

## Curriculum Vitae

### Personal data

Name: Ivett Sziva  
Posting address: Hungary, 3104. Salgotarjan, Rozsafa u. 106.  
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### Studies

Ph.D. program (2004 -2011) Corvinus University Budapest (CUB), Management and Business Administration Doctoral School, Doctoral final examination (summa cum laude result) in Jan. 2007. Defense of the thesis in 2012. Research topic: Interpreting touristic destinations' competitiveness, with summa cum laude result

University (1998-2003) Corvinus University Budapest, Service Management Faculty

Grammar School Bolyai Janos Grammar School, Salgotarjan, Advanced English Faculty (1993-1997)

### Experiences

#### Teaching experience

2013- Budapest College of Communication and Business, Tourism and Catering Institute, Senior Professor,

Areas: Destination management, Sustainable Planning

2004-2012 Corvinus University Budapest, Tourism Competence Center, 2004-2008 (Phd student); 2011- (Assistant Professor)

Areas: Tourism management course (regular education), Tourism and hotel management course (postgraduate education), Tourism system course (regular), E-tourism course (postgraduate, regular), Tourism management dissertation course (regular), Tourism Management and marketing (in English); Health& Wellness Tourism (in English) Eco and Cultural Tourism (in English)

#### Consulting experience

2010- Market and field researches in Hungarian and international projects (in health tourism, destination management) at Xellum Ltd  
2009. Market studies for Hungarian National Touristic Office (Magyar Turizmus Zrt.), Competitiveness strategies, tender writing  
2008. Market studies for developing medical hotels, and complex touristic centers in Balaton region, Hungary  
2007-2006. Market study and feasibility studies in Hungary

#### International publications:

Ivett Sziva (2012) Interpreting and analyzing the competitiveness of touristic destination, Challenges, approaches, solutions, LAP LAMBERT Academic Publishing, Saarbrücken, Germany, ISBN 978-3-659-24505-3

Melanie Smith - Puczkó László – Ivett Sziva (2012) Thermal versus surgical medical tourism in Hungary: Reconciling public and private sector policies, In: Hall, C.M. (ed.) 2012, Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility, Routledge, London.

Ivett Sziva (2010) „Gulliver in the land of giants?” The opportunities of the Hungarian initiations in the surgical medical touristic market, In: Health, Wellness and Tourism: healthy tourists, healthy business?, Proceedings of TTRA Europe 2010

Ivett Sziva – András Nemeslaki (2008): Key Factors to Create a Successful Destination Management in Regions Based on Information Technologies (Example of Hungary). Economic Review of Tourism 4., pp. 232-247.

## Other competencies

Foreign language exams      2004. German intermediate level examination in business and economic language  
2002. English high level examination in business and economic language

Computer skills                Word, Excel, Access, Smart Draw, PowerPoint, Internet

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