



Coronel Padilla Monica Fabiola

Assistant professor
Rektori szervezet / Fenntartható Fejlődés Intézet / Turizmus Tanszék

Qualifications, scientific degrees

Higher education qualifications

- 2019 - 2024
Corvinus University of Budapest, Doctoral School of Business and Management (PhD/DLA képzés)
- 2015 - 2017
Corvinus University of Budapest, MSc in Marketing (MSc/MA)
- 2005 - 2011
University of Cuenca, BSc in Tourism Management (BSc/BA)

Career

Workplaces

- 2025 -
Department of Tourism, Institute of Sustainable Development, Corvinus University of Budapest, Assistant Professor
- 2023 - 2025
Department of Tourism, Institute of Sustainable Development, Corvinus University of Budapest, Assistant Lecturer
- 2019 - 2019
ITEK Institute of Higher Education (Cuenca-Ecuador), Acting Rector
- 2018 - 2019
ITEK Institute of Higher Education (Cuenca-Ecuador), Academic Coordinator
- 2018 - 2018
University of Cuenca (Ecuador), Lecturer
- 2018 - 2018
National University of Education ,UNAE (Cuenca-Ecuador), International Relations Officer
- 2013 - 2015
University of Cuenca (Ecuador), Lecturer
- 2013 - 2014
University of Cuenca (Ecuador), International Relations Officer

Language skills

Language	Speaking	Writing	Reading	Media appearance
Spanish	Native	Native	Native	

Colleague CV: Coronel Padilla Monica Fabiola

English	Advanced	Advanced	Advanced	
Italian	Intermediate	Basic	Intermediate	

Research, professional activity

Field of science and discipline:

social science

Current fields of research:

Tourist behaviour, Tourism and Musicscapes, Tourism Intelligence, AI, Gastronomy Tourism

Previous fields of research:

Destination Image, Destination Branding, Smart Tourism, Sustainable Tourism

Publications

- [Good places on Instagram: a tourism related visual and meta-data analysis](#)
- ["A very special song from Queen to you!" The role of music in destination promotional videos](#)
- [Destination promotional videos on Youtube: assessing audience engagement](#)
- [Virtual influencers in Tourism Marketing: Opportunities, Challenges, and Future Considerations](#)
- [Technology Acceptance and Readiness among different Generations of Urban Tourists](#)
- [Post-Pandemic Re-Positioning in a Cultural Tourism City: From Overtourism to E-Tourism](#)
- [Should DMOs ask the locals? Young resident's attitude towards destination promotional videos](#)
- [Imágenes de ciudad según los visitantes a museos, Cuenca-Ecuador](#)
- [Sustainable and competitive nightlife district?-Management of overtourism in Budapest](#)

Contacts

Location at the university

- Building: C Building
Room number: 303
Extension: 7214
Main line: +3614825000
Fax:
Internal fax:

E-mail address: monica.coronel@uni-corvinus.hu

Postal address: 1093 Budapest, Közraktár utca 4-6. / Budapesti Corvinus Egyetem, Fenntartható Fejlődés Intézet, Turizmus Tanszék

Consulting hours:

Tuesdays: 09.50 - 11.20

Colleague CV: Coronel Padilla Monica Fabiola

Other professional profiles

LinkedIn: <https://www.linkedin.com/in/monicacoronelp/>

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=authors10070559>

Scholar: <https://scholar.google.com/citations?user=ljdALtoAAAAJ&hl=en>

Other professional profile 1: https://www.researchgate.net/profile/Monica-Coronel-Padilla?ev=hdr_xprf
