

## **METROPOLITAN TIRANA UNIVERSITY**

### **Dissemination Report for MARDS project**

With a consortium consisting of 16 prestigious European partners such as the University of Vienna in Austria, the University of Montenegro, the University of Maribor in Slovenia, University of Zagreb in Croatia etc. and with a budget of over 870 thousand euros, Metropolitan Tirana University is part of this Erasmus+ project funded by the European Commission (Erasmus + Program, KA2 Capacity Building). The MARDS project will contribute in resolving and improving one of the actual problems of the Education System in Montenegro and Albania, related to the third cycle of studies, Doctorate Degree. The main objective is to reconsider the policy standards of the doctoral studies in these two countries in order to be in line with the Salzburg Principles and the best practices of the European Union.

Among the important objectives of this project, which is anticipated to last for three years, is the establishment of two joint Doctoral Schools Albania-Montenegro, respectively with profile “Natural sciences and Technology for Sustainable Development”, located in Montenegro (Podgorica), as well as the Doctoral School with profile “Economy and Tourism for Sustainable Development” located in Albania (Shkodra), which will serve as an example of “good practice” for the Western Balkans region.

The project will assist academic staff and doctoral students to improve their performance by gaining adequate knowledge and skills from EU Partners, as well as will serve to build capacity and strengthen further collaborations in the scientific research field with relevant partners, part of the Consortium. Furthermore, will also help improve the development of sustainable methods of financing doctoral studies in these two countries. In the first year of the project’s implementation, trainings of the academic staff coming from Albanian Universities and Universities of Montenegro were conducted to the partner Universities of the EU countries, from where the best experiences and models of organizing doctoral studies were gained and where the strong connection that these studies have with the businesses and the development of the economy of the respective Regions was mirrored.

In addition, it is important to mention that the Western Partners of EU in this project are European leaders in offering doctoral study programs such as the University of Vienna, University of Zagreb, University of Maribor and the University of Banska Bystrica which are also a guarantee for the quality of application that the University is preparing to complete.

### University of Shkodra

1. The MARDS project was promoted at the Faculty of Economics of the University of Shkodra the event organized on the 25th anniversary of the Faculty of Economics on 02.11.2018.
2. In meeting with tourism businesses that took place on November 18, 2019.

<https://unishk.edu.al/kerkimi-shkencor/projekte/mards-project>



### University of Vlora

1. Dissemination of MARDS project at University of Vlora JOB FAIR, in May 2019;  
<https://www.mards.ucg.ac.me/workflow.html>

2. Dissemination of MARDS project at SCfDS' 2019 international conference, in June 2019;
3. Dissemination of MARDS project among UV young researcher during a training activity, in November 2019; <https://univlora.edu.al/2019/12/03/trajnim-hapat-dhe-teknikat-e-shkrimit-te-nje-projekt-propozimi-cilesor/>
4. Promoting MARDS project at UV web site; <https://univlora.edu.al/sektori-projekteve/lista-e-projekteve/>
5. Monitoring visit for the MARDS project by the Erasmus+ office in Albania; <https://univlora.edu.al/en/aktivitete/>

### Metropolitan University

In Metropolitan Tirana University, MARDS project has been promoted to its own staff to get to know this project more closely and get familiarized with it, as well as has been promoted in different channels of Social Media such the official website of Metropolitan Tirana University, Facebook, Instagram etc.

Part of the dissemination process has also been the design, production and realization of posters by MTU where the collaboration with other Universities has been promoted in the framework of MARDS project.

[https://www.facebook.com/pg/MetropolitanTirana/photos/?tab=album&album\\_id=21552867178616](https://www.facebook.com/pg/MetropolitanTirana/photos/?tab=album&album_id=21552867178616)

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During the implementation process of this project, many creative solutions will be proposed and developed, especially in the content of a new program (innovative courses, innovative teaching, and innovative laboratories). The course of the project, including its financial aspect, will be followed by the implementation of new technologies of Information and Communication Technology, which will follow on a daily basis the progress and indicators of students, professors, supervisors and professional staff. Such software will be creative and innovative in itself.

<https://umt.edu.al/projekte-sq/articles/MARDSReforming-doctoral-studies-in-Montenegro-and-Albania->

The promotion of all activities where Metropolitan Tirana University has participated has also been completed:

[https://m.facebook.com/story.php?story\\_fbid=2620907121299618&id=196137023776652](https://m.facebook.com/story.php?story_fbid=2620907121299618&id=196137023776652)

On the 20<sup>th</sup> of February, 2020 was held a seminar in the premises of the Metropolitan Tirana University with topic: “Digitalization in Tourism for a Sustainable Development”, where honored professors Prof. Dr. Betim Cico, Ozcan Asilcan, Eva Cipi, Edmond Panariti and Nickos Frydas.

**MARDS Seminar at Metropolitan University of Tirana: Digitalization in Tourism for Sustainable Development**

<https://www.facebook.com/196137023776652/posts/3053337234723269/>

Part of the dissemination process has been the promotion of laboratories supported by the MARDS project at MTU:

[https://m.facebook.com/story.php?story\\_fbid=3810404542349864&id=196137023776652](https://m.facebook.com/story.php?story_fbid=3810404542349864&id=196137023776652)





Some other activities were planned as regarding the dissemination of the MARDS projects such as in newspaper, Public TV and also a collaboration with the chamber of Commerce but due to Covid-19 situation the activities have been postponed in October ( all partners together).

**During the IEEE MECO Conference, July 2020 in Budva, Montenegro one section was dedicated to MARDS Project.**

Sumerised from Prof. Betim Cico