



Marcell Kupi PhD

Associate professor

Department of Tourism and Hospitality

Széchenyi István University

ORCID: 0000-0001-6154-9732

Email: kupi.marcell@sze.hu

RESEARCH INTERESTS

Tourism, Marketing, Digitalisation

QUALIFICATIONS AND SCIENTIFIC DEGREES

- | | |
|-------------|--|
| 2018 - 2022 | Széchenyi István University, Doctoral School of Regional and Business Administration Sciences
PhD in Regional and Economic Sciences |
| 2015 - 2018 | Széchenyi István University
MSc in Economics in Marketing |
| 2012 - 2015 | Széchenyi István University
BSc in Tourism and Catering |

KEY WORK EXPERIENCE

- | | |
|----------------|--|
| 2018 - present | Starting year at SZE |
| 2019 - present | Managing director
Infographic-tour Kft. |
| 2021 - 2022 | Talent ambassador
National Talent Centre |
| 2015 - 2018 | Sales representative
Park Inn By Radisson Sárvár Resort & Spa**** |

TEACHING ACTIVITIES

Hotel/ Restaurant/ Tourism
Marketing

PUBLIC AND ACADEMIC ACTIVITIES

MEMBERSHIP IN SCIENTIFIC OR PROFESSIONAL BODIES

- | | |
|----------------|--|
| 2022 - present | Member
Public body of Hungarian Academy of Sciences
national |
|----------------|--|

PROJECTS

- | | |
|-------------|--|
| 2022 - 2024 | Development of insurance products that can be personalised using artificial intelligence (2020-1.1.2-PIACI-KFI-2021-00267)
Member of the research team
NKFIH |
| 2021 | The impact of the COVID-19 epidemic on long-term travel patterns and sustainable tourism in Hungary
Leader of the research team
KRTK |
| 2029 - 2022 | Social and innovative Platform On Cultural Tourism and its potential towards deepening Europeanisation (H2020-SC6-TRANSFORMATIONS-2019-202)
member of the research team
EU H2020 |
| 2018 - 2021 | Territorial capital and innovation milieu in the development of regional centres in Central and Eastern Europe
Member of the research team
OTKA |
| 2019 | Study of higher education courses in tourism
Member of the research team
MTÜ |

STUDY TOURS, DELEGACIES (2020-2025)

- | | |
|---------------|-------------------------------|
| 2022, 2 weeks | Bar-Ilan University
Israel |
|---------------|-------------------------------|

SCHOLARSHIPS

- | | |
|-----------------|-----------------------------------|
| 2024, 12 months | Egyetemi Kutatói Ösztöndíj (EKÖP) |
|-----------------|-----------------------------------|

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: Elementary (A1-A2) Reading: Elementary (A1-A2) Writing: Elementary (A1-A2) Media appearance: No