

ALBANIA

TOURISM FOR SOLIDARITY AND SUSTAINABILITY

14th January 2020

HOTEL MARITIM PLAZA , TIRANA - ALBANIA



**Organized by the Ministry of Tourism and Environment of
Albania in cooperation with the UNWTO**





SUMMIT ON TOURISM FOR SOLIDARITY AND SUSTAINABILITY

The natural disasters creates sometimes humanitarian crisis in which thousand of people are in need of an immediate shelter. The earthquake of 26 November 2019 in Albania, where thousands of people lost their homes and more then 5000 people where accommodated within 24 hours in hotels, is an example that the Tourist Industry is not just to make profit and create income for the country but with its structures it is also a solid and valuable support in handling of humanitarian crisis. This can be a value that through UNWTO all of us should cherish and develop further. Participants are welcomed to address their views on this subject.

The earthquake of 26 November 2019 in Albania, left behind a lot of damages in houses, buildings and structures. Luckily enough, the Tourist Industry Structures resisted without damage the earthquake and moreover where able within 24 hours to mobilize their staff and accommodate more then 5000 people in need of a shelter. The experiences faced during this period of time will be part of the discussions from the participants.



Albania



H.E Edi Rama

Prime Minister
Albania



Mr. Blendi Klosi
Minister of Tourism and
Environment
Albania



Executive Director
UNWTO



Alessandra Priante
Director of Department for Europe
UNWTO



Mr. Harry Theoharis
Minister of Tourism
Greece



Mrs. Anna Laura Orrico
State Secretary
Ministry for Cultural Heritage
and Activities
Italy



Mr. Zdravko Pocivalsek
Minister of Economic Dev &
Technology
Slovenia



Mr. Kreshnik Bekteshi
Minister of Economy
Northern Macedonia



Mr. Lyuben Kanchev
Dep. Minister
Ministry of Tourism
Bulgaria



Mrs. Renata Pindzo
Dep. Minister of Trade,
Tourism and
Telecommunications
Serbia



Mr. Frano MATUSIC
Secretary of State
Ministry of Tourism
Croatia



Mr. Endrit Shala
Minister of
Trade and Industry
Kosovo



Mr. Damir Davidović
Secretary of State
Ministry of Sustainable
Development and Tourism
Montenegro

AGENDA, 14th January 2020

13th January

Arrival of Delegations, Accommodation at Hotel Maritim Plaza

20.00 – 22.00

Dinner hosted for the Head of Delegations by the Minister of Tourism and Environment of Albania Mr. Blendi Klosi @ “Kalaja e Tiranës” (by Invitation)

14th January

09:00 – 09:30

Registration

SESSION 1

Panel Discussion Moderated by Ms. Rudina Xhunga

09:30 – 11:00

Opening and keynote

- Opening remarks **by Mr. Blendi KLOSI**, Minister, Ministry of Tourism and Environment of Albania
- Secretary General of the **UNWTO**
- UN Representative in Albania
- Speech by **H.E. Edi Rama**, Prime Minister of Albania
- Ministers/Head of Delegations
- Press release

11:00 – 11:15

Coffee break and family photo

AGENDA, 14th January 2020

SESSION 2

11:15 – 12:30

Impact of the earthquake of 26 November 2019 in the Albanian Tourist Industry

Panel Discussion Moderated by Ms. Kornelia Ferizaj , General Director National Tourism Agency of Albania

11: 20

Mrs. Alessandra Priante, Regional Director UNWTO

11: 30

Mr.Dirk Burneleit , Der Touristic REWE Group

Destination image and reputation, and the changes in tourist behavior following natural crises. Best international practices to be shared with the Albanian stakeholders.

11: 40

Mrs Ilda Kasa, Albanian Touristic Union(ATU)

Best Tourism practices and hotels industry responsibility in mobilizing immediate humanitarian aid in the affected areas.

11: 45

Mrs. Anita Kardum, representative of Tip Travel , Slovakia

11:55

Mr. Astrit Kurti , “Harmony Hotels Group”

12:00

Mrs. Nina Hornewall, representative of Apollo Nordic

Tourism crises and Marketing Recovery Strategies
The importance of relationship marketing with loyal customers and the need to quickly repair destination image.

12:10

Representatives from Hotel **Rafaelo Shengjin**.

12:15

Mrs.Alexander Senicic, Yuta Serbia

How to rebuild the market for a tourism service in a destination postquake .

12:20

Mr.Enver Mehmeti

The chaos and complexity experienced in the aftermath of a crisis raise general issues of how hotel industry learns and adapts to change.

12:30

Mr. Irfan Kilic, representative of Regobis , Poland.

12:40

Closing remarks **by Mr. Blendi KLOSI**, Minister,
Ministry of Tourism and Environment of Albania

AGENDA, 14th January 2020

13:00

Departure for Durres

14:00 – 15:30

Lunch at Hotel Premium in Durres

15:30 – 17:00

Visit at Durrës Amphitheater, Archaeological Museum

17:00

Return to Tirana

20:30

Dinner ODA at Pallati Brigadave, Tirana

15th January

Departure of Delegations

