

NEWSLETTER



FACULTY OF ECONOMICS, UNIVERSITY OF PANNONIA
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November 2009

WELCOME TO THE FIRST ISSUE OF OUR NEWSLETTER



Dear Readers,

I am really excited to announce the first issue of our Newsletter from the Faculty of Economics. This first issue has been published with the aim of strengthening the international endeavours of the Faculty, as international relations have always played a very important role in the scientific, educational and cultural life of the University of Pannonia.

As well as enhancing the international competitiveness of the degrees gained at the University of Pannonia, our highly desired aims include increasing the number of international students' at the University. We are strongly determined to get both individual and exchange students gradually involved in our degree programmes. Having recognised the importance of attracting more well known and respected lecturers to the Faculty of

Economics we are also aiming to build strong and long-lasting relationships between tutors by involving them in diverse research cooperation projects as well as inviting them to teach in our degree programmes.

We are publishing this Newsletter with the goal of moving towards all the above and at the same time take pride in this first issue, which shows the enthusiasm and determination of the entire Faculty to place the University of Pannonia on the map of the most highly recognised international education centres.

Enjoy reading this first issue which will give you a brief insight into the work we do and what is happening at the Faculty of Economics. I strongly believe that this Newsletter will be a driving force in the progress of the Faculty. By putting the focus on important events and interesting content in this Newsletter, I hope we can make all our present and future partners aware of what is happening and more involved in the international endeavours of the Faculty of Economics.

András Jancsik, Ph.D.
Dean of Faculty of Economics

AMERICAN CORNER

The American Corner in Veszprém provides up-to-date, accurate, and tailor-made information on issues related to the U.S.. In the Corner you can gain information about the American educational system, arts, sciences, and economy. Their aim is also to create links and foster communication between Hungary and the U.S. The Corner focuses mainly on educational, cultural and business issues connecting the two nations.

Their programmes included the "American Week" in Veszprém in April 2009. This programme was a collaborative effort between American and Hungarian teachers and experts, many of whom are current and former Fulbright Scholars or serving officials. From economy and music to politics, media, language policy, legal and environmental issues and even 9/11, these events explored American culture from a variety of different perspectives. *Jeffrey D. Levine*, Chargé d'Affaires delivered his Keynote Speech on the Obama Administration's Strategy in Afghanistan and its U.S. Domestic Economic Recovery Plan.



London Steverson
Jeffrey D. Levine

The programme that generated the biggest media attention was the Opening Ceremony of the "Steverson Collection", a generous donation of more than 4,000 rare English language books on a large variety of subjects. *London Steverson* was also presented with a Cultural Diplomacy Award by the Charge d'Affaires of the U.S. Embassy in Budapest.

OPENING TO THE EAST: TAIWAN

The delegation of the University of Pannonia led by our rector, *Prof. Dr. Ákos Rédey* made a visit to Taiwan in October 2009, where the negotiations with the representatives of the Kainan University were held. The leadership of our university paid a return visit. In 2008 the presidential delegation of the Kainan University visited Veszprém, and the cooperation agreement between two institutions was signed on the authorisation of the Senate of our University. The main purpose of the present visit was to discuss the details of students and faculty exchange and explore new opportunities in order to strengthen cooperation launched one year ago. The leaders of two universities had successful negotiations and expressed their willingness to commence the student exchange programme in the academic year of 2010/2011. Our Taiwanese partners expressed their interest towards our programs in fields of economics, international business studies, project management and environmental management.

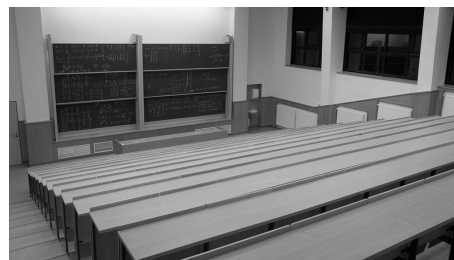


Visit in Taiwan

SHORT NEWS

THE AUDITORIUMS HAVE BEEN RENEWED

The two biggest lecture theatres and three smaller rooms have been renewed at the Faculty of Economics. The 140 million HUF renovations were sponsored by the Faculty of Economics that paid 75% of the costs and by the University of Pannonia that paid the rest. The hand over celebrations took place on the 21st October, 2009 in the packed auditoriums and was started by the presentation of *Árpád Kovács Ph.D.*, President of the Hungarian State Audit Office. *Dean András Jancsik* emphasised how proud he was that the education in these rooms can be carried out on a XXI. century level with advanced technology.



The new auditorium

CATALOGUE 2009-2010

The Faculty of Economics issued its first Catalogue in April, 2009.

The Catalogue 2009-2010 contains numerous courses, programs being taught in English and German. The content of the Catalogue can be downloaded from <http://en.gtk.uni-pannon.hu>



COURSES IN FOREIGN LANGUAGES 2009-2010 FALL		
Course	Number of students	Lecturer
Demography and Economics	3	Etelka Daróczy
Economics of the ICT Industry	2	Ferenc Kiss
Microeconomics III.	4	Judit Badics
Economics of Healthcare and Other Social Services	2	Péter Mihályi
Monetary Theory	8	Péter Mihályi
Communication Skills	46	Edit Komlósi, Réka Polák-Weldon
Competitive Destinations	12	Ágnes Raffay
Cultural Tourism in German	25	Volker Letzner
Consumer Behaviour in Tourism	5	Péter Mayer
Event Management	10	Csilla Raffai, Katalin Formádi
Re-thinking Tourism	40	Alan Clarke
Tourism Policy and Planning	41	Alan Clarke
Tour Operation	4	András Jancsik
Comprehensive Business Studies	454	Edit Komlósi, Réka Polák-Weldon
Einführung in die Grundlagen der BWL	270	Cecília Tusa
Business Simulation	15	Zoltán Kovács
Improving Management Communication Skills	16	Candy Fresacher
Internationales Management	50	Hans-Christian Pfohl
Einführung in das Deutsche Steuerwesen	40	Emma Maria Beyer
Ausgewählte Fragen zum deutschen Steuerwesen	12	Hans-Jochim Beck
Internationale Finanzierung	51	Laubscher Horst
Total	1110	

CELEBRATING A JUBILEE

The University of Pannonia celebrated its 60th anniversary in September, 2009.

As academician *Szilveszter E. Vizi*, former president of the Hungarian Academy of Sciences stated in his congratulatory speech the University of Pannonia is said to have a reputation of being known throughout Europe.

Prof. Ákos Rédey, Rector of the University, highlighted that the university expresses its commitment through its name too, as it operates as the region's knowledge centre. He also emphasized the unique features of the institution, as its partners and campuses can be found in all directions.

SCHOLARSHIP TO THE USA

The Faculty of Economics in cooperation with the Clayton State University, Morrow, Georgia, USA has offered a scholarship to a student with excellent academic results to spend a semester in the USA. This semester there have been 13 students applying for the scholarship. The Faculty intends to offer this opportunity every semester from now on, so we are in constant search of cooperating institutions to accomplish this aim.

WE ARE PROUD OF...

The acknowledgement of the Faculty of Economics, as being the first in the country, as the faculty received the Higher Education Quality Award in the department category. The award was established by the government 2 years ago with the aim of recognizing the achievements of Higher Education Institutions and their departments, which have attained outstanding results in the application of quality improving methods, as well as reflecting continuous improvement.

The award provides an opportunity for national and international comparison, ranking and also for adapting to the economy's needs, besides strengthening the competition.



Higher Education Quality Award

INTERNATIONAL WEEK

The Department of Tourism within the Faculty of Economics organised its first International Week between 23rd-30th September and Central European Competitiveness Conference between 25th-26th September, 2009.

Among the presentations held, you could find various topics, such as Sightseeing resorts in Central Europe, Factors affecting the tourism demand in Poland, Tourist ice breaker – how to float in icy water of the Arctic Circle, How to wander in a swamp in Latvia?, Agrotouristic farms in Lower Silesia, Where is Palanga?, Where can we stay in a Concord Shape hotel? Volker Letzner the Vice Dean of the Faculty of Economics University of Munich held a 3-day course in German about Cultural Tourism.

The first day of the tourism conference was opened by Prof. Ádám Török's presentation titled: "The International Tableau of Competitiveness of National Economies – Rankings and Performances". It was followed by 16 interesting presentations held in 2 sections. The day was closed by Professor Christine Ennew's (UK) presentation on Marketing Competitiveness: Competitive Marketing. The two key notes addressed both sides of the competitiveness issue. Professor Török took his theme from the supply side of tourism looking at the factors which contribute to the national competitiveness of economies and focussed on the changing position of Hungary in the competitiveness rankings. Professor Ennew looked at the demand side of tourism competitiveness, using the notions of perceived value and co-creation to take a critical look at the issues involved in ranking and ratings. Professor Alan Clarke drew the conference to a close by drawing the two sides together and arguing for an integrative, holistic concept of competition. He also stressed that this was the first step along the road of developing international contacts with a range of new friends who had contributed so much to the success of the conference.

Authors of papers		
Name	Institute	Country
Seppo AHO	University of Lapland	Finland
László ÁRVA	ESSCA Hungary Foundation	Hungary
József BERÁCS	University of Pannonia and Corvinus University of Budapest	Hungary
Alan CLARKE	University of Pannonia	Hungary
Gabriella DANCSEZ	University of Pannonia	Hungary
Brigit DITRICH	Hochschule München	Germany
Christine ENNEW	University of Nottingham	UK
Katalin FORMÁDI	University of Pannonia	Hungary
Marta GORALEWICZ-DROZDOWSKA	University of Wroclaw	Poland
Petra GYURÁCS-NÉMETH	University of Pannonia	Hungary
Tobias HELDT	Dep. Of Regional Science at Dalarna University	Sweden
András JANCSIK	University of Pannonia	Hungary
Andris KLEPERS	Vidzeme University of Applied Sciences	Latvia
Malgorzata LESNIAK-JOHANN	University of Business	Poland
Volker LETZNER	Fakultät Tourismus Hochschule München	Germany
Katalin LŐRINCZ	University of Pannonia	Hungary
Wojciech MACIEJEWSKI	University of Business	Poland
Péter MAYER	University of Pannonia	Hungary
James MILLER	FH-Joanneum	Austria
Osman N. ÖZDOĞAN	Adnan Menderes University School of Tourism and Hotel Management	Turkey
Andrea NEMES	Corvinus University of Budapest	Hungary
Emese PANYIK	Fondagaopara a Ciencia e a Tecuslogia	Portugal
Erzsébet PÉNZES	University of Pannonia	Hungary
Ramunas POVILANSKAS	Klaipeda University	Lithuania
Krisztina PRISZINGER	University of Pannonia	Hungary
Csilla RAFFAI	University of Pannonia	Hungary
Ágnes RAFFAY	University of Pannonia	Hungary
Zoltán RAFFAY	College of Dunaújváros	Hungary
Ádám TÖRÖK	University of Pannonia	Hungary
Eliina WAINIO	Laurea University of Applied Sciences	Finland



The Central European Competitiveness Conference



Christine Ennew in Cultural Theme Park



Ádám Török

As part of the International Week the participants had the opportunity to attend various international nights organised by the students studying Csilla Raffai's *Event Management* course.

TURKISH NIGHT

Some students at the Faculty of Economics organised a Turkish Night during the International Week at the Tourism Department. This Night began at 6 p.m. on 23rd September. At first we watched some Hungarian folk-tales, noticing the Turkish concerns in the Hungarian folk-tales were very interesting. We saw fascinating pictures and short videos also about Turkey, the plateau, tall hills and mountain ranges, a seacoast and about the people, who live there, and their culture. We watched exciting marketing films about this interesting country.

During the programme *Asst. Prof. Dr. Osman Nuri Özdoğan*, a Turkish lecturer (from the Adnan Menderes University School of Tourism and Hotel Management institution) presented us Turkey in English. From the lecture we enriched our cultural, religious and tourism knowledge about Turkey. The Professor talked about the everyday life of the people who live there, habits and religion with surprising openness, covering everything from the country's industry, its agricultural activity, to even its car manufacturing. The International Folk Dance Club's (Jó Hangulat Klub) dance instructor heightened the mood after the lecture. Everybody enthusiastically formed a circle in order to learn some Turkish traditional folk round dances. The Turkish Erasmus students showed how to dance the real Turkish belly dance. Then we played a quiz. Participants formed groups and the competition started. Naturally this programme was held in a friendly mood and we laughed a lot. Many of the Erasmus students attended the Turkish night, and so we played the quiz in two languages, in Hungarian and in English. The questions were about Turkey and we were happy to see several correct answers. All of us took delight in the Turkish exchange student's win because she got a Faculty of Economics souvenir.

The organizers of the Turkish Night



Traditional belly dancing

JAPANESE NIGHT

On 29th September we had a great opportunity to participate at a very special night. For a whole night we 'were' in Japan. The programme started with the Japanese fighting art show and the audience watched it with great attention and fascination. It was awesome.

The show was followed by a unique presentation of *Dr. Norbert Kávási*, displaying pictures of his own. There was not a moment when we felt like we were sitting at a usual lecture. Of course, it was due to the fact that we got an insight into Japan not by a very strictly designed performance. The audience did not feel cramped, they were free to ask questions from the lecturer and he also liked involving the participants into his memories.

After the lecture, lasting a little bit over than 2 hours, came what the organisers feared the most: the sushi and green tea tasting. Even though they knew the Japanese food was not exactly as it should have been, they still tried to bring the most of it out. Judged by several visitors, it was quite good. There was not a negative feedback, or probably the people might have held it back, not to hurt their feelings. Anyway, the food and drink disappeared within 5 minutes.

The rest of the evening was devoted to playing Japanese games, organizing competitions. The evening ended with watching an anime movie 'Miyazaki's Spirited Away', by the famous Japanese director, Hayao Miyazaki. Visitors could also make origami, and play with sudoku, picking rice with sticks and playing mahjong. It was really worth to "go to Japan".

The organizers of the Japanese Night



Japanese fighting art show

MALAYSIAN NIGHT

The event began at 6.30 p.m. on 28th September and everybody was very excited. There were about 70 people at the Malaysian night, and we can truly say nobody regretted coming. The rooms were decorated with beautiful flowers, and candles to create a special and exotic Asian atmosphere.

First, we could taste the colourful fruits and fill in the test about Malaysia. The winner could take home a voucher offered by Restaurant Tűztorony. Unfortunately, the presenter, who was supposed to introduce Malaysia, could not come, but it didn't spoil the night. Fortunately the night was saved, as an enthusiastic volunteer stood in for the absentee. Then we watched exciting promotional films about the exotic country and thus multi-cultural nation. We also had the opportunity to prepare flower origami, and taste the delicious cocktails.

Everybody left in excellent mood, knowing a lot more about Malaysia than before... ☺

The organisers of the Malaysian night

Among the 24 presenters of the International Week we had the chance to listen to Andris Klepers from Latvia, and Seppo Aho from Finland.



Andris Klepers

ANDRIS KLEPERS FROM LATVIA

Andris arrived at Veszprém on behalf of the Vidzemes Augstskola University of Applied Sciences. The University is situated 1500 km away from Hungary in the northern part of Latvia.

Vidzeme University offers 2 kinds of Bachelor Programme in connection with tourism: Tourist Guide and Tourism Organization & Management; and also offers a Master Program on Strategic Tourism Management for tourism students.

Andris is the Director of the Bachelor Tourist Guide Programme. His main research fields are tourism marketing, destination management and tourism spatial structures. He held a very useful and interesting lecture on tourism policy and planning. He spoke about the administrative reform in Latvia, the challenges for tourism planning, the cluster processes, cognitive mapping, and different visions for the future.

Andris has a long relationship with Hungary. He was a tour guide when he started his career. As Hungary is one of the most popular middle European destinations among Latvian people he had been here more than 20 times as a tour guide. He was last here 4 years ago when he visited the Puszta, Budapest, Dunakanyar and other famous Hungarian places with tourists.

He loves Hungary. Why? He told me just some words: history, tradition, cultural heritage, fruit, people...

In his free time he likes to travel with his family, he has two little children, a 10-month-old and a 5-year-old daughter. His main interest is bird watching; he likes to explore the bird population of the given country as an amateur ornithologist.

He is a Marathon runner and often takes part in orienteering races when you have to run with your compass and map through a huge forest. This kind of running comes from Sweden.

When I asked his opinion about our international week, he seemed very pleased. He considered internationalization a very important business and emphasised that this week was a great opportunity for students and for lecturers as well to taste how the world goes on in international ways.

SEPPO AHO FROM FINLAND

Since 2004 Seppo has been the Assistant Dean of the Faculty of Business & Tourism at the University of Lapland and he is, since 2005, also the Director of Development. The University of Lapland is the northernmost university in Finland and in the EU. It is located in the city of Rovaniemi on the Arctic Circle. The University College of Lapland was founded in 1979 and the Faculty of Business & Tourism was established in 2004.

Seppo is a spook visitor in Hungary. He visited Hungary first time during the 1970's as a member of a Finnish group which was sent to Hungary to extend and develop the friendship between the two countries. He had met one of his best friends in Budapest and visited our capital many times. His first visit to Veszprém was about 10 years ago when he took part in a conference and in 2002 he was a Visiting Professor at the University of Pannonia.

When I first read the title of his presentation "Tourist Ice Breaker" I did not know what to expect. Should I leave or not? Briefly, his presentation was about a fine idea of a Finnish man and a ship called Sampo. The man created a new tourist product with which he could make a highly unique experience in the northern part of the world.

The recipe: take the northern icy water, renovate an old genuine ice breaker ship, serve good traditional meals on it, and break the real 50-100 cm thick ice to hear the noise, ensure special dressing for swimming in the icy sea, and a multi-facted experience is ready for tourists.

As the founder of the first university study programme for tourism and being the first Professor in this field in Lapland he considers this international week and tourism conference as a milestone on the way toward success. He hopes that we can meet next year again.



The captain and his ship



The famous ship: The Sampo

TOURISM PROGRAMME FOR THE 5TH SEMESTER



*Zsófia Terék, Ágnes Scherdán, Péter Drájkó,
Zoltán Kupás-Deák*

DESTINATION MANAGEMENT FIELD TRIP FROM THE UNIVERSITY OF DERBY, UK.

In March, Dr. Ágnes Raffay and Professor Alan Clarke hosted 15 tourism students and 2 lecturers from the University of Derby and organised a week long field trip which included Budapest, Veszprém, Tihany, the Lake Balaton and the Bakony hills. The students were given important insights into the organisation and trends underpinning Hungarian tourism and we ensured that the tastes of Hungary were also enjoyed with visits to local restaurants and a wine tasting at the Salánki Pince. The students undertook evaluation projects and were assisted by three mentors from our faculty, Timi Csítei, Klári Pauló and Zsófia Terék who helped guide, translate and inspire our visitors. When told they were coming to Hungary, some of the students expressed doubts but after their visit, they left promising to return to spend longer enjoying the delights of Hungary. Peter Wiltshier, Senior Lecturer described the trip as 'amazing'!



Group of students from Derby

The Faculty of Economics launched a programme in the 2009 fall semester aimed at students intending to study tourism courses in English. The aim of the programme is to provide students with knowledge in tourism as a specific socio-economic phenomenon and discipline. It aims to develop technically competent, broad based individuals who think and communicate effectively and who have the skills required to conduct research, carry out problem-solving and undertake critical analysis.

Hearing about the "Tourism Package", introduced in the fall of 2009, we immediately knew that this was a great opportunity for us to gain more experience and knowledge for our future. This is a programme organised for Hungarian and international students to study subjects in English. It was obvious from the first moment that this is "one time shot", an opportunity which should not be missed. The programme enables us to improve more things at one time easily, being handy for our future work.

In nowadays' "mass" education there is less chance to find courses with limited number of participants joint together. Thankfully, our class is organized into a smaller group with less people, which has many well-known benefits. With less students being present at the lecture, one gets more opportunity to unfold. There is more time to talk though difficult chapters, to go into details, making it easier to understand the syllabus better than during a lecture, where hundreds of university students are present.

Along with the atmosphere, the relationship with the teachers is more pleasant and personal too. Lecturers make sure we understand things even more clearly than they do with students in a larger class. They also introduce us more exciting topics, fitting these topics to our interests.

We have more jobs to do than the "average" student: exercises including many case studies and presentations, being useful for our future as we get used to being paid more attention, performing in front of each other.

At some of the classes, there are a few Erasmus students taking part, where we have to work together. This develops the ability to work together with foreigners, to experience how to push through with other nations, to see what their customs are. By this, we experience many different manners of work and meet different views of the world, widening our ways of thinking.

With the higher level of English and professional education, we expect to become more competitive than others. We have to work hard, but we enjoy it very much and hope that our efforts will be appreciated by the teachers, professional employers and colleagues.

Zsófia Terék

MASTER OF ECONOMICS

The Faculty of Economics of the University of Pannonia launched its new Economics Master Programme (MA in Economics) in September 2009. This is the only programme of the Faculty designed to train experts who aim to fill positions in economic research or national and EU-level public administration. The programme boasts one of Hungary's most experienced and skilled staff of professors in the realms of industrial organization, macroeconomics, economics of information, innovation, labour, public services, regulation, etc. Apart from being an internationally acclaimed economist, each professor has some work experience in a competitive environment. Their teaching method builds on a balanced combination of economic theory and its application in practice. Efficient education is aided by a highly student-oriented study environment, based on interactive practices and student participation.

Szabolcs Szikszai

A FULBRIGHT PROFESSOR AT THE FACULTY OF ECONOMICS



Being a Fulbright Professor is a prestigious award in the USA and is recognized all over the world. The Faculty of Economics has always taken part in the Fulbright lecturer exchange programme. Professor Edward Romar from the University of Boston, Massachusetts has given lectures in the framework of this programme. We asked him about his experience here.

Q: Why did you come to the University of Pannonia in the first place instead of going to a better known, fancy university in Budapest?

A: A friend of mine who has already been to Veszprém as a Fulbright recommended me to come here. I was happy to get a positive answer from the University of Pannonia that they were interested in me as a Fulbright Professor.

Q: Have you been to Hungary before?

A: No, this has been my first time here. Although I do not have any family or ethnic background here, I have become very interested in the Hungarian history and culture. It is very interesting to follow a country's transition to a market based democracy with the huge possibilities it has. For an American brought up in the country which has never been invaded or bombed, Hungary has a lot to say. And it puts me in a different perspective.

Q: You are giving lectures on Marketing. How do you find Hungarian students? Do they differ a lot from your American students?

A: The Hungarian students are very creative. They pay attention to the work they do. But also, they are very calm.

Q: How do you find life at our university?

A: Everybody is nice and welcoming. It made me feel delighted to be invited to the University Days and to the Regatta too. It was like nothing I experienced before. Well, maybe at Harvard University I had a similar feeling.

Coming to Veszprém took me out of the normal. It is also so much fun to be here. I would love to come back one day and I will definitely recommend coming here to all my colleagues and students.

Thank you Professor Romar. It would be our privilege to welcome you here again.

MUNICH

A delegation of our Faculty was introduced at the Tourism Department of the College of Munich on the 'Hungarian Day', organised by the Munich representatives of the Hungarian Tourism Co. in June 2009.

There has been a long, successful relationship between the Faculty of Economics, University of Pannonia and the Tourism Department, College of Munich, which has already served as a basis for various student exchange programmes.

In the framework of the exchange programmes, several students of the University of Pannonia have been provided with the opportunity of continuing their studies in Munich. Similarly, many German students have studied in Veszprém. The two institutions intend to strengthen their relationship, so that the University of Pannonia would be able to host even more German students.

The main purpose of the 'Hungarian Day' was to provide the students of the College of Munich with useful and detailed information about Hungary and the Hungarian study opportunities. Among the programmes one could find presentations from the Hungarian Tourism Co., the ADAC expert, the representative of the Rosenheim Kulinarische Ungarnreisen, and the distributor of premium quality Hungarian products. Some professors of the University of Pannonia and students studying in Munich also held numerous presentations.



Hungarian day in Munich

LOVELY ERASMUS

The first time I heard about the Erasmus Scholarship, I thought that this is something I really should apply for. And I was right. I had the perfect time in the perfect city – I was an Erasmus student in Munich.

Being an Erasmus student is something really unique. You are in a foreign country, at the beginning there are a lot of strangers around you, you cannot find your place, but then somehow those strangers become your family.

I am glad that I chose Munich, as it is pretty, relaxed, clean, safe, and culturally active. There are a lot of parks, where you can just hang around, there is the Isar River, and there are a lot of wonderful places around Bavaria. One of the most important points for an exchange student is the university – and night life – Munich is the city that has something to offer for everyone, whether you are a party person or rather prefer a couple of beers in a relaxed bar.

But my Erasmus life was not just about the city. It was also about the people I met there, and the things I learned at the University of Applied Sciences and even in the leisure time. It was a great experience to learn a lot about professional things, and on the other hand about myself, about relations, cultures, feelings. It's also a great feeling that if I wanted to travel to different places in the world from Mexico to Japan, I would always have a place to stay. I can only suggest that everyone should apply for an exchange semester, and I can surely say that Munich is the place where you can just feel all right and have a lot of fun all the time.

So guys do not hesitate, be Erasmus, to have one of the best times of your lives.

Eszter Czomba



Erasmus students in Munich



Finnish and Turkish students

ERASMUS IN VESZPRÉM:

From pub crawling to normal party sessions: you can experience everything in Veszprém! Or just get dressed like in carnival and make yourself feel good ;-). Everything is organised so perfectly that you have no choice but to enjoy your stay! So, that's the Hungarian way of life – or at least the Erasmus way of life in Veszprém.



Students from Austria

UNIVERSITY OF PANNONIA FROM ERASMUS STUDENTS' POINT OF VIEW

I got the idea of coming to Hungary from my Hungarian friends while they were studying as Erasmus students in my home town, Rovaniemi, Finland. As I prefer small and cute cities after looking up some photos of Veszprém on the net, I was ready to come here. Now, after 2 months, I have not regretted my decision at all. Besides the city's nice atmosphere, I find Hungarian people very friendly and helpful. As you can imagine, as a Finnish student I think it is still summer when it is around 15 degrees. So this has been the longest summer for me ever! Now I am just looking forward to have some snow...

I'm studying Tourism for my bachelor's degree and I am truly satisfied with my courses, though your initiative is always needed. Thanks to the good location, we have been travelling a lot, both in Hungary and abroad. This year I'm the only Finnish Erasmus student here and it's been really good for improving my English skills. During my time here I've got to know many nice people and our Erasmus group has really become a big family. It has been really pleasant to learn some new things about other countries and cultures, as well. Erasmus time is something very unique you can experience only once in your life, – I recommend everyone to come here.

Eilja Kylmäniemi from Finland



A beach in a 5 star - hotel in Albania

ALAN CLARKE IN ALBANIA

Alan Clarke was invited to contribute a keynote address to the Assembly of European Regions conference on developing entrepreneurship in Cultural Tourism which took place in Durrës in Albania in May. Bringing together over 270 regions from 33 countries and 16 interregional organisations, the Assembly of European Regions (est.1985) is the largest independent network of regions in the wider Europe. The President of the Region admitted that *Professor Clarke's* presentation was the first time he had been inspired to take notes since he left University some 30 years before. He promised to take the principles outlined forward in the regeneration and rebuilding of Albanian tourism.

RECENT PUBLICATIONS 2009

ARTICLES:

Bara, Zoltán:

Economic Principles of Predatory (exclusionary) Pricing in the US and in the EU. Their (mis)Application in Some Recent Competition Law Cases of the European Community Commission and the Court of First Instance, Competitio, 7(2), To be published in December 2009.

Sas G, Annamária – Kozma, Ágota:

Ethnic marketing possibilities and its ethics issues, in Perspectives of Innovations, Economics and Business - International cross-industry research journal, Volume 3. ISSN 1804-0519

Clarke, Alan - Raffay, Ágnes- Berritelli, Pietro - Wittmer, Andreas:

Supporting Mobility, Tourism Analysis Special Issue (2009) 14 (4)

Kosztán, Zsolt Tibor – Schanda, János:

Adaptive Statistical Methods for Optimal Color Selection and Spectral Characterization of Color Scanners and Cameras. Journal of Imaging Science and Technology 53(1) pp. 010501-1 – 010501-10.

Gaál, Zoltán – Szabó, Lajos – Obermayer- Kovács, Nóra – Kovács, Zoltán – Csepregi, Anikó:
Consequence of Cultural Capital in Connection with Competitiveness. International Journal of Knowledge, Culture and Change Management. 8(10), ISSN: 1447-9524, 79-90

Elekes, Andrea – Halmi, Péter:

The "hottest topic" of the budgetary review: will the CAP survive? Intereconomics 44(5) 300-308

BOOKS:

Kovács, Zoltán – Gaspáretz, András –Gaspáretz Andrásné, Erdei Jolán - Pató Gáborné, Szűcs Beáta:

Organizovanie hospodárskej spolpráce, Pannon Egyetemi Kiadó, Veszprém, 2009. ISBN 978 963 9696 63 1

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