



## Europass Curriculum Vitae



### Personal information

First name(s) / Surname(s) **First name:** Biljana **Surname:** Petrevska  
Address(es) 12/6-16, Jane Sandanski, 1 000, Skopje, Macedonia  
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E-mail petrevska.biljana@yahoo.com; biljana.petrevska@ugd.edu.mk  
Nationality Macedonian  
Date of birth 10.09.1973  
Gender Female

### Work experience

Dates 2010 - present  
Occupation or position held Assistant Professor, PhD.  
Main activities Teaching  
Name and address of employer "Goce Delcev" University – Stip, Faculty of Tourism and Business Logistics, Krste Misirkov bb, Kampus IV, 2000 Stip, Macedonia  
Type of business or sector State university

2004 - 2006  
Training Specialist  
Responsible for training cycle in LED field for LG administration  
UNDP project "Support to the Training System for LG administration in Macedonia"  
- Skopje  
International donor funded project

1997 - 2001  
Program Assistant  
Managing program activities  
Council of Europe - Local Democracy Agency - Ohrid  
International organization

### Education and training

Dates 2008-2010  
Title of qualification awarded Ph.D in Economics  
Thesis "Economic Planning of Tourism Development in Macedonia"  
Name and type of organisation providing education and training Ss. Cyril and Methodius University, Faculty of Economics – Skopje, Macedonia  
Level Ph.D

1996-2001  
MSc. in Tourism  
"Strategic Planning in Tourism Development in Macedonia"  
St. Clement Ohridski University, Faculty of Tourism and Hospitality – Ohrid, Macedonia  
MSc.

1992-1996  
BSc. in Tourism and Hospitality  
"Strategic Management in Tourism"  
St. Clement Ohridski, Faculty of Tourism and Hospitality – Ohrid, Macedonia  
BSc.

**Personal skills and competences**

Mother tongue(s) Macedonian

Other language(s) English, German

Self-assessment

*European level (\*)***Language****Language**

		Understanding		Speaking		Writing	
		Listening	Reading	Spoken interaction	Spoken production		
English	1		1	1	1		1
German	3		3	3	3		3

(\*) [Common European Framework of Reference for Languages](#)**Recent research work:**

- **Petrevska, B.** & Deleva, S. (2014). Funding ecotourism certification programs, *Journal of Applied Economics and Business*, 2(2), 92-104.
- **Petrevska, B.** (2014). Determinants of tourism contribution to national economy, *CEA Journal of Economics*, 9(1), 37-45.
- **Petrevska, B.** (2014). Estimating tourism contribution to Macedonian economy, Proceedings from the 4<sup>th</sup> International Scientific Conference "Science and Social Development", Skopje, Macedonia, 9 May, 2014, pp. 248-260.
- **Petrevska, B.** & Matlievska, M. (2013). Promoting cultural tourism through e-media in Macedonia: young population perception, Book of Abstracts, 1<sup>st</sup> International Conference on Cultural Heritage, Media and Tourism ICCMT 2013, Ohrid, Macedonia, 18-19 January, 2013, p. 26.
- **Petrevska, B.** (2013). Tourist profile of young-adults in Macedonia and their perception of e-tools, *Journal of Process Management – New Technologies*, 1(1): 49-56.
- **Petrevska, B.** (2013). Investigating Tourism Seasonality in Macedonia, *UTMS Journal of Economics*, 4(1), 37-44.
- Matlievska, M. & **Petrevska, B.** (2013). Managing Environmental Policy for Tourism Development, *Journal of Process Management – New Technologies*, 1(1), 65-72.
- **Petrevska, B.** (2013). Empirical analysis of seasonality patterns in tourism, *Journal of Process Management – New Technologies*, 1(2), 87-95.
- **Petrevska, B.** & Matlievska, M. (2013). Managing economic development by tourism contribution: empirical evidence, *Journal of Process Management – New Technologies*, 1(2), 35-41.
- **Petrevska, B.**, Pupinoska Gogova, M. & Stamenov, Z. (2013). Tourism Recommendation Systems: Analytical Approach, *Yearbook of the Faculty of Computer Science, UGD-Stip*, 1(1).
- **Petrevska, B.** & Koceski, S. (2013). Recommending ideal holiday at national level, *Journal of Applied Economics and Business*, 1(1), 15-22.
- **Petrevska, B.** & Koceski, S. (2013). Web-based platform for enhancing tourism development: an exploratory study, *Journal of Tourism Challenges and Trends*, 6(1), 113-129.
- **Petrevska, B.** (2013). International tourism demand in Macedonia: current status and estimation, *Yearbook of the Faculty of Economics, University in East Sarajevo*, 7, 51-60.
- **Petrevska, B.** & Dimitrov, N. (2013). Planning rural tourism development in Macedonia, *Journal of Process Management – New Technologies*, 1(3), 63-68.
- **Petrevska, B.** (2013). Empirical evidence on calculating optimum hotel accommodation supply, *Wulfenia Journal*, 20(7), 2-15.
- Petrevski, G. & **Petrevska, B.** (2013). Modelling Money Demand in the FYR of Macedonia, Book of Abstracts, International Conference "The Economies of Balkans and Eastern Europe Countries in the changed World", Istanbul, Turkey, p.84.
- **Petrevska, B.** (2013). Seasonality in Macedonian tourism, Book of Abstracts, XII International Scientific Conference on Service Sector, Ohrid, Macedonia, 3-5 October, 2013, p. 12.
- **Petrevska, B.** (2013). Innovative Approaches for Promoting Tourism in Macedonia, Conference Proceedings, 3<sup>rd</sup> Biennial International Scientific Congress ICON BEST 2013, Skopje, Macedonia, 4-6 October, 2013, 281-286.
- **Petrevska, B.** (2013). Tourism contribution to economic development in Macedonia, Book of Abstracts, III International Scientific Conference on Economic Development and Standard of Living EDASOL 2013, "Overcoming the Economic Stagnation and Opening of Developmental Perspectives", Banja Luka, Bosnia and Herzegovina, 25-26 October, 2013, p. 55.
- **Petrevska, B.** (2013). Empirical evidence of tourism planning in hilly-mountain areas, Proceedings of Scientific Symposium with international participation "Problems and perspectives of hilly-mountain areas", Ohrid, Macedonia, 12-15 September, 479-487.
- **Petrevska, B.** (2013). Empirical investigation of crisis impacts on tourism development, Proceedings from the International Conference "Good Governance in Developing Countries", Tirana, Albania, 5-7 December, 2013.
- **Petrevska, B.** (2013). A simple test for the presence of seasonality in tourism in Macedonia, Conference proceedings from the 1<sup>st</sup> International Conference "Regional Economic Cooperation in the process of Globalization", Tetovo, Macedonia, 6-7 December 2013.

- **Petrevska, B.** (2013). Tourism contribution to economic development in Macedonia, *Economy and Market Communication Review*, 3(2), 231-244.
- **Petrevska, B.** (2013). Estimating tourism demand: the case of FYROM, *TOURISMOS: An International Multidisciplinary Journal of Tourism*, 8(1), 199-212.
- Koceski, S. & **Petrevska, B.** (2013). Advanced tourist trip planning using hybrid recommender, *Engineering Management Reviews*, 2(4), 115-123.
- **Petrevska, B.** (2012). Tourism in Macedonia - Before and After the Crisis, Conference Proceedings, International Conference "Faces of the Crisis", Skopje, Macedonia, 63-70.
- **Petrevska, B.** & Kjosev, S. (2012). Planning and Estimating Tourism Demand – the case of Macedonia, Conference Proceedings, International Conference "BITCO 2012", Belgrade, Serbia, 129-142.
- Dimoska, T. & **Petrevska, B.** (2012). Tourism and Economic Development in Macedonia, Conference Proceedings, THI 2012, Opatija, Croatia, 12-20.
- **Petrevska, B.** & Manasieva Gerasimova, V. (2012). Tourism in Regional Development: Empirical Evidence, *Innovative Issues and Approaches in Social Sciences*, 5(2), 6-20.
- Koceski, S. & **Petrevska, B.** (2012). Development of a National Tourism Web Portal with Enriched Recommender: Empirical Evidence, *International Journal of Information, Business and Management*, 4(1), 337-355.
- **Petrevska, B.** (2012). Forecasting International Tourism Demand: the Evidence of Macedonia, *UTMS Journal of Economics*, 3(1), 45-55.
- **Petrevska, B.** (2012). Projecting Accommodation Capacities in Macedonia, *Procedia – Social and Behavioral Sciences*, 44, 88-94.
- Dimoska, T. & **Petrevska, B.** (2012). Indicators for Sustainable Tourism Development in Macedonia, Conference Proceedings, First International Conference on Business, Economics and Finance "From Liberalization to Globalization: Challenges in the Changing World", 13-15 September, 2012, Stip, Macedonia, 389-400.
- Koceski, S. & **Petrevska, B.** (2012). Empirical evidence of contribution to e-tourism by application of personalized tourism recommendation system, *Scientific Annals of the "Alexandru Ioan Cuza" University of Iasi - Economic Sciences Series*, 1, 371-383.
- **Petrevska, B.** (2012). Economic impacts of tourism: the evidence of Macedonia, *The Young Economists Journal*, 18, 174-181.
- **Petrevska, B.** (2012). Tourism and Crisis - Past Patterns and Future Challenges, Conference Proceedings Vol. 2, International Conference "Trends and Challenges in the Economic Development", Varna, Bulgaria, 112-121.
- **Petrevska, B.** (2012). Application of E-tools for Tourism Promotion by Young-adult consumers in Macedonia, Conference Proceedings, International Conference "The Role of Media in Promotion of Product and Service", Skopje, Macedonia, 61-75.
- **Petrevska, B.** & Koceski S. (2012). Web-based Portal for Tourism Promotion of Macedonia, Conference Proceedings, International Conference "The Role of Media in Promotion of Product and Service", Skopje, Macedonia, 744-755.
- **Petrevska, B.** (2012). Tourism contribution to regional development: best practice in Macedonia, *Journal of Community Positive Practices*, 3/2012, 425-440.
- **Petrevska, B.** (2012). The Role of Government in Planning Tourism Development in Macedonia, *Innovative Issues and Approaches in Social Sciences*, 5(3), 118-133.
- Koceski, S. & **Petrevska, B.** (2012). Enhancing tourism promotion by enriched web-based portal, *BH Economic Forum*, 4, 259-274.
- **Petrevska, B.** (2012). Planning and Promotion of Sustainable Tourism Development in Macedonia, Conference Proceedings, First International Conference "South-East European Countries towards European Integration", Elbasan, Albania, 701-706.
- **Petrevska, B.** & Matlievska, M. (2012). Managing Regional Development: Empirical Evidence on Tourism Contribution, Conference Proceedings, First International Conference "South-East European Countries towards European Integration", Elbasan, Albania, 693-700.
- Matlievska, M. & **Petrevska, B.** (2012). Managing Investment Conditions: the case of Macedonia, Conference Proceedings, First International Conference "South-East European Countries towards European Integration", Elbasan, Albania, 357-364.
- **Petrevska, B.** & Koceski, S. (2012). Tourism recommendation system: empirical investigation, *Journal of tourism*, 14, 11-18.
- Dimitrov, N. & **Petrevska, B.** (2012). Rural tourism development zones: the case of Macedonia, *Researches review of the Department of geography, tourism and hotel management*, 41, 152-162.
- Tanceva, V. & **Petrevska, B.** (2011). Enhancing the Food Safety in the Tourism Sector – the case of Macedonia, *Journal of Hygienic Engineering and Design*, 1: 182-186.
- **Petrevska, B.** (2011). Planning and Forecasting Tourism Demand in Macedonia, Conference Proceedings, International Conference "Contemporary Trends in Tourism and Hospitality, 2011 – Via Danube, the Main Street of Europe", Novi Sad, Serbia, 169-177.
- **Petrevska, B.** (2011). Tourism in the Global Development Strategy of Macedonia: Economic Perspectives, *UTMS Journal of Economics* 2(1): 101-108.
- **Petrevska, B.** (2011). Projecting Accommodation Capacities in Macedonia, Conference Proceedings, International Conference "Service Sector in Terms of Changing Environment", Ohrid, Macedonia, 78-81.
- **Petrevska, B.** (2011). Economic Planning of Tourism Demand in Macedonia, *Economic Development*, 3/2010: 133-145.

- **Petrevska, B.** (2011). Accommodation Capacities in Macedonia as a Factor for Competitive Tourism Supply, *CEA Journal of Economics*, 6(2): 35-42.

**Editorial Board/Reviewer member in:**

- Journal of Tourism "Revista de turizam" ISSN: 18442994
- Journal of Process Management – New Technologies ISSN: 2334-7449
- African Journal of Business Management ISSN: 1993-8233
- Journal of Applied Economics and Business ISSN: 1857- 8721
- International Business Research ISSN: 1913-9012

**Publishing:**

- **Petrevska, B.** (2014). Economics of Tourism and Hospitality (text-book in Macedonian), UGD-Stip (ISBN 978-608-244-028-6)
- **Petrevska, B.** (2014). Practicum for Economics of Tourism and Hospitality (in Macedonian), UGD-Stip (ISBN 978-608-244-029-3)
- **Petrevska, B.** (2014). Tourism Planning (in Macedonian), EDNOTERA (ISBN 978-608-65554-2-9).
- Koceski, S. & **Petrevska, B.** (2013). Design And Development Of Hybrid Recommender System For Tourism, LAMBERT Academic Publishing (ISBN 978-3-659-34825-9)
- **Petrevska, B.** (2012). Practicum for Mathematics for hospitality (in Macedonian), Stip, (ISBN 978-608-65319-2-8)
- **Petrevska, B.** (2011). Planning tourism development (in Macedonian), Stip, (ISBN 978-608-65319-0-4)
- **Petrevska, B.** (2011). Economics of tourism in Macedonia (in Macedonian), Stip, (ISBN 978-608-65319-1-1)

**Participation in projects, study visits and working groups:**

- Lead researcher for developing strategic document for full assessment of tourism and hospitality sector in Macedonia as a part of the project "Increasing Market Employability" implemented by the Center for Institutional Development, July-August, 2014.
- Study visit to Turkey in the frames of the interuniversity program "Mevlana" Exchange Program at the Mehmet Akif Ersoy University – Burdur, Turkey, May 2014.
- Trainer/lecturer at the International Summer School 2013 "Make a Difference - Become a CSR EU Leader", EITC&AIESEC, Ohrid, 5-14 August, 2013.
- Trainer/lecturer at the International Summer School 2010 "Make a Difference - Become a Green EU Leader", EITC&AIESEC, Ohrid, 5-15 August, 2010.
- Member of the Working Group for final revision of the National Training Strategy for Local Self-government 2006-2010, adopted by the Government of the Republic of Macedonia in February 2006.
- Member of the Working Group for preparation of the Guidelines for Preparation of the Annual Training Program of the Local Self-government Units, January 2006.
- Member of the Working Group for defining methodology for preparation of the National Training Strategy for Local Self-government 2006-2010, September 2005.
- Study visit to Baltic countries: Exchange of experience regarding functioning of Training Systems in Lithuania and Estonia, September-October 2005.
- Member of the Working Group for carrying out comprehensive National Training Needs Assessment in the Local Self-government Units, February 2005.

**Teaching experience:**

- Graduate studies - Subjects: Economics of Tourism and Hospitality; Tourism Promotion; Basics of Economics; Business logistics and Mathematics for Hospitality.
- Master studies - Subjects: Tourism Planning; Eco-tourism; Business planning in tourism; Planning of logistic centers and Business economics.