

# Curriculum Vitae - Szilvia Gyimóthy

Full name: Szilvia Gyimóthy Mørup-Petersen  
Position: Associate Professor, PhD  
Employer: Department of Marketing, Copenhagen Business School  
Address: Solbjerg Plads 3, 2000, Frederiksberg, Denmark  
Email: [sgy.marktg@cbs.dk](mailto:sgy.marktg@cbs.dk)  
Profile: [www.cbs.dk/en/research/departments-and-centres/departments-of-marketing/staff/associate-professor-0](http://www.cbs.dk/en/research/departments-and-centres/departments-of-marketing/staff/associate-professor-0)  
ORCID ID: 0000-0002-1556-5632

## Scientific focus areas

## Tourism, place branding, consumer culture and moralization

## Career path

## Educational history

15 June 1994 MSc Business Administration/Tourism Budapest Business School, Hungary

3 May 2000 PhD, Tourism Management: The quality of Tourism Experience. Anglia Ruskin University (UK).

## Employment history

Dept. Marketing, Copenhagen Business School	Associate Professor	October 2019 -
Culture & Global Studies, Aalborg University	Associate Professor	May 2009 – October 2019
Service Management, Lund University	Docent	Jan 2009 – May 2009
Service Management Lund University	Associate Professor	July 2004 – Jan 2009
Service Management, Lund University	Assistant Professor	Oct. 2000 - July 2004
Centre for Regional & Tourism Research	PhD Scholar	June 1996 - Oct. 2000
RÖM-ÖAR Regionalberatern GmBH	Junior consultant	July 1994- June 1996

## Bibliometric Summary

Since earning her doctorate, Szilvia has published three co-edited books, 18 book chapters and 32 peer reviewed articles. Google Scholar registered 5120 citations (<https://scholar.google.dk/citations?user=fDuMiUsAAAAJ&hl=da>) in 2025 with a H-Index of 33, and an i10-index of 51. See detailed list of publications.

## Scientific Awards and nominations

Year	Award	Awarding Body
2022	Fonnesbech Group Award for the Digital Marketing Signature Coursepack	CBS/Fonnesbech
2021-22	Research Excellence	CBS
2018	Grand Solutions Award: InnoCoast - Innovation in coastal tourism. Co-creating competitive experiences ( <i>nominated</i> together with PI Anette Therkelsen)	Innovation Fund Danmark
2013	“Outstanding Author Contribution” <i>awarded</i> for for the chapter “Symbolic Convergence and Tourism Social Media”. In Munar, A, Gyimóthy, S & Cai, L. (eds).	Emerald Literati Club
2011	“Awards of Excellence” <i>awarded</i> for the article “Odysseys: analysing service journeys from the customers’ perspective”. Managing Service Quality, 10, 389-396.	Emerald Literati Club

## External funding: Successful bids awarded in competition

Period	Research funding source or program	Contributed as	Funded amount
2023-2025	Erasmus+ (I-TAG Tourism Analytics)	Co-applicant, WP leader	400.000 EUR
2020-2022	Nordic Research Council (GPS-Tracking)	PI, Project leader	450.000 DKK
2015-2019	Innovationsfonden (Innocoast)	Co-applicant, WP leader	6.000.000 DKK
2019	Copenhagen Cruise Network	Project leader	200.000 DKK
2016	EC-DG-IV (Impact of Peer Rental)	Co-applicant	12.000 EUR
2012-2013	NEMO, Helsingborg Stad (Social Media)	Co-applicant, WP leader	825.000 SEK
2009-2011	NICe ("Nordic Event Networks")	PI, Project leader	1.250.000 NOK
2007- 2010	Göteborg & Co. (Meeting Networks)	Co-applicant, Researcher	600.000 SEK
2004-2006	Interreg III ("Sund Velkomst")	PI, Researcher	1.200.000 DKK
2001-2003	Öforsk ("Brand Mythologies of Inns")	Co-applicant, WP leader	600.000 DKK
2000-2002	HH-collaboration ("Service Journeys")	Individual Research grant	400.000 DKK

## Academic citizenship and management

### Doctoral supervision

Period	Name of PhD Student	Name of PhD project	Status
2011-2014	Lise Justesen (AAU)	Foodscapes	Thesis defended
2012-2015	Martin Trandberg Jensen (AAU)	Experiencescapes	Thesis defended
2007-2010	Louise Rygaard Jonas (CBS)	Branding on the Shop Floor	Thesis defended
2007-2011	Maria Månsson (Lund Uni.)	Mediatized Tourism	Thesis defended
2018-2022	Caterina Sciortino (Palermo University)	Tracking cruise consumption	Thesis defended
2019-2023	Elizabeth Cooper (CBS)	Sustainable Tourism in Greenland	Thesis defended

### Academic leadership positions

Year	Platform/Institutional context	Role
2022	Journal of Place Marketing and Development	Editorial Board Member
2007	16th Nordic Symposium of Tourism Research Lund University	Chair
2015	24th Nordic Symposium of Tourism Research, CBS & AAU	Co-chair
2012-2016	Danish Tourism Researcher Network (TiD)	Vice Chairman
2009-2012	MA Tourism, Aalborg University, Campus Kbh.	Study programme coordinator
2015-2017	Tourism Research Unit, Aalborg Universitet	Head of Research
2006-2009	BA Service Management, Lund University	Head of the Hospitality Track
Since 2018	FORMAS – The Swedish Research Council	Assessment panel on tourism
Since 2008	Scandinavian Journal of Tourism & Hospitality	Editorial Board Member
Since 2013	Center for Regional og Turismeforskning	Board Member
Since 2010	Northern Insights/Opplevelser i Nord	Scientific Advisory Board
Since 2013	ATLAS	Scientific committee member
2009-2012	Visit Nordsjælland	Board Member
2008-2012	Stenden University, Leeuwarden, NL	External Examiner
2008-2009	Teacher Employment Board, ISM, Lund University	Board Member
2006-2007	Nordic Society of Tourism Research	Board Member

## International relations

Gyimóthy has long-standing research collaborations with researchers in Nordic countries (Bodø, Uppsala, Stavanger, Mid-Sweden, Stockholm, Lund University, across Europe (University of Palermo, Padova, Bologna, Rovira i Virgili, UOC, Lausanne, Manchester) and overseas (Indian Institute of Management, Tuck Business School, University of Tasmania).

## Invited speaker

Year	Conference	Host
2025	<b>From Fjords to Flourishing Futures: The Nordic Way of Sustainable Tourism Governance.</b> Keynote speaker on SITUS III. conference, Rio de Janeiro (23 Sept.)	INTUS, Brazil
2024	<b>Waste pathways in tourism:Responsibilizing Consumers in the Anthropocene.</b> Invited Keynote speaker on the 9th International Conference Tourism & Leisure Studies. 16 June 2024	Liverpool John Mores University, UK
2022	<b>CCT as critical and emancipatory approach: Towards transformational consumer research.</b> Invited Keynote speaker on the NFF doctoral course on Consumer Culture Theory: Foundations, Frontiers and Application (7 April 2022)	Stockholm University
2022	<b>Mobility and Tourism: State of the Art. Theoretical perspectives for mapping the beaten track</b> Invited Keynote speaker on the NFF doctoral course on Advances Spatiotemporal Methods (27 April 2022)	Uppsala University
2022	<b>Contested spaces in the sharing economy.</b> Invited keynote speaker at the Webinar: Responsibility and Value Creation in the Sharing Economy (25th May 2022)	University of Lapland
2022	<b>Collaborative Cultures. Collaborative Futures, Challenges and Opportunities for Urban Tourism</b> Invited speaker on the doctoral course on Advances in Tourism-Related Resources (13 September)	Mid-Sweden University
2022	<b>Fremtidens Turisme.</b> Invited speaker for JP Aurora Vidensgruppen Turisme (22 November)	JyllandsPosten Århus
2019	<b>Sharing Economy Disruptions in Nordic Tourism: Peer Hospitality Platforms and Beyond.</b> Invited keynote speaker on the 28th Nordic Symposium on Tourism and Hospitality Research; <a href="https://events.ruc.dk/28thNordic-Symposium-on-Tourism-and-Hospitality/home.html">https://events.ruc.dk/28thNordic-Symposium-on-Tourism-and-Hospitality/home.html</a>	Roskilde University, Denmark
2018	<b>Sharehoods: Destination transformations in the wake of the sharing economy.</b> Invited keynote speaker on the III. Spring Symposium on Challenges in Tourism Development Las Palmas, 7-8 June 2018, <a href="http://tides.ulpgc.es/investigacion/sstd.html">http://tides.ulpgc.es/investigacion/sstd.html</a>	TIDES, Gran Canaria
2017	<b>Giving Voice to “Alternative Economies”: A Pluralistic Framing of Post-industrial Tourism.</b> Invited Keynote speaker on the Annual Conference of the “Tourism Shaping Places”: Mobilities and Destination Evolution, Barcelona 18-20 October 2017, <a href="http://www.fundacio.urv.cat/congressos/tourism-shaping-places-igu2017/keynote-speaker">www.fundacio.urv.cat/congressos/tourism-shaping-places-igu2017/keynote-speaker</a>	International Geographic Union, tourism comission