



Prof. Jovan Popesku

Having obtained all his degrees (BA, Mphil, PhD) at the Faculty of Economics, University of Belgrade, Jovan spent his 40+ years career as a university teacher. He was a professor and a director of the College of Tourism, Belgrade, Serbia, and most recently, a Full Professor at Singidunum University, Department for Tourism and Hospitality Management, Belgrade, Serbia. He was teaching courses, supervising theses and overseeing research projects at undergraduate, master, and PhD level studies. Currently, Jovan is President of the Centre for Responsible and Sustainable Tourism Development (CenORT), Belgrade as well as of the Institute for Peace through Tourism (IIPPT Serbia Chapter).

His field of research and applied work includes tourism destination management, sustainable tourism management, tourism marketing and rural and ecotourism, about which he has published extensively – monographs, textbooks, papers and book chapters. He also presented his work at numerous national and international conferences as participant, panel chair and key note speaker.

Parallel to his academic appointments, prof. Popesku was the first Director General of National Tourism Organisation of Serbia (1994-2001).

Jovan was author, coauthor and supervisor of numerous national and international projects primarily related to management, sustainable tourism, and marketing, especially at the tourist destination level. He is an experienced tourism development and marketing expert, specialized for projects focusing on local and regional tourist destinations and specific tourism products (rural and ecotourism).