



University of Shkodra
"Luigj Gurakuqi"
Faculty of Economics

conf tour
2024 

International Scientific Conference "Challenges of Sustainable Tourism Development"

May 17, 2024



As.Prof.Dr. **Vera Ndrecaj**
Guest Speaker

UNLOCKING GROWTH: EXPLORING THE ROLE OF DYNAMIC CAPABILITIES IN ALBANIAN'S TOURISM SECTOR

As. Prof. Dr. Vera Ndrecaj holds the esteemed position of Associate Professor at the Cardiff School of Management, Cardiff Metropolitan University. Her professional accolades extend beyond academia, as she is a distinguished public speaker, author, and recipient of Excellence Awards. Her expertise has garnered recognition from prestigious publications and professional bodies. Notably, in November of last year, Ndrecaj delivered a keynote address at the CIPS MENA conference in Riyadh, subsequently featured in prominent media outlets affiliated with the CIPS.

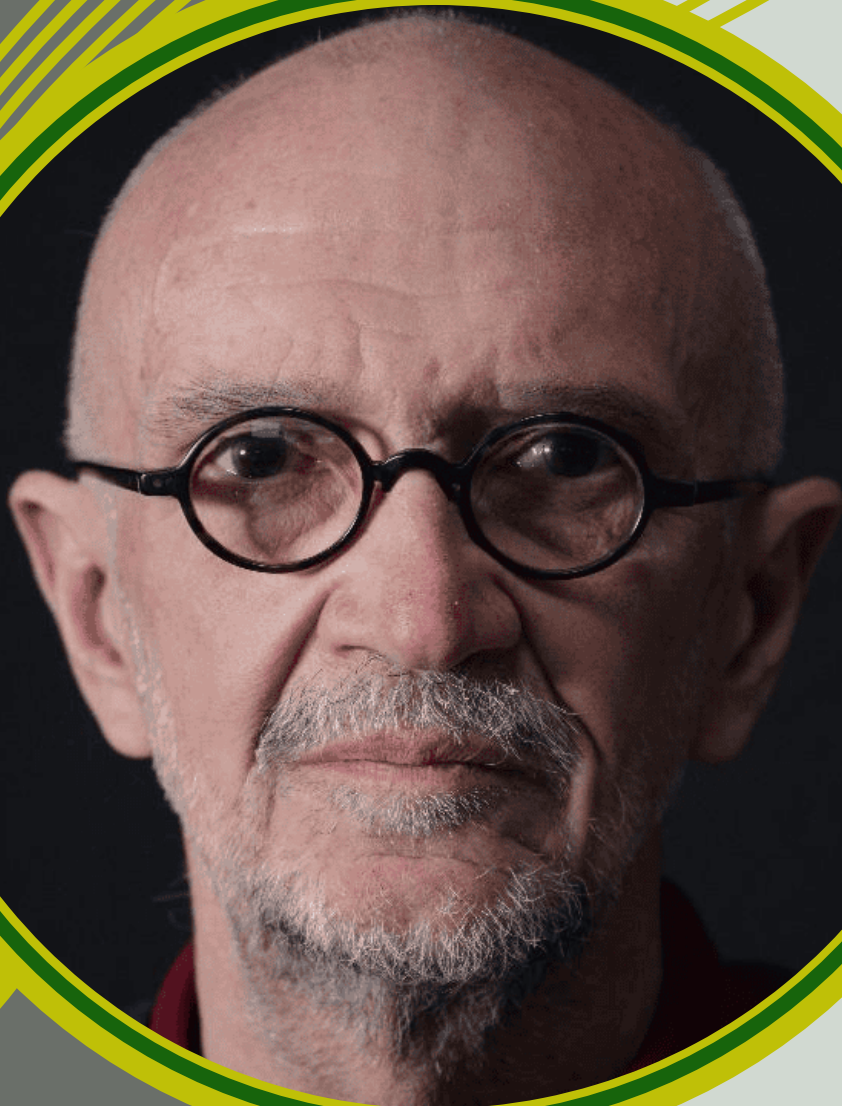


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Maurizio Davolio
Guest Speaker



PROJECT "LAKES OF ALBANIA" (AID 012590/02/1): STORYTELLING AND EXPERIENTIAL TOURISM

Maurizio Davolio is the President of AITR, the Italian Association for Responsible Tourism. He is vice president of ISTO, the international organization of social tourism. He is a member of the National Council for Development Cooperation of the Ministry of Foreign Affairs and International Cooperation. Davolio has dedicated his entire professional life to tourism, in particular to cooperative tourism. For twenty years he was responsible for tourism for Legacoop and for the International Cooperative Alliance. He lectures and courses in various Italian universities, is the author of books and essays.



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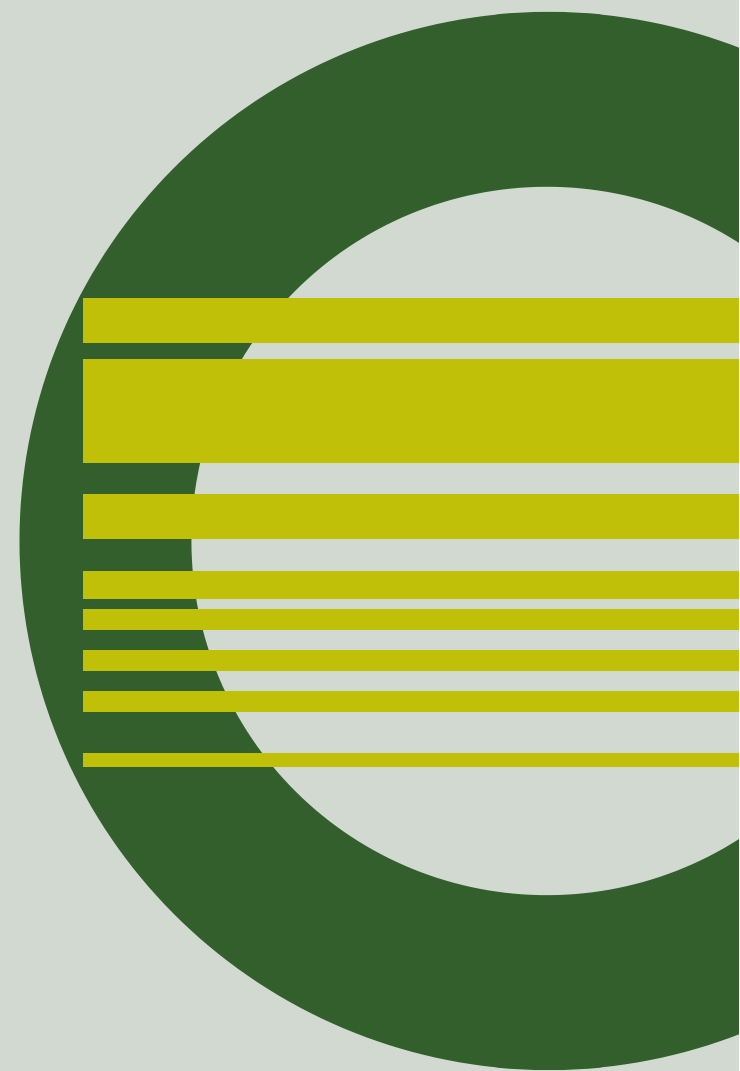
Adriana Galvani

Guest Speaker

**SUSTAINABLE TOURISM CAN BE
SUCCESSFUL ONLY IN A SUSTAINABLE
WORLD**

University professor of Geography and Sociology. Involved on environmental issues. Collaborator with UN-UNEP-UNDESA, and OECD. Collaborator for EFIMED. Member of Soc.Geogr. IT.

Organisation: (Free University Mediterranea)
Unipomediterranea





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Dr. Ritvana Rrukaj

Guest Speaker

TOURISM IN THE AGE OF AI: TRENDS, TOOLS AND TECHNOLOGIES

Ritvana Rrukaj is an Assistant Professor at the Norwegian University of Life Sciences (NMBU), where she specializes in business analytics with an emphasis on econometrics and market dynamics. She earned her Ph.D. from the Norwegian School of Economics, focusing on risk management and price dynamics within energy markets. Ritvana teaches a variety of courses in Data Analytics and Empirical Analysis using tools like SPSS, Gretl, and R at both the Norwegian School of Economics and the Western Norway University of Applied Sciences. Her expertise in advanced data modeling and economic theories enables her to tackle complex challenges across industries, with a special focus on sustainability and data-driven strategies."



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Prof. Dr. Klodiana GORICA

Guest Speaker

RETHINKING FOR SUSTAINABLE TOURISM

Prof. Dr. Klodiana GORICA is a Professor in University of Tirana and Executive director of Institute for Sustainable Development, Environment and Tourism operating in Albania. She is an expert on Sustainable Tourism Management, Tourism Marketing and Entrepreneurial Marketing, and working closely UNWTO, UNDP, World Bank, PAPRAC, UNWTO, GSTC, GRSME, etc. Prof. Dr. Gorica's member of UNESCO Chair on Threats to Cultural Heritage and to Cultural Heritage related Activities (TCHER), Academy of Science in Albania and National Contact point for European projects (EIT), member of international tourism network and association and endorsed by World Tourism Network as A Tourism HERO from Albania for 2022.



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VIS Albania
Italian NGO

**PROJECT "LAKES OF ALBANIA:
Promotion of sustainable and re-
sponsible tourism models for inclu-
sive community development"
(AID 012590/02/1)**

VIS is an Italian NGO that has been working in Albania since 1995. Since 2009 it has been working in northern Albania with projects related to rural development and the promotion of these areas both nationally and internationally. Enhancement of local products, training and economic support to local tourism actors and their communities and slow tourism have been the areas VIS has been most involved in over the years.

