

CURRICULUM VITAE

Personal information	
Name	Zoran Strezovski
Address	Asnom B4 1/3,6000 Ohrid
Telephone	0038971376151
E-mail	z.strezovski@utms.edu.mk
Nationality	Macedonia
Date of birth	29.09.1969
Gender	Male
Academic Title	Associate Professor,

Work experience	
• Dates (from – to)	2013 – currently
• Name and address of employer	University of Tourism and Management,Skopje,Macedonia
• Type of business or sector	Higher education
• Occupation or position held	Associate Professor
• Main activities and responsibilities	Tourism, Marketing in Tourism, Marketing strategies, Research in tourism market,

Work experience	
• Dates (from – to)	2008 – 2011
• Name and address of employer	Agency for promotion and support of tourism in Macedonia
• Type of business or sector	Tourism
• Occupation or position held	General manager
• Main activities and responsibilities	International promotion of Macedonian tourism product, To Promote Macedonian tourism on target markets abroad, to organize medium campaign abroad, to support tourism activities in Macedonia,

Work experience	
• Dates (from – to)	2003 – 2007
• Name and address of employer	National institution Ohrid summer festival
• Type of business or sector	Event management
• Occupation or position held	General manager
• Main activities and responsibilities	To organize culture events in Ohrid summer festival from 12 July till 20 August in Ohrid,

Education and training	
• Dates (from – to)	2009 -2013
• Name and type of organization providing education and training	University of St.Kliment Ohridski – Bitola, Faculty of tourism Ohrid
• Principal subjects/occupational skills covered	Marketing
• Title of qualification awarded	Doctor of Tourism - in a field of Marketing
• Level in national classification (if appropriate)	VIII
*Dates (from – to)	1996 – 2000
• Name and type of organization providing education and training	University of St. Kliment Ohridski – Bitola, Faculty of tourism Ohrid
• Principal subjects/occupational skills covered	Tourism, Marketing
Title of qualification awarded	Mr. Sc. –in the field of Tourism
• Level in national classification	VII2
*Dates (from – to)	1990 – 1994
• Name and type of organization providing education and training	University of St. Kliment Ohridski – Bitola, Faculty of tourism Ohrid
• Principal subjects/occupational skills covered	Tourism
*Title of qualification awarded	Bachelor (BSc) of Manager of Tourism
• Level in national classification	VIII1

Projects	
	<p>“Project: “Promote Macedonia as a tourist destination in Europe” realized by Macedonian Agency for support of Tourism in Macedonia</p> <p>Project: “The impact of digital marketing application in the process of brand launching and positioning on the market”, initiated and conducted by the Faculty of International marketing management, supported by the University of Tourism and Management.</p>

International meeting and symposia	
• Dates (from – to)	29 – 30 September 2011
• Location	Novi Sad, Serbia,
Company & reference person (name & contact details)	International scientific conference, Contemporary Trends, in tourism and hospitality, 2011 University of Novi Sad, Faculty of Science Department of Geography, Tourism and Hotel Management”, 2011 Neda Mimica – Dukic, dekanpmf@uns.ac.rs
• Position	Author - “BRANDING MACEDONIA AS A TOURIST DESTINATION IN EUROPE- WHAT IS DONE AND WHAT SHELL BE DONE?,”

International congresses and symposia	
• Dates (from – to)	27 – 29 April 2011
• Location	Skopje, Macedonia,
Company & reference person (name & contact details)	International scientific conference, “The impact of tourism on economic development” University of Tourism and management in Skopje
• Position	Author– “PROMOTION AS A BRANDING TOOL FOR MACEDONIA AS A TOURIST DESTINATION”

International meeting and symposia	
• Dates (from – to)	31.May – 03 June. 2012
• Location	Corfu, Greece,
Company & reference person (name & contact details)	2nd INTERNATIONAL SCIENTIFIC CONFERENCE «Advances in Hospitality and Tourism Marketing & Management» the Department of Tourism Management of the Alexander Technological Institute of Thessaloniki the School of Hospitality Business Management of the Washington State University. Konstantinos Andriotis, k.andriotis@cut.ac.cy
• Position	Author
International meeting and symposia	
• Dates (from – to)	04 – 05 October 2013

• Location	Skopje, Macedonia
Company & reference person (name & contact details)	The 3rd International Scientific Congress ICON BEST 2013, University of Tourism and Management, Skopje, Macedonia, 04-05 October 2013,
• Position	Author "THE ROLE OF PUBLIC RELATIONS FOR CREATION BRAND OF THE FESTIVAL"

International congresses and symposia	
• Dates (from – to)	16 – 18 October, 2013
• Location	Belgrade, Serbia
Company & reference person (name & contact details)	The second international conference "Employment, Education and Entrepreneurship, Belgrade, Serbia, 16 – 18 October, 2013
• Position	Co - author - "INTERNATIONAL TOURISM FAIRS AS A TOOL FOR PROMOTING THE COUNTRY AS A TOURIST DESTINATION",

International congresses and symposia	
• Dates (from – to)	25 – 26 April 2014
• Location	Belgrade, Serbia
Company & reference person (name & contact details)	International conference "SINTEZA 2014" University SINGIDINUM, Belgrade, Serbia,
• Position	Co - author "E – MARKETING IN FUNCTION OF ESTABLISHING OHRID AS A TOURIST DESTINATION ABROAD",

• Dates (from – to)	09-11 October 2015
• Location	Skopje, Macedonia
• The company and the person responsible	University of Tourism and Management - Skopje, ICON BEST 2015 - International Conference for Business, Economy, Sport and Tourism, 4th International Scientific Congress "Economic analysis of global trends in tourism, finance, education & management"
• Position	Co-author of a scientific paper (attending and presenting)

• Dates (from – to)	30 September 2016
• Location	Skopje, Macedonia
• The company and the person responsible	University of Tourism and Management - Skopje, ICON BEST 2016 - The 5th Jubilee International Scientific Congress "Global Tourism Challenges in 21st century"
• Position	Co-author of a scientific

• Dates (from – to)	15 October 2018
• Location	Skopje, Macedonia
• The company and the person responsible	University of Tourism and Management - Skopje, ICON BEST 2018 - International Conference for Business, Economy, Sport and Tourism, 6th International Scientific Congress "Global education, skills and competencies: How to deliver high quality business education in accordance with the market needs", University of Tourism and Management in Skopje, 15 of October 2018, Skopje, Republic of Macedonia
• Position	Co-author of a scientific paper (attending and presenting)

Publications	
2018	Daliborka Blazeska, Zoran Strezovski Angela Milenkovska Klimoska, THE INFLUENCE OF TOURIST INFRASTRUCTURE ON THE TOURIST SATISFACTION IN OHRID CITY- MACEDONIA, UTMS Journal, March 2018
2015	Strezovski Z, Violeta Milenkovska, „Angela Milenkovska, PROMOTION AS A BRANDING TOOL FOR MACEDONIA AS A TOURIST DESTINATION 2015,UTMS Journal of Economics, Vol. 6, Number 2, December 2015, (pp. 192- 198) (EBSCO) Strezovski Z,Violeta Milenkovska, „Angela Milenkovska, MACEDONIAN TOURIST PRODUCT - Current Status and Perspectives 2015,UTMS Journal of Economics, Vol. 6, Number 2, December 2015, (pp. 178- 190) (EBSCO)
2014	Strezovski Z. Gramatnikovski S, .Milenkovska A., The role of E-marketing in function promotion Ohrid-Struga region as a tourist destination”, 7 th International Conference an Enterprise Odyssey: Leadership, Innovation and Development for Responsible Economy” University of Zagreb, Faculty of Economics and business ,Zadar, Croatia, Juni 2014, ENTERPRISE ODYSSEY 2014, ISSN: 1331-5609 Strezovski Z.,Gramatnikovski,S, “E – MARKETING IN FUNCTION OF ESTABLISHING OHRID AS A TOURIST DESTINATION ABROAD”, Ist international conference ”SINTEZA 2014” University SINGIDINUM, Belgrade, Serbia, 25-26 April 2014,
2013	Strezovski Z."APPLICATION OF MARKETING AT THE MORE SIGNIFICANT CULTURAL EVENTS IN MACEDONIA AND THEIR EFFECT ON TOURISM DEVELOPMENT", PhD dissertation, – University St.Kliment Ohridski in Bitola, Faculty of tourism in Ohrid, 04. February 2013 2. Strezovski Z., Petracic M.,” INFLUENCE OF THE FESTIVALS ON TOURISM DESTINATION BRANDING, Case Study: OHRID SUMMER FESTIVAL, R MACEDONIA”, First international and professional conference with international participation “The challenges of today, Tourism today – for tomorrow” University in Sibenik, Sibenik, Croatia, 19-20 September 2013,

	<p>3. Strezovski Z., Gramatnikovski S., Boskovska V., "THE ROLE OF PUBLIC RELATIONS FOR CREATION BRAND OF THE FESTIVAL" The 3rd International Scientific Congress ICON BEST 2013, University of Tourism and Management, Skopje, Macedonia, 04-05 October 2013,</p> <p>4. Milenkovski A., Strezovski Z., Gramatnikovski S "INTERNATIONAL TOURISM FAIRS AS A TOOL FOR PROMOTING THE COUNTRY AS A TOURIST DESTINATION", The second international conference "Employment, Education and Entrepreneurship, Belgrade, Serbia, 16 – 18 October, 2013</p> <p>5. Strezovski, Z., Gramatnikovski, S., "THE FESTIVALS AS A TOOL ON OHRID TOURISM DESTINATION BRANDING, UTMS Journal of Economics, Vol.4, Print ISSN:1857-6974, Electronic ISSN: 1857 – 6982, University of tourism and management Skopje, December, 2013</p>
2012	<p>"BRANDING OHRID & STRUGA REGION AS A TOURIST DESTINATION" - the Department of Tourism Management of the Alexander Technological Institute of Thessaloniki</p> <p>The School of Hospitality Business Management of the Washington State University. Corfu,</p>
2011	<p>"PROMOTION AS A BRANDING TOOL FOR MACEDONIA AS A TOURIST DESTINATION", - University of tourism and management in Skopje, 2011</p> <p>2. "BRANDING MACEDONIA AS A TOURIST DESTINATION IN EUROPE- WHAT IS DONE AND WHAT SHELL BE DONE?," - University of Novi Sad, Faculty of Science Department of Geography, Tourism and Hotel Management", 2011</p>