



ZOLTÁN RAFFAY

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Nationality: Hungarian

Date of birth: 25.08. 1971

Sex: male

Workplace: University of Pécs Faculty of Business and Economics (UPFBE), Department of Marketing and Tourism

Job position: Associate professor

EDUCATION AND TRAINING

Name of position/qualification

Habilitation, 2018

Janus Pannonius University, Faculty of Sciences, Doctoral School of Earth Sciences

Name of position/qualification

PhD, 2004

University of Pécs, Faculty of Business and Economics

Name of position/qualification

MBA, marketing manager, 1997

University of Pécs, Faculty of Business and Economics

Name of position/qualification

Secondary school teacher of geography and English language; tourism manager, 1994

Janus Pannonius University, Faculty of Sciences

LANGUAGE SKILLS

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
German	B2	B2	B2	B2	B2

Language exams:

English language: professional level

German language: advanced level

AWARDS AND ACHIEVEMENTS

2018 – 2024: three times Teacher of the Year at the English language BAM training of the Faculty of Business and Economics, University of Pécs

2002: Award 2 of the Pécs Committee of the Hungarian Academy of Sciences and of the South Transdanubian Foundation for the Promotion of Science

2004: Youth Award of the Hungarian Academy of Sciences

WORK EXPERIENCE

Habilitated Associate Professor, University of Pécs, Faculty of Economics

1 April 2019 -

Main activities: teaching, research, educational organisation, curriculum development, subject area responsibility

Assistant Professor, Faculty of Economics, University of Pécs

1 October 2015 - 31 March 2019.

Main activities: education, research, educational organisation, curriculum development, subject area supervision

Associate Professor | University of Pécs, Illyés Gyula Faculty, Research and Teaching

1 July 2012 - 30 September 2015.

Main activities: teaching, research, educational organisation, curriculum development, subject area supervision

Associate Professor, Deputy Director of the Institute | University of Pécs, Illyés Gyula Faculty

14 February 2011 - 30 June 2012.

Main activities: teaching, research, educational organisation, curriculum development, subject area supervision

Associate Professor | Dunaújváros College

30 April 2007 - 17 August 2011.

Main activities: teaching, research, educational organisation, curriculum development

Research Fellow | Centre for Regional Studies of the Hungarian Academy of Sciences, Transdanubian Research Institute

1 August 1997 - 30 April 2007

Main activities: research and development, project management, education

Research Fellow | Centre for Regional Research of the Hungarian Academy of Sciences, Transdanubian Research Institute

1 August 1994 - 31 July 1997

Main activities: research and development, project management

TEACHING EXPERIENCE

Course name	Level	Language	Course Leader (Y/N)	Own course development(Y/N)	Joint course development (Y/N)
Turizmusmarketing esettanulmányok	BSc	Hungarian	N	Y	N
A turizmus rendszere és erőforrásai	BSc	Hungarian	Y	Y	N
Ökoturizmus	BSc	Hungarian	Y	Y	N
Akadálymentes turizmus	BSc	Hungarian	N	N	Y
The theory and system of tourism	BSc	English	Y	Y	N
Case studies in tourism marketing	BSc	English	Y	Y	N
Tourism management	BSc	English	Y	Y	N
Turizmusmarketing esettanulmányok	FOKSz	Hungarian	N	Y	N

THE WORLD OF PRACTICE

Involvement in world of practice activities at the School	
Name	Role
International Hackathon	mentor, consultant

Memberships			
Name	Date	Role	Responsibilities
Public Body of the Hungarian Academy of Sciences		member	membership rights and obligations
Hungarian Economic Association		member	membership rights and obligations
Hungarian Geographic Association		member	membership rights and obligations
Hungarian Regional Science Association		member	membership rights and obligations

TEACHING MATERIAL

The System and Theory of Tourism. Pécs: University of Pécsi, Illyés Gyula Faculty, 2013

Accessible tourism: a course book written in the framework of the international project called The development of the innovative educational method of ACCESSIBLE tourism in Central Europe – ACCESSIBLE (2023 – 2025). To be published in late 2024

In Hungarian language:

A turizmus gazdasági, társadalmi és környezeti alapjai és hatásrendszere (Economic, social and environmental foundations and impacts of tourism), . College of Dunaújváros, 2009

Turisztikai közigazgatás és területfejlesztés (Tourism administration and regional development). College of Dunaújváros, 2009

Utazástudomány: akadálymentességi dimenziók (Travel science: accessibility dimensions). Electronic format, paper-based version is expected to be published in October 2024. Akadémiai Kiadó, 2023 (co-authors:: Gonda, Tibor; Farkas, Jácint)

RESEARCH INTEREST AND PROJECTS

Project Name	Title	Responsibilities
Accessible tourism	The development of the innovative educational method of ACCESSIBLE tourism in Central Europe – ACCESSIBLE (2023 – 2025)	Collecting good practices in accessible tourism, writing chapters of a textbook in Hungarian and English for use in higher education and beyond, translating Hungarian chapters into English
Tourism marketing	The attitudes of the Hungarian population towards tourism through a generational approach – results of a nationally representative face-to-face and online survey, and focus group discussions	Research on the different consumer behaviour of different generations in tourism

PUBLICATION HIGHLIGHTS

Farkas, J., Raffay, Z., Petykó, Cs. | 2022 | GEOJOURNAL OF TOURISM AND GEOSITES

A new approach to accessibility, disability and sustainability in tourism – multidisciplinary and philosophical dimensions

Luvsandavaajav, O., Narantuya, G., Dalaibaatar, E., Raffay, Z. | 2022 | JOURNAL OF TOURISM AND SERVICES

A Longitudinal Study of Destination Image, Tourist Satisfaction, and Revisit Intention

Raffay, Zoltán | 2010 | Horga, I. – Süli-Zakar, I. (eds.): Cross-border partnership with special regard to the Hungarian-Romanian-Ukrainian triple border

Complex Rural Development, Habitat Rehabilitation and Ecotourism in the Hungarian- Romanian-Ukrainian Triple Border region

The detailed list of publications is available in the Hungarian Scientific Bibliography at:

Publications in MTMT and ORCID: <https://m2.mtmt.hu/frontend/#view/Publication/SmartQuery/1127/>

FURTHER SKILLS AND COMPETENCIES

Experience in the leadership of NGO leadership (President of Pécs Angling Association; President of Orfú Angling Association; President of South Transdanubian Ecotourism Cluster; former President of Orfú Accommodation Owners Association)