Dr. Pinke-Sziva Ivett

Associate Professor
Rektori szervezet / Vállalkozás és Innováció Intézet / Innováció és Üzleti Inkubáció Tanszék

Qualifications, scientific degrees

Higher education qualifications

- 2004 - 2011
  , Corvinus University of Budapest, Doctoral School of Business Administration (PhD/DLA képzés)
- 1998 - 2003
  Corvinus University of Budapest, Service management (MSc/MA)

Scientific degrees and awards

- 2011, PhD
  Corvinus University of Budapest, Title: Interpreting and analyzing the competitiveness of tourism destinations

Career

Workplaces

- 2016 -
  Corvinus University of Budapest, senior lecturer, Program director of Tourism & Hospitality BA Program
- 2013 - 2016
  Metropolitan University Budapest, lecturer, associate professor
- 2013 - 2016
  Metropolitan University Budapest, Deputy Leader of Institute, Program director of BA and MA Programs; lecturer
- 2004 - 2011
  Corvinus University of Budapest, PhD student; assistant lecturer, associate professor

Public activities in the university (memberships in university bodies)

- 2017 - 2022
  Program leador of Tourism and Hospitality BA Program

Important study tours, delegacies

- 2012,
  Aalborg University, Denmark - postdoctoral researcher

Colleague CV: Dr. Pinke-Sziva Ivett

Awards, titles, honors

- 2021, Supervising the winner student of National Scientific Students' Associations Conference
- 2020, Best paper award of Emerald Literati Award
- 2020, Supervising the winner team of national CHECKINN competion

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes
German	Intermediate	Intermediate	Intermediate	
French	Basic	Basic	Basic	

Research, professional activity

Major taught courses or fields of education:

Innovation and technology management, E-tourism, Destination management-, marketing; Attraction and visitormanagement; Health Tourism; Online marketing in Tourism; Tourism products, Tourism management and marketing; Ecotourism

Field of science and discipline:

organization science

Current fields of research:

Innovation and technology management, Smart tourism, Destination management; - branding; Competitiveness

Major research projects

- 2019 - 2022, NKFIH-869-10/2019 project, Identifying innovation potential and patterns, Overtourism research team, the Tématerületi Kiválósági Program
  Form of participation: member of the research team
  Moneylender: Hungarian State
  Further info about research:

- 2017 - , EFOP-3.6.2-16-2017-00017 „Sustainable, intelligent regional and urban models” - Social innovation
  Form of participation: member of the research team
  Moneylender: Hungarian State

Colleague CV: Dr. Pinke-Sziva Ivett

Further info about research:

Membership in scientific or professional bodies/organizations

- 2017 - , , member
  AIEST - International Association of Scientific Experts in Tourism, Switzerland, international
- 2016 - , , member
  Hungarian Association of Geography, national
- 2016 - , Association of Education and Research in Marketing ,
  ,

Board memberships and positions

- 2016 - , committee member, president or member of the editorial board

Expert consultancy activities

- 2009 -
  Xellum Ltd., Online marketing in tourism, Destination management and marketing, sustainable development, health tourism

Publications

- Selection of publications:
- The impact of digital influencers on attitude and intent to consume and travel in restaurant choice – evidences from Hungary, British Food Journal (2025) 127 (9): 3498–3511.
- Gastronomy as a special interest tourism product in Budapest, WORLDWIDE HOSPITALITY AND TOURISM THEMES (2025)
- Overtourism, undertourism and beyond: rethinking city branding in Budapest, In: Deffner, Alex; Kavaratzis, Mihalis (szerk.) City Branding : Concepts and Tools for Reputation Management and Tourism Development Edward Elgar Publishing (2025) pp. 173-187. , 15 p.
- Smart positioning: how smart technologies can increase the attractiveness of heritage tourism destinations? : The case of a small-scale Hungarian heritage city, JOURNAL OF HERITAGE TOURISM 19 : 5 pp. 762-780. , 19 p. (2024)
- The relative importance of culture in urban tourism: implications for segmentation, CONSUMER BEHAVIOR IN TOURISM AND HOSPITALITY 18 : 2 pp. 157-173. , 17 p. (2023)
- Urban green spaces and resident wellbeing: Foundations of sustainable city tourism, In: Maxim, Cristina; Morrison, Alastair M.; Day, Jonathon; Coca-Stefaniak, J. A. (szerk.) Handbook on Sustainable Urban Tourism Cheltenham, Egyesült Királyság / Anglia, Northampton (MA), Amerikai Egyesült Államok : Edward Elgar (2024) 642 p. pp. 133-145. , 13 p.
- The changing nature of the cultural tourist: motivations, profiles and experiences of cultural tourists in Budapest, JOURNAL OF TOURISM AND CULTURAL CHANGE 20 : 1-2 pp. 1-19. , 19 p. (2022)
- A critical evaluation of mobile guided tour apps: Motivators and inhibitors for tour guides and customers, TOURISM AND HOSPITALITY RESEARCH 22 : 4 pp. 414-424. , 11 p. (2022)
- Overtourism and the night-time economy: a case study of Budapest, INTERNATIONAL JOURNAL OF TOURISM CITIES 5 : 1 pp. 1-16. , 16 p. (2019)
- Overtourism and Resident Resistance in Budapest, TOURISM PLANNING AND DEVELOPMENT 16 : 4 pp. 376-392. , 17 p. (2019)
- Full list of publications can be found at Magyar Tudományos Művek Tára (MTMT). (MTMT is the offical repository of the university.)

Colleague CV: Dr. Pinke-Sziva Ivett

Contacts

Location at the university

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  Room number: 303
  Extension:
  Main line:
  Fax:
  Internal fax:

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