



Prof. Dr. KLODIANA GORICA

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Professor in University of Tirana, Faculty of Economy, Department of Marketing and Tourism. From 2011 to 2016 Vice Dean in Faculty of Economy, University of Tirana. Graduated in Faculty of Economy, UT, in 1994, Master in 1998, PhD in 2002 in the field of marketing of tourism, Docent in 2009, 2011-Associated Professor and 2015 Full Professor.

Experiences in European projects as: "Sustainable Economic Activities in Mediterranean Marine Protected Areas (SEA – Med) – Field Project Albania" as National Tourism Development Expert research (Jan 2014 2015 December); Researcher in the International Project Life Agreement 06TCY/AL/000202 "Capacity Building for Sustainable Tourism Development" (2007-2009); Project Manager in GmbH German Project in Agriculture Service's marketing in the Region (2000-2001); International expert: Guide: "Vlora, Itinerary, Services, beaches, mountains, caves, mysteries, and Unknown stories, the People, and the food", UNOPS – PASARP, Italian Cooperation (2000-2003), National Marketing Expert on project: "Sales Strategy and product positioning on Market" by Centre for Collaboration and Regional Development (RCDC), "Development of Agricultural Cooperative Sapa in Rural Zadrima Areas, North of Albania"; Researcher in DEREL TEMPUS JEP: "Development of Environment and Resources Learning", 511001-TEMPUS-1-2010-1-IT-TEMPUS-JPCR (2010-3375-001-001) etc;

In master level she teach: Sustainable Tourism Management, Entrepreneurial Marketing, and Tourism Marketing; in PhD level: Digital Marketing; in bachelor: Marketing. She has mentorship of undergraduate, master and doctoral studies (*Sustainable Development, Tourism, and Social Media Marketing*).

Author and coauthor in different scientific books, one monograph in Albanian language and 2 monographs in English language published from Springer (Germany) and Bled School of Management (Slovenia) with ISSN/ISBN.

Research activities abroad in international universities in countries like: UK, USA, Slovenia, Italy, Israel, Croatia, Austria, Montenegro, Turkey, Macedonia, Bulgaria, Rumania, etc.

President of InSET (Institute for Sustainable Development, Environment and Tourism).

Author and coauthor in research articles in international scientific conferences and international scientific journals, member in editorial board/research committee/keynote speaker in international journals and conferences, and international experiences in training and teaching since 1997 in universities abroad.

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