

Ljupcho Janevski, PhD

◦ LS ◦

+ 389 70 98 11 58

ljupcho.janevski@gmail.com

◦ LINKS ◦

[LinkedIn](#)

◦ SKILLS ◦

Computer Skills

Communication Skills

Staff Management

Leading skills

Organization Changes

Analytical

Strategic Management Skills

Interpersonal Skills

Adaptability

Problem Solving Skills

Customer Service Skills

◦ LANGUAGES ◦

PROFILE

Focused and curious supporter of the concept of “long life learning”. Self-initiated and devoted to personal development towards better tomorrow, with special interest in research and analysis, active citizenship and enhanced social inclusion. Adaptable to change with sharpened abilities for managing and leading people. Tourism Consultant that is passionate about Marketing, Branding and Positioning, with well-developed Strategic Management skills and extensive experience in Product Management for over 20 years.

PROVEN EXPERIENCE IN:

- Project Management of variety of Governmental and NGO projects in Tourism;
- Event Management of international events and B2B meetings;
- Data Analysis and Forecasts of Tourism Trends;
- Branding and Positioning of Tourism Destinations;
- Significant Academic and Research contribution through different reports, books, journals to the Tourism industry;
- PhD in Tourism.

EMPLOYMENT HISTORY

Director at Agency for Promotion and Support of Tourism of the Republic of North Macedonia, Skopje

January 2018 - Present

- Overall promotional activities of the tourism sector
- Projects coordination of different project for tourism support
- Design and placement of marketing, PR and advertising campaign to foreign media outlets

Head of Department for analysis, research and strategic planning at Agency for Promotion and Support of Tourism of the Republic of North Macedonia, Skopje

January 2015- 2018

- Coordination of Analysis and Research for and of the tourism industry;
- Strategic Forecasting of Tourism Industry;
- Analysis of digital and traditional marketing;
- Design of reports and strategies for further intentional action.

Macedonian	Consultant for Promotion and Branding at Agency for Promotion and Support of Tourism of the Republic of North Macedonia, Skopje
English	January 2014 - June 2015
Serbian	- Recommendation for possible channels, tools and ways for promotion and branding of Tourism industry;
Bulgarian	- Design and overall organization of Promotional activities;
Croatian	- Creating corporate identity and communication strategies.
Bosnian	Marketing and Sales Director at MRI Informatics, Skopje
Montenegrin	November 2012 – December 2014
	Marketing Director at BAS – Business Academy Smilevski, Skopje
	September 2010 - August 2012

EDUCATION

PhD in Tourism – University for Tourism and Hospitality, Ohrid

September 2015 - June 2021

Bachelor of Strategic Management, BAS – Business Academy Smilevski, Skopje

October 2011 - December 2013

Management, BAS – Business Academy Smilevski, Skopje

September 2008 - June 2011

MEMBERSHIPS & LICENSES & CERTIFICATION & CONFERENCES

Member of Steering Committee – SIPPO

September 2018 - present

Member of Steering Committee – IME

September 2018 - present

Member of Steering Committee – World Bank/ LRCF

June 2018 – June 2021

President of the Coordination Tourism Body

March 2020 - present

Member of the Technical Committee for Tourism at the Institute for Standardization of RS Macedonia

October 2019 - present

Member of the Board for Public Cooperation at the Faculty of Tourism in Skopje "University of Tourism and Management"

June 2020 - present

Member of the Board for Public Cooperation at the Faculty of Tourism and Hospitality in Ohrid

June 2021 - present

Member of the Tourism Committee of RS Macedonia 2021

July 2021 - present

Member of the Program Board of the 5th International Congress on Rural Tourism - Croatia

May 2022

Member of the National Working Group with Republic of Bulgaria for Education, Culture and Tourism

December 2021 – present

Member of the National Working Group with Republic of Bulgaria for Economy, Energetics, Finance, Innovations and Development, Investments and Agriculture

December 2021 - present

Member of National Working Group with Republic of Bulgaria for Infrastructure and Transportation

December 2021 - present

Member of the National Working Group “Open Balkan” with Albania and Serbia

December 2021 - present

Project Management, USAID

January 2016

Destination Development, USAID

January 2016

Public Speaking and Presentations, USAID

January 2016

Strategic Planning and Development, USAID

January 2016

Project Cycles, USAID

January 2016

Destination Branding, USAID

2015

Urban Marketing and Organizational Changes by its Impact on Urban Environments “The International Scientific Conference – “Globalization challenges and the social-economic Environment of the EU”, Novo Mesto, Slovenia

February 2022

Организациското разузнавање и конкурентноста “ Прва Научна конференција „Современите менаџерски предизвици и организациските науки“, Битола

July 2012

„ Implementation of Loyalty Cards Parts of Business Intelligence as Leverage Competitive Strategies and Manage Client Needs“ Second International Science Conference Contemporary Management Challenge and the Organizational Sciences –Bitola

May 2013

М-р Љупчо Јаневски. Проф. д-р Науме Мариноски „ Туристичка Валоризација на Манастирските Комплекси во Пелагонискиот Регион “ Научно-Стручна конференција „ Состојби и Перспективи во Туризмот, Економијата и Бизнис Логистиката во Република Македонија – Штип

June 2016

Ljupcho Janevski, Dejan Metodijeski „ Quality of Services in Five Star Hotels in Republic of Macedonia“ Fourth International Science Conference „ Contemporary Management Challenge and the Organizational Sciences –Bitola

Ljupcho Janevski „ The Importance of Motivation in Tourism and Motivational Theories“13th International Scientific Conference THE TEACHER OF THE FUTURE-BUDVA- 2017 International Journal vol. 17.2 Global Impact & Quality Factor 1.322 (2016) (EBSCO)

May 2016

Ljupcho Janevski , Dejan Metodijeski , Oliver Filiposki “ Tourism Policy and Legal Framework of Rural Tourism in Macedonia,, International May Conference on Strategic Management – IMCSM18 - Bor, Serbia

May 2018

Metodijeski, Dejan, Filiposki, Oliver and Janevski, Ljupco, Classification of hotel establishments: the case of Macedonia. In: 6th International Conference "Ohrid-Vodici, Republic of Macedonia 2018

September 2018

Janevski, L., Naumov, K.: „Perspectives For The Development Of Ecotourism In National Park Pelister“ XIV International Scientific Conference on Service Sector – INSCOSES 2018 Faculty of Tourism and Hospitality, Ohrid, Macedonia

June 2018

Naumov, K., Janevski, L.: „Tourism Trends With Particular Reference To Tourism Subsidies As A Long Term Unsustainable Tourism Development Tool“ XIV International Scientific Conference on Service Sector – INSCOSES 2018 Faculty of Tourism and Hospitality, Ohrid, Macedonia

November 2018

Ljupcho Janevski. Kliment Naumov „, The Effect of Subsidization on the Macedonian Tourism sector and sustainability of the Destination "Ohrid-Vodici, Republic of Macedonia 2020

April 2020

Ljupcho Janevski, Kliment Naumov „, The Impact of the pandemic Macedonian Tourist Sector and the Effects on the Ecotourism Destinations "International Conference "Ohrid-Vodici, Republic of Macedonia 2021

May 2021

Љупчо Јаневски. Климент Наумов „, Екотуризмот како специфична туристичка форма во националните паркови на РС Македонија“Четврта Меѓународна Научна Конференција ПРЕДИЗВИЦИТЕ ВО ТУРИЗМОТ И БИЗНИС ЛОГИСТИКАТА ВО 21 ВЕК - Штип »ISCTBL 2021«

May 2021

Ljupcho Janevski, Kliment Naumov „, ECO-TOURISM IN THE REPUBLIC OF NORTH MACEDONIA - OPPORTUNITIES AND PERSPECTIVES“ 10th International Conference "Ohrid –Vodici, 2022"

February 2022