



Geographies
of the
Anthropocene

OPEN
ACCESS



PEER-REVIEWED
SERIES

il Sileno
Edizioni

ISSN 2611-3171

21st Century Landscape Sustainability, Development and Transformations: Geographical Perceptions

Giovanni Messina, Bresena Kopliku (Eds)

9. Interactions between Cultural Landscape and Gig Economy Reading New Transformations

*Bresena Kopliku, Brikene Dionizi, Elvisa Drishti*¹

Abstract

The increasing reach of digital technologies in social spaces and practices of our daily lives has changed how we perceive and use the landscape. Traditional economic sectors of services, such as transport, tourist accommodation, or personal services have been revolutionized by the emergence of digital service platforms in people's everyday lives. This new and dynamic gig economy labor market is characterized by the prevalence of short-term contracts, freelance work, and independent work arrangements interchangeably affecting the way people work, consume, finance, learn, and interact within the social space. This paper analyses how platforms are affecting the way we live in general and especially how this new lifestyle is reflected in the landscape. Based on a qualitative methodology, the paper argues that the emergence of the gig economy in Albania, especially after the COVID-19 pandemic, has had a significant impact on the cultural landscape. 46 semi-structured interviews were conducted with geographically tethered and cloudwork workers to

¹ *Bresena Kopliku*, University of Shkodra, bresena.kopliku@unishk.edu.al
Brikene Dionizi, University of Shkodra, brikene.dionizi@unishk.edu.al
Elvisa Drishti, University of Shkodra, elvisa.drishti@unishk.edu.al



Geographies
of the
Anthropocene

OPEN
ACCESS
6
PEER-REVIEWED
SERIES

il Sileno
Edizioni

ISSN 2611-3171

21st Century Landscape Sustainability, Development and Transformations: Geographical Perceptions

Giovanni Messina, Bresena Kopliku (Eds)

understand and address the geographic dimensions of these changes. This analysis was also complemented by other data about digital platform use and the sharing economy in Albania. The paper explores some of the main intersections between the gig economy and cultural landscape such as the spatial distribution of Gig workers, transportation and mobility, and the urban and rural implications. While the gig economy may be considered as a way out of the brain drain phenomenon in Western Balkans, especially for cloud work, the economic instability of the geographically tethered workers has been identified and recognized as well.

Keywords: *Albania; gig economy; social space; cultural landscape.*



Geographies
of the
Anthropocene

OPEN
ACCESS
6
PEER-REVIEWED
SERIES

il Sileno
Edizioni

ISSN 2611-3171

21st Century Landscape Sustainability, Development and Transformations: Geographical Perceptions

Giovanni Messina, Bresena Kopliku (Eds)

References

- Antrop, M. 2005., Why landscapes of the past are important for the future. *Landscape and Urban Planning*, 70(1–2), 21–34. <https://doi.org/10.1016/j.landurbplan.2003.10.002>

- Ash, J., Kitchin, R., & Leszczynski, A. 2016., Digital turn, digital geographies? *Progress in Human Geography*, 42(1), 25–43. <https://doi.org/10.1177/0309132516664800>

- Ash, J., Kitchin, R., & Leszczynski, A. 2019. Introducing digital geographies. In *SAGE Publications Ltd eBooks* (pp. 1–10). <https://doi.org/10.4135/9781529793536.n1>

- Azo, D. 2023, February 13. *Fillon tkurrja e punësimeve në call center*. Revista Monitor. <https://www.monitor.al/fillon-tkurrja-e-punesimeve-ne-call-center-2/>

- Balkanweb. 2018.,. *Objektet e reja në Shqipëri, ja specifika që duhet të respektojë çdo ndërtues*. <https://www.balkanweb.com/objektet-e-reja-ne-shqiperi-ja-specifika-qe-duhet-te-respektoje-cdo-ndertues/#gsc.tab=0>

- Berg, J., Furrer, M., Harmon, E., Rani, U., & Silberman, M. S. 2018. *Digital labour platforms and the future of work: Towards Decent Work in the Online World*, International Labour Office, Geneva



Geographies
of the
Anthropocene

OPEN
ACCESS
PEER-REVIEWED
SERIES

il Sileno
Edizioni

ISSN 2611-3171

21st Century Landscape Sustainability, Development and Transformations: Geographical Perceptions

Giovanni Messina, Bresena Kopliku (Eds)

- Bryson, J. R., Andres, L., & Mulhall, R. 2018., *A research Agenda for Regeneration Economies: Reading City-Regions*. Edward Elgar Publishing, UK

- Castells, M. 1996. *The information age: Economy, society and culture* (3 volumes). Blackwell, Oxford, 1997, 1998.

- Cosgrove, D. 1998. *Social formation and symbolic landscape*. The University of Wisconsin Press, United States of America

- Department for Business and Trade. 2018, May 4. *Good work: the Taylor review of modern working practices*. GOV.UK. <https://www.gov.uk/government/publications/good-work-the-taylor-review-of-modern-working-practices>

- Dionizi, B., Drishti, E., & Kopliku, B. 2023. *Unpacking the potentials of the platform economy in Albania*. Public Policy Research Center. <https://publicpolicy.rs/publikacije/0ad84def06845152a0c9dd7de3f902b83d8b0f7b.pdf>

- Duke, B. 2023. Future Workers Short-Changed: The Societal Transformation of The Global Employment Landscape from Secure Permanent Work to The Gig Economy and Precarity. *The Text*, 1(5). http://thetextjournal.com/text_admin/issue/31022-1-ben-duke-jan-2023-modified.pdf

- Fairwork. 2023., *Fairwork Albania Ratings 2023: Assessing Work in*



Geographies
of the
Anthropocene

OPEN
ACCESS



PEER-REVIEWED
SERIES

il Sileno
Edizioni

ISSN 2611-3171

21st Century Landscape Sustainability, Development and Transformations: Geographical Perceptions

Giovanni Messina, Bresena Kopliku (Eds)

the Albanian Platform Economy. https://fair.work/wp-content/uploads/sites/17/2023/11/Fairwork_Albania_Report_2023_accessible.pdf

- Ferreri, M., & Sanyal, R. 2018., Platform economies and urban planning: Airbnb and regulated deregulation in London. *Urban Studies*, 55(15), 3353–3368. <https://doi.org/10.1177/0042098017751982>

- Greffe, X. 2009., Urban Cultural Landscapes: an economic approach. In *Working paper new series 2009* (Working paper No. 1/2010). University of Turin. https://www.fondazioneasantagata.it/wp-content/uploads/1_WP_Ebla_CSS-2.pdf

- INSTAT. (2023). Përdorimi i Teknologjisë së Informacionit dhe Komunikimit në ndërmarrje, 2023 [Press release]. https://www.instat.gov.al/media/12553/njoftimi_p%C3%ABr_shtyp_tik_2023.pdf

- Kasimati, M. (2022). Embracing the Digital Age: The future of work in the Western Balkans new forms of employment and platform work. In https://www.etf.europa.eu/sites/default/files/2022-09/WB%20Embracing%20digital%20age_Country%20report_Albania_EN_0.pdf. European Training Foundation. Latifi, M. (2024, January 23). Si dhe sa po përdoret interneti në Shqipëri sipas ekspertëve. Business Magazine Albania. <https://businessmag.al/si-dhe-sa-po-perdoret-interneti-ne-shqiperi-sipas-eksperteveinterneti-tashme-i-shtire-ne-cdo-shtepi-shqiptare-perdorim-i-ulet-per-kurse-dhe-traj-nime/>



Geographies
of the
Anthropocene

OPEN
ACCESS



PEER-REVIEWED
SERIES

il Sileno
Edizioni

ISSN 2611-3171

21st Century Landscape Sustainability, Development and Transformations: Geographical Perceptions

Giovanni Messina, Bresena Kopliku (Eds)

- Loga, L. 2019, July 19., *Shkëlqimi dhe rënia e call center*. Revista Monitor. <https://www.monitor.al/shkelqimi-dhe-renia-e-call-center-2/>

- Meşhur, H. F. A. 2013. Planners' Attitudes toward the Spatial Impacts of Information and Communication Technologies. *Gazi University Journal of Science GU J Sci*, 26(3), 473–487. <https://dergipark.org.tr/en/download/article-file/83599>

- Mukherjee, S., & Narang, D. 2022., Digital Economy and Work-from-Home: The Rise of Home Offices Amidst the COVID-19 Outbreak in India. *Journal of the Knowledge Economy*, 14(2), 924–945. <https://doi.org/10.1007/s13132-022-00896-0>

- Popan, C. (2023). The fragile 'art' of multi-apping: Resilience and snapping in the gig economy. *Environment and Planning A: Economy and Space*. <https://doi.org/10.1177/0308518x231209984>

- Public Policy Research Center. 2024, January 18. *Region October 2023*
- Public Policy Research Center. Gigmetar. <https://gigmetar.publicpolicy.rs/en/region-2023-2-2/>

- Qiao, S., Huang, G., & Yeh, A. 2023. Who are the gig workers? Evidence from mapping the residential locations of ride-hailing drivers by a big data approach. *Cities*, 132, 104112. <https://doi.org/10.1016/j.cities.2022.104112>

- Raekstad, P. 2022., Algorithmic domination in the gig economy. *Uva*.



Geographies
of the
Anthropocene

OPEN
ACCESS
PEER-REVIEWED
SERIES

il Sileno
Edizioni

ISSN 2611-3171

21st Century Landscape Sustainability, Development and Transformations: Geographical Perceptions

Giovanni Messina, Bresena Kopliku (Eds)

https://www.academia.edu/80246756/Algorithmic_Domination_in_the_Gig_Economy

- Sfez, L. 2021, June 15. *Socio-cultural considerations for the gig economy in France & the UK* • intO. [intO. <https://www.studio-into.com/strategy/laetitia-sfez-socio-cultural-considerations-for-the-gig-economy-in-france-the-uk/>](https://www.studio-into.com/strategy/laetitia-sfez-socio-cultural-considerations-for-the-gig-economy-in-france-the-uk/)

- Thomas, P. M. 2020. The Digitalizing Societys—Transformations and Challenges. In *RaumFragen: Stadt - Region - Landschaft* (pp. 447–456). https://doi.org/10.1007/978-3-658-30956-5_25

- Vallas, S. P., & Schor, J. B. 2020. What do platforms do? Understanding the gig economy. *Annual Review of Sociology*, 46(1), 273–294. <https://doi.org/10.1146/annurev-soc-121919-054857>

- Voytenko Palgan, Y., & Mont, O. 2023. Share and Repair in Cities: Developing Agenda for Research and Practice on Circular Urban Resilience. 20-23. Abstract from 8th International Workshop on the Sharing Economy “Unveiling Sharing Economy - Looking Back & Looking Ahead”, Vienna, Austria.

- Wood, A. J., Graham, M., Lehdonvirta, V., & Hjorth, I. 2018. Good gig, Bad gig: Autonomy and algorithmic control in the global gig economy. *Work, Employment and Society*, 33(1), 56–75. <https://doi.org/10.1177/0950017018785616>