



conftour  
2024



Shkodër  
Infinite Colors



BASHKIA  
SHKODËR



BASHKIA VAU DEJËS



Bashkia Malësi e Madhe

INTERNATIONAL SCIENTIFIC CONFERENCE  
"CHALLENGES OF SUSTAINABLE TOURISM  
DEVELOPMENT"  
CONFTOUR 2024



**17-18 MAY 2024**

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# conftour 2024



WHEN: 17 – 18TH OF MAY 2024  
WHERE: VENUE: FACULTY OF ECONOMICS BUILDING,  
RRUGA JERONIM DERADA, SHKODËR, ALBANIA

## DATE 17 MAY 2024

9.00– 9.30 PARTICIPANTS REGISTRATION

9.30 – 10.00 GREETINGS AND PRESENTATIONS FROM PARTNER  
UNIVERSITIES AND NORTH ALBANIA TOURISM STAKEHOLDERS,  
ROOM A1

10.00 – 11.30 PLENARY SESSION – ROOM A1

11.30 – 11.45 COFFEE BREAK

11.45 – 13.30 PARALLEL SESSIONS

## DATE: 18 MAY 2024

9.00 – 10.00 CONCLUSIONS AND REMARKS

10.00 BOAT TOUR – SHKODRA LAKE



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Day 1

**DATE 17 MAY 2024**

**ROOM A1 - ECONOMIC FACULTY BUILDING**

**9.30 – 10.00 GREETINGS SPEECH**

1.	Greetings speech from Rector of Shkodra University Prof.dr.Rajmonda Këçira
2.	Greetings speech from Dean of Economic Faculty Prof.dr.Blerta Dragusha
3.	Greetings speech from Minister of State for Youth and Children – Ms. Bora Muxhaqi
4.	Greetings speech from Shkodra Municipality
5.	Greetings speech from Malesia e Madhe Municipality
6.	Greetings speech from Vau i Dejes Municipality
7.	Greetings from Prof.dr.Armand Krasniqi, Rector of Peja University, Kosovo
8.	Greetings speech from prof. Michael Myer – Vienna University of Economics and Business Administration, Austria
9.	Greetings from Albanian- American Development Foundation (AADF)- Mrs. Enrik Keco, Mrs Hysmir Idrizi – Read Project on the support to the Doctorial School in “Economics and Sustainable Tourism” at FEUNISHK
10.	Greetings from Head of Tourism Department Prof.as.dr.Mirjam Dibra

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Day 1



**DATE 17 MAY 2024**

**10.00 – 11.30 PLENARY SESSION**

**CHAIR(S):**

**PROF.DR. ARJETATROSHANI,  
PROF.AS.DR. MIRJAM DIBRA,  
PROF.AS.DR. BRILANDABUSHATI**

**ROOM A1 – ECONOMIC FACULTY BUILDING**

1.	"Unlocking growth: Exploring the role of dynamic capabilities in Albanian's Tourism sector" – <b>Prof.As.Dr Vera Ndrecaj – Cardiff University, UK</b>
2.	PROJECT "Lakes of Albania" (AID 012590/02/1) – <b>STORYTELLING AND EXPERIENTIAL TOURISM – Maurizio Davolio – Presidente AITR Turismo Responsabile, Italy</b>
3.	Sustainable tourism can be successful only in a sustainable world – <b>Adriana Galvini, Brilanda Bushati, Italy</b>
4.	Tourism in the Age of AI: Trends, Tools, and Technologies– <b>Dr. Ritvana Rrukaj, School of Economics and Business, Norwegian University of Life Science, Norway</b>
5.	Rethinking for Sustainable tourism – <b>Prof.Dr.Klodiana Gorica, Marketing and Tourism Department, Faculty of Economy, University of Tirana, Albania</b>
6.	Project "Lakes of ALBANIA": Promotion of sustainable and responsible tourism models for inclusive community development" (AID 012590/021) – <b>Andrea Olivieri – Video Promotion of Northern Albania</b>

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 PROF.DR. ARJETATROSHANI,  
 PROF.AS.DR. BRILANDABUSHATI  
 PROF.DR.ERMIRAKALAJ,  
 PROF.AS.DR.ALMAHAFIZI

**11.45 – 13.30 – PARALLEL SESSIONS**  
**SESSION 1: STRATEGIC PLANNING OF DESTINATIONS:**  
**ROOM: PHD LABORATORY – FIRST FLOOR**

1.	Developing a sustainable strategic planning for tourist destinations through Internet of Things (IoT) technology – <b>Helga Sallaku, Dragana Pantović Nikčević, Radovan Stajanović</b>
2.	An updated evaluation of the sustainable tourism management by the Albanian tourism institutions – <b>Luan Dervishej</b>
3.	Women's businesses and their contribution to the development of tourism – Case study Krusha e large – <b>Alberta Tahiri, Thëllëza Latifi Sadrija, Behrije Ramaj-Desku</b>
4.	Impact of Agricultural Products on Tourism in North Albania: Economic, Cultural, and Environmental Perspectives – <b>Sead Baraku, Arjeta Troshani</b>
5.	Navigating Conflicts in Tourism within Protected Areas: Stakeholders and Solutions (literature review) – <b>Arian Gjura, Brilanda Bushati</b>
6.	Investigating Dark Tourism Routes in Albania – The Case of the Rebellion of Postriba – <b>Fatjon Mlloja, Elvisa Drishti</b>
7.	Analyzing the Factors Shaping Tourist Arrival Patterns in Western Balkan Countries – <b>Ermira Kalaj, Fatjona Kroni</b>
8.	Museums and Digital Culture in Shkoder City – <b>Alkida Hasaj, Majlinda Laçaj</b>
9.	Development of backpacking tourism in the region of Shkodra – <b>Igli Okaj, Rudin Beka</b>
10.	Gjergj Fishta's publicity as a promoter of Albanian tourist destinations – <b>Rovena Mikeli (Vata)</b>
11.	Literary tourism, an important instrument for the development of cultural tourism in the city of Shkodër. – <b>Valjeta Gjylbegaj</b>
12.	Exploring the Impact of Gastronomic Tourism on Culinary Culture Evolution in Albania: A Comprehensive Empirical Analysis of Influential Factors– <b>Steisi Çokaj, Eri Çokaj</b>
13.	Impact of the development of tourism through the evolution of historical centers. Case Study: Historical Center Shkodra – <b>Sabrina Kuçi, Samina Kraja</b>



CHAIR(S):  
**PROF.DR.MIRJAMDIBRA,**  
**PROF.AS.DR.ELIDIANAPEMA,**  
**PROF.AS.DR.ARDITABORIÇI,**  
**PROF.AS.DR.ALBANA BORIÇI**

**11.45 – 13.30 – PARALLEL SESSIONS**  
 Session 2: Challenges of Sustainable Tourism  
 Room 104 – Second Floor

1.	Youth employment, tourism and globalization – case study Montenegro-. <b>Kristina Davidović Andriela Vitić Četković</b>
2.	Empowering Hospitality: Strategies for Improving Service Quality and Customer Satisfaction- <b>Jetmir Muja, Albana Boriçi, Ardita Boriçi</b>
3.	A Systematic Review of the Tourism Experience Research from 2009 to 2018 – <b>Elvisa Drishti, Drita Kruja</b>
4.	Analysis of the tourist offer of the Vau-Dejës Region – <b>Entela Kolaj, Mirjam Dibra</b>
5.	Challenges of Sustainable Hotels-Recommendations for hotel investors and asset managers – <b>Ardita Boriçi, Haris Lumanoviç</b>
6.	Employee motivation affects the performance of these employees at work – <b>Arlinda Hallunovi, Azra Zmijani</b>
7.	Perceptions and attitudes of students of the Faculty of Economics of Shkodra University on employment in the tourism industry – <b>Volfrida Toma, Ardita Boriçi</b>
8.	Investigating linguistic devices utilized in managerial responses to positive and negative online hotel reviews in Vlora city- <b>Arjan Shumeli, Enkeleda Jata, Erion Shehu</b>
9.	The impact of IPARD II Programme on the development of rural tourism in Albania- <b>Dorina Koçi, Erjona Serjani</b>
10.	Marketing Performance: Literature Review- <b>Arjeta Anamali, Armela Anamali, Bitila Shosha</b>
11.	Dental Tourism – Trends, Growth, Opportunities and Challenges for a sustainable development- <b>Irsida Koplaku, Elton Shpuza</b>
12.	Albanian musical folklore, actuality and challenges, its impact on the sustainable development of cultural tourism – <b>Mirjam Dibra, Majlinda Laçaj</b>
13.	Logistics and circular economy as limiting elements of the tourism economy of the mediterranean non-EU countries of Western Balkans- <b>Darko Petković, Džafer Dautbegović, Erjola Barbullushi, Amer Neimarlija, Rijad Ličina.</b>
14.	Development of strategies and research of tourist facilities for a sustainable tourism in Kosovo – <b>Idriz Kovaçi, Alberta Tahiri</b>



CHAIR(S):  
**PROF.DR.FATBARDHA MOLLA,**  
**PROF.DR.ANILA NEZIRI**  
**PROF.AS.DR.ANILA DIZDARI**

**11.45 – 13.30 – PARALLEL SESSIONS**

Session 3: Environment Quality and Challenges on  
Sustainable Development

Room 103 - Second Flour

1.	Air quality and tourism relationship for Shkodra city - <b>Nevila Bushati, Anila Neziri</b>
2.	Assessment of water quality and impact on sustainable tourism development in Shkodra Lake – <b>Luljeta Jaku, Anila Dizdari</b>
3.	Circular Economy Principles in the Tourism Sector: Shkodra Region – <b>Valbona Paja</b>
4.	The Significance of Sustainable Development in Facilitating Albania's Economic Prosperity- <b>Lorenca Bejko</b>
5.	"Botanical Garden", An Innovative Approach to Sustainable Tourism in Shkodër - <b>Alkida Hasaj, Enkeleida Golemi Laçej</b>
6.	Advancing Sustainable Business Models:A Comprehensive Review and Analysis – <b>Iges Banda, Jora Banda</b>
7.	The importance of geographical indication products in gastronomy tourism development – <b>Romina Dhora, Ardit Froku</b>
8.	Natural potentials and ecotourism itineraries in Buna River area- <b>Ervis Krymbi, Ornela Hasrama, Giovanni Messina</b>
9.	Wine Tourism, planning and development of wine routes in Shkodra region, Albania- <b>Romina Dhora PhD, Sajeda Hysaj Msc, Luan Hysa</b>
10.	The use of advanced methods in the creation of tourist maps in the Municipality of Lezha – <b>Renaldo Xhanej, Edlira Kola, Ervis Krymbi</b>
11.	Revealing the Dominant Discourses on Sustainability in Albania's Tourism Landscape through Media Lens in 2023 – <b>Visar Syla</b>
12.	Climate Change Impacts and Adaptation Strategies in Albania's Tourism Sector: A Case Study of the Shkodra Region – <b>Dritan Rustja</b>
13.	Challenges of Sustainable Tourism Development – The case of Drisht- <b>Paulin Pushimaj</b>

Day 2



**DATE: 18 MAY 2024**

**9.00 – 10.00** *DISCUSSION TABLE: CONCLUSIONS  
AND REMARKS*

**CHAIR(S):**  
**PROF.DR.BLERTA DRAGUSHA,**  
**PROF.AS.DR.MIRJAM DIBRA,**  
**PROF.AS.DR.BRILANDA BUSHATI**

**10.00** *BOAT TOUR – SHKODRA LAKE*

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