



Zsuzsanna Ivancsóné Horváth PhD

Associate professor

Department of Tourism and Hospitality

Széchenyi István University

ORCID: 0000-0001-8527-0402

Email: ivancso.zsuzsa@sze.hu

RESEARCH INTERESTS

Tourism and Hospitality, Marketing

QUALIFICATIONS AND SCIENTIFIC DEGREES

- | | |
|-------------|---|
| 1995 - 2002 | University of Horticulture and Food Industry
PhD in Agricultural Sciences |
| 2012 - 2014 | Széchenyi István University
MSc in Marketing |
| 1997 - 1999 | Budapest University of Economics and Business
BSc in Engineer with Specialization in Economics |

KEY WORK EXPERIENCE

- | | |
|----------------|---|
| 2016 - present | Starting year at SZE |
| 2018 - present | Executive President
Federation of Sport Fishing Associations in Győr-Moson-Sopron County |
| 2009 - 2012 | Head of correspondence training
Lia Foundation Vocational Highschool, Győr |
| 1995 - 2011 | Assistant lecturer
Corvinus University Budapest
Faculty of Foodindustry |

TEACHING ACTIVITIES

Hotel/ Restaurant/ Tourism
Marketing

INDUSTRIAL POSITIONS

- | | |
|----------------|--|
| 2024 - present | Vice President
National Federation of Hungarian Anglers |
|----------------|--|

PROJECTS

- | | |
|-------------|---|
| 2023 - 2024 | Development of an Angling Tourism Strategy
Team member
Aktív Magyarországért felelős államtitkárság, Aktív- és Ökoturisztikai Fejlesztési Központ |
| 2021-2022 | Insula Magna
Team member
National Research, Development and Innovation Office |

RESEACHER PROFILES



Scopus[®]

ResearchGate

Google Scholar

ORCID

LANGUAGES

- | | |
|---------|---|
| English | Speaking: Intermediate (B1)
Reading: Upper-intermediate (B2)
Writing: Upper-intermediate (B2)
Media appearance: No |
| German | Speaking: Intermediate (B1)
Reading: Upper-intermediate (B2)
Writing: Upper-intermediate (B2)
Media appearance: No |