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1. Texts

1. V. Bakiu, R. Dema, V. Koja: Tourism, (Teaching text) 1997, SHBLU
2. V. Koja, A. Duka: Direction of Tourist Trips, (Teaching text) 2001, SHBLU, ISBN 99927-0-154-4
3. V. Koja, K. Gorica: Basics of Tourism, (Textbook) 2004, SHBLU, ISBN 99927-0-275-3
4. B. Ceku, V. Koja, L. Elmazi: Marketing (situations and exercises), 2005, Printed in Progres printing house, ISBN 978-99927-0-358-X
5. B. Ceku, V. Koja, E. Caku: Marketing (situations and exercises), 2010, Printed in Progres printing house, ISBN 978-99956-695 6-0
6. V. Koja: Promotion, (Teaching text) 2006, albPAPER, ISBN 99943-821-7-9
7. V. Koja, K. Gorica: Marketing of tourism, 2007, albPAPER, ISBN 978-99943-45-11-3
8. V. Koja, K. Gorica: Tourist Travel Enterprises, (Textbook) 2009, albPAPER, ISBN 978-99956-34-87-2
9. V. Koja, K. Gorica: Basics of Tourism, (Textbook) 2010, albPAPER, ISBN 978-99956-34-59-9
10. V. Koja, K. Gorica: Management of Tourist Travel Enterprises, (Teaching text) 2014, albPAPER, ISBN 978-9928-05-155-4
11. V. Koja, R. Bozdo: Marketing Communication, (Teaching Text) 2018, Mediaprint Publishing House, ISBN 978-9928-08-374-6

2. Monography

1. V. Koja: Aspects of the organization and management of the host tourist regions, 2002, Albpaper,
2. L. Elmazi, V. Koja: Some features of services marketing, 2002, Julvin 2

3. Articles in scientific journals within the country

1. V. Koja, R. Dema, A. Duka: Some models of tourism development and the Albanian reality, 1997, Economy and Business No. 2
2. V. Koja, A. Duka: The role of travel companies in the distribution of the tourist product in Albania 1998, Economy and Business No. 4
3. B. Ceku, V. Koja: Promotion for the development of tourism and determination of financial means for it. 2001, "Business & Economy" No. 2(6)
4. V. Koja: Tourism as a community industry, 2002, "Business & Economy" No. 1(9)
5. V. Koja, S. Gruda: The link between tourism and the environment, 2002, "Economy and transition" No. 2(32)
6. V. Koja, L. Elmazi: Some suggestions for an effective publication in service firms, 2002, "Business & Economy" No. 2(10)
7. B. Ceku, V. Koja, L. Elmazi: Some models of measuring the market response during a publicity campaign, 2003, "Biznesi & Ekonomia" No. 2(13)
8. E. Pere, A. Abazi, V. Koja: East-West corridor and the Albanian economy, 2005, "Economy and Business", No. 2(19)

9. V. Koja, E. Pjero: Why do consumers respond to sales promotion, 2006, "Economy and Business", No. 1-3 (21-23)
10. A. Abazi, V. Koja, E. Pjero, Xh. Agaraj: For a better use of fairs as tools of mixed marketing in Albania, "Economy and Business", No. 1-3 (21-23), 2006
11. V. Koja: Quality of Tourist Hotel Services, Scientific Magazine "Logos", No. 1, 2012, Tirana.
12. Mersida Bala, V. Koja: Literature review on the concept of destination and destination management. Cases of good practices, "Scientific Bulletin", University of Shkodra "Luigj Gurakuqi", No. 7, 2013,
13. Pelivani, Xh., Koja, V.: Determining factors of consumer satisfaction in the context of microfinance institutions. Albanian Socio-Economic Magazine. Forthcoming. December, 2018

4. Articles in scientific journals abroad

1. V. Koja, K. Prenga: Dynamics of foreign investments in Albania, 2000, published in the magazine "Economic Development" No. 2, 2000, of the Institute of Economic Studies, Skopje, Macedonia
2. E. Kallushi, S. Gruda, V. Koja: Aspects of competition and consumer protection in the Republic of Albania, 2002, published in the magazine "Economic Development" No. 1, of the Institute of Economic Studies Skopje, Macedonia
3. V. Koja, A. Abazi: The use of marketing in countries in transition, 2003, published in the magazine "Economic Development" No. 1-2-3, of the Institute of Economic Studies, Skopje, Macedonia
4. E. Pere, A. Abazi, V. Koja: Actuality and future of Corridor VIII, 2005, published in the magazine "Economic Development" No. 1-2-3, of the Institute of Economic Studies, Skopje, Macedonia

5. Participation with reference or poster in scientific activities within the country

1. R. Dema, V. Bakiu, V. Koja: Ecotourism of Dajti in the vision of the future, 1998, Referred in the symposium "Tirana Tourism" organized by the Albanian Ecological Club, Tirana.
2. V. Kume, V. Koja, E. Çamishi: Analysis of payment instruments in Albania, 2003, Referred to the second scientific conference organized by the Faculty of Economics and the University of Nebraska on the topic "Development and management of economic potentials in the conditions of transition", Tirana
3. K. Fetahu, V. Koja, N. Koja: The use of natural resources and the impact on the environment, XI Balkan Mineral Processing Congress "Mineral processing in a sustainable development", Durrës, Albania, 2005
4. A. Tartaraj, V. Koja: Management of the quality of tourist services, 2010, Referred to the international conference "Economic Policy and EU integration", Durrës, Albania
5. K. Gorica, D. Qiqi, V. Koja: An Assessment of Evolution of Tourism Case of Study: Saranda. European Integrational Scientific Conference "European Integration of S.E.E. Counties-Challenges or Reality, 23-24 September 2011, "Eqerem Çabej", University, Gjirokastra, Albania.
6. V. Koja, Y. Cahani: "Electronic tourism in Albania" Third International Conference "Information Systems and Technology Innovation: their application in Economy" Tirana, June 8-9, 2012.
7. M. Bala, V. Koja: The importance of segmentation in the tourism market: the experience of organizations in Shkodra Conference: Towards Future Sustainable Development, Shkoder, Albania, 2012 ISBN: 978-9928-4135-0-5
8. I. Kristo, V. Koja, Th. Kuro: "Return of Immigrants, Source of "Know How" and Investments. The case of Mallakastër Region, Albania". Referred to the conference on "Challenges of Sustainable Development in Mallacastra" organized by Ballsh Municipality March 20, 2015, Ballsh.

9. Gorica, Koja, Mersini, Cojoaca: "Marketing in Public Higher Education Institutions: Traditional or Entrepreneurial"?, Second National Conference for Finance, Department of Finance, Faculty of Economy, UT "Challenges for Development of Albanian Economy", 2016
10. Marenglena Hoxhaj, V. Koja: "Application of customer relationship management in hospitality industry. Case Study, hotels in Korca region." International Scientific Conference on Innovative Marketing – ISCOIM with theme: "Marketing Management and Digital Transformation", Durrës, 24 - February 25, 2017

6. Participation with reference or poster in scientific activities abroad

1. J. Karamanidhis, V. Koja, A. Duka: Activity of travel companies in Albania, 1997, Referred to the Franco-Albanian international seminar "Development of tourism in Albania", Paris, France.
2. B. Ceku, V. Koja: Social aspects of tourism in Albania, 1997, Referred to the international seminar on the topic: "Ecological and socio-psychological aspects of tourism", held in Ohrid, Macedonia.
3. V. Koja, L. Elmazi, K. Gorica: Management in Albanian tourism, a path for sustainable development, 2004, Referred in the international symposium "Contemporary trends in tourism, hotel and gastronomic industry 2004", Novi Sad, Serbia- Montenegro.
4. V. Koja, M. Vokshi: Contemporary trends of tourism in Albania in the conditions of globalization, 2005, Referred to the VIII international conference "Contemporary trends in the tourism industry", Ohrid Macedonia, 2005
5. V. Koja, M. Vokshi, E. Pjero: Cultural heritage as a motive for tourist movement, 2005, Referred in the international symposium "Contemporary trends in tourism, hotel and gastronomic industry 2005", Novi Sad, Serbia-Montenegro.
6. V. Koja, K. Gorica, M. Mersini (Zarellari), F. Kola: Tourism Destination's Globalization. Utilization of Community-Based in Albania, 2007, Referred to the 6th International Conference "Economic Integration, Competition and Cooperation", Opatija, Croatia.
7. K. Gorica, V. Koja, M. Mersini (Zarellari): Development of Tourism, through the Ecotourism Model, 2007, Referred to the third international Congress "Tourist and hotel industry in a global society", Belgrade, Serbia
8. K. Gorica, V. Koja, M. Mersini (Zarellari): Local tourism policies, application in small tourist destinations, 2007, Referred to the international symposium "Contemporary trends in tourism, hotel and gastronomic industry 2007", Novi Sad, Serbia.
9. V. Koja: "Promotions Policies on Tourism". 1st Winter Summit at the Anatolian Summit (WISAS) "Collaborative Projects on Tourism, Sports, Bio-Diversity and Global Changes" Atatürk University Culture and Exhibition Center February 23-26, 2012, Erzurum/TURKEY
10. B. Beleraj, V. Koja: "Constraints on sports consumption behavior through Albanian youth" 11-th International Conference on Social Sciences, Helsinki 20-21 January 2017
11. M. Brokaj, V. Koja: "L'acculturazione e l'identità etnica degli immigranti albanesi in Italy" First International Conference on: "Education and Social Sciences-Global Challenge 2017, Białystok (Poland) 18 March 2017
12. E. Roshi, V. Koja: Fourth International Scientific Conference "Scientific Challenges for Sustainable Development" with the topic: "Local People: the Missing Element in Sustainable Marketing of Cultural Heritage in Albania" 22-23, April 2017, Struga, Macedonia
13. Marenglena Hoxhaj, Vita Koja, Oriola Theodhori: "The international scientific conference global challenges of contemporary issues" "What predicts more the performance of sales force, external

motivators, or internal motivators? Case Study, Insurance Sector, Albania", September 2018, Paris, France.

14. Marenglena Hoxhaj, Vita Koja, Oriola Theodhori: "3rd International Congress on Social Sciences and Humanities: Building academic connections, "How the external motivators influence the performance of the sales force in the insurance sector in Albania", October 2018, Vienna, Austria