

Europass Curriculum Vitae

Personal Information

Name: Zoran Strezovski

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Nationality: Macedonian

Date of Birth: 29.09.1969

Gender: Male

Academic Title: Associate Professor

Work Experience

Professor, University of Tourism and Management in Skopje (2013 – present)

- Higher education; teaching and research in Tourism, Tourism Marketing, Marketing Strategies, Tourism Market Research, Marketing Research, and Marketing Strategies for Non-Profit Organizations.

Director, Agency for Promotion and Support of Tourism of the Republic of Macedonia (2008 – 2012)

- Planning, organization and implementation of the national tourism promotion and support programme, including international tourism fairs, outdoor campaigns, FAM trips, media campaigns, tourism presentations and promotional activities abroad.

Regional Manager, Skopje Fair – Ohrid Office (2007 – 2008)

- Planning and organization of the Tourism Fair in Ohrid and responsibility for its successful implementation.

Director, National Institution Ohrid Summer Festival (2003 – 2007)

- Management of the Ohrid Summer Festival, annual programme planning and implementation of music, theatre and exhibition events.

Education and Training

Ph.D. in Tourism, Faculty of Tourism and Hospitality – Ohrid, St. Kliment Ohridski University – Bitola (2009 – 2013)

- Doctoral dissertation: “Application of Marketing in Major Cultural Events in the Republic of Macedonia and Their Effect on Tourism Development.”
- National qualification level: VIII/1

M.Sc. in Tourism, Faculty of Tourism and Hospitality – Ohrid, St. Kliment Ohridski University – Bitola (1996 – 2000)

- Main fields: Tourism Marketing, Tourism Management, Promotional Activities in Tourism. National qualification level: VII/2.

B.Sc. – Graduate Manager in Tourism and Hospitality, Faculty of Tourism and Hospitality – Ohrid, St. Kliment Ohridski University – Bitola (1992 – 1996)

- National qualification level: VII/1

Teaching and Research Areas

Tourism
 Tourism Marketing
 Marketing Strategies
 Tourism Market Research
 Marketing Research
 Destination Branding
 Tourism Promotion
 Cultural Events and Tourism

Projects

“Promote Macedonia as a Tourist Destination in Europe” – Macedonian Agency for Support of Tourism in Macedonia.
 “The Impact of Digital Marketing Application in the Process of Brand Launching and Positioning on the Market” – Faculty of International Marketing Management, supported by the University of Tourism and Management.

International Congresses and Conferences

“The Impact of Tourism on Economic Development”, Second Biennial International Scientific Congress, University of Tourism and Management, Skopje, 27–29 April 2011 – Author.
 “Contemporary Trends in Tourism and Hospitality”, University of Novi Sad, Serbia, 29–30 September 2011 – Author.
 “Advances in Tourism Marketing and Management”, Corfu, Greece, 31 May–3 June 2012 – Author.
 ICON BEST 2013, Third International Scientific Congress, University of Tourism and Management, Skopje, 4–5 October 2013 – Author.
 Third International Scientific Conference “Employment, Education and Entrepreneurship”, Belgrade, Serbia, 16–18 October 2013 – Author.

SINTEZA 2014 International Conference, Singidunum University, Belgrade, Serbia, 25–26 April 2014.

ICON BEST 2015 – International Conference for Business, Economy, Sport and Tourism, 4th International Scientific Congress, Skopje, 9–11 October 2015 – Co-author.

ICON BEST 2016 – 5th Jubilee International Scientific Congress “Global Tourism Challenges in 21st Century”, Skopje, 8 October 2016 – Co-author.

ICON BEST 2018 – 6th International Scientific Congress “Global Education, Skills and Competencies”, Skopje, 15 October 2018 – Co-author.

Publications (Selected)

Strezovski, Z. (2011). Promotion as an Instrument in Branding Macedonia as a Tourist Destination. Second Biennial International Scientific Congress “The Impact of Tourism on Economic Development”, University of Tourism and Management, Skopje, 27–29 April 2011.

Branding Macedonia as a Tourist Destination – What Has Been Done and What Needs to Be Done? Proceedings of the International Conference “Contemporary Trends in Tourism and Hospitality”, Novi Sad, Serbia, 29–30 September 2011.

Strezovski, Z. (2012). Branding the Ohrid–Struga Region as a Tourist Destination. Proceedings of the International Conference “Advances in Tourism Marketing and Management”, Corfu, Greece, 31 May–3 June 2012.

Strezovski, Z., & Petračić, M. (2013). The Influence of Festivals on Tourist Destination Branding: Case Study of the Ohrid Summer Festival. International Scientific Conference “Challenges in Tourism Today for Tomorrow”, Šibenik, Croatia, 19–20 September 2013.

Strezovski, Z., Gramatnikovski, S., & Boshkovska, V. (2013). The Role of Public Relations in Creating the Festival Brand. ICON BEST 2013, University of Tourism and Management, Skopje, 4–5 October 2013.

Strezovski, Z., Gramatnikovski, S., & Milenkovska, A. (2013). International Tourism Fairs as a Means of Promoting a Country as a Tourist Destination. International Conference “Employment, Education and Entrepreneurship”, Belgrade, Serbia, 16–18 October 2013.

Strezovski, Z., & Gramatnikovski, S. (2013). Festivals as a Means of Branding Ohrid as a Tourist Destination. UTMS Journal of Economics, Vol. 4.

Strezovski, Z., & Gramatnikovski, S. (2014). E-Marketing in the Function of Establishing Ohrid as a Tourist Destination Abroad. SINTEZA 2014, Singidunum University, Belgrade, Serbia, 25–26 April 2014.

Strezovski, Z., Gramatnikovski, S., & Milenkovska, A. (2014). The Role of E-Marketing in Function Promotion Ohrid-Struga Region as a Tourist Destination. 7th International Conference Enterprise Odyssey, University of Zagreb, Zadar, Croatia.

Strezovski, Z., Milenkovska, V., & Milenkovska, A. (2015). Macedonian Tourist Product – Current Status and Perspectives. UTMS Journal of Economics, 6(2).

Strezovski, Z., Milenkovska, V., & Milenkovska, A. (2015). Promotion as a Branding Tool for Macedonia as a Tourist Destination. UTMS Journal of Economics, 6(2).

Blazeska, D., Strezovski, Z., & Milenkovska Klimoska, A. (2018). The Influence of Tourist Infrastructure on the Tourist Satisfaction in Ohrid City – Macedonia. UTMS Journal.

Additional Information

Extensive academic and professional experience in tourism marketing, destination promotion, cultural event management and tourism destination branding.

Former director of the national tourism promotion agency and the Ohrid Summer Festival, with experience in strategic planning, international promotion and event management.