



Elite Travel Group



CALL FOR PAPERS
INTERNATIONAL SCIENTIFIC CONFERENCE
“Distinct Tangible and Intangible Heritage of Albania Offered to Domestic and Foreign Tourists”
29 April 2026
Tirana, Albania

• *Faculty of Foreign Languages, University of Tirana*

Within the framework of the PTI research project “Development of Sustainable Tourism and Multilingual Digital Marketing through the Albania 365 Platform”, which aims to develop a multilingual digital platform for promoting Albania’s tourism resources throughout the year, the Faculty of Foreign Languages of the University of Tirana organizes the international scientific conference “Distinct Tangible and Intangible Heritage of Albania Offered to Domestic and Foreign Tourists” and announces this Call for Papers.

Albania, once a relatively closed and little-explored country, in fact represents a territory with a high density of cultural and natural heritage. It brings together elements of early settlements such as Xara, Dunavec, Tren and Maliq, alongside traces of later civilizations such as Butrint, Epidamnos/Dyrrachium (present-day Durrës), Apollonia, and others. These coexist with centuries-old living traditions transmitted through cultural practices and a unique language within the Indo-European language family, as well as a rich biodiversity. In the context of dynamic developments in global tourism and the growing interest in previously lesser-known destinations, the study and promotion of Albania’s tangible and intangible heritage, as well as presenting it from new and more engaging perspectives for visitors, constitute an academic and strategic necessity.

This call for papers aims to encourage interdisciplinary analyses related to the identification, preservation, management and promotion of Albania’s distinctive heritage resources; to broaden the range of tourism offerings related to the country’s tangible and intangible heritage; to highlight challenges in the field of tourism and tourist guiding; and to propose relevant solutions, thus contributing to the sustainable and innovative development of the tourism sector in Albania.

The conference welcomes interdisciplinary contributions from fields such as tourism, cultural heritage, history, anthropology, geography, economics, marketing, cultural studies, intercultural and tourism communication, public management, architecture, as well as other related disciplines. Contributions may take the form of research papers, case studies, comparative analyses, or policy proposals.

THEMATIC AREAS

I. Innovations and distinctive features of tangible heritage:

- historical centers and archaeological sites
- museum cities and UNESCO-protected cities
- monuments of traditional and religious architecture
- cultural and natural landscapes



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Particular importance is given to the integration of heritage into contemporary tourism offerings. Contributions may address issues related to new discoveries, cultural interpretation, heritage preservation and restoration, as well as challenges of protecting heritage in the context of mass tourism.

II. Intangible heritage as a tourism experience (for domestic and foreign visitors)

- language and dialects
- Albanian iso-polyphony (recognized by UNESCO as Intangible Cultural Heritage of Humanity)
- folklore, traditional dances and costumes
- festivals, rituals and local traditions
- traditional crafts and artisanal practices
- regional gastronomy

Studies may analyze ways of identifying, interpreting and promoting intangible heritage as part of the tourism experience while respecting the cultural integrity of local communities.

II. Strategic approaches and sustainable tourism development:

- models of cultural and rural tourism development
- territorial marketing and promotion of Albania as a tourism destination
- digitalization of heritage and technological innovation in this field
- public policies and sustainable resource management
- the role of local communities in tourism development
- tourist guides as cultural mediators and their professional training

Contributions may examine policies, strategies and innovative models for sustainable tourism development and for integrating heritage into contemporary tourism offerings.

Format: The conference will be held in **hybrid format** (onsite and online participation).

Conference languages: Albanian and English

Participation: Free of charge

Submission Guidelines

- **Abstract:** 250–300 words
- **Keywords:** 3–5
- **Full paper:** 5–8 pages (A4)
- **Language:** Albanian or English
- **Format:** Times New Roman, 12 pt, 1.5 spacing
- **Referencing style:** APA (latest edition)

All submissions will undergo a **peer-review process**.

Abstracts should be sent to: conference.ffl@unitir.edu.al

Important Dates

- Abstract submission deadline: **03 April 2026**
- Notification of acceptance: **10 April 2026**
- Conference date: **29 April 2026**
- Full paper submission: **29 May 2026**



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Conference proceedings will be published **with ISBN**.

Scientific Committee

- Prof. Dr. Esmeralda Kromidha – University of Tirana, Albania
- Prof. Dr. Claudia Brözel – Eberswalde University for Sustainable Development (HNEE), Germany
- Dr. Drita Rira – University of Tirana, Albania
- Dr. Erta Spaho – University of Tirana, Albania
- Assoc. Prof. Dr. Marsela Likaj – University of Tirana, Albania
- Assoc. Prof. Dr. Mirela Papa – University of Tirana, Albania
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- Assoc. Prof. Dr. Alba Frashëri – University of Tirana, Albania
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- Prof. Dr. Valbona Berisha – University of Prishtina, Kosovo

Organizing Committee

- Dr. Drita Rira
- Dr. Erta Spaho
- Silva Mullaj

This conference aims to create a sustainable platform for academic and professional cooperation in assessing Albania's distinctive tangible and intangible heritage and exploring how it is, or can be, presented to domestic and international visitors in order to develop competitive and sustainable tourism models.