



Martino Ljuljdjuraj

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ABOUT ME

Hotel & Hospitality Manager with extensive experience in the tourism and hospitality sector, developed through a hands-on career path within complex operational environments.

Proven track record in managing multi-property operations, leading teams of up to 150 staff and driving business performance through strategic organisation, budget control and service optimisation.

Strong focus on partnership development, market positioning and value creation within the tourism ecosystem, combined with active involvement in training, teaching and public speaking, bridging industry and education

WORK EXPERIENCE

FOUNDER – LJ360 TOURISM HUB – 15/10/2025 – Current

Email: martino@lj-360.com | **Website:** www.lj-360.com

Founded and lead a tourism innovation hub focused on business development and strategic growth within the hospitality and tourism sector.

- Develop and manage partnerships with tourism businesses, destinations and industry stakeholders, fostering collaboration and market opportunities
- Design and deliver training and capacity-building programmes for students, young professionals and tourism operators
- Provide strategic consultancy to hospitality businesses, focusing on organisational development, positioning and sustainability
- Lead projects aimed at enhancing local tourism systems and destination value creation
- Analyse tourism market dynamics, supporting alignment between labour market needs and talent development
- Translate operational hospitality experience into actionable strategies across business, academic and institutional contexts

Academic & Teaching Activities

University of Macerata – Ongoing Academic Collaboration (2025–Present)

- Speaker & Academic Lecturer – 19th International Seminar's Week (14–17 April 2026)

Delivered four teaching modules within the MSc programme *International Tourism and Destination Management (LM-49)*.

Lecture topic: *"Attractiveness in Italian Tourism: Deseasonalization, Authenticity and Value Creation in a Strategic Sector"*.

- Guest Lecturer in *International Tourism and Destination Management* (MSc, LM-49) and *Tourism and Cultural Heritage* (BSc, L-1 / L-15)
- Member of the Business Game Evaluation Committee for the course *Entrepreneurship and Business Planning and Control*
- Contributed to academic training through the recognition of formal educational credits (CFU), bridging industry expertise and higher education.

HOTEL MANAGER – TH RESORTS – 01/12/2021 – 31/03/2025 – PADOVA, ITALY

During this period, I held senior management roles across multiple properties within the TH Resorts group, managing both winter and summer seasons in different types of hospitality structures (resorts, club hotels and hotels).

- Hotel Manager – TH Courmayeur (Winter Season 2024/2025) – 120 keys
- Hotel Manager – TH Pradelato (Summer Season 2024) – 390 keys
- Deputy Hotel Manager – TH La Thuile (Winter Season 2023/2024) – 494 keys
- Hotel Manager – Touring Club Italiano – La Maddalena (Summer Seasons 2022 & 2023) – 70 keys
- Deputy Hotel Manager – TH Pila (Winter Season 2022/2023) – 264 keys
- Assistant Hotel Manager – TH Sestriere (Winter Season 2021/2022) – 265 keys

Key Responsibilities and Achievements

- Operational and Strategic Management: Oversight of daily operations across different hospitality concepts (Village, Natural, Club Hotel), with a strong focus on achieving budget targets, enhancing brand reputation and improving overall business performance.
- People Management: Leadership of teams ranging from 35 to 150 employees, implementing training and motivation programmes focused on staff development, particularly supporting the growth of young professionals and fostering a positive and high-performance working environment.

- Operational Department Supervision: Coordination of key operational departments (Kitchen, Restaurant, Bar, Purchasing, Front Office, Housekeeping, Maintenance and Guest Services), ensuring efficiency, process optimisation and consistent service standards.
- Budget Control and Financial Planning: Careful cost management and revenue optimisation through commercial activities and ancillary services, with a strong focus on financial analysis. Consistently exceeded seasonal budget targets and increased revenue from additional services.
- Customer Satisfaction and Loyalty: Implementation of strategies aimed at improving guest satisfaction, resulting in higher internal survey scores and a significant increase in positive reviews on platforms such as TripAdvisor, Google and Booking.com.
- Service Optimisation and Sustainability: Promotion of sustainable practices that enhanced operational efficiency and strengthened brand image, in line with corporate strategic guidelines.
- Leadership and Decision-Making: Results-driven leadership approach, balancing day-to-day operational management with a long-term strategic vision for property development and overall group growth.

HOTEL MANAGER – ITALY HOTELS & RESORTS – 01/05/2017 – 30/09/2021 – PADOVA, ITALY

I developed my career as a Hotel Manager within the Italy Hotels & Resorts group, holding roles of increasing responsibility across different hospitality properties.

- Hotel Manager – Hotel Regina e Fassa (Mazzin, TN) – *Summer Season 2021* – 118 keys
- Hotel Manager – Hotel Principe di Marmolada (Malga Ciapela, BL) – *Summer Seasons 2019-2020* – 92 keys
- Beach Resort Manager – Lido Poseidon (Silvi Marina, TE) – *Summer Season 2018* – 100 seats
- Receptionist – Residence Hotel Le Terrazze (Grottammare, AP) – *Summer Season 2017* – 137 keys

Key Responsibilities and Achievements

- Team Coordination: Leadership of teams of up to 40 employees, with a strong focus on operational efficiency and service quality.
- Commercial Distribution Management: Management of sales and distribution channels, achieving a 30% increase in direct sales during the 2019/2020 winter season.
- F&B and Budget Management: Supervision of Food & Beverage operations, budget management and cost analysis, with optimisation of financial flows.
- Operational Management: End-to-end operational management of both beachfront and hotel properties, with process optimisation and improvement of brand reputation.
- Event Planning and Promotion: Planning and coordination of events and special initiatives, such as the Silvi Marina Triathlon, aimed at increasing visibility, guest engagement and attendance.

● **EDUCATION AND TRAINING**

30/11/2018 – 30/09/2019 Rome, Italy
FIRST-LEVEL UNIVERSITY MASTER'S DEGREE IN TOURISM AND TERRITORY: ECONOMICS, MARKETING AND SUSTAINABILITY Luiss School of Government

30/09/2013 – 31/10/2017 Macerata, Italy
BACHELOR'S DEGREE IN TOURISM SCIENCES Università degli Studi di Macerata

31/08/2008 – 31/05/2013 Grottammare, Italy
TECHNICAL DIPLOMA IN TOURISM Istituto Fazzini Mercantini

● **LANGUAGE SKILLS**

Mother tongue(s): **ITALIAN**
 Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1
SPANISH	B1	B2	B2	B2	B2
SERBIAN	C2	C2	C2	C2	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DRIVING LICENCE**

Driving Licence: A

Driving Licence: B

● **PROFESSIONAL SKILLS**

Professional Skills

- Hospitality operations management & multi-property coordination
- Leadership & team development (up to 150 staff)
- Business development, partnerships & commercial strategy
- Negotiation & stakeholder management
- Budgeting, cost control & financial performance
- Revenue growth, sales optimisation & brand positioning
- Customer experience & service quality optimisation
- Strong decision-making & problem-solving in high-pressure environments
- Communication, public speaking & institutional relations
- Training design & delivery in tourism and hospitality
- Tourism market analysis & talent development alignment
- Advanced PMS: Alyante TeamSystem Enterprise, Nuonga

● **CERTIFICATIONS**

Certifications

- Sommelier Course – Level I | Assosommelier (January 2026)
 - BLS-D (Basic Life Support & Defibrillation) – Piedmont Region (August 2024)
 - Health and Safety Training for Managers – TH Resorts (May 2024)
 - First Aid Course – TH Resorts (December 2022)
 - HACCP Food Safety Training – TH Resorts (May 2022)
 - Fire Safety Certificate – High Risk Level (CPI) – Italian Fire Brigade, Ascoli Piceno (2022)
 - Cambridge ESOL Certificate – Level B2 – Council of Europe (July 2012, updated 2021)
 - Google Digital Training – Fundamentals of Digital Marketing (December 2020)
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