



## Coronel Padilla Monica Fabiola

Assistant professor  
Rektori szervezet / Marketing 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 - 2026  
Institute of Sustainable Development, Corvinus University of Budapest, Assistant Professor
- 2023 - 2025  
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   |                  |
| English  | Advanced | Advanced | Advanced |                  |

# Colleague CV: Coronel Padilla Monica Fabiola

|         |              |       |              |  |
|---------|--------------|-------|--------------|--|
| Italian | Intermediate | Basic | Intermediate |  |
|---------|--------------|-------|--------------|--|

## Research, professional activity

### Field of science and discipline:

social science

### Current fields of research:

Tourism Imaginaries, 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](mailto: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/monicacorone/p/>

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](https://www.researchgate.net/profile/Monica-Coronel-Padilla?ev=hdr_xprf)

---