

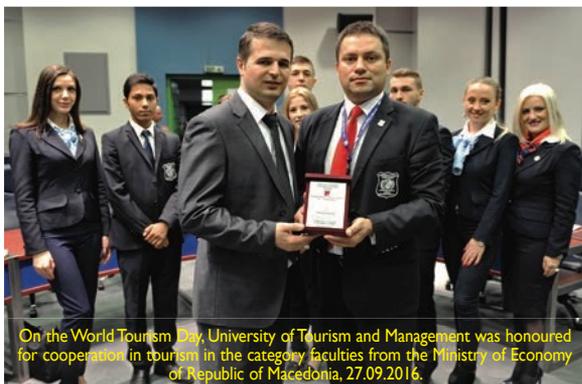


Market

The University of Tourism and Management in Skopje is a higher education institution that operates under the principles of global prestigious educational philosophy in alignment with the standards of leading economies and competitive business communities worldwide. Creating and continuously improving the quality of academic and applicable knowledge is the core Imperative in the teaching process of UTMS, aiming to generate highly qualified graduated students who possess exceptional competencies, knowledge and skills in order to successfully integrate in the business world. The University of Tourism and Management in Skopje prepares its graduates to successfully face the challenges of the 21st century, and fosters entrepreneurial, critical and creative thinking, integration in multicultural environments and practicing global code of ethics and proactive strategic positioning and business prestige. The distinctiveness and visibility of UTMS is recognised in the application of ECTS methodology in the educational process that ensures high level acquired knowledge, competencies and skills. The diplomas and certificates issued by the University clearly define student achievement, in the direction of the gained knowledge, skills and competencies of the selected area of study, regardless if it refers to academic studies or extended education from other foreign university or professional upgrade, all related with professional achievements of the graduates. By applying the ECTS credit transfer system for evaluation of students that is applied to universities that are leaders in higher education, the establishment of the qualified and educated professionals for UTMS student addressing the needs in the labour market in the country and beyond its borders is guaranteed.

Achievements

As a declaration of its success and high standards, the University of Tourism and Management in Skopje is honoured with many top national and international awards and recognitions. In 2016, on the World Tourism Day, the Ministry of Economy in Macedonia has rewarded UTMS with high recognition accenting the distinguished cooperation in tourism for 2016 in the category faculties. That same year, UTMS participated at the 6th International Conference SEET 2016 - South East Europe Tourism event in Belgrade, Serbia and was awarded with the prestigious Brand Leader Award 2016, for series of achievements in global tourism and producing highly qualified personnel.



On the World Tourism Day, University of Tourism and Management was honoured for cooperation in tourism in the category faculties from the Ministry of Economy of Republic of Macedonia, 27.09.2016.



The TEDQUAL diploma personally handed by the Secretary General of the World Tourism Organization, Mr. Taleb Rifai to the Rector of the University of Tourism and Management, Ace Milenkovski PhD., 10.05.2016.

This award, like many others, confirms the high international status of the University of Tourism and Management in Skopje. In year 2015 the University of Tourism and Management in Skopje won the European Gold Award for excellence in education, granted by the World Business Academy, which incorporates international work of the Aristotle Committee. Seeing the vision, strategic goals, and operational concept activities in the evaluation of activities in the field of higher education at European level, the World Business Assemblée made a decision the University of Tourism and Management in Skopje to be named the winner of the Quality Award and business prestige in the field of education in Europe. That same year University of Tourism and Management in Skopje for the second time gained recognition in higher education-Superbrands in Macedonia for the 2015/2016 year. Further on, during the same year, University of Tourism and Management in Skopje became the first higher education institution in Republic of Macedonia that acquired the enormously high recognition from the UNWTO – TedQual diploma for quality in education of tourism. Two prestigious awards in the field of management were given to UTMS in the raw of rewards, this time granted by world recognized Association of Management Consulting "Other Ways" from Paris, the French Republic. The awards ceremony took place in Geneva on 18 November 2013 in "Grand Hotel Kempinsky", where the Rector of the University of Tourism and Management in Skopje, Prof. Ace Milenkovski, PhD was granted two honours that confirm the quality and prestige of this institution in the world: "THE MAJESTIC FIVE CONTINENTS AWARD FOR QUALITY AND EXCELLENCE" and "TOTAL QUALITY MANAGEMENT APTITUDE SEAL FOR HIGH QUALITY PERFORMANCE AND BEST CUSTOMER SATISFACTION". One of the most impressive awards and national

award for UTMS is the one from the Center for Institutional Development CED which is the reward for social responsibility which confirms the accountability of UTMS, as a company that cares about the community where acts, but more importantly shows its contribution and greatness in the field of philanthropy.

Within the scientific research activities, 5 years in a row UTMS organizes an international scientific congress for business, economics, sport and tourism named "ICONBEST" which covers various areas such as business, economics, sport and tourism, marketing and education in order to encourage the development of scientific thought through participation of international academic researchers to publish their scientific research and original scientific manuscripts containing analyses and solutions of important theoretical and empirical topics.



Ema Temelkowska, MSc is graduated UTMS alumni with established business career entrepreneur and PR manager

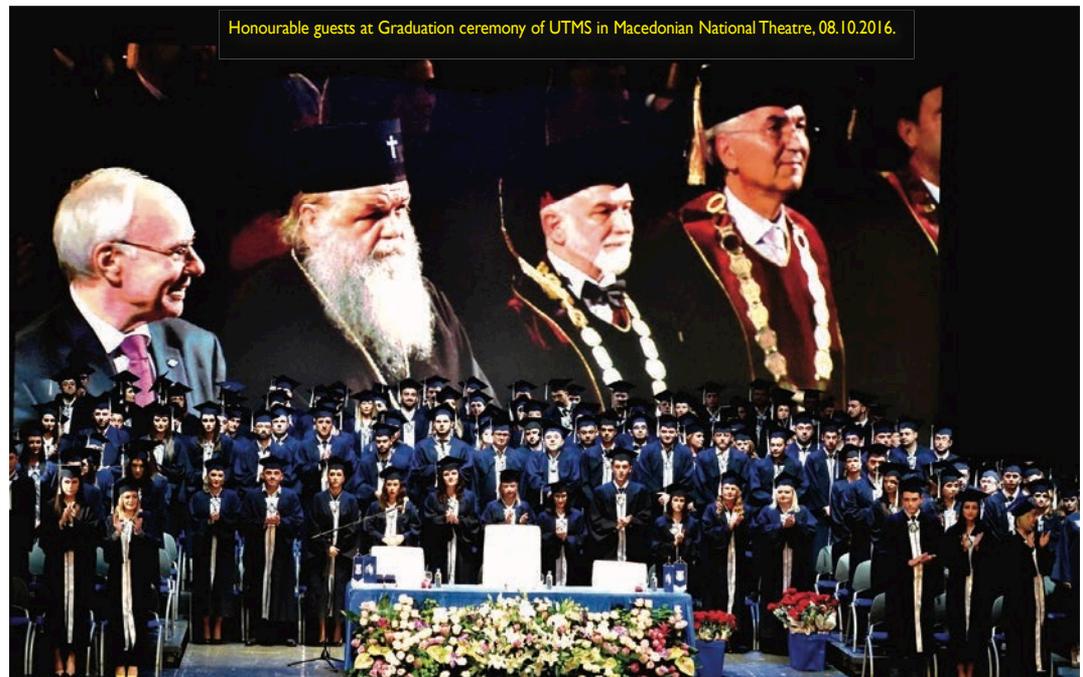
History

On 19th of June 2006, the first Faculty of Tourism was accredited and thus qualified for academic operations. Since then the success of the University of Tourism and Management continued to move upwards. Two years later in 2008 with the provisions of the Law on Higher Education, Faculty of Tourism has developed in the University of Tourism and Management building on its success with the opening of other faculties.

With the phase, the standards of higher education on national level were changed and are being challenged to move upward ever since. However, the success of the University does not end here. In 2009/2010 academic year, the University of Tourism and management enrolled its first generation of postgraduates students. During the years, the University of Tourism and Management in Skopje became a synonym for quality in higher education paving the way for development of many generations. A huge contribution to the development of UTMS was the mentorship and raw modelling from the Faculty of Tourism and Hospitality from Opatia, Croatia whose supervision and close cooperation moved UTMS on the scale forward. This close cooperation is still active and fruitful.

Product

The methodology of UTMS is designed for gaining a sufficient knowledge for creating highly qualified professionals in the areas of study programs. The university integrates 5 faculties: Faculty of Tourism, Faculty of Economy, Faculty of International Marketing Management, Faculty of Human Resources Management and Faculty of Entrepreneurial Business. The carefully designed curriculum of UTMS's study programs, is a synthesis of theory and practice in order to completely enable and prepare the students with



composed of experienced professionals in the relevant area of the business sector. The members of the boards are fully engaged and committed to ensure that the teaching programs and the courses are relevant and correspond directly to the practice.

direct contact with the teaching staff of the University and learn about the methodology of work. Also, an inevitable part of the teaching processes are the visits of many fairs and industry specific events in the world, where the students are contributing to the promotion of the University and presenting our country accordingly.



UTMS allows the students to learn about the world and gain international experience through participation in competitions, educational seminars and conferences, as well as practical training in successful companies and institutions in the country and abroad as well as within UTMS Career Center.

Recent developments

The operations, lectures and activities at the University of Tourism and Management in Skopje are

conducted in accordance with the highest international standards. Consequently, the University facilities are technically and logistically equipped according to highest standards of quality, designed so the class can be followed by students perfectly. Being at classes, the students are developing sense of belonging and satisfaction within the University.

International Erasmus + program for student and staff exchange and mobility is one of the innovations that improve the operation of UTMS and development of academic staff.

Promotion

The promotional activities at the University of Tourism and Management are strategically planned and integrated marketing activities implemented in several segments. The most important part of the promotion of UTMS is conducted through the University's website, electronic media and social networks such as Facebook, Instagram and Twitter, where the university continuously presents the current activities. The curricula of all the faculties at the UTMS, with its attractiveness and uniqueness, is presented directly in high schools across the country by its academic staff, so that all the interested students can be in

Brand Values

The University of Tourism and Management creates high quality workforces and prepares leaders who will be able to face the challenges and emerging trends in the business sector. UTMS is recognized for its innovative approach to education, which is based on values and focus on sustainable development and management integrity. The international cooperation of UTMS both in academics and business segment secures high mobility of students and academic staff. UTMS has friendly and warm atmosphere, creating possibility for mentoring, coaching and adding more values to the learning process of its students.

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skills and competencies for organization, planning and management of their knowledge and career in future.

The University of Tourism and Management is fully advanced and provides the students with access to all necessary information and materials in the course of their studies through the E-student platform, implementing the e-ID and the usage of E-library with over 15000 domestic and international titles and with its own publications.

The functioning of each of the faculties at the University of Tourism and Management is supported by specially structured Board for cooperation and trust with the public, which is



THINGS YOU DIDN'T KNOW ABOUT...

UTMS

- University of Tourism and Management in Skopje, through its Fund for sponsoring talented students "Prof. Ljube Milenkovski, PhD", every year awards its best students with scholarships that allows them to continue their education.
- UTMS is affiliate associate member of the World Tourism Organization of the United Nations. (UNWTO)
- UTMS was awarded with the prestigious TEDQUAL diploma for excellence in the education in tourism.
- UTMS has its own international journal of multidisciplinary scientific research – Journal of Economics which is highly ranked and indexed in 20 significant and credible databases such as: EBSCO, EconLit, ABI/INFORM Complete (ProQuest), BUSINESS COLLECTION (ProQuest) and EconBiz.
- UTMS is a member of the Association IACBE – International Assembly for Collegiate Business Education.