

Europass Curriculum Vitae

First name(s) / Surname: Ljupcho Janevski

Nationality: Macedonian

Date of birth:

Gender: Male

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Email: lj.janevski@utms.edu.mk

Academic Title: PhD

Work Experience

Assistant Professor at the Faculty of Tourism, University of Skopje

- Eco-tourism and Destination Sustainability
- Analysis and Research of the Tourism Sector
- Destination Management in Tourism

May 2022 in progress

Tourism expert of the IPA ADRION – GROWTH4BLUE project in cooperation with the Union of Chambers of Commerce of Macedonia -2026/2027

USAID Short-Term Consultant for Bosnia and Herzegovina "

- Creating a Unique Model for Supporting Tour Operators and Developing Incoming Tourism and Destination Management"

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

February 2018 - December 2023

- Managing and monitoring promotional initiatives in the tourism industry
- Coordinating various projects intended at supporting tourism
- Developing and implementing marketing, public relations, and advertising campaigns targeted at international 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- February 2018

- Coordinating the analysis and research efforts related to the tourism industry;
- Strategically forecasting the future trends and developments in the tourism industry;
- Analyzing both digital and traditional marketing approaches;

- Developing comprehensive reports and strategies to guide deliberate actions.

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

January 2014 - June 2015

- Recommendations for potential channels, instruments, and methods for promoting and establishing the brand of the tourism industry;
- Development and coordination of promotional activities;
- Formulating corporate identity and communication strategies.

Marketing and Sales Director at MRI Informatics, Skopje

November 2012 – December 2014

Marketing Director at BAS – Business Academy Smilevski, Skopje

September 2010 - August 2012

Professional Experience

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

Professional Positions, Memberships, Projects and Consultancy

2010

IPARD – Measure 7 – TLogistics DOOEL

Diversification of businesses in rural areas, tourist accommodation and catering services.

2012

IPARD – Measure 7 – TLogistics DOOEL

Development of rural tourism, diversification of businesses in rural areas, tourist accommodation and catering services.

2013

IPARD – Measure 7 – TLogistics DOOEL

Diversification of businesses in rural areas, tourist accommodation and catering services.

2016

IPARD – Measure 7 – TLogistics DOOEL

Diversification of businesses in rural areas, tourist accommodation and catering services.

USAID – Professional Training

Project Management

Destination Development

Public Speaking and Presentations

Strategic Planning and Development

Project Cycle Management

Destination Branding

2017

IPARD – Measure 7

Development of rural businesses in rural tourism, diversification of businesses in rural areas, tourist accommodation and catering services.

2018

Member of Steering Committee – World Bank / LRCP

June 2018 – June 2021.

Member of Steering Committee – SIPPO

September 2018 – December 2023.

Member of Steering Committee – IME (Increasing Market Employability)

September 2018 – December 2023.

2019

Consultant – ECHMI S.A.

2019–2021.

Member of the Technical Committee for Tourism – Institute for Standardization of the Republic of North Macedonia

October 2019 – January 2024.

2020

President of the Coordination Tourism Body

March 2020 – December 2022.

Member of the Board for Public Cooperation – Faculty of Tourism in Skopje, University of Tourism and Management

June 2020 – June 2024.

2021

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

June 2021 – January 2024.

Member of the Tourism Committee of the Republic of North Macedonia

July 2021 – December 2023.

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

December 2021 – December 2023.

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

December 2021 – December 2023.

Member of the National Working Group with the Republic of Bulgaria – Infrastructure and Transportation

December 2021 – December 2023.

Member of the National Working Group “Open Balkan” with Albania and Serbia
December 2021 – June 2024.

Tourism Organization of the City of Thessaloniki – IPA Project 2
2021/2022.

2022

Member of the Program Board – 5th International Congress on Rural Tourism, Croatia
May 2022.

Consultant – Tourism Organization of the City of Niš
Strategic planning of the City of Niš for tourism and preparation of a model for subsidizing the tourism sector of the City of Niš.
2022.

2024

Destination Management Expert – USAID Project in Bosnia and Herzegovina
January–December 2024.

2026

Tourism Expert – IPA ADRION GROWTH4BLUE Project
In cooperation with the Union of Chambers of Commerce of Macedonia.
2026/2027.

Scientific Papers, Conference Presentations and Research Contributions

2012

„Организациското разузнавање и конкурентноста“
First Scientific Conference “Современите менаџерски предизвици и организациските науки”, Bitola.
July 2012.

2013

Janevski, Ljupcho
“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.

2015

“Urban Marketing and Organizational Changes by its Impact on Urban Environments.”

International Scientific Conference “Globalization Challenges and the Social-Economic Environment of the EU”, Novo Mesto, Slovenia.
2015.

2016

Janevski, Ljupcho & Metodijeski, Dejan

“Quality of Services in Five Star Hotels in Republic of Macedonia.”
Fourth International Science Conference “Contemporary Management Challenge and the Organizational Sciences”, Bitola.
June 2016.

Јаневски, Љупчо & Мариноски, Науме

„Туристичка валоризација на манастирските комплекси во Пелагонискиот регион.“
Научно-стручна конференција „Состојби и перспективи во туризмот, економијата и бизнис логистиката во Република Македонија“, Штип.
2016.

2017

Janevski, Ljupcho

“The Importance of Motivation in Tourism and Motivational Theories.”
13th International Scientific Conference “THE TEACHER OF THE FUTURE”, Budva.
2017.

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 – INSCOSSES 2018, Faculty of Tourism and Hospitality, Ohrid.
June 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.
September 2018.

M., Dejan; F., Oliver & J., Ljupcho

“Classification of Hotel Establishments: The Case of Macedonia.”
6th International Conference “Ohrid–Vodici”, Republic of Macedonia.
2018.

2020

Janevski, Ljupcho & Naumov, Kliment

“The Effect of Subsidization on the Macedonian Tourism Sector and Sustainability of the Destination ‘Ohrid-Vodici’.”
International Conference “Ohrid-Vodici”, Republic of Macedonia.
April 2020.

2021

Janevski, Ljupcho & Naumov, Kliment

“The Impact of the Pandemic on the Macedonian Tourist Sector and the Effects on the Ecotourism Destinations.”
International Conference “Ohrid-Vodici”, Republic of Macedonia.
May 2021.

Јаневски, Љупчо & Наумов, Климент

„Екотуризмот како специфична туристичка форма во националните паркови на РС Македонија.“
Fourth International Scientific Conference “Challenges in Tourism and Business Logistics in the 21st Century – ISCTBL 2021”, Štip.
May 2021.

2022

Janevski, Ljupcho & Naumov, Kliment

“Eco-Tourism in the Republic of North Macedonia – Opportunities and Perspectives.”
10th International Conference “Ohrid–Vodici”.
2022.

2024

Janevski, Ljupcho

“Eco-Tourists Profile in the Republic of North Macedonia.”

9th International Scientific Congress ICON BEST – International Congress for Business, Education, Sport and Tourism – University of Skopje.

November 2024.

Janevski, Ljupcho & Gjorgjievski, Mijalce

“Wine Tour as a Special Form of Tourist Offer in the Republic of North Macedonia.”

9th International Scientific Congress ICON BEST – International Congress for Business, Education, Sport and Tourism – University of Skopje.

November 2024.

2025

Janevski, Ljupcho & Gjorgjievski, Mijalce

“Wine Tour as a Special Form of Tourist Offer in the Republic of North Macedonia.”

9th International Scientific Congress ICON BEST – International Congress for Business, Education, Sport and Tourism – University of Skopje.

June 2025.

2026

Janevski, Ljupcho, Gjorgjievski, Mijalce & Nakovski, Dejan

“Ecotourism and its Importance for Human Resources Development in the Republic of North Macedonia.”

UTMS Journal of Economics.

2026.

