



Éva Happ PhD

Professor

Department of Tourism and Hospitality

Széchenyi István University

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RESEARCH INTERESTS

Tourism, Marketing, Management

QUALIFICATIONS AND SCIENTIFIC DEGREES

2021	University of Sopron, Habilitation
2007 - 2011	University of West Hungary PhD in Economics and Management sciences
2003 - 2006	University of West Hungary MSc in Economics
1989 - 1993	Budapest University of Economics and Business BSc in Tourism and catering

KEY WORK EXPERIENCE

2015 - present	Starting year at SZE
2022 - 2024	Head of Tourism Archabbey of Pannonhalma
2011 - 2013	Marketing manager Attrecto Kft.
1996 - 2001	Market research Self-employed

TEACHING ACTIVITIES

Hotel/ Restaurant/ Tourism
Marketing
Management

PUBLIC AND ACADEMIC ACTIVITIES

PUBLIC ACTIVITIES AT SZÉCHENYI ISTVÁN UNIVERSITY

2024 - present	Head of Academic Programme Development Centre Széchenyi István University
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2023 - present	Member of the Habilitation Committee Széchenyi István University
2018 - present	Programme supervisor of Tourism management MSc Kautz Gyula Faculty of Business and Economics
2017 - present	Member of the Faculty Council Kautz Gyula Faculty of Business and Economics
2017 - 2022	Head of Department Kautz Gyula Faculty of Business and Economics, Department of Tourism
2016 - 2022	Vice dean of international affairs Kautz Gyula Faculty of Business and Economics

MEMBERSHIP IN SCIENTIFIC OR PROFESSIONAL BODIES

2020 - present	Member Hungarian Rectors' Conference Committee for Practice-Orientated Education national
2024 - present	Member Hungarian Rectors' Conference Working Group on Higher Education Methodology and Educational Informatics national
2011 - present	Member of the Public Body Hungarian Academy of Sciences national

MEMBERSHIP, POSITIONS IN JOURNAL BOARDS

2024 - present	Member of the Editorial Board EU Agrarian Law
2017 - present	Member of the Editorial Board Tér-Gazdaság-Ember
2015 - 2024	Member of the Editorial Board Journal of Competitiveness

INDUSTRIAL POSITIONS

2023 - present	Member Professional Committee for Cross-border Tourism
2024 -	Member 'Irány Győr' Destination Management Organisation

2022, 1 week	Politécnico de Leiria Portugal
2022, 1 week	NHL Stenden University of Applied Sciences The Netherlands

PROJECTS

2024 - 2026	Gyakorlatorientált képzések infrastrukturális- és készségfejlesztése a Széchenyi István Egyetemen Researcher RRF-2.1.2-21-2022-00028
2021 - 2024	Family Health Advisor project leader Erasmus+
2021 - 2023	Insula Magna - Komplex Vízgazdálkodási és Fenntartható Fejlesztési Program subproject leader KEHOP-1.1.0-15-2021-00013
2020	A magyarországi turizmushoz kapcsolódó felsőoktatási képzési struktúra felmérésével és bemutatásával foglalkozó tanulmány elkészítése project leader Magyar Turisztikai Ügynökség
2013 - 2014	The Meaning of Tourism and Tourism Services in the V4 Countries subproject leader Visegrad Fund Project 2012-21220002

STUDY TOURS, DELEGACIES (2020-2025)

2024, 1 week	University of Maribor, Faculty of Logistics Slovenia
2024, 1 week	University of Montenegro, Faculty of Tourism and Hotel Management Montenegro

HONORS AND AWARDS

2023	Governing Body Recognition Certificate Gold Grade Széchenyi István University
2021	Széchenyi István University Foundation Scientific Scholarship Széchenyi István University
2018	„Teachers for students” award Széchenyi István University
2011	Rector's Award University of West Hungary
2008	Dean's Award University of West Hungary

SCHOLARSHIPS

2018 – 2019	Fulbright Visiting Scholar - Central Connecticut State University, New Britain, CT, USA
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RESEACHER PROFILES



Scopus

ResearchGate

Google Scholar

ORCID

LANGUAGES

English	Speaking: Upper-intermediate (B2) Reading: Upper-intermediate (B2) Writing: Upper-intermediate (B2) Media appearance: No
German	Speaking: Upper-intermediate (B2) Reading: Upper-intermediate (B2) Writing: Upper-intermediate (B2) Media appearance: Yes