



Dr. Pinke-Sziva Ivett

Egyetemi docens, szakfelelős / Associate Professor, Head of Study Programme

Rektori szervezet / Fenntartható Fejlődés Intézet / Turizmus Tanszék

Qualifications, scientific degrees

Higher education qualifications

- 1998 - 2003
Corvinus University of Budapest, Service management (főiskolai)
- 2004 - 2011
, Corvinus University of Budapest; Doctoral School of Business Administration (főiskolai)

Scientific degrees and awards

- 2011, PhD
Corvinus University of Budapest
- ,

Career

Workplaces

- 2016 -
Corvinus University of Budapest, lecturer, senior lecturerProgram 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 -
Program leader of Tourism and Hospitality BA Program

Important study tours, delegacies

- 2012, January
Aalborg University, Denmark

Colleague CV: Dr. Pinke-Sziva Ivett

Awards, titles, honors

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

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:

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:

Destination management; - branding; Smart tourism, Overtourism, Competitiveness

Previous fields of research:

Health Tourism, Wellbeing

Major research projects

- 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
Further info about research:
- 2019 - 2022, NKFIH-869-10/2019 project, Identifying innovation potential and patterns, Overtourism research team, the Térmaterületi Kiválósági Program

Colleague CV: Dr. Pinke-Sziva Ivett

Form of participation: member of the research team

Moneylender:

Further info about research:

Membership in scientific or professional bodies/organizations

- 2017 - , member, member
[AIENT - International Association of Scientific Experts in Tourism, Switzerland](#), international
- 2016 - , member, 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
Hungarian language

Expert consultancy activities

- 2009 -
Kellum Ltd., Destination management and marketing, sustainable development, health tourism

Publications

- [Publications can be found at Magyar Tudományos Művek Tára \(MTMT\). \(MTMT is the official repository of the university.\)](#)

Contacts

Location at the university

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