

2nd International Conference on Cultural Heritage, Tourism and Media

17-19 January, 2014



Working Agenda

Session 1.

Friday, 17.01.201, 16.30- 18.30

Hotel Belvedere- Conference room 1

Moderators: Armanda Hysa Ph.D. and Ivona Opetcheska Tatarchevska

Working language: English

1. **André Catalão and Marko Stamenkovic**, University of Gent, Belgium, Department of Philosophy and Moral Sciences, Center for Ethics and Value Inquiry
“TASCA. A Disappearing Culture”
2. **Armanda Hysa PhD**, Alexander Nash Fellow in Albanian Studies, SSEES, University College London
“Ethnographic archives as sources for social history: the case of Albania”
3. **Fariz Khalilli Ph.D.** *MIRAS Social Organization in Support of Studying of Cultural Heritage, Baku Azerbaijan & Teymur Najafzade, Image LLC, Baku, Azerbaijan*
***“3D PRESENTATION, ANIMATION AND MODELING
OF MEDIEVAL AGSU TOWN”***
4. **Zoranco Malinov Ph.D.** , Institute of Folklore “Marko Cepenkov”, Skopje, Macedonia
***“THE ROLE OF THE INSTITUTE FOR FOLKLORE “MARKO CEPENKOV” –
SKOPJE IN THE SAFEGUARD AND PRESENTATION ON THE
MACEDONIAN INTANGIBLE CULTURAL HERITAGE”***
5. **Ivona Opetcheska Tatarchevska**, Cultural Heritage Protection Office, Skopje, Macedonia
“Macedonian model for Safeguarding of the Intangible Cultural Heritage”
6. **Velika Stojkova Serafimovska, MA**, Institute of Folklore “Marko Cepenkov” , Skopje Macedonia
***“The role of the scholars in implementing the UNESCO ICH Convention as a platform
for promotion of the Macedonian Intangible Cultural Heritage”***

Session 2.

Friday, 17.01.201, 16.30- 18.30

Hotel Belvedere- Conference room 2

Moderators: Miso Netkov Ph.D. and Nadzeya Charapan, M.A

1. Linda Mëniku, Ph.D., University of Tirana, Albania

“A discourse analysis of the Official Tourism Websites in the Balkan region”

2. Miso Netkov Ph.D., ESRA University, Skopje, Macedonia

“The Media, the Culture and the Education”

3. **Zaho Golemi Ph.D.** Chef of Department in the Armed Forces Academy & **Bernard ZOTAJ Ph.D.**
“Vitrina” University, Albania

“LEGACY, CULTURE AND CIVILIZED WORLD MEDIA”

4. **Nadzeya Charapan, M.A.**, European Humanities University, Vilnius, Lithuania

Communication of cultural heritage experiences through social media

5. **Ustijana Rechkoska Shikoska Ph.D.** ,University St. Paul the Apostle, Ohrid, Macedonia & **Slave Mitev**, Institute for Socio-Cultural Anthropology, Macedonia

“Data Processing in Cultural Heritage”

Session 3.

Saturday, 18.01.201, 9.30- 11.00

Hotel Belvedere- Conference room 1

Moderators: Rubin Zemon Ph.D. and Velika Stojkova Serafimovska M.A.,

On-line session

1. **Rubin Zemon Ph.D.**, Institute for Socio-Cultural Anthropology of Macedonia, Skopje, Macedonia & **Kiro Kosturanov**, University “Politecnico di Milano”, Milano, Italy

"Digital history: Gathering, preserving and presenting the past on the web"

2. **Ilkay Tas Ph.D.**, Dokuz Eylul University, Turkey

"Rural Tourism in Turkey: A Research into the Institutionalization of a Policy Area"

3. **Rubin Zemon Ph.D.** Institute for Socio-cultural Anthropology and **Bisera Koteska**, Univesity “Politecnico di Milano”, Italy

"New Technologies to Enhancing Teaching and Researching in Humanities Sciences"

4. **Irina Airinei Vasile**, Ph. D., National School of Political Studies and Public Administration
& **Sorin Bordușanu**, Vice-President of the Bucharest Comission for Attribution of Street Names

Streets named after famous Aromanians

5. **Andreea-Mariana Chindriș**, **Ph.D. candidate**, Alexandru Ioan Cuza University in Iași (Romania) and University of Angers (France),

"The Assessment of ecotourism potential in the Canton of the Fresnes-en-Woëvre"

Session 4.

Saturday, 18.01.201, 9.30- 11.00

Hotel Belvedere- Conference room 2

Moderators: Dejan Metodijveski Ph.D. and Jehona Roka Ph.D. candidate

1. **Sonja Zdravkova Djeparoska, Ph.D.**, University “Ss. Cyril and Methodius”, Skopje, Macedonia
“Cultural Heritage in Tourism Offer- View from a different angle”
2. **Dejan Metodijeski Ph.D., Nako Taskov Ph.D. and Nikola Dimitrov Ph.D.**, University “Goce Delchev” Shtip, Macedonia
„UNESCO World Heritage List as a factor for tourism development of Balkan countries“
3. **Armada Molla M.Sc.**, Association for Development of Cultural Tourism, Albania
“Revitalization of the Albanian Cultural Heritage Case study: The Legend of Rozafa on stage to reveal values”
4. **Jehona Roka Ph.D. candidate**, Ministry of Tourism, Culture, Youth and Sports, Kosovo
“Tourism and local economic development - Case of Big Bazar of Gjakova”
5. **Vladimir Karadzoski Ph.D.**, Institute of Old Slavic Culture – Prilep, R. Macedonia
“AN OUTLOOK AND OPPORTUNITIES ON THE DEVELOPMENT OF THE RURAL TOURISM IN MACEDONIA”
6. **Radomir Ivanovic**, NGO Archaeologica – Skopje, Macedonia,
The First archaeological park in Macedonia
– “Arheo Park Brazda

Session 5.

Saturday, 18.01.201, 11.30- 13.00

Hotel Belvedere- Conference room 1

Moderators: Jasminka Simić Ph.D. and Dave Wilson, Ph.D.

1. **ROLAND LAMI Ph.D.**, European University of Tirana, Albania
“Hegemonics reproduction due to the effect structuring speech by some media powerful”
2. **Jasminka Simić, Ph.D.**, Radio and Television of Serbia, Serbia
“Media and European Integration or the Cultural Communication”
3. **Gentiana Shkurta, Ph.D.** , University of Tirana, Albania

PR and marketing of cultural heritage in Albania
4. **Dave Wilson Ph.D.**, University of California, Los Angeles
“The musical soundscapes and auditory regimes of Ohrid: Tourism and the aural representation of Macedonia”
5. **Ols Lefe, Phd Candidate**, Office of the President, Albania
“The importance of communication in cultural heritage sites”

Session 6.

Saturday, 18.01.201, 11.30- 13.00

Hotel Belvedere- Conference room 2

Moderators: Samoil Malcheski Ph.D. and Shola Bayramova

1. **Adriana Zotaj, Ph.D. candidate**, Ministry of Defense, Tirana, R. of Albania & **Eva Reveli, Ph.D. candidate**, Ministry of Defense, Tirana, R. of Albania

“The impact of tourism on the economy”

2. **Samoil Malcheski, Ph.D.**, Institute for Social-Cultural Anthropology, Skopje, Macedonia

“Family businesses, local economic development and tourism”

3. **Sonila Papathimiu Ph.D. & Brunilda Osmovi M.Sc.**, University of Tirana, Albania

“THE CULTURAL HERITAGE OF NARTA WETLANDS AND ITS POTENTIAL TO DEVELOP TOURISM”

4. **Dragica Chekorovska**, Museum of Negotino, Macedonia

“Pottery as a touristic attraction in Negotino region”

5. **Ljubomir Gajdov**, University Ss. Cyril and Methodius, Skopje & Former Diplomatic Editor of Macedonian TV/Radio

“Ecotourism as New Philosophy of Life and Business”

Session 7.

Saturday, 18.01.201, 14.30- 16.00

Hotel Belvedere- Conference room 1

Moderators: Altina Veshi Ph.D. and Aurora Kamberi

1. **Gjergj Prevazi Ph.D.**, Arts University of Tirana, Tirana, Albania, & **Aledia Kondaj PhD candidate**, University of Tirana, Tirana, Albania.

“Dance in Albania’s transition period”

2. **Aurora Kamberi ,PHD Candidate**, University of Tirana, Faculty of History & Philology , Head of Archeology, Museums and Tangible Objects Unit, Department of Culture Heritage Strategic Planning , Ministry of Culture. Albania
“Albanian national museums : How to overcome their digital gap towards a better national heritage promotion.”
3. **Florinka Gjevori, Ph.D. Candidate**, University of “ Aleksander Xhuvani” Elbasan, Albania

“CONTRIBUTION OF THE REGION OF ELBASAN IN THE DEVELOPMENT OF EDUCATION AND CULTURE DURING THE YEARS OF ALBANIAN MONARCHY”

4. **Altina VESHI Ph.D.**, University of Tirana, ALBANIA
“MIGRATION AND CULTURAL HERITAGE THEIR RELATIONS IN SOUTHEAST EUROPE COUNTRIES”

5. **Aulona Zotaj Ph.D. Candidate**, Communication Sciences at the University of Tirana.

"Characteristic of political discourse in Albania during the elections of 28 June 2009".

Session 8.

Saturday, 18.01.201, 14.30- 16.00

Hotel Belvedere- Conference room 2

Moderators: Dorina Hoxha Ph.D. and Silva Breshani Ph.D.

- 1. Dorina Hoxha Ph.D., Besnik Çerekja Ph.D.**, University of Tirana,
“Albanian Cultural Heritage on the criminal law reflections”

- 2. Ersida TELITI Ph.D. & Ina CARCIU M.Sc.**, Faculty of Law, University of Tirana
“Cultural heritage. Legal aspects and legal problems in the process of harmonization of Albanian legislation with EU one”

- 3. Silva Breshani, Ph.D. candidate,** University of Tirana, Albania
*“NATIONAL AND INTERNATIONAL PROTECTION OF CULTURAL PROPERTY:
ALBANIAN LEGAL FRAMEWORK AND THE ROLE OF INTERNATIONAL
CONVENTIONS”*

- 4. Herida Duro, Ph.D. Student** in Arts and Culture Heritage, Faculty of History and Philology, University of Tirana, Albania.
“Digitalization of Cultural Heritage”

- 5. Valona Kalemi Ph.D.**, University Alexaner Xhuvani, Elbasan, Albania
“Linguistic characteristics in minority population in Gjirokastra, preservation of Turkish borrowings from its coexistence with Albanian (geo-bilingualism and borrowing)”

Session 9.

Saturday, 18.01.201, 16.15- 17.15

Hotel Belvedere- Conference room 1

Moderators: Meli Shopi Ph.D. and Edlira Guru

- 1. Aurela Basha Ph. D.** University “Aleksander Xhuvani” Faculty of Human Sciences, **Rexhina Dede**, teacher of English language, Elbasan, ALBANIA

“THE COMPUTER-CONTEMPORARY DIDACTIVE TOOL AND INSTRUMENT IN FIRST LANGUAGE ACQUISITION IN THE ELEMENTARY SCHOOL (IN STUDENTS OF 7 TO 13 YEARS AGE)”

- 2. Meli Shopi Ph.D., Denis Himci M.Sc. & Kristo Kolci M.Sc.,** Aleksander Xhuvani University, Elbasan, Albania

“Economic information language, transmitted through signs (symbols)”

- 3. Entela KUSHTA, Ph.D. candidate,** University of Tirana, Albania

“Joyce Carol Oates’s modern gothic”

- 4. Edlira Gugu Ph.D. candidate,** “Aleksander Xhuvani” University, Elbasan, Albania

“Krist Maloki and reception typologies of his works”

- 5. Etleva Bandula Ms.C.,** University Aleksandër Xhuvani, Elbasan, Albania

The importance of metacognitive reading strategy awareness in reading comprehension

Session 10.

Saturday, 18.01.201, 17.00- 17.30

Hotel Belvedere- Conference room 2

Shola Bayramova, MIRAS, Baku, Azerbaijan

***Youth in Conservation of Cultural Heritage (YOCOCU) International Project & other
projects of MIRAS Institute from Baku Azerbaijan
(presentation)***

**Conference Closing remarks by Rubin Zemon, president of Program Bord and
Samoil Malcheski PH.D., president of Organization Committee.**