



## Dr. Irimiás Anna Rita

Full Professor

Rektori szervezet / Fenntartható Fejlődés Intézet / Turizmus Tanszék

## Qualifications, scientific degrees

### Higher education qualifications

- 2000 - 2004  
University of Messina (Italy), Humanities and languages (egyetemi)
- 2005 - 2008  
University of Messina (Italy), PhD in Interculturality and Integration in Europe (PhD/DLA képzés)

### Scientific degrees and awards

- 2018, Dr.Habil  
Corvinus University of Budapest (Hungary)
- 2008, PhD  
University of Messina (Italy)

### MTA membership

- , Regular member

## Career

### Workplaces

- 2019 - 2025  
Corvinus University of Budapest, Associate professor
- 2013 - 2018  
Kodolanyi University of Applied Sciences, Associate Professor
- 2017 - 2026  
University of Trento (Italy), contact lecturer in Business Management
- 2012 - 2013  
METU Metropolitan University of Budapest, Vice-director of Tourism Institute
- 2008 - 2011  
Kodolanyi University of Applied Sciences, Associate professor
- 2025 -  
Corvinus University of Budapest, Full Professor

### Awards, titles, honors

- 2024, Corvinus Research Excellence Award

# Colleague CV: Dr. Irimiás Anna Rita

- Corvinus University of Budapest
  - 2023, Educational Workshop of the Year award  
Corvinus University of Budapest
  - 2022, ProGeographia  
Hungarian Geographers' Society
  - 2022, Senior Faculty Researcher Award  
Corvinus University of Budapest
  - 2020, Literati Award Winner  
Emerald Publishing
  - 2019, Top Reviewer Award  
Publons
  - 2016, Bolyai János Postdoctoral Scholarship  
Hungarian Academy of Sciences
  - 2015, Hungarian State Eötvös Scholarship  
University of Trento, Italy
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## Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes
Italian	Advanced	Advanced	Advanced	Yes
Spanish	Intermediate	Intermediate	Intermediate	
nof defined				

## Research, professional activity

### Major taught courses or fields of education:

Tourism Management; Consumer Behaviour in Tourism (PhD course), Sport Management, Current trends in tourism

### Field of science and discipline:

organization science

### Current fields of research:

Consumer behaviour, tourism management

### Previous fields of research:

film-induced tourism, heritage tourism

### Major research projects

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# Colleague CV: Dr. Irimiás Anna Rita

- 2020 - 2026, Geographical Dimensions of Understanding the Notion of Best Place within the Context of Total Tourism  
Form of participation: member of the research team  
Moneylender: NKFI-1 grant code: 134877  
Further info about research:
- 2021 - 2022, TRUST Education for sustainable tourism in South Tyrol. The conceptual development of an integrated training system and the design of educational tourism for families  
Form of participation: member of the research team  
Moneylender: Free University of Bolzano Department of Management  
Further info about research:
- 2019 - 2022, The Potential, Forms, and Socio-Economic Benefits of Innovation in a Digitizing Society

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Form of participation: member of the research team  
Moneylender: Tématerületi Kiválósági Program 2020 - 2022 (2020-4.1.1-TKP2020) Nemzeti Kihívások Alprogram TKP2020-NKA-02  
Further info about research:
- 2024 - 2026, The impact of artificial intelligence (AI) on the dynamics of tourism spatial use NKFI-1 147547  
Form of participation: member of the research team  
Moneylender: NKFI-1 147547  
Further info about research:

## Membership in scientific or professional bodies/organizations

- 2025 - , Regular member, member [Sistur](#), international
- 2015 - , Member of the Italian Marketing Association, member [Italian Marketing Association](#), international
- 2015 - , Member of the Italian Management Association, member [Italian Management Association](#), international

## Board memberships and positions

- 2018 - , Editorial board member - Consumer Behavior in Tourism and Hospitality, editor-in-chief, member of the editorial team  
[Foreign language](#)
- 2019 - , Editorial board member - Journal of Heritage Tourism, editor-in-chief, member of the editorial team  
[Foreign language](#)

## Publications

- [Wargame-based learning in management education: The use of Diplomacy board game](#)
- [Caring wings of hospidarity: Creating safe transitional spaces through hospitality alliances](#)
- [Overcoming energy barriers in hotels' green programs](#)
- [Tourists as Caged Birds: Elaborating Travel Thoughts and Craving when Feeling Captive](#)
- [Instagram: Visual methods in tourism research](#)
- [Travel Craving](#)
- [Lockdown captivity: The wish to break out and travel](#)
- [Narrative transportation and travel: The mediating role of escapism and immersion](#)

# Colleague CV: Dr. Irimiás Anna Rita

- [Film tourism and after release marketing initiatives a longitudinal case study](#)
- [The multidimensional realities of mediatized places: the transformative role of tour guides](#)
- [Aggregated roles of smartphones in young adults' leisure and well-being: A Diary Study](#)
- [Change management, digital maturity and green development: Are successful firms leveraging on sustainability?](#)
- [Disappointment in tourism. Perspectives in destination management](#)
- [The Great War heritage site management in Trentino, northern Italy](#)
- [Good places on Instagram: a tourism related visual and meta-data analysis](#)
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- [Investigating guest books at heritage hotels: a forensic approach](#)
- [Social sustainability on European food festival websites: A multimodal discourse analysis](#)

## Contacts

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### Location at the university

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Extension:  
Main line:  
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Internal fax:

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Personal webpage: <https://www.linkedin.com/in/anna-irimias-8339a627/>

### Consulting hours:

Thursday 9:00-10:15