The smallest percentage have gyms frequented by women with 7.8%.

In almost all cities, mixed gyms have the highest percentage. Mixed gyms in the city of Tirana occupy a high percentage compared to gyms in other cities.

Facts:

1. 7.8% is the smallest percentage that represents the gyms frequented by women throughout Albania.
2. Tirana is the city with the largest number of gyms frequented by women.

Table 8.1 Frequency (purpose) of gyms by gender for each city of Albania

City * Frequency (purpose) of gyms Crosstabulation						
			Purpose			Total
			Male	Female	both	
City	Berat	Count	1	0	2	3
		% within City	33.3%	0.0%	66.7%	100.0%
		% within Purpose	10.0%	0.0%	2.1%	2.6%
		% of Total	0.9%	0.0%	1.7%	2.6%
	Durrës	Count	0	0	11	11
		% within City	0.0%	0.0%	100.0%	100.0%
		% within Purpose	0.0%	0.0%	11.3%	9.5%
		% of Total	0.0%	0.0%	9.5%	9.5%
	Elbasan	Count	0	0	3	3
		% within City	0.0%	0.0%	100.0%	100.0%
		% within Purpose	0.0%	0.0%	3.1%	2.6%
		% of Total	0.0%	0.0%	2.6%	2.6%
	Fier	Count	1	0	5	6
		% within City	16.7%	0.0%	83.3%	100.0%
		% within Purpose	10.0%	0.0%	5.2%	5.2%
		% of Total	0.9%	0.0%	4.3%	5.2%
	Korçë	Count	0	0	3	3
		% within City	0.0%	0.0%	100.0%	100.0%
		% within Purpose	0.0%	0.0%	3.1%	2.6%
		% of Total	0.0%	0.0%	2.6%	2.6%

Table 8.2 Frequency (purpose) of gyms by gender for each city of Albania

City * Frequency (purpose) of gyms Crosstabulation						
			Purpose			Total
			Male	Female	Both	
Kukës	Count	2	0	0	2	
	% within City	100.0%	0.0%	0.0%	100.0%	
	% within Purpose	20.0%	0.0%	0.0%	1.7%	
	% of Total	1.7%	0.0%	0.0%	1.7%	
Shkodër	Count	0	1	5	6	
	% within City	0.0%	16.7%	83.3%	100.0%	
	% within Purpose	0.0%	11.1%	5.2%	5.2%	
	% of Total	0.0%	0.9%	4.3%	5.2%	
Tiranë	Count	3	6	51	60	
	% within City	5.0%	10.0%	85.0%	100.0%	
	% within Purpose	30.0%	66.7%	52.6%	51.7%	
	% of Total	2.6%	5.2%	44.0%	51.7%	
Vlorë	Count	0	1	3	4	
	% within City	0.0%	25.0%	75.0%	100.0%	
	% within Purpose	0.0%	11.1%	3.1%	3.4%	
	% of Total	0.0%	0.9%	2.6%	3.4%	
FushëKrujë	Count	0	0	2	2	
	% within City	0.0%	0.0%	100.0%	100.0%	
	% within Purpose	0.0%	0.0%	2.1%	1.7%	
	% of Total	0.0%	0.0%	1.7%	1.7%	
Pogradec	Count	0	1	2	3	

		% within City	0.0%	33.3%	66.7%	100.0%
		% within Purpose	0.0%	11.1%	2.1%	2.6%
		% of Total	0.0%	0.9%	1.7%	2.6%

Table 8.3 Frequency (purpose) of gyms by gender for each city of Albania

City * Frequency (purpose) of gyms Crosstabulation						
			Purpose			Total
			Male	Female	Both	
	Rrogozhinë	Count	0	0	1	1
		% within City	0.0%	0.0%	100.0%	100.0%
		% within Purpose	0.0%	0.0%	1.0%	0.9%
		% of Total	0.0%	0.0%	0.9%	0.9%
	Kavajë	Count	2	0	2	4
		% within City	50.0%	0.0%	50.0%	100.0%
		% within Purpose	20.0%	0.0%	2.1%	3.4%
		% of Total	1.7%	0.0%	1.7%	3.4%
	Lushnjë	Count	0	0	4	4
		% within City	0.0%	0.0%	100.0%	100.0%
		% within Purpose	0.0%	0.0%	4.1%	3.4%
		% of Total	0.0%	0.0%	3.4%	3.4%
	Sarandë	Count	1	0	2	3
		% within City	33.3%	0.0%	66.7%	100.0%
		% within Purpose	10.0%	0.0%	2.1%	2.6%
		% of Total	0.9%	0.0%	1.7%	2.6%
Përmet	Count	0	0	1	1	

		% within City	0.0%	0.0%	100.0%	100.0%
		% within Purpose	0.0%	0.0%	1.0%	0.9%
		% of Total	0.0%	0.0%	0.9%	0.9%
Total		Count	10	9	97	116
		% within City	8.6%	7.8%	83.6%	100.0%
		% within Purpose	100.0%	100.0%	100.0%	100.0%
		% of Total	8.6%	7.8%	83.6%	100.0%

Graph 3 shows a panorama of all gyms frequented by men, women and mixed in different cities of Albania.

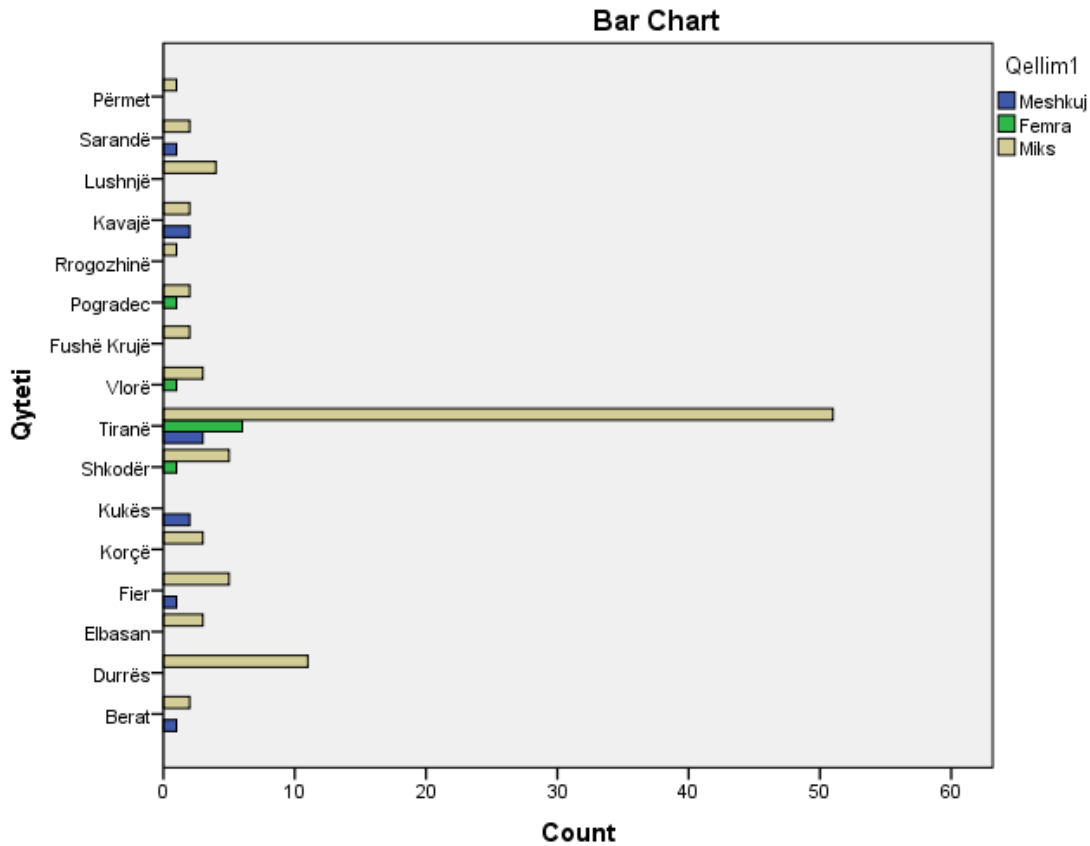
From the graph we see that the yellow column representing mixed gyms is present in almost all cities. The high number of mixed gyms in Tirana is shown in the graph with a significant difference compared to other cities.

Pogradec, Vlora, Tirana and Shkodra are the only cities that have gyms frequented by women.

Facts:

1. Mixed gyms in Tirana have the highest number compared to other cities that appear significantly in the graph.
2. The city of Tirana offers all three gym models (frequented only by men, only by women, mixed)
3. Mixed gyms are present in almost all cities.

Graph 3. The percentages of gyms that are only for men, women and mixed in all cities of Albania are presented



The table shown below (No. 9) shows the number of gyms and their percentage according to the built-up areas. Only one gym has an area of less than 50 m² and makes up 8% of the total. The largest percentage of 48.3% is for gyms that have an area larger than 250 m². Only 57 gyms have a larger area compared to other gyms. A significant number of 21 gyms have an area between 150-200 m².

Facts:

1. Only one gym has an area under 50 m²
2. 57 gyms have an area of over 250 m²
3. 17.8% of gyms have an area of 150-200 m²
4. Another significant percentage of 16.1% occupy gyms that have an area between 100-150m².

Table 9 Percentage and number of gyms according to the areas built in m²

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
	< 50	1	.8	.8
	50-100	8	6.7	7.6
	100-150	19	15.8	23.7
Valid	150-200	21	17.5	41.5
	200-250	12	10.0	51.7
	>250	57	47.5	100.0
	Total	118	98.3	100.0
Missing	System	2	1.7	
Total		120	100.0	

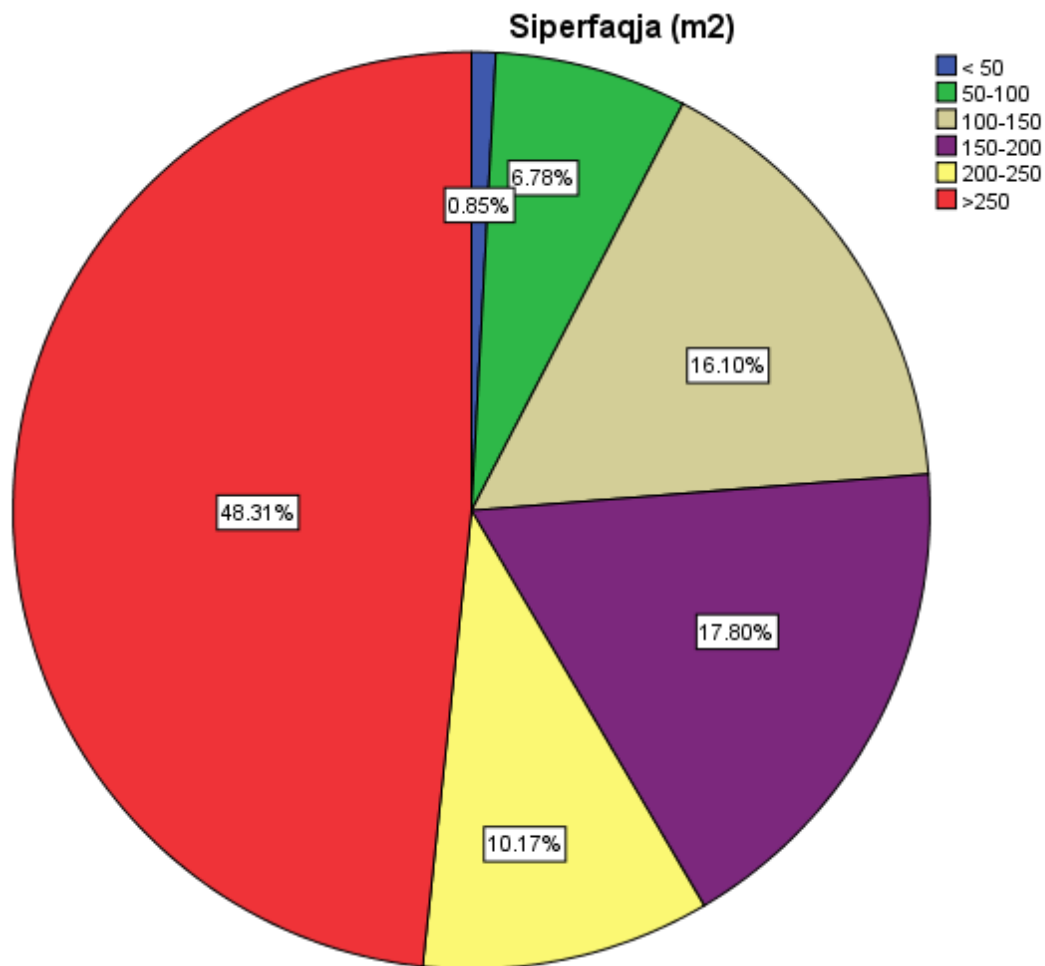
Figurative representation No. 4 shows the percentage of gyms and their respective construction areas. The red color occupies most of the (pie) figure and represents gyms with an area of over 250 m².

The blue color is less present and represents gyms that have areas below 50 m². Other significant percentages are 16.1% and 17.8% which are presented by gray and violet colors symbolize gyms that have an area between 100-150 m² and 150-200 m².

Facts:

1. The dominant color in the figure (pie) is red and represents gyms with an area of over 250 m².
2. The lowest presence is blue and presents gyms with an area below 50 m²
3. Violet and gray colors are also noticeable and symbolize gyms that have surfaces between 100-150 m² and 150-200 m².

Graph 4. Percentages of gyms and their respective areas.



The following table (No. 10) shows the number of gyms and their respective areas for each city of Albania. The area of the only gym that Rrogozhina has is 150-200 m². The city of Tirana has only one gym with an area under 50 m² and it turns out to be the only gym in all cities.

In total, 33 gyms in the city of Tirana, turn out to be the most significant part that have an area of over 250 m². In the city of Përmet, the only gym has an area of 150-200 m². Berat and Përmeti are the only cities that do not have a gym with an area of over 250 m².

Facts;

1. Tirana has a significant part of gyms with an area of over 250 m²
2. Berat and Përmeti are cities that do not have any gym with an area of over 250 m²
3. There is only one gym in the city of Tirana that has an area of less than 50 m²
4. A small number of gyms have an area between 50-100 m².

Table 10 Number of gyms and their respective areas by city

City * Area (m²) Crosstabulation

	Area (m ²)						Total
	< 50	50-100	100-150	150-200	200-250	>250	
Berat	0	0	1	1	1	0	3
Durres	0	2	3	3	1	2	11
Elbasan	0	0	1	0	0	2	3
Fier	0	0	1	2	1	2	6
Korcë	0	0	0	0	0	3	3
Kukës	0	0	1	1	0	0	2
Shkodër	0	1	3	2	0	3	9
Tiranë	1	2	6	10	8	33	60
Vlorë	0	1	0	0	0	3	4
Fushëkrujë	0	0	1	0	0	1	2
Pogradec	0	1	0	0	0	2	3
Rrogozhinë	0	0	0	1	0	0	1
Kavajë	0	0	0	0	1	3	4
Lushnje	0	1	1	0	0	2	4
Sarandë	0	0	1	0	0	1	2
Përmet	0	0	0	1	0	0	1
Total	1	8	19	21	12	57	118

The following graph (No. 5) shows the data in percentage of gyms with an area of over 200 m², 100-200 m² and under 100 m² for all cities in Albania. In total 100% of the gyms in the city of Kukës, Përmet and Rrogozhina have an area of 100-200 m².

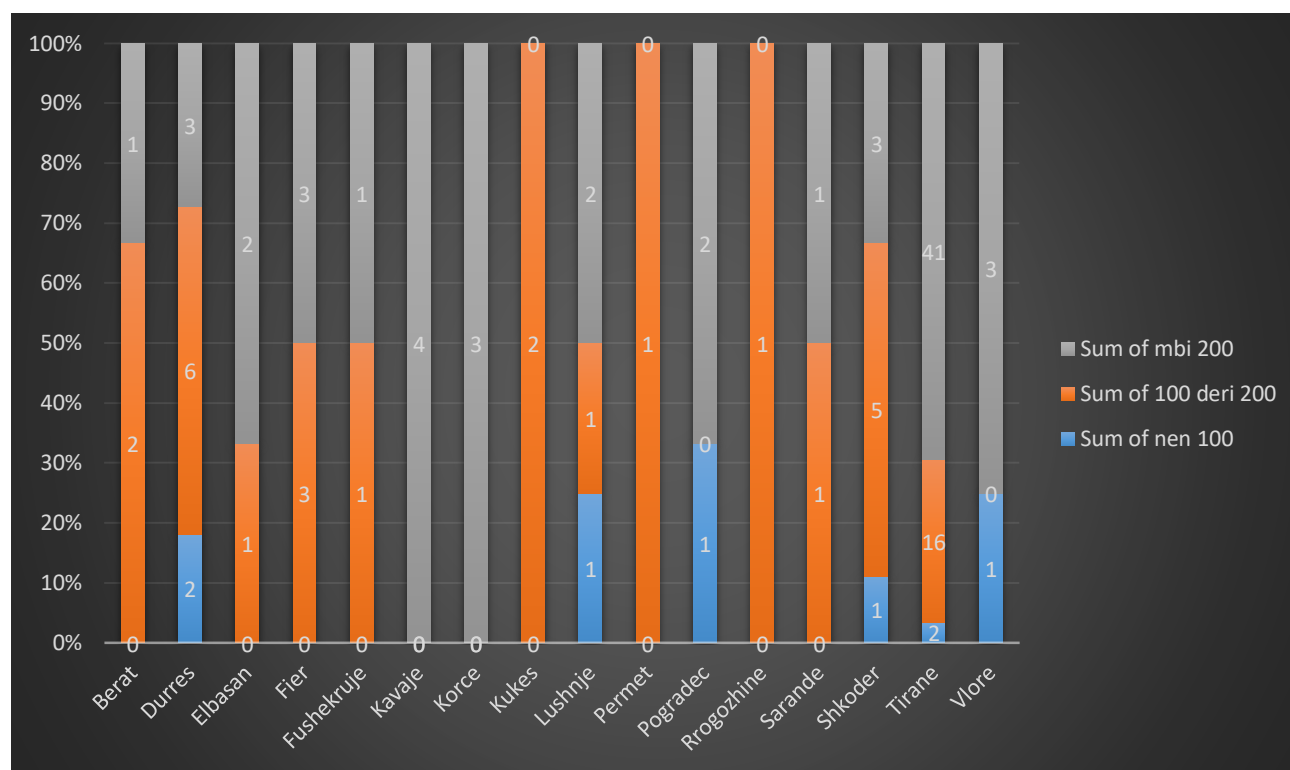
In total 100% of the gyms in the city of Kavaja and Korça have an area of over 200 m². The cities of Saranda, Fushë Krujë and Fier have 50% of gyms with an area of over 200 m² and 50%

of gyms with an area of 100-200 m². Cities like Tirana, Shkodra, Lushnje and Durres have gyms that contain all 3 groupings of surfaces.

Facts:

1. All gyms in the city of Kukës, Përmet and Rrogozhina have an area of 100-200 m².
2. All gyms in the city of Kavajë and Korçë have an area of over 200 m².
3. Cities that have 50% of gyms with an area of 100-200 m² and 50% of gyms with an area of over 200 m² are; Sarandë, Fushë Krujë and Fier.

Graph 5 Data on the percentage of gyms with an area of > 200 m², 100-200 m², <100 m².



In the graph (No. 6) shown below are presented through the columns, the number of instructors divided by gender who are employed in Albania.

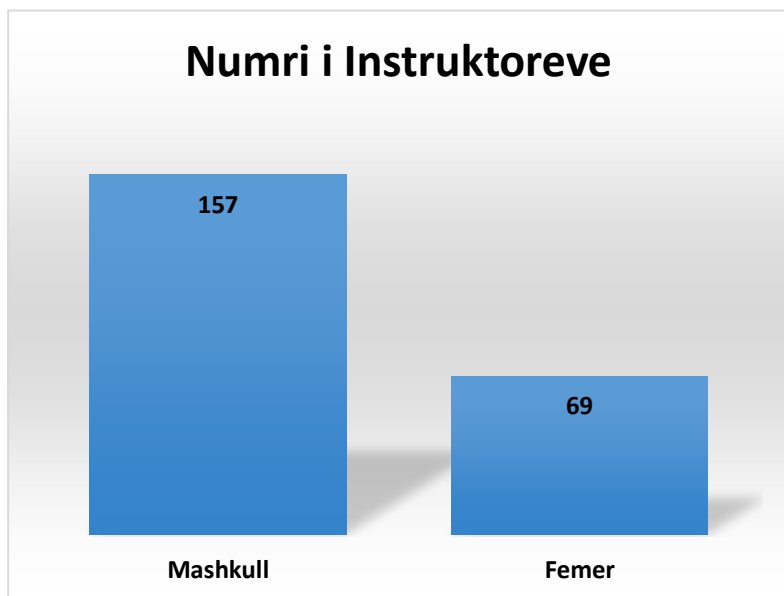
Male instructors are the ones who dominate the job market. In total, 69 female instructors and 157 male instructors are employed in Albania in 120 identified fitness gyms (N = 226 instructors).

Note; An instructor did not provide data.

Facts:

1. The number of male instructors employed in gyms is N = 157 compared to female instructors N = 69.
2. The number of female instructors in Albania is N = 69.
3. There are 88 male instructors employed more than female instructors.

Graph 6 Number of instructors by gender employed in Albania.



The following graph (No. 7) shows the percentage of female and male instructors employed by cities. In total, 31% of the instructors employed in the gyms are female, represented by orange, while 69% of the instructors employed are male and are graphically symbolized by the color blue.

The dominance of males over females in relation to employment as a fitness instructor is noticeable.

Facts

1. 31% of instructors employed in Albania are women.
2. 69% of instructors employed in Albania are male.

Graph 7 Percentage of female and male instructors employed in Albania.



Table 11 shows the age of the instructors (female and male) employed in the gyms of Albania. It is noted that the minimum age of instructors is 19 years.

The maximum age of employed instructors is 66 years old while 32 years old is the average age of employed instructors. The standard of deviation (deviation from the mean) is 9.72 years.

Facts:

1. The minimum age of employed instructors is 19 years.
2. The maximum age of employed instructors is 66 years
3. The average age of employed instructors is 32 years.

Table 11 Age of fitness instructors employed in gyms in Albania.

Descriptive statistics				
	Min	Max	Mean	Standard Dev
Instructors Age	19 years	66 years	32 years	9.72

The graphical presentation (No. 8) presented below shows the average age of the instructors for each city in Albania. It is noticed that the cities of Berat and Pogradec have instructors older (over 46 years old) than other cities.

Fitness gyms in the capital (Tirana) employ fitness instructors with an average age of 30 years.

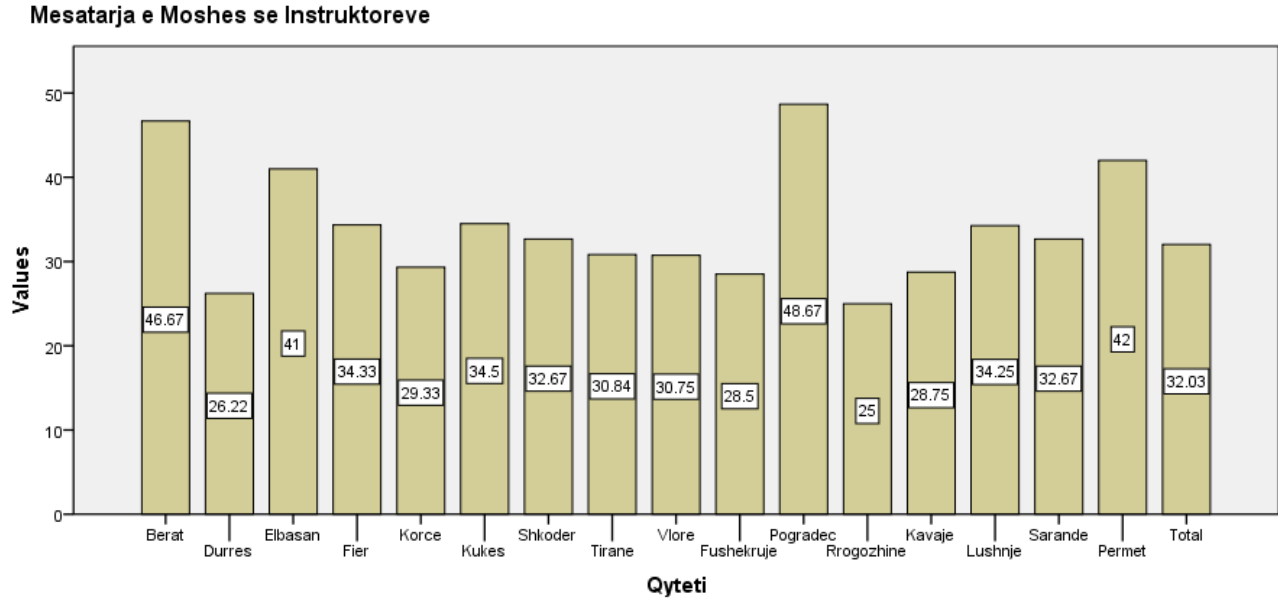
The lowest age of instructors (under 30 years old) is in the city of Rrogozhina and Durrës.

The oldest age of instructors (over 48 years old) is in the city of Pogradec, while the youngest age (25 years old) of instructors is in the city of Rrogozhina.

Facts:

1. The city of Pogradec has the largest age (over 48 years) of employed instructors.
2. The city of Rrogozhina has the youngest age (over 25 years old) of employed instructors.
3. The capital (Tirana) has an average age of 30 instructors employed in fitness centers.

Graph 8 Age of instructors employed in Albanian gyms by cities.



The graph presented below (No. 9) shows the percentage of the number of instructors with higher and secondary education. The blue color that represents the percentage of instructors with higher education is dominant.

In total, 80% of instructors employed in Albania have higher education and 20% of employed instructors have secondary education.

Facts:

1. A significant percentage of 80% of instructors have higher education.
2. 20% of employed instructors have secondary education.

Graph 9 Percentage of secondary and higher education instructors.

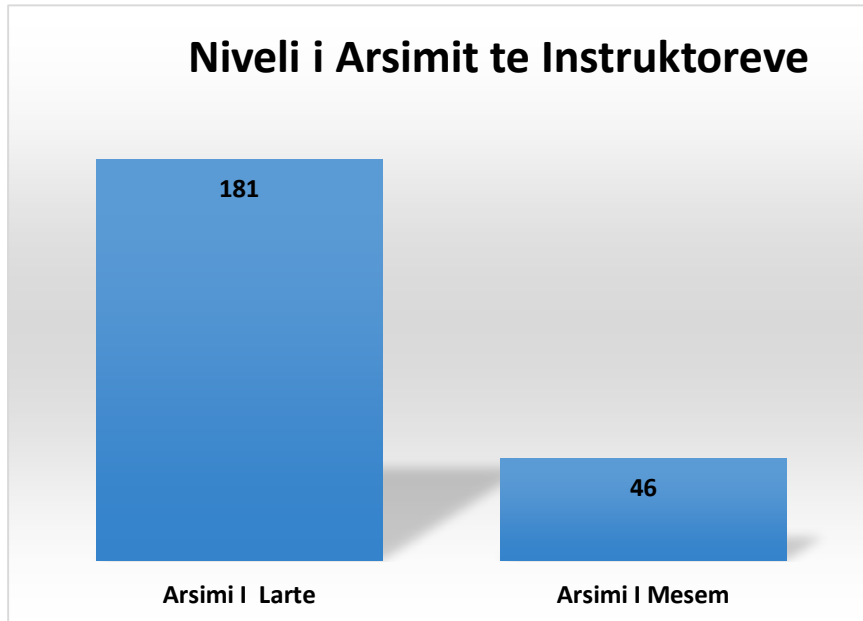


In the graphical presentation (No. 10) below is given the number of instructors with higher and secondary education (N = 227). In total, 181 instructors employed in Albania have higher education. A small number of 46 instructors have secondary education. The difference between higher education instructors and those with secondary education is 135 instructors.

Facts:

1. The largest number of instructors are with higher education (N = 181).
2. A total of 46 instructors have secondary education (N = 46).

Graph 10 Number of instructors with secondary and higher education.



Graph 11 below shows the percentage of instructors divided into different profiles / specializations offered in gyms such as aerobics, strength / cardio, mix and Yoga / Taebo.

We see that the predominant color is gray and represents instructors who specialize (provide service) in the profile mix and make up 56%.

While a significant part of the busy graphics and orange and blue colors that symbolize respectively the aerobic profile and strength / cardio and make up 22% and 18%.

The lowest percentage percentage is 4%, and are the profiled / specialized instructors in Yoga / Taebo (providing service).

Facts:

1. 56% of instructors specialize in mixed profile (provide service)
2. 18% of instructors specialize in strength / cardio (provide service)
3. 22% of instructors specialize in aerobics (provide service)
4. 4% of instructors specialize in yoga / taebo (provide service)

Graph 11 Percentage of aerobic, cardio-mixed, mixed and yoga-taebo profiled instructors

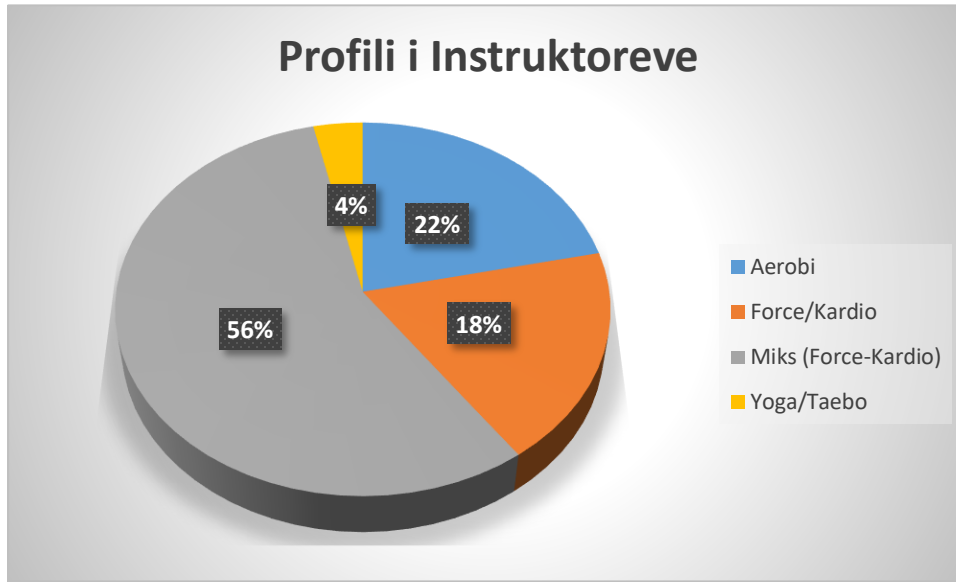


Table 12 shows all fitness gyms that have a pool. In total there are 4 gyms that have the pool and 116 gyms that do not have the pool. In terms of percentage values, pools make up 3.3%, while pools lack 96.7%.

Facts:

1. 3.3% of gyms have a pool (N = 4)
2. 97% of gyms have a lack of pools (N = 116).

Table 12 Number of gyms with the presence or absence of pools in Albania.

Albania * Pools		Crosstabulation		Total
		Pools		
		Yes	No	
Total	Count	4	116	120
	% within Albania	3.3%	97.0%	100.0%
	% within Pools	100.0%	100.0%	100.0%

In Table 13.1; 13.2 and 13.3 showed all gyms that have the pool according to the respective cities. The table shows data of cities that have pools such as; Tirana (N = 2), Lushnja (N = 1) and Pogradec (N = 1).

Tirana has the highest number of gyms with pools, while most gyms in all cities have gyms in the absence of a pool.

Table 13.1 Number of gyms with the presence or absence of pools by cities.

City * Pool Crosstabulation					
			Pools		Total
			Yes	No	
City	Berat	Count	0	3	3
		% within City	0.0%	100.0%	100.0%
		% within Pool	0.0%	2.6%	2.5%
	Durrës	Count	0	11	11
		% within City	0.0%	100.0%	100.0%
		% within Pool	0.0%	9.5%	9.2%
	Elbasan	Count	0	3	3
		% within City	0.0%	100.0%	100.0%
		% within Pool	0.0%	2.6%	2.5%
	Fier	Count	0	6	6
		% within City	0.0%	100.0%	100.0%
		% within Pool	0.0%	5.2%	5.0%
	Korçë	Count	0	3	3
		% within City	0.0%	100.0%	100.0%
		% within Pool	0.0%	2.6%	2.5%

Table 13.2 Number of gyms with the presence or absence of pools by cities.

City * Pool Crosstabulation					
			Pool		Total
			Yes	No	
City	Kukës	Count	0	2	2
		% within City	0.0%	100.0%	100.0%
		% within Pool	0.0%	1.7%	1.7%
	Shkodër	Count	0	9	9
		% within City	0.0%	100.0%	100.0%
		% within Pool	0.0%	7.8%	7.5%
	Tiranë	Count	2	59	61
		% within City	3.3%	96.7%	100.0%
		% within Pool	50.0%	50.9%	50.8%
	Vlorë	Count	0	4	4
		% within City	0.0%	100.0%	100.0%
		% within Pool	0.0%	3.4%	3.3%
	FushëKrujë	Count	0	2	2
		% within City	0.0%	100.0%	100.0%
		% within Pool	0.0%	1.7%	1.7%
	Pogradec	Count	1	2	3
		% within City	33.3%	66.7%	100.0%
		% within Pool	25.0%	1.7%	2.5%

Table 13.3 Number of gyms with the presence or absence of pools by cities.

		City * Pool Crosstabulation			
		Pool		Total	
		Yes	No		
	Rrogozhinë	Count	0	1	1
		% within City	0.0%	100.0%	100.0%
		% within Pool	0.0%	0.9%	0.8%
	Kavajë	Count	0	4	4
		% within City	0.0%	100.0%	100.0%
		% within Pool	0.0%	3.4%	3.3%
	Lushnjë	Count	1	3	4
		% within City	25.0%	75.0%	100.0%
		% within Pool	25.0%	2.6%	3.3%
	Sarandë	Count	0	3	3
		% within City	0.0%	100.0%	100.0%
		% within Pool	0.0%	2.6%	2.5%
	Përmet	Count	0	1	1
		% within City	0.0%	100.0%	100.0%
		% within Pool	0.0%	0.9%	0.8%

The following table (No. 14) shows the gyms that have saunas in Albania, giving the corresponding percentages.

In total there are 56 gyms that have saunas in Albania.

Facts

1. 47.1% of gyms in Albania have saunas.
2. 52.9% of gyms in Albania do not have saunas.
3. The total number of gyms that have saunas is $N = 56$.

Table 14 Number of gyms with the presence or absence of saunas in Albania.

Albania * Sauna Crosstabulation				
		Sauna		Total
		Yes	No	
Total	Count	56	63	119
	% within City	47.1%	52.9%	100.0%
	% within Sauna	100.0%	100.0%	100.0%

The following tables (No. 15.1; 15.2; 15.3) show the gyms that have the presence of the sauna or its absence divided by cities, giving the respective percentages.

The largest number of gyms that have saunas are located in the city of Tirana.

The cities of Berat, Permet, Rrogozhina and Kukes are the cities that do not have any gym equipped with saunas. A considerable number of sauna gyms are also in the city of Durrës.

Facts

1. 51% of gyms in the city of Tirana have saunas
2. 60% of gyms in the city of Durrës have saunas

Table 15.1 Number of gyms with the presence or absence of saunas by cities.

City * Sauna Crosstabulation					
			Sauna		Total
			Yes	No	
City	Berat	Count	0	3	3
		% within City	0.0%	100.0%	100.0%
		% within Sauna	0.0%	4.8%	2.5%
	Durrës	Count	6	4	10
		% within City	60.0%	40.0%	100.0%
		% within Sauna	10.7%	6.3%	8.4%
	Elbasan	Count	2	1	3
		% within City	66.7%	33.3%	100.0%
		% within Sauna	3.6%	1.6%	2.5%
	Fier	Count	2	4	6
		% within City	33.3%	66.7%	100.0%
		% within Sauna	3.6%	6.3%	5.0%
	Korçë	Count	3	0	3
		% within City	100.0%	0.0%	100.0%
		% within Sauna	5.4%	0.0%	2.5%

Table 15.2 Number of gyms with the presence or absence of saunas by cities.

City * Sauna Crosstabulation					
			Sauna		Total
			Yes	No	
Kukës	Count	0	2	2	
	% within City	0.0%	100.0%	100.0%	
	% within Sauna	0.0%	3.2%	1.7%	
Shkodër	Count	4	5	9	
	% within City	44.4%	55.6%	100.0%	
	% within Sauna	7.1%	7.9%	7.6%	
Tiranë	Count	31	30	61	
	% within City	50.8%	49.2%	100.0%	
	% within Sauna	55.4%	47.6%	51.3%	
Vlorë	Count	2	2	4	
	% within City	50.0%	50.0%	100.0%	
	% within Sauna	3.6%	3.2%	3.4%	
FushëKrujë	Count	1	1	2	
	% within City	50.0%	50.0%	100.0%	
	% within Sauna	1.8%	1.6%	1.7%	
Pogradec	Count	1	2	3	
	% within City	33.3%	66.7%	100.0%	
	% within Sauna	1.8%	3.2%	2.5%	

Table 15.3 Number of gyms with the presence or absence of saunas by cities.

City * Sauna Crosstabulation					
			Sauna		Total
			Yes	No	
	Rrogozhinë	Count	0	1	1
		% within City	0.0%	100.0%	100.0%
		% within Sauna	0.0%	1.6%	0.8%
	Kavajë	Count	2	2	4
		% within City	50.0%	50.0%	100.0%
		% within Sauna	3.6%	3.2%	3.4%
	Lushnjë	Count	1	3	4
		% within City	25.0%	75.0%	100.0%
		% within Sauna	1.8%	4.8%	3.4%
Sarandë	Count	1	2	3	
	% within City	33.3%	66.7%	100.0%	
	% within Sauna	1.8%	3.2%	2.5%	
Përmet	Count	0	1	1	
	% within City	0.0%	100.0%	100.0%	
	% within Sauna	0.0%	1.6%	0.8%	

The table No. 16 presented below shows the number and percentage of fitness gyms in Albania that have chosen a certain way of marketing such as; individually, poster, website or person.

Most gyms have chosen to do marketing individually (47%). A small number of gyms have chosen one person for marketing (3.4%), while a significant number of gyms have chosen posters and websites to conduct marketing (25.9% and 24.1%).

Facts:

1. 3.4% of gyms have chosen the person as a marketing way.
2. 46.6% of gyms perform marketing individually.

Table 16 Marketing Method performed by fitness gyms in Albania

Albania * Marketing Crosstabulation						
		Marketing				Total
		individual	person	poster	website	
Total	Count	54	4	30	28	116
	% within Albania	46.6%	3.4%	25.9%	24.1%	100.0%
	% within Marketing	100.0%	100.0%	100.0%	100.0%	100.0%

Tables 17.1, 17.2 and 17.3 represent the number and percentage of fitness gyms that have chosen a particular marketing mode such as; individually, poster, website or person divided by cities.

Table 17.1 Marketing Methods that fitness gyms perform by city

City * Marketing Crosstabulation							
			Marketing				Total
			individual	person	poster	website	
City	Berat	Count	2	0	1	0	3
		% within City	66.7%	0.0%	33.3%	0.0%	100.0%
		% within Marketing	3.7%	0.0%	3.3%	0.0%	2.6%
	Durrës	Count	6	0	2	2	10
		% within City	60.0%	0.0%	20.0%	20.0%	100.0%
		% within Marketing	11.1%	0.0%	6.7%	7.1%	8.6%
	Elbasan	Count	2	1	0	0	3
		% within City	66.7%	33.3%	0.0%	0.0%	100.0%
		% within Marketing	3.7%	25.0%	0.0%	0.0%	2.6%
	Fier	Count	2	0	2	1	5
		% within City	40.0%	0.0%	40.0%	20.0%	100.0%
		% within Marketing	3.7%	0.0%	6.7%	3.6%	4.3%
	Korçë	Count	0	0	1	2	3
		% within City	0.0%	0.0%	33.3%	66.7%	100.0%
		% within Marketing	0.0%	0.0%	3.3%	7.1%	2.6%

Table 17.2 Marketing Methods that fitness gyms perform by city

City * Marketing Crosstabulation							
			Marketing				Total
			individual	person	poster	website	
Kukës	Count	2	0	0	0	2	
	% within City	100.0%	0.0%	0.0%	0.0%	100.0%	
	% within Marketing	3.7%	0.0%	0.0%	0.0%	1.7%	
Shkodër	Count	1	1	3	3	8	
	% within City	12.5%	12.5%	37.5%	37.5%	100.0%	
	% within Marketing	1.9%	25.0%	10.0%	10.7%	6.9%	
Tiranë	Count	26	2	15	17	60	
	% within City	43.3%	3.3%	25.0%	28.3%	100.0%	
	% within Marketing	48.1%	50.0%	50.0%	60.7%	51.7%	
Vlorë	Count	0	0	3	1	4	
	% within City	0.0%	0.0%	75.0%	25.0%	100.0%	
	% within Marketing	0.0%	0.0%	10.0%	3.6%	3.4%	
FushëKrujë	Count	1	0	1	0	2	
	% within City	50.0%	0.0%	50.0%	0.0%	100.0%	
	% within Marketing	1.9%	0.0%	3.3%	0.0%	1.7%	
Pogradec	Count	2	0	1	0	3	
	% within City	66.7%	0.0%	33.3%	0.0%	100.0%	
	% within Marketing	3.7%	0.0%	3.3%	0.0%	2.6%	

Table 17.3 Marketing Method performed by fitness gyms by cities

City * Marketing Crosstabulation							
			Marketing				Total
			individual	person	poster	website	
	Rrogozhinë	Count	1	0	0	0	1
		% within City	100.0%	0.0%	0.0%	0.0%	100.0%
		% within Marketing	1.9%	0.0%	0.0%	0.0%	0.9%
	Kavajë	Count	2	0	0	2	4
		% within City	50.0%	0.0%	0.0%	50.0%	100.0%
		% within Marketing	3.7%	0.0%	0.0%	7.1%	3.4%
	Lushnjë	Count	4	0	0	0	4
		% within City	100.0%	0.0%	0.0%	0.0%	100.0%
		% within Marketing	7.4%	0.0%	0.0%	0.0%	3.4%
	Sarandë	Count	2	0	1	0	3
		% within City	66.7%	0.0%	33.3%	0.0%	100.0%
		% within Marketing	3.7%	0.0%	3.3%	0.0%	2.6%
	Përmet	Count	1	0	0	0	1
		% within City	100.0%	0.0%	0.0%	0.0%	100.0%
		% within Marketing	1.9%	0.0%	0.0%	0.0%	0.9%

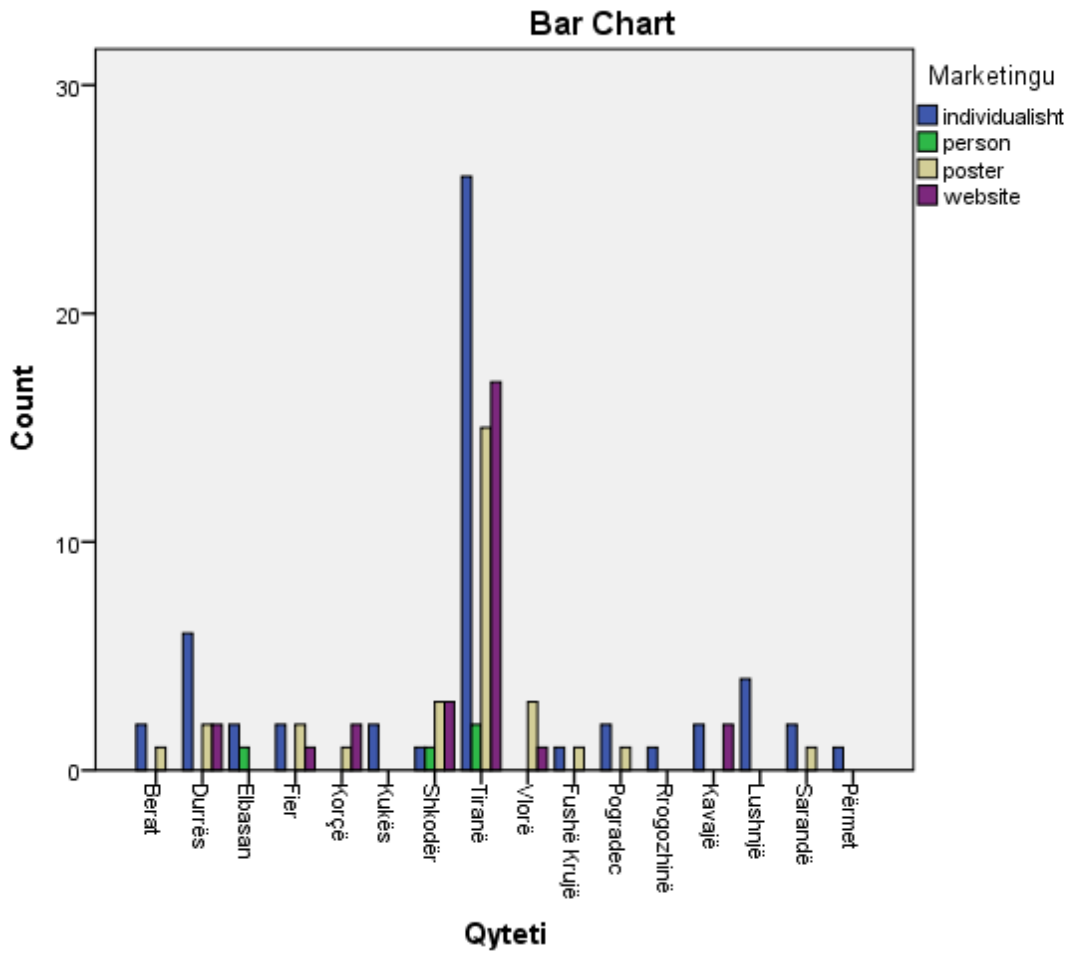
Graph No. 12 below shows in a simplified way the gyms that use the individual, poster, person, and website as marketing types.

Obviously, we see that in the city of Tirana, gyms that have chosen the individual as the marketing way prevail. The blue color that is representative of gyms with individual marketing and is present in almost all cities of Albania. The green color that symbolizes the gyms that have chosen the person as a way of marketing is present only in cities such as Tirana, Shkodra and Elbasan.

Facts:

1. Most gyms have chosen the individual as a marketing way
2. The person has been selected only by the city of Tirana, Shkodra and Elbasan as a type of marketing.
3. Tirana is the city that has the largest number of gyms that have chosen the individual as a way of marketing.

Graph 12 Marketing Mode that fitness gyms perform by city



In the graph No. 13.1 we have presented the value as a percentage of the hours that are frequented. Half of the practitioners, or more precisely 55%, attend the gym from 16:00 to 20:00. The smallest number of practitioners attend the gym from 18:00 to 22:00 with 8%.

Facts:

1. The most frequented schedule by practitioners (55%) is 16 00-20
2. 8% of practitioners attend the gym from 18:00 to 22:00.
3. 24% of practitioners attend the schedule from 18:00 to 20:00.

Graph 13.1 Attendance at the gym according to schedules and month.

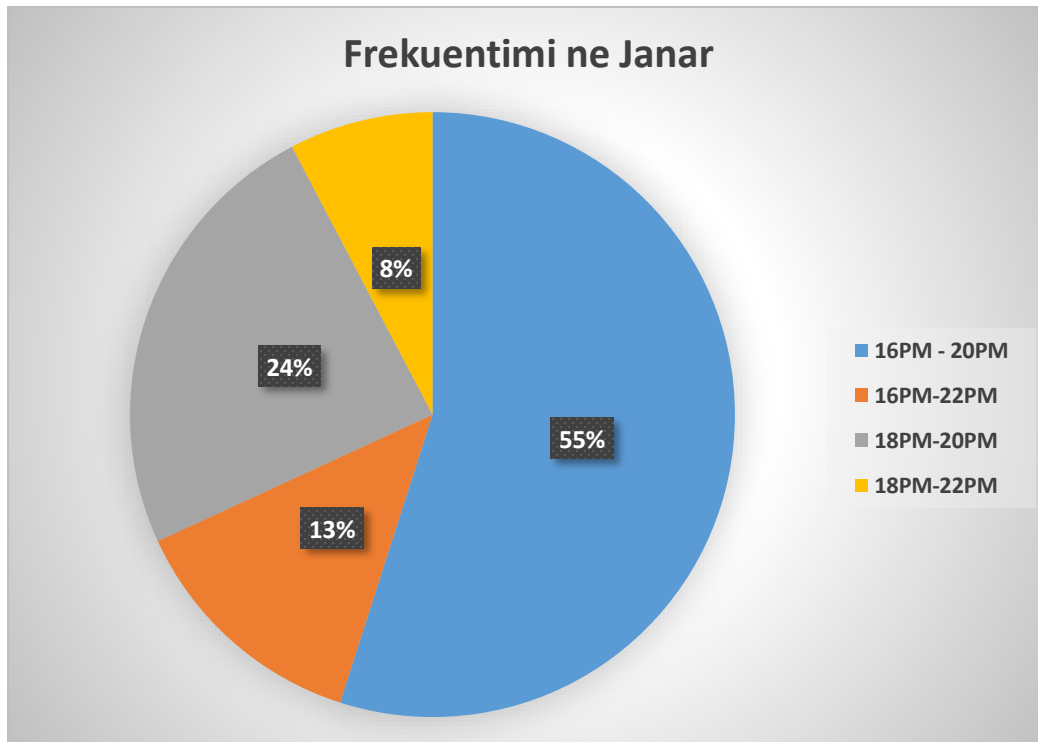


Figure 13.2 shows the percentages of hours that practitioners attended during May.

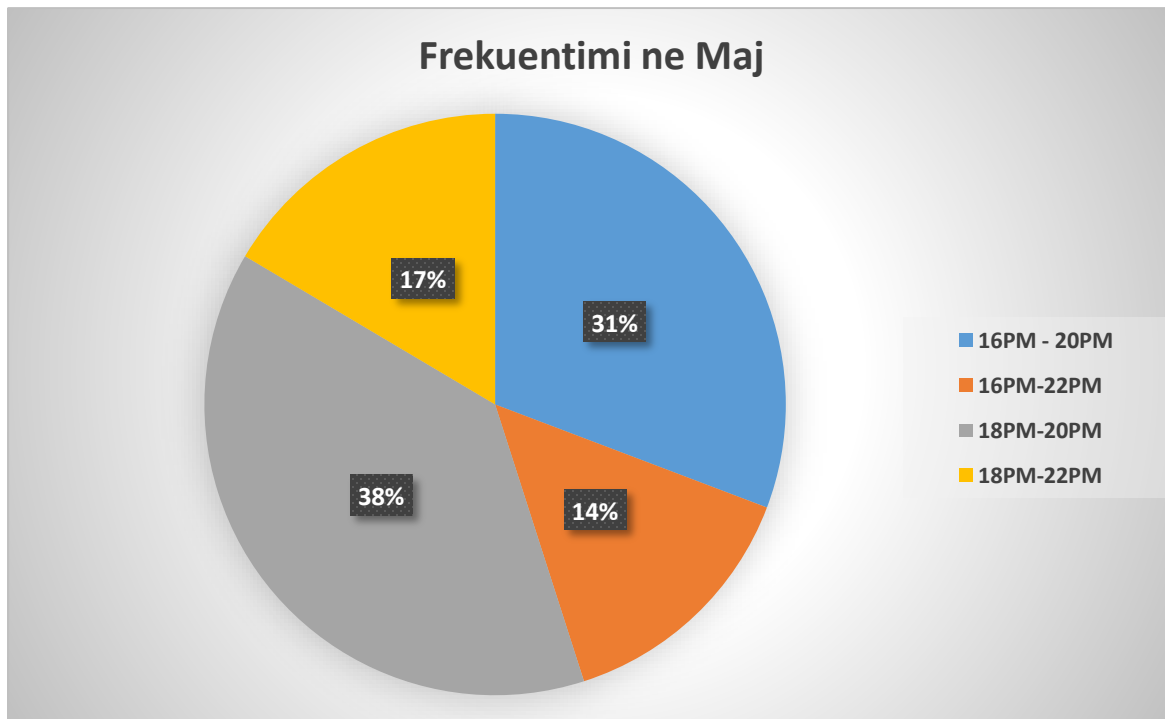
Again the schedule from 18:00 to 20:00 is the most frequented by the practitioners for the month of May. Followed by a small difference from 16:00 pm to 20:00 pm.

The least frequented and least occupied percentage is 16 00 pm- 22 00 pm with 14% of practitioners. The remaining 17% are exercisers who attend the gym between 6pm and 8pm.

Facts:

1. The schedule 18 00 pm-20 00 pm is the most frequented by the exercisers (38%).
2. The schedule 16 00 pm-22 00 pm is the least frequented by the exercisers (14%).
3. The second most frequented schedule by 31% of practitioners is 16 00 pm-20 00 pm.

Graph 13.2 Attendance at the gym according to schedules and month.



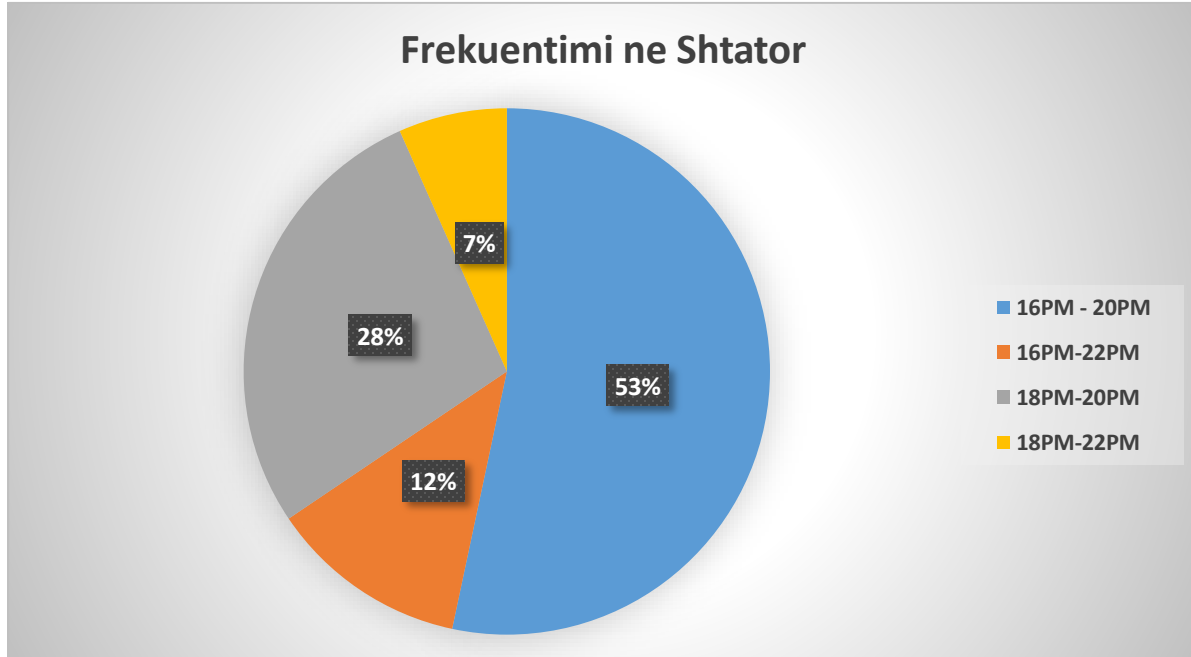
Graph 13.3 presented below presents the percentages of practitioners who have attended certain hours (16 00 pm-20 00 pm) (16 00 pm-22 00 pm) (18 00 pm-20 00 pm) and (18 00 pm-22) 00 pm) for the month of September. The blue color is predominant in graphics occupying 53% of it and is represented by the schedule 16 00 pm- 20 00 pm.

A significant percentage of voices and schedules 18 00 pm- 20 00 pm being frequented by 28% of exercisers. The least frequented schedule is 18 00 pm- 22 00 pm and represents only 7% of the practitioners.

Facts:

1. 53% of practitioners attended the gym between 16:00 pm and 20:00 pm.
2. The lowest value of 7% of the practitioners attended the gym from 18:00 pm to 22:00 pm.
3. A significant proportion of 28% of exercisers attended the gym between 6pm and 8pm.

Graph 13.3 Attendance at the gym according to schedules and month.



Conclusions

This report presents statistical data obtained from 120 fitness gyms in the territory of Albania. The project staff is aware that the number of gyms does not represent all the fitness gyms. The non-existence of a database by central or local institutions makes it impossible to identify and statistically sample the necessary.

Number of gyms

The data show that the smallest number of fitness gyms was recorded in the city of Rrogozhina and Përmet with only one gym. In the city of Tirana, where the highest population is, 61 fitness gyms have been identified. At the national level, gyms in the city of Tirana make up the highest percentage of 51%. Only 0.8, is the smallest percentage of gyms recorded in 3 cities.

Employment in gyms

The data show that in Albania, 43.3% of gyms employ 1 fitness instructor and only 1 gym employs 5 instructors. The highest number of instructors employed in a gym is 5 and corresponds to only one gym in the city of Tirana, in a small percentage of 1.6% of the total number of gyms. Including all the cities of Albania, the data from this project show that most gyms have 1 and 2 fitness instructors employed. The cities of Rrogozhina and Përmet constitute the smallest number of gyms and consequently the smallest number of fitness instructors employed (with only one instructor). In the city of Shkodra, a large number of gyms have only one employed instructor.

Male instructors are the ones who dominate the job market. In total, 69 female instructors and 157 male instructors are employed in Albania in 120 identified fitness gyms (N = 226 instructors). The data show that the minimum age of instructors is 19 years old. The maximum age of employed instructors is 66 years old while 32 years old is the average age of employed instructors. The standard of deviation (deviation from the mean) is 9.72 years.

A significant percentage of 80% of instructors have higher education while 20% of employed instructors have secondary education.

In total, 181 instructors employed in Albania have higher education. A small number of 46 instructors have secondary education. The difference between higher education instructors and those with secondary education is 135 instructors.

Year of opening gyms

In total, 50 fitness gyms were opened in Albania for the period 1999-2009 and 67 gyms were opened in the period 2010-2017 (3 gyms are not registered in the opening year). In 1999, only one fitness gym was opened in the city of Tirana. In Albania, the first 10 gyms were opened in 2007. 2012 has the highest number of open gyms with a number of 24 gyms (in Albania). The first gym in the city of Përmet was opened in 2009. In the city of Rrogozhina, the only gym was opened in 2012. In 2017, a total of 120 fitness gyms were opened throughout Albania.

Exercise periods and gender participation

The data show that the period (January-April) has the highest number of trainees of 18551 trainees in Albania. The two periods (May-August) and (September-December) have almost the same number of exercises with a slight predominance of the period (September-December) of 395 practitioners.

The highest number of trainees is in the city of Tirana with 30,203 trainees and a large difference compared to other cities. Rrogozhina has the smallest number of practitioners with only 20 practitioners. The city of Durrës has 3352 practitioners and turns out to be ranked after Tirana. The second smallest number of trainees was recorded in the city of Saranda with 140 trainees. The highest percentage is occupied by mixed gyms (attendance - male and female) with 83.6%, followed by gyms attended by men with 8.6%. The smallest percentage have gyms frequented by women with 7.8%. In almost all cities, mixed gyms have the highest percentage. Mixed gyms in the city of Tirana occupy a high percentage compared to gyms in other cities.

Fitness gym capacity

The data show that only one gym has an area of less than 50 m² and makes up 8% of the total. The largest percentage of 48.3% is for gyms that have an area larger than 250 m². Only 57 gyms have a larger area compared to other gyms. A significant number of 21 gyms have an area between 150-200 m².

In total 100% of the gyms in the city of Kukes, Përmet and Rrogozhina have an area of 100-200 m². In total 100% of the gyms in the city of Kavaja and Korça have an area of over 200 m². The cities of Saranda, Fushë Krujë and Fier have 50% of gyms with an area of over 200 m² and 50% of gyms with an area of 100-200 m². Cities like Tirana, Shkodra, Lushnja and Durres have gyms that contain all 3 groupings of surfaces.

The data show that there are a total of 4 gyms that have a swimming pool and 116 gyms that do not have a swimming pool. In terms of percentage percentages, gyms with swimming pools make up 3.3% while gyms with a lack of pools make up 96.7%.

The largest number of gyms that have saunas are located in the city of Tirana. The cities of Berat, Permet, Rrogozhina and Kukes are the cities that do not have any gym equipped with saunas. A considerable number of sauna gyms are also in the city of Durrës.

CIP Katalogimi në botim BK Tiranë

Fit Albania : projekt : raport final 2019 /

Shoqata Shqiptare e Shkencave Sportive,
Federata Shqiptare e Bodybuilding dhe
Fitness.

– Tiranë : Sara, 2019

58 f. ; ... cm.

ISBN 978-99956-56-79-9

1.Sporte 2.Ushtrime aerobike
3.Raporte 4.Shqipëri

796(496.5) "2019" (047)

Albanian Sport Science Association (ASSA)

ASSA office- Address:
 Street Shadin Toçi, Vila 21 Zip
 code 1001 Tirana, Albania
www.assa.al
 Facebook: ASSA
 Email : assa.albania@gmail.com

Web site www.assa.al

Email assa.albania@gmail.com

Adresa. Rruga “Shadin Toçi ” Vila Nr 21 Tiranë, Shqipëri

