



MADLINA PUKA

Madlina Puka brings over 20 years of experience in regional and economic development across Albania and the Western Balkans. She has held senior government positions in Albania and currently serves as the Representative and Lead Auditor for UCSL in the Balkan region, with a focus on sustainable tourism.

Her work emphasizes integrating economic development with sustainable tourism practices, ensuring the protection of the region's cultural and natural assets. She advises public institutions and private organizations on adopting policies that support long-term, responsible growth.

Madlina is also a researcher in Sustainable Tourism at the University of Tirana, where she blends academic insight with practical experience. Her research and fieldwork contribute to advancing sustainability as a key pillar of tourism policy and planning.

She has worked with leading international organizations, including the UNDP, World Bank, and European Union, supporting initiatives that drive sustainability and regional cooperation.

Since 2019, Madlina has been an active member of the Global Sustainable Tourism Council (GSTC) and is recognized as a regional expert in implementing GSTC criteria. She frequently shares her expertise at international and national conferences, promoting sustainable tourism strategies that foster both economic resilience and environmental stewardship in the Western Balkans.