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**THE EFFECT OF ORGANIZATIONAL CAPITAL ON ORGANIZATIONAL RESPONSE TO
COVID-19: EVALUATIONS OF BETHLEHEM (IN THE PALESTINE) TOURISM SECTOR
STAKEHOLDERS**

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ABSTRACT

The purpose of this research is to examine the effect of the organizational capital on the organizational response to COVID-19. For this purpose, opinions of tourism stakeholders in Bethlehem, one of the tourism centers in Palestine, were taken. The universe of the research consists of 240 responses who employees and managers working in the Ministry of Tourism and Antiquities, tourism companies, tourism offices and tourism NGOs that represent the Palestinian Tourism Sector in Bethlehem. A simple random sampling method was used to reach the responses. An online questionnaire was used as a data collection technique. As a result, social capital is the highest score among all factors because it is related to the social behaviors that can drive people's lives. It was determined that organizational capital, including all of its factors (Economic capital, social capital, human capital and physical capital) has a statistically significant effect on organizational response to COVID-19.

Keywords: Organizational Capital, Organizational Response, COVID-19.

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