



ONLINE ERASMUS + EXCHANGE IN GERMANY

PËRPILOI: NISEA PANXHI



Nisea Panxhi

MASTER SHKENCOR MËSUESI (GJUHË ANGLEZE)
VITI II

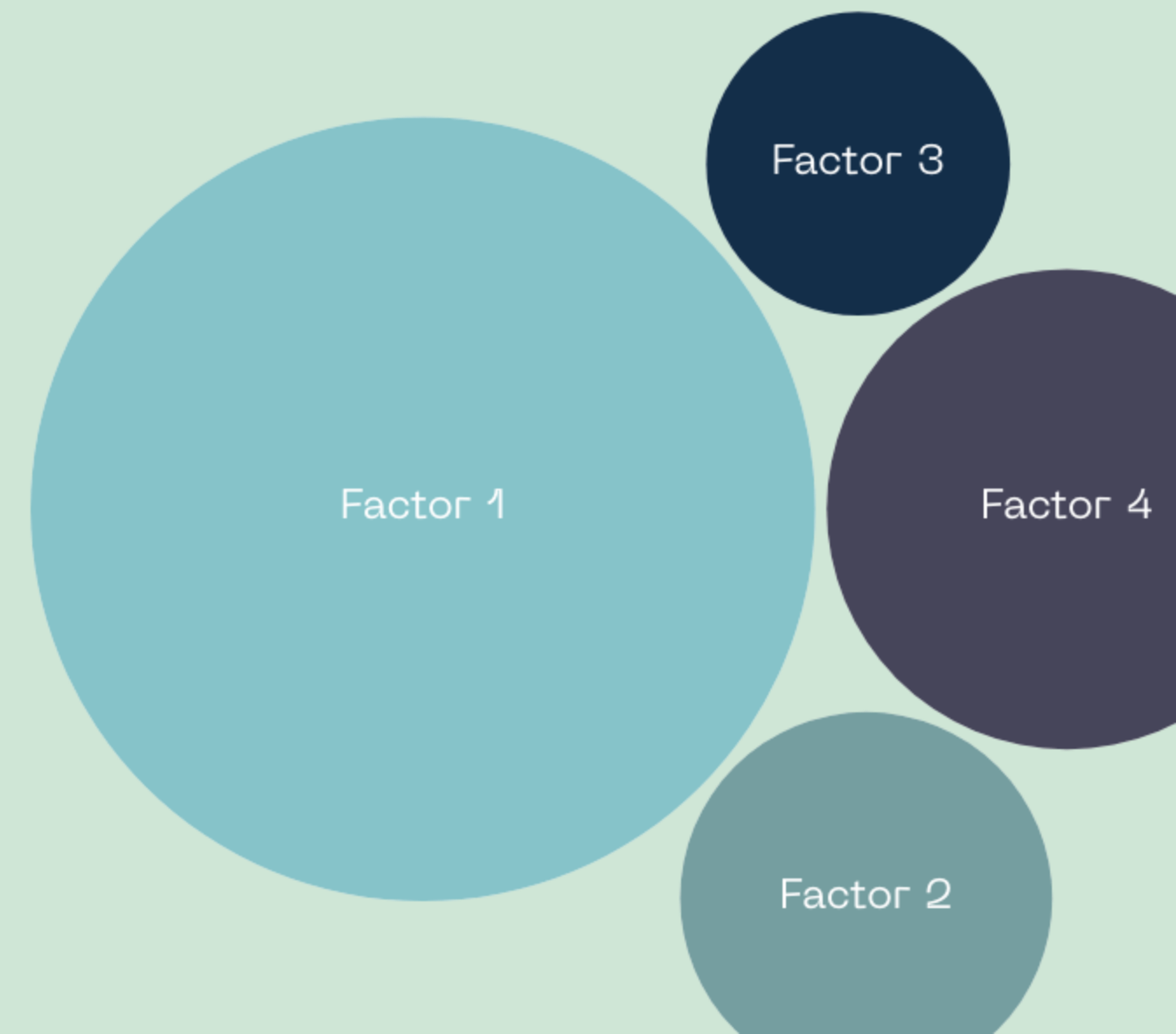


Erasmus+

Enriching lives, opening minds.

Programi Erasmus+

- Pjesëmarrje në një program Erasmus+ online (Gjermani)
- Kohëzgjatja: 6 muaj
- Bashkëpunim ndërkombëtar dhe akademik
- Përvojë unike në mjedis virtual dhe kërkimor



Tema Kryesore e Programit

- “Albania: Cultural Exchange as the Foundation for a Sustainable Future”
- Shkëmbimi kulturor si bazë për zhvillim të qëndrueshëm
- Ndërtimi i urave mes vendeve dhe kulturave
- Mësim përmes dialogut dhe bashkëpunimit

Struktura e Programit

- 5 takime online me të gjitha grupet pjesëmarrëse

Çdo grup kishte:

Temën e tyre
specifike

Qëllime të qarta
kërkimore

Komunikim i
vazhdueshëm mes
anëtarëve të grupeve



Tema e Grupit 6

"Tourism Marketing & Stakeholder Engagement in Albania"

Fokus në:

Marketingun e turizmit



Përfshirjen e aktorëve lokalë



Analizë e sfidave dhe mundësive në turizmin shqiptar



Qasje akademike dhe praktike njëkohësisht



Bashkëpunimi me Studentët Gjermanë

- Bashkëpunim me studentë nga Eberswalde, Gjermani
 - Ndërtim i miqësive të forta gjatë 6 muajve
 - Shkëmbim kulturor, akademik dhe personal
 - Punë ekipore ndërkulturore
-

Projekti i Parë Shkencor

- Realizua projektin tonë të parë shkencor
- Përvojë shumë e vlefshme akademike
- Ndihmë e madhe për përgatitjen e temës së diplomës vitin e ardhshëm
- Siguri dhe përgatitje akademike

Vizita në Shqipëri (Prill)

- Studentët gjermanë vizituan Shqipërinë për 1 javë
- Vizituan disa qytete shqiptare
- Realizuan:
 - Kërkimin në terren
 - Intervista dhe analiza praktike
 - Forcuam bashkëpunimin dhe njohjet personale

Finalizimi i Projektit (Qershor)

- 1 javë intensive pune dhe bashkëpunimi
- Finalizimi i projektit kërkimor
- Organizimi i një konference
- Prezantimi i projekteve në ditën e fundit



5:04 4G

Albania-Research-Stude...

Suela
<https://www.linkedin.com/in/suela-tahiraj-83b52919b/?originalSubdomain=al>

How discusses and presents Albania itself in the country

Internal View

6. Tourism Marketing and Stakeholder Engagement

- Branding Albania as a Sustainable Destination:
- Promote eco-tourism (hiking in Valbona, agritourism in Berat).
- Highlight cultural experiences (folk festivals, artisan crafts).
- Use influencers and social media to showcase responsible travel.

Building Collaborations:

- Support local businesses with eco-friendly incentives.
- Partner with international organizations (UNESCO, EU) for funding and training.
- Develop sustainable tourism policies with government and stakeholders.

7. Tourism Infrastructure and Accessibility

- Challenges in Rural Areas:
- Improve transport links to remote areas (Theth, Valbona).
- Encourage green lodging with renewable energy.
- Implement better waste management and recycling systems.

Accessibility for Diverse Travelers:

- Improve wheelchair-friendly infrastructure and transport.
- Offer accessible tours (e.g., Berat Castle, Lake Ohrid).
- Use digital tools for virtual tourism and multilingual guides.

With these improvements, Albania can strengthen its position as a sustainable and inclusive destination.

TOURISM MARKETING & STAKEHOLDER ENGAGEMENT IN ALBANIA

Eberswalde University for Sustainable Development

RESEARCH QUESTION:
 CAN ALBANIA BECOME A SUSTAINABLE TOURISM DESTINATION DESPITE LIMITED PUBLIC KNOWLEDGE, IF SUPPORTED BY EFFECTIVE MARKETING STRATEGIES AND ACTIVE STAKEHOLDER ENGAGEMENT?

INTRODUCTION

ALBANIA IS AN EMERGING DESTINATION WITH GREAT POTENTIAL FOR SUSTAINABLE TOURISM. YET, THE LACK OF DMOS AND WEAK STAKEHOLDER COLLABORATION LIMIT COORDINATED PROGRESS. THIS RESEARCH ANALYZES GERMAN TOURISTS' PERCEPTIONS AND PRESENTS STRATEGIES FOR STAKEHOLDER ENGAGEMENT, DESTINATION BRANDING, AND MARKETING BASED ON AUTHENTIC VISITOR EXPERIENCES.

METHODOLOGY

- Use of a mixed-method approach to understand how Albania can be branded
- Tourist Surveys - Collected data from German visitors on preferences and sustainability awareness.
- Reviewed key literature, including La Valorisation Du Patrimoine, to support theoretical grounding and contextual understanding.

HYPOTHESIS

Albania has strong potential to become a sustainable tourism destination. Although participants showed limited knowledge, the questionnaire revealed a positive perception of this potential. With the implementation of effective marketing strategies and meaningful stakeholder engagement, this potential can be fully realized.

ANALYSIS

- German Tourists Show High Interest in Nature-Based and Cultural Travel
- Key motivations include:
 - Natural landscapes
 - Beaches
 - Cultural heritage
 - Affordability
- Sustainability is a Moderate to High Priority
- Majority rated sustainability 5-6 out of 10
- Most valued practices:
 - Local food/products
 - Protected natural areas
 - Wildlife & nature-based tourism
- Many respondents are unfamiliar with Albania
- Curiosity is high if sustainability and accessibility are improved and promoted
- Implication: Albania has a clear niche among German tourists for eco-tourism, heritage trails, and local authenticity, especially when promoted through digital channels and influencer partnerships.

HOW FAMILIAR ARE YOU WITH ALBANIA?

Very familiar	34.3%
Somewhat familiar	33.3%
Not familiar at all	20%
Heard of it but don't know much	28.6%

"I THINK ALBANIA IS A HIDDEN GEM IN EUROPE. IT REALLY DOES HAVE EVERYTHING: THE MOUNTAINS, THE BEACHES, THE CUISINE, THE MUSIC, THE ART AND THE HISTORY."

WOULD YOU CONSIDER VISITING ALBANIA?

Yes	~65%
Maybe	~25%
No	~10%

MARKETING STRATEGIES:

- CREATE A DIGITAL STORYTELLING CAMPAIGN WHERE PAST VISITORS SHARE THEIR AUTHENTIC EXPERIENCES THROUGH VIDEOS, PHOTOS, AND PERSONAL NARRATIVES.
- ENCOURAGE USER-GENERATED CONTENT BY LAUNCHING HASHTAGS, PHOTO CONTESTS, AND SOCIAL MEDIA CHALLENGES AROUND REAL TRAVEL MOMENTS IN ALBANIA.
- DEVELOP A TESTIMONIAL-BASED WEBSITE OR BLOG FEATURING IN-DEPTH TRAVEL DIARIES, INTERVIEWS, AND CURATED ITINERARIES BASED ON REAL TRAVELER JOURNEYS.
- COLLABORATE WITH TRAVEL INFLUENCERS AND VIDEO-CREATORS TO DOCUMENT IMMERSIVE EXPERIENCES IN ALBANIA'S NATURE, CULTURE, AND SUSTAINABLE TOURISM OFFERS.

STAKEHOLDER ENGAGEMENT

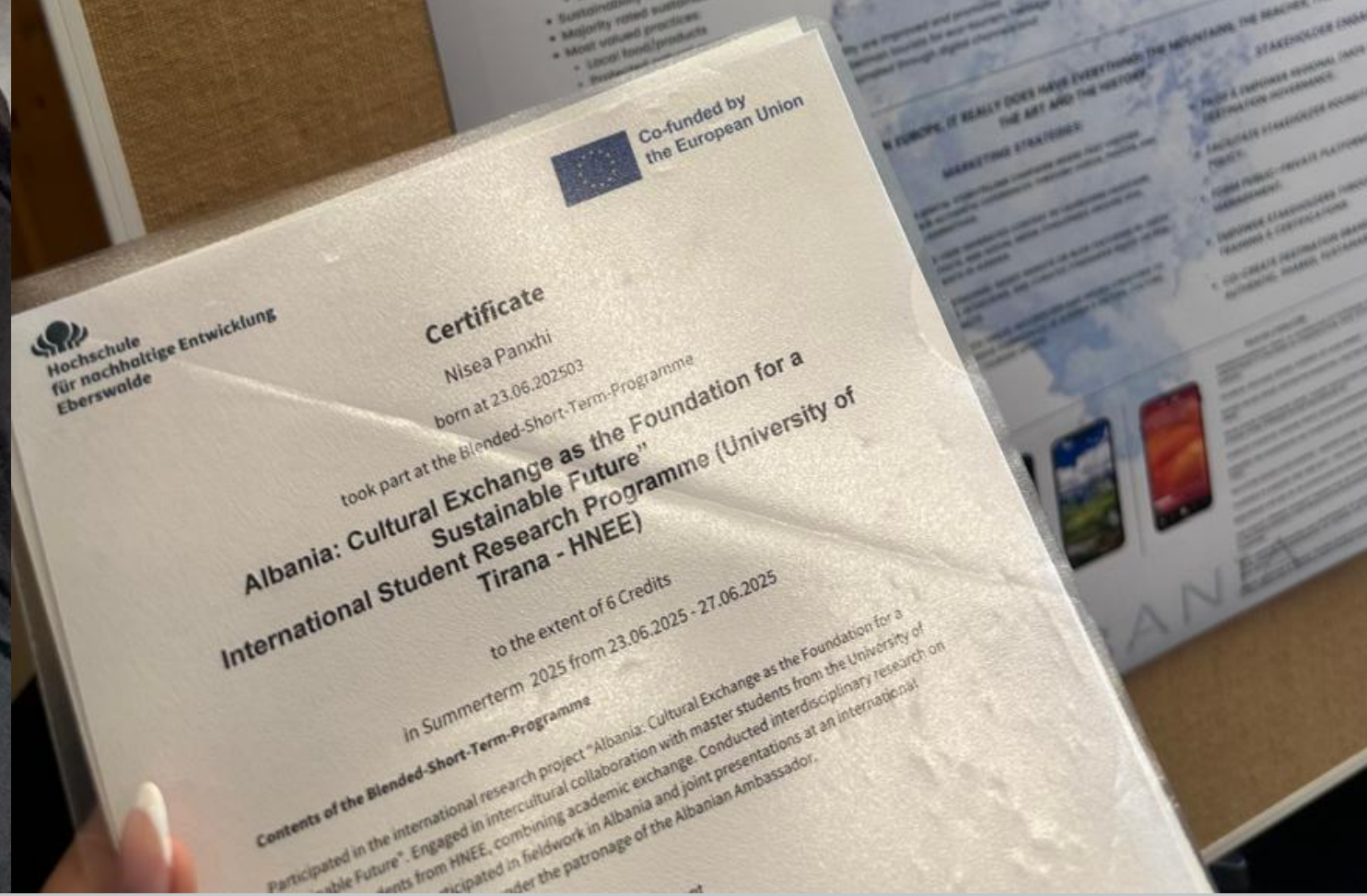
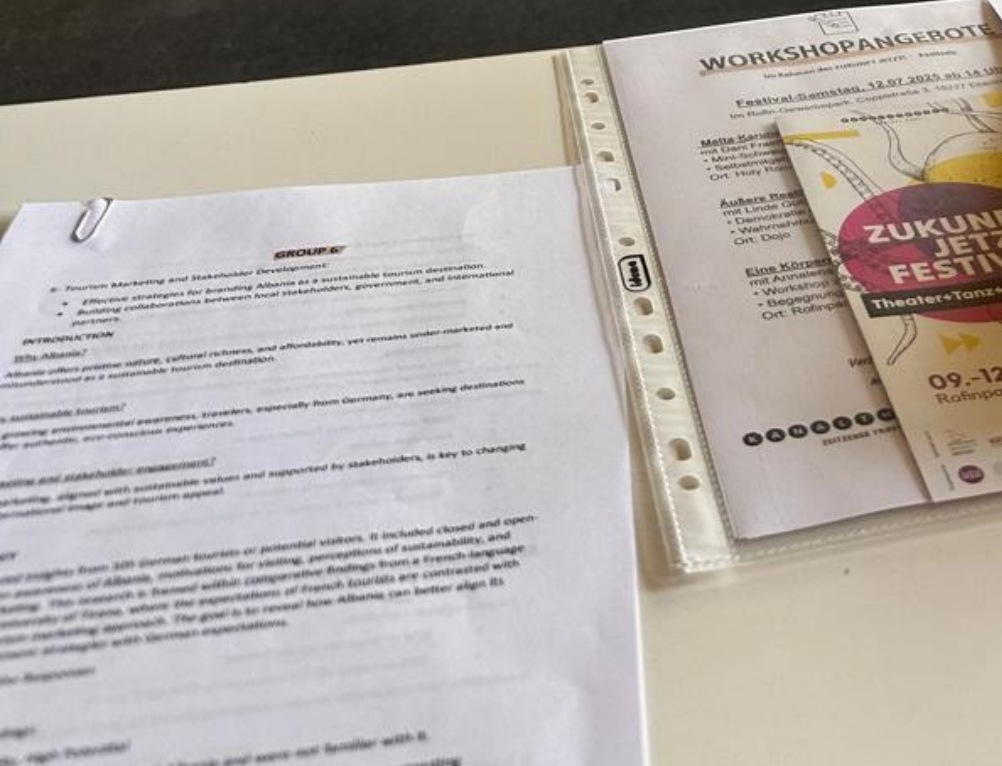
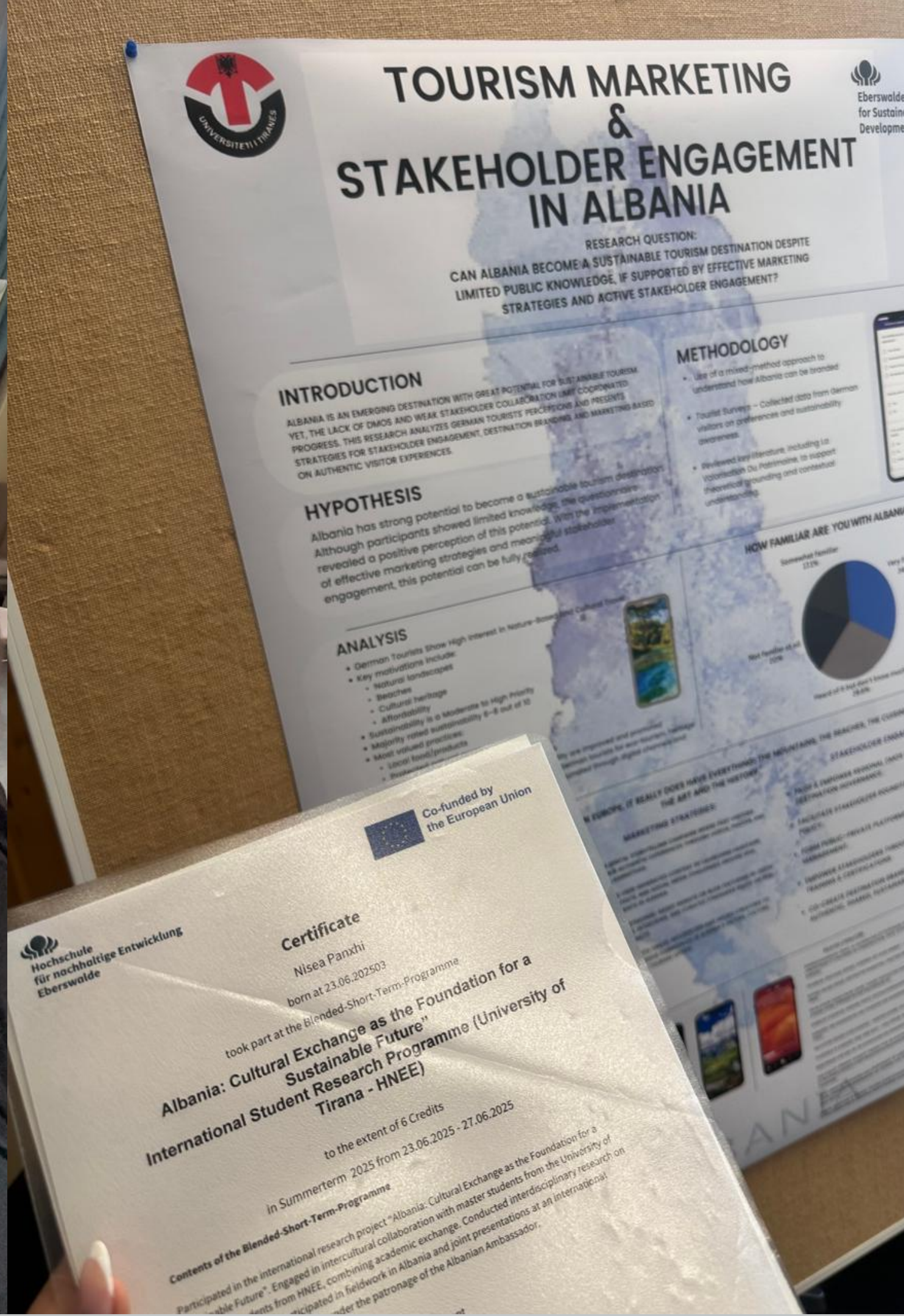
- PILOT & EMPOWER REGIONAL DMOS FOR SHARED DESTINATION GOVERNANCE.
- FACILITATE STAKEHOLDER ROUNDTABLES TO SHAPE TOURISM POLICY.
- FORM PUBLIC-PRIVATE PLATFORMS FOR JOINT DESTINATION MANAGEMENT.
- EMPOWER STAKEHOLDERS THROUGH SUSTAINABILITY TRAINING & CERTIFICATIONS.
- CO-CREATE DESTINATION BRANDS & CAMPAIGNS - AUTHENTIC, SHARED, SUSTAINABLE.

CONCLUSION

Albania's tourism growth depends on shifting from traditional to visitor flow-focused strategies. Strong collaboration among stakeholders (government, businesses, and communities) is essential for sustainable development. By embracing sustainability and innovation, Albania can become a leading tourism destination in the region.

RESEARCHERS: NISEA PANXHI, LUSJANA SEJDI, SARAH MIERZCHALA

ALBANIA





Çfarë Më Mësoi Ky Program

- Bashkëpunimi ndërkombëtar pasuron mendimin kritik
- Shkëmbimi kulturor krijon mirëkuptim dhe miqësi
- Kërkimi shkencor është më i fortë kur bëhet në ekip
- Arsimi ndërkombëtar përgatit për të ardhmen

Pse duhet te zgjidhni Erasmus +

Erasmus+ nuk është vetëm një program është një përvojë që:

- Ndërton karakterin
- Një hap i vogël për studimet, një hap i madh për të ardhmen time akademike dhe personale



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Faleminderit!