

# NEWSLETTER



FACULTY OF ECONOMICS, UNIVERSITY OF PANNONIA  
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## EXPLORING CO-CREATION: THE SECOND INTERNATIONAL TOURISM CONFERENCE, SEPTEMBER, 2010.



The Tourism Department (Faculty of Economics, University of Pannonia) hosted its second international conference in September, with delegates from Hungary, Sweden, the Netherlands and France coming together with the strong support of our good friends in Portugal! The theme emerged from Professor Christine Ennew's keynote speech to the first conference and her enthusiasm inspired the themes of the working sessions. We were fortunate to be able to hear from Professor John Swarbrooke, who used his keynote to raise many provocative issues.

Not only did he question whether co-creation was a new approach to tourism but he also dared to ask whether we were not in danger of (co-) creating a Frankenstein's Monster as the balance of power shifted within the tourism industry. (An interview with Professor John Swarbrooke can be read on page 5.)

The papers presented ranged over many fields – governance, consumer behaviour, gender, adventures, events and DMOs. We even had the first opportunity to experience the 'smellweb' in Hungary, with colleagues from France bringing us the opportunity to smell the dark, depths of the wine cellar as well as the robust reds of the wine itself! A truly wonderful moment which I am sure will be remembered for a very long time by all those present!

We also had a Roman evening at the ruins of the Baláca Villa – the evening began and ended with presentations by Zoltán Meszaros about the Veszprém international festival and Tamas Ladanyi on the stars. Unfortunately the rain did not allow us to move outside to view the stars but we did have a wonderful tour of the Villa and returned safely to the auditorium for a slide show featuring excellent time lapse photography. Another experience which I am sure no one will ever forget.

The response to the conference was so positive that the 3rd International Conference has already been launched – please send your papers on *Enterprising Tourism* to Professor Alan Clarke:

Clarke@turizmus.uni-pannon.hu and book your place for September 2011!

## PROFESSOR PÉTER MIHÁLYI AT CLAYTON STATE UNIVERSITY, USA



As a part of the faculty exchange between Clayton State University, Atlanta, Georgia, USA and the University of Pannonia, Professor Dr. Péter Mihályi (Head of the Department of Finance, Faculty of Economics) visited the United States of America from October 17 to October 30.

In the course of regular classes at the Business School of Clayton University, Professor Mihályi lectured on a broad range of topics, such as post-communist transition, privatization, pensions, health care and the European Union.

On a separate occasion, Professor Mihályi was joined by Dr. Eszter Simon, a Fulbright scholar from the University of Szeged, and held a presentation about 'Hungary and the European Union'. The presentation's focus was on discussing the advantages, disadvantages and effects of the Hungarian presidency in the EU during the

first half of 2011. Dr. Mihályi was kept busy by his welcoming host, John E. Parkerson, Director of the Office of International Programs at Clayton State University. Dr. Mihályi visited a jazz concert in Spivey Hall, a magnificent concert hall of the University and went hiking on Stone Mountain, a fascinating geographic formation just outside Atlanta.

## SHORT NEWS

### MASTERS IN TOURISM MANAGEMENT, (IN ENGLISH) - A NEW PROGRAMME!

As well as having a BA programme in Tourism and Hospitality in English, the Department of Tourism is launching a Masters programme in Tourism Management in English in the 2010/2011 spring semester.

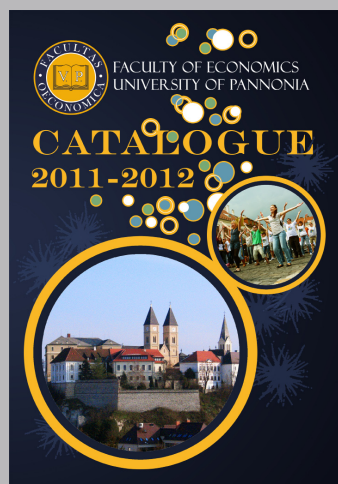
The aim of the programme is to provide students with knowledge in tourism as a specific discipline and as a significant socio-economic phenomenon. The Master's Programme in Tourism Management is recommended to those who would like to acquire high quality, widely applicable knowledge and gain confidence in evaluating even the most complex problems. It will also be beneficial for those who intend to get acquainted with the rules and forces behind EU and other levels of international cooperation and aim to become an expert in applying the appropriate problem-solving techniques required by the complex multi-core industry that is the ever changing world of tourism.

### EAIE CONFERENCE IN NANTES



The Faculty of Economics participated for the first time at the EAIE Conference (European Association for International Education). The EAIE is a non-profit organization whose main purpose is the stimulation and facilitation of the internationalization of higher education in Europe and elsewhere in the world. It also aims at meeting the professional needs of individuals active in international education. The EAIE has a membership of more than 1,600 (as of November 2007) international education professionals: including rectors, professors and international exchange coordinators. (Further information may be found on their website: <http://www.eaie.org/>)

The largest event of its kind in Europe, the annual EAIE Conference took place from the 15th -18th of September in Nantes, France. At the conference the international higher education professionals had a chance to meet fellow professionals, join hands in workshops and share thoughts in cutting-edge sessions highlighting the latest trends in the field. More than 3,600 participants joined the Nantes Conference from 82 countries around the world. Almost 400 institutions filled over 1,700 m2 of exhibition space, making it the largest exhibition to date.



### THE CATALOGUE 2011/2012

The Faculty of Economics has issued its 3rd edition of its Catalogue of international courses. The Catalogue 2011/2012 contains details of the large number of courses and programmes offered in English and German. The Catalogue can be downloaded from the Faculty's website: <http://en.gtk.uni-pannon.hu>

### FULBRIGHT PROFESSOR AT THE UNIVERSITY

**John Shadeck** from Rhode Island is teaching at the University of Pannonia as a Fulbright Professor. He has completed his master's degree in Art and Visual Culture Education at the University of Arizona. After spending few months in this country he fell in love with Hungary and applied for this Fulbright scholarship. This semester he is teaching an English course and an art history class called 'Alternative Contemporary American Art Practise'. He is both an artist and a teacher. He thinks that a good teacher makes learning fun, as it is the basis of all that is important especially in the arts. John is a photographer and a fan of old motorcycles. What he likes the most in Hungary is people's hospitality and openness.



### AMERICAN VISITING PROFESSOR AT THE FACULTY

**Joseph D. Blackburn**, professor of Management in the Owen Graduate School of Management, Vanderbilt University, Nashville, USA gave a presentation on 'Time-Driven Supply Chain Design' for a group of interested students and lecturers in October, 2010.

Prof. Blackburn has published a book, 'Time-Based Competition' and numerous papers in the areas of time-based competition, supply chain strategy, new product development and requirements planning. His current research focuses on methods for valuing response time in supply chains.





## INTERNATIONAL WEEK AT THE FACULTY

**The Faculty of Economics organised its second International Week from the 20th - 24th of September, 2010.** The 5-day event was designed to focus on international relations, by strengthening the cooperation between the Faculty of Economics and our partner institutions. For students, as well as having the opportunity to visit many, well-respected international lecturers' presentations, the week offered a rewarding international and intercultural learning experience.

For the visiting professors the week included opportunities to learn more about the Faculty and its approaches, get to know colleagues and discover the City of Queens, the picturesque Veszprém.

Among the visiting professors we had the privilege to welcome: Prof. Olga Saginova (Dean of Plekhanov Russian Academy of Economics, Moscow, Russia), Prof. Hans Martin Niemeier (Hochschule Bremen, University of Applied Sciences, Germany), Prof. Geoffrey Mazullo (School of American Law, Poland), Prof. Seppo. K. Aho (University of Lapland, Rovaniemi, Finland), Andrzej Tucki, PhD (University of Maria-Curie Skłodowska, Lubin, Poland).

**We hope to see you all at our next International Week!**

### OLGA SAGINOVA



Professor Olga Saginova, the Dean of Plekhanov Economic University in Moscow, made her first visit to Veszprém this September within the framework of our International Week. She

had recently been awarded the Commemorative Medal for her numerous achievements of over 30 years outstanding service. When I asked her which one she is the most proud of she responded that she contributed to create a well established Faculty where now approximately 200 students graduate each year. She thinks it is wonderful to see that what they started is going to be continued by teams of young teachers in the future.

Plekhanov University is quite open for international relations. It has contacts with universities in France, Austria, China and hopefully, in the future with the University of Pannonia in Veszprém as well! According to Professor Saginova our International Week can be a good foundation for our Faculty of Economics to organise more permanent courses just like in her University in Moscow, where twice a year courses are held by international professors and recognized Russian businessmen. Students get credits for guest week courses, because at the end of each course students' knowledge is checked by tests.

Olga Saginova is the Dean and a teacher as well. Her answer to the question which role she prefers was the following: "Being a Dean means lots of administrative work and responsibilities which can sometimes be stressful even though I am very proud of my Faculty's development gained during my period as Dean, but what I enjoy the most is to be a teacher which is a rewarding job and should be done with a full heart.

One of the best feelings in the world is to see that students use what they have learned."

### GEOFFREY MAZULLO

Geoffrey Mazullo was born in Philadelphia, USA in a religious family. His mother is Polish and his father is Italian so he had an early contact with many languages. When he was asked in the kindergarten what he wanted to be when he grew up, his response made even his mother surprised: as he said "a diplomat". In one way, his answer was quite correct, because he became an internationally recognized professor who has been to many countries like Egypt, Turkey, Estonia, Russia and Poland. These days, besides filling many other important roles, he is an Adjunct Professor at the University of Wrocław and the University of Gdańsk in Poland where he teaches corporate governance courses based on the case-study methodology.

During his studies in London, Berlin, Kraków and Washington he had a chance to learn languages. Now alongside English, he speaks six languages including German, Polish, Serbo-Croatian, French, Russian and Italian. He said this kind of knowledge keeps his mind young and fresh.

He also knows some Hungarian expressions because he had an office in Budapest for 3 years. When I asked him about Hungary and our tourism industry he said that because of the strong competition in the EU, Hungary should focus not only on the tourism at Lake Balaton, but also on developing wine and ecotourism.

In spite of the fact that his family lives in the USA, Professor Mazullo spends only a few months there each year. Journeys required by his position are so extended that he is even recognized at some of the airports! There was a month when he visited eleven countries. It is a personal record! As he says, he enjoys travelling so much but sometimes he gets enough of it. That is the reason why he started to do yoga; that helps him to relax and refresh his mind.



### HANS MARTIN NIEMEIER

Professor Hans Martin Niemeier from the University of Applied Sciences, Bremen really enjoyed his first visit to our University, where he held three fascinating presentations about air transport entitled Regulation and Deregulation in Air Transport, Competitiveness in Air Transport, and Asymmetric Information & Regulation of Air Transport.

After finishing his PhD, he started to work at State Ministry of Economics Affairs where he became an expert in logistics and air transport. He found that extremely interesting because as he said it is an industry that we did not know how to deal with. That is why he chose this topic for his research field. Ten years later he started to teach logistics specialising on air transport at University of Applied Sciences in Bremen. He has travelled a lot since his university has a good network involving cooperation with colleagues from the USA and Australia. Every year they do a couple of workshops together which involves lot of travelling.

When I asked him about cooperation between the two universities he answered we were already making a good start. Both of the universities should try to attract students for exchange programmes. Currently one of their students is studying here and this term two professors from the University of Pannonia will visit to teach there in Bachelor and Master programmes.

Professor Niemeier thinks our International Week is a really good idea that hopefully will continue next year because he would like to come back to us! He also thought they should have a similar kind of conference to our International Week in Bremen and he will be recommending that his Dean copies the idea.



## INTERNATIONAL STUDENT ORGANISATIONS

### BEST

For those who want to try working together with people from different majors, the best choice is BEST (Board of European Students of Technology) which is an international non-profit students' organisation. It is an engineering organisation but a few members are from economic studies and social studies. They are working together with students from engineering courses and organise for example engineering competitions. Here the young engineers can try out their skills. These competitions operate at the regional and national levels and then the winners go to the European final which is called EBEC. They have other events like spring, autumn, winter and summer courses. This July BEST Veszprém organised a Summer Course and 22 engineering students came from 16 countries. They had participants from Russia, Turkey, Spain, Greece and other European countries. BEST Veszprém has a good relationship with MOL and they organize company visits for the students. Any student from any university can apply to any of the BEST activities organised. These are just 2 of the opportunities that a student of the University of Pannonia could try but what is most important is to be open to these kinds of activities.



### AIESEC

As a student of this Faculty, you have the opportunity to join AIESEC (Association Internationale des Étudiants en Sciences Économiques et Commerciales). In Veszprém AIESEC has around 20 members. They are organising international internships in order to make a positive impact on their closer environment. Last year they had interns from Singapore, China, India, Russia, Finland and Germany who have worked in local high schools conducting lessons and presentations about their cultures. With the help of the organisation students from the University of Pannonia could also go on internship to Slovenia, Bulgaria, Poland, Serbia and Greece. As a recognition of their hard work and commitment they have been awarded with the "Most Progressive Local Committee Award" last year.

*Let us see what a student experienced with an internship:*

#### 'AMAZING SERBIA'

My name is Péter Magyar and currently I am studying Economic Analysis (MA) at the University of Pannonia. After my BA degree I decided to postpone my studies a little bit and to go abroad. So this spring I have spent a marvellous, 10 week long management traineeship in Subotica, Serbia with AIESEC. It has been the best 10 weeks of my life. My internship was about working for one of the universities in the town. I prepared the documentation of tender procurement procedures for Hungarian-Serbian EU projects and other presentations as well. Plus I had other various tasks too. I have enjoyed my work and it helped me to practice my English and prove to myself that I have got the mojo to be successful later on the labour market. Besides that I made a lot of friends from all over Serbia and in some other countries like Nigeria, Russia, Italy, Hong Kong and Georgia for example. Of course there were some huge parties because Serbians can really party. I was also able to travel around the country and see fascinating places.

## YOUTH ON THE MOVE

On the 18th – 19th of October the Youth on the Move campaign, supported by the European Union, was held in Budapest. The festival provided further information on the mobility programmes offered by the EU and tried to encourage young people to get international experience. The programmes were organized on 12 different locations, covered all the mobility programmes available in the EU and were characterized by four basic topics – arts & culture, education, jobs and social values. Those interested could become familiar with programmes like Erasmus, Comenius, Leonardo da Vinci, Grundtvig and many others. The lectures provided answers to questions like the ways longer or shorter periods can be spent abroad as a student or an employee or how to write project plans or impressive CVs. Apart from these presentations, the participants had the chance to join forums and discussions with experienced travellers and listen to their travelogues. Those curious could take part in free language exams to check their knowledge. After the daytime events, both days concluded with great concerts. The free-entry festivals' aim was to attract attention to the importance and positive aspects of mobility like the unique cultural, personal and professional experiences that could be gained and how these can all mean advantages on the job market as well.





## PROFESSOR JOHN SWARBROOKE



During the Co-Creation Conference I had the chance to make an interview with Professor John Swarbrooke who is the Academic Director of the César Ritz Colleges in Switzerland. He has strong links with tourism. The Globe-trotting Professor was a founder member of ATLAS, an association of 300 universities that teach and research tourism and leisure. He also is a member of associations such as the Responsible Tourism Committee of the Association of Independent Tour Operators, the Travel and Tourism Research Association and TICOS. The Professor is also the author of several tourism textbooks sold worldwide...

**Q: Professor Swarbrooke, You're quite a traveller, having worked in countries as exotic as Indonesia, Jordan or the Emirates. Have you ever been to this country before or is this your first visit?**

A: Yes, I have been to Hungary many times. Only two weeks ago I attended a conference in Budapest. That was a business visit, but I have been quite a few times for leisure. Hungary is an interesting place, and outside Hungary people tend to know just one or two places, Lake Balaton, and Budapest and that is it really. And that is a problem for Hungarian tourism.

**Q: About your trips, did you travel extensively before becoming an expert on the behaviour of tourists? I mean, what came first, the expert on tourism or the professional traveller?**

A: I started out as a geography student so I love travel anyway. I did a lot of travelling when I worked in tourism and then I went on to academia. So I have always travelled.

**Q: You have enormous experience both as a teacher and a researcher, which role do you identify with more?**

A: I love teaching. You can have lot of satisfaction from teaching. I am thinking of when the students are doing well and when they have learned the really important things – it is a good feeling. Teaching is great. Teaching is an amazing job!

**Q: I understand how difficult it might be to try and find time to write and compile books. Do you have time to read any?**

A: Not much anymore. It's hard to find time now. But it is also hard to find a motivation. I wrote those books because there were things that I really wanted to be said and now I have written them. There's nothing in this moment I really want to say. But maybe there will be in one year, two years. At this moment it is not a big part in my life but it may be again in the future.

**Q: What was your main motivation to write those books?**

A: My Main motivation was that I was teaching courses but I could not find the right books to cover the interesting topics and I had lot of good students who knew the academic subjects but they did not know real life. And the best way was to write about these things myself.

**Q: Does your schedule allow for exploring the local cuisine?**

A: Not much. Hungary has lot of very good food and we ate well last night at the Oliva in Veszprém. But I am trying to lead a very healthy life but that is not so easy in this country. The sizes of portions are even bigger than in America.

**Q: Tourism courses are among the most popular in Hungary now. Do you think it is a worldwide phenomenon or just a local tendency?**

A: Maybe a choice cannot be enough in itself. Some of you choose this, maybe too many. What we need is for them to examine the Tourism industry and its future, how it grows, how it develops. In Hungary there is a very special tourism industry. It is not a general tourism destination. The students need very special experiences, special knowledge to be in that industry. And I think that a lot of work is also needed on marketing, because at this moment marketing provides low development in Hungary. In my opinion it is little bit behind other countries. I think in terms of the internet Hungary has a lot to catch up with in terms of selling products and services online as there are only a few places where you can reserve online at the moment. The websites is not so good but I think it is really really important.

**Q: Is it a career choice that you think is worth pursuing?**

A: Yes it is. Sometimes students go into tourism because they think it is a glamorous industry. And that's true mainly; it can be very glamorous to be a tourist but its not very glamorous to work in tourism. It is hard work. Despite everything I think it is worthwhile and a very good career.

Thank you Professor Swarbrooke. It would be our pleasure to welcome you again at our next Conference.

## AUTHORS OF PAPERS, CO-CREATION CONFERENCE

Université de Lille3, France: Michael FELIX, Stéphane FILIPOVITCH, Laetitia GARCIA

IAE de Lille, France: Philippe VAESKEN

IUT de Créteil-Vitry-Université Paris, France: Audrey BONNENMAIZON

IUT de Saint-Denis- Université Paris13, France: Oleg CURBATOV

University of Pau and Pays de l'Adour, France: Marie LOUYOT-GALLICHER

Dep. Of Regional Science at Dalarna University, Sweden: Susanna HELDT CASSEL, Tobias HELDT

Staffordshire University, United Kingdom: Lorna UDEN

César Ritz Colleges, Switzerland: John SWARBROOKE

University of Pannonia, Hungary: Alan CLARKE, Katalin FORMÁDI, Petra GYURÁCZ-NÉMETH, Ildikó HORTOBÁGYI, András JANCSIK, Edit KOMLÓSI, Zoltán KOVÁCS, Katalin LÖRINCZ, Eszter MADARÁSZ, Péter MAYER, Zsófia PAPP, Erzsébet PÉNZES, Krisztina PRISZINGER, Csilla RAFFAI, Ágnes RAFFAY

Kodolányi János University of Applied Sciences, Hungary: Anna IRIMIÁS

Budapest Business School Dep. Of Commerce, Hungary: Zsuzsanna HORVÁTH

Dunaújváros College, Hungary: Zoltán RAFFAY

## SCHOLARSHIP WINNER TO ATLANTA, USA

Something over 90 degrees (Fahrenheit, of course), John Parkerson, the Honorary Consul of Hungary and a Georgian girl, Mariami Chubinidze welcomed me on August 10th, 2010, which was the day I arrived in the "Capital of the South", Atlanta, Georgia, USA.



It has been two months since I got here and these two months have been the best of my life! Different culture, different environment, different people, different campus ... and endless opportunities to learn. I am studying at Clayton State University, which is a bit smaller than the University of Pannonia. I am one of the two first exchange students at the School of Business and because of that I have been treated as a celebrity. Why is it worth taking part in this exchange programme? Apart from being able to practice English, you experience a great deal about another part of the world. People are helpful, welcoming and friendly, and every second person points out how beautiful Budapest is, when I tell them that I am Hungarian. During the classes, you discuss chapters in great detail. Group works, in class assignments and projects are expected constantly during the semester, but along with the homework you get, you learn more about your profession. Have no fear, it is not impossible to perform well.

There are several other international students studying at the university, so one has the chance to learn more about any other parts of the world. I

have already made friends from Sweden, Lebanon and Nigeria and there are several other Americans, who descend from families from Brazil and Costa Rica.

Located in Morrow, 30 minutes away from the downtown area of Atlanta, the campus looks like it was built in the middle of the woods. Among the large trees, there are several ponds giving home to ducks, turtles and the pride of the school, swans. I stay in the dorms, where I have my own room and share a bathroom only with my Georgian friend. The use of the gym is free for students, which comes in handy after having "American dinner".

Outside school, there are several programmes offered by this great area. One of my best memories was visiting a baseball game. The Atlanta Braves have been among the first three teams in the National League for the past years, so you can always expect a good game and outstanding atmosphere at the stadium! College football (and I mean American football not soccer) attracts many thousands of visitors to their impressive stadium, excitement is always in the air!

Besides sports, Atlanta offers many things to see. Did you know that the Atlanta Aquarium is the largest in the world? I have seen dolphins, penguins, seals and sharks for the first time in my life. If you are brave enough, you can stay in the aquarium for the night too to do a sleepover. Or you can just simply enjoy the sun in the Olympia Park, where the opening and closing ceremony of the Olympic Games took place in 1996. An open mind, tolerance, empathy and kindness. These qualities are vital to be able to enjoy your time spent here. To get involved in life, you need to be able to accept differences that might not be normal or obvious for us in Hungary. Approximately 80% of the students are African-Americans and Atlanta registers the second largest gay population in the USA, after San Francisco. This national and also international mixture gives the city a great atmosphere of diversity. If you like meeting new ideas, new ways of thinking, if you are not afraid of challenging yourself alone in a different culture, then I would strongly recommend applying for this scholarship. Putting this "journey" on your resume, or learning English at first-hand, are just some of the things that you can gain from this opportunity. This is an experience that can never be taken away from you!

Zsófia Terék

## ERASMUS PHD STUDENTS AT THE UNIVERSITY OF DERBY, UK

I am fortunate to be spending the first semester of the school year 2010/11 in Derby in the United Kingdom. The University of Derby offers more than 200 different courses from Fashion Studies to Zoology. The most important aim of my stay is to take courses and conduct research to support my PhD thesis. The University of Derby is very hospitable for international students, with a group of people who are eager to help everybody in any situation (help is really needed for example during the enrolment process and signing in for subjects). The University is perfectly equipped to fulfil my goals, students have access to a lot of electronic articles and even e-books in the library and through the University system from anywhere and everywhere. According to my experience lecturers prefer essays and presentations to tests and exams which requires more research and promotes a different type of study. The attendance at classes is compulsory and students spend a lot of time in the library and the learning centre preparing the essays and presentations. This University seems to be an excellent place to accomplish my purpose!

Petra Gyurác - Németh

As a lecturer at the Department of Management, University of Pannonia I started my PhD studies in Derby University, UK at the Faculty of Business, Computing and Law in January, 2010. My research theme is Quality Life-Quality Work: Gender Work-Life Management in Hungarian Tourism Sector. The two universities have good relationship due to one of my supervisors, Professor Alan Clarke, and a well established relationship which was based on cooperation in a European Union funded research project. The part-time PhD study is a perfect example of blended-learning, which means the texts and resources of each module can be uploaded on my personal UDo profile and every semester there is a research day where I do a report on my progress to the Derby supervisor, Dr. Christine Jones. In addition every January starts with the New Horizon Conference where PhD students give presentations about their researches. Derby University provides an excellent atmosphere to do a PhD by research and therefore I would like to take this opportunity to thank those who help and support me: the dean of the Faculty of Economics, Dr. András Jancsik, the head of the Department of Management, Dr. Lajos Szabó, last but not at all least Professor Alan Clarke.

Edit Komlósi

## LECTURERS' TRIPS ABROAD

**Professor József Berács, Department of Applied Economics** attended the 39th European Marketing Academy (EMAC) Annual Conference in Copenhagen, June-1st – 4th, 2010. As an EMAC Fellow, he attended a special meeting with President George Avlonitis and met the participants of the Doctoral Colloquium. He also presented a paper with his PhD student Gábor Nagy as well.

Professor József Berács also attended the 3rd Global Marketing Conference in Tokyo, September 9th – 12th, 2010, organized by the Korean Academy of Marketing Science. As track chair for "Market Orientation in Emerging Economies", he chaired a session and presented a joint paper with Gábor Nagy PhD student. During the conference he participated at the editorial board meeting of the Global Journal of Academy of Marketing Sciences (GJAMS).

**Katalin Formádi and Péter Mayer, Department of Tourism** visited one of the Faculty's Erasmus partner institutes in Wrocław. The Tourism and Recreation Department, University of Business in Wrocław and the Department of Regional and Tourism Geography, University of Wrocław organised the 11th International Conference "Conditions of Foreign Tourism Development in Central and Eastern Europe", held on the 7th to the 8th of October, 2010 in Książ Castle, Poland. The conference's main topic was the Challenges of Business Tourism in CEE. Polish, Lithuanian, Finnish, Czech, Slovenian, Hungarian and Croatian universities' lecturers participated at this conference. It was a great opportunity to foster international professional cooperation and furthermore to discuss future research ideas and academic exchanges in the field of tourism. Participating in this international conference enabled us to sustain the professional partnership between our Erasmus partners and other institutions.

**Professor Alan Clarke, Department of Tourism** attended the third International Conference hosted by Touristica in Portoroz in Slovenia. It attracted a lively audience and many contributions on the ways in which tourism did or could be made to contribute to the Quality of Life. Professor Alan Clarke was invited to present a key note address conference and opened the conference with a presentation entitled 'Many Happy Returns – an end to reductionism and a call for qualities of lives' in which he stressed the need to recognise the significantly different constructions of tourism and its 'benefits' to different peoples at different stages in their lives and tourism development. This set the scene for a series of active discussions throughout the conference and was welcomed by the Rector as a 'perfect keynote'!



A. Csepregi, Albena Antonova (Sofia University),  
Cs. Hegedűs

In September 2010 **Anikó Csepregi and Csaba Hegedűs from the Department of Management** took part in the 2nd International Conference of Software, Service & Semantic Technologies (S3T 2010) in Varna, Bulgaria.

Anikó Csepregi together with Albena Antonova presented their paper "How to extend the ICT used at companies for transferring and sharing knowledge". The third co-author was Angel Marchev Jr. Interest was shown in the International Knowledge Sharing Research that is conducted by the Strategic Management Research Group of the University of Pannonia, Department of Management, and by Bulgarian and Serbian research partners. Csaba Hegedűs presented on an expert system for managing maintenance projects. This application can handle the stochastic relations between the maintenance tasks and ranks these tasks based on the risks of the device failures. The expert system determines the feasible project scenarios and feasible project structures according to the time and resource constraints and selects the project that give the highest decrease in the failure risk. The computation time and resource demand of this optimisation is remarkably reduced using genetic algorithms. Dr. Zsolt Kosztyán and Judit Kiss took part as co-authors in the paper.

The S3T 2010 was hosted by Sofia University in Sofia. It brought together over 100 participants not only from Europe but also from all over the world, so it was possible to meet researchers from different countries and to look for future research partners.

## PIONEER ONLINE MARKETING COURSE

In the 2010/2011 autumn semester the University of Pannonia in cooperation with the University of Massachusetts Boston has launched an online marketing course. The challenging, exciting and groundbreaking course provides students with some "real world" experience. The 'Two Markets and Two Universities' course combines students from both universities in an experimental online marketing experience.

The course combines both strategy and marketing concepts with an international focus. Teams composed of students from both universities and cultures have been created and are responsible for working together in the development of a marketing plan for a Hungarian product to be marketed in the United States of America or an American product to be marketed in Hungary. Collaboration is facilitated through the use of real-time bisynchronous audio communication programmes (Wimba).

At the end of the semester students will have gained valuable experience in managing across two cultures and time zones as well as an understanding of the requirements to market successfully in two different geographical markets.

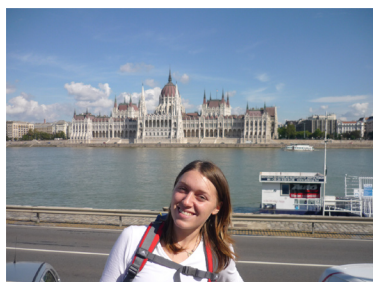


Professor Berács and Professor Romar  
Lecturers and founders of the course



## ERASMUS STUDENT AT OUR FACULTY

Hello Everybody,



My name is **Sandra Hartmann** and I study "Health Management in Tourism" at the University of Applied Science in Austria, Bad Gleichenberg.

I have decided to come to Hungary, Veszprém, to improve my English skills as well as my Hungarian skills

(I already studied the Hungarian language in Austria for three months). In my future I would like to work in the tourism sector, especially in the field of sustainable tourism. Working in the field of sustainable tourism is for me the utmost concern. During my travels through the USA, Australia and in Europe I have seen that this field has a high potential and the University of Pannonia gives me a great opportunity to visit classes which are specialized in (sustainable) tourism, just to mention some foreign language courses: Re-thinking Tourism, Rural Tourism and Consumer Behavior in Tourism.

Being abroad, not just for a vacation, but for a couple of months, is a great experience. It gives you the chance to get to know the culture, the mentality and to broaden your horizon as well as to increase international communication skills and competence.

Since I am here, I met a lot of great people and I am sure the next months are going to be great! :-) I am very happy that I have chosen Veszprém for my Erasmus-Stay!

### COURSES IN FOREIGN LANGUAGES 2010-2011 FALL

COURSE	STUDENT NUMBER	LECTURER
Academic Writing	2	Péter Székely
Advanced Finance	3	Szabolcs Szikszai
Analyses of Competitiveness	15	Ádám Török
Business Simulation	24	Zoltán Kovács
Communication Skills	45	Réka Polák-Weldon
Competitive Destinations	45	Alan Clarke, Ágnes Raffay, András Jancsik
Competition Policy	5	Zoltán Bara
Comprehensive Business Studies	352	Edit Komlósi, Réka Polák-Weldon, Andrea Varga
Consumer Behaviour in Tourism	4	Péter Mayer
Demography and Economy	1	Etelka Daróczi
Economics Sociology	3	Péter Mayer
Employment in Tourism - The Experience Economy	10	Katalin Formádi (Seppo Aho)
Firm Level applications of Microeconomics	2	Ferenc László Kiss
Improving management communication skills	15	Candy Fresacher
International Financial Markets	5	Hajna Istvánffy Lőrincz
Monetary Macroeconomics	3	Szabolcs Szikszai
Production and Service management	6	Zoltán Kovács
Re-thinking Tourism	30	Alan Clarke
Rural Tourism Development	6	Péter Mayer, Csilla Raffai
Sociology of Tourism	4	Péter Mayer
Strategic Marketing Management	23	József Berács
Tourism Policy and Planning	35	Alan Clarke
Transport and Tourism	5	Ágnes Raffay
Grundlagen der Ökonomie	209	Éva Erika Gazda, Erika Molnár
Internationale Finanzierung	50	Horst Laubscher
Internationales Management	50	Hans-Christian Pfohl
Einführung in das deutsche Steuerwesen	55	Emma-Maria Beyer
Total	1001	

## RECENT PUBLICATIONS

### BOOK CHAPTERS

**Kosztán, Zsolt Tibor** – Csizmadia, Tibor – Hegedűs, Csaba – Kovács, Zoltán 2010. Treating measurement uncertainty in complete conformity control system in: Sobh, T. (ed.) *Innovations and Advances in Computer Sciences and Engineering*, Dordrecht, Springer, 79-84.

**Kovács, Zoltán** 2010. Elements of the logistics Cube in a Business Simulation Game in: Schönberger, R. – Elbert, R. (eds.) *Dimensionen der Logistik – Funktionen, Institutionen und Handlungsebenen*, Gabler Research, 937-948.

**Isépy, Tamás** 2010. Banking Regulation and Procyclicality Cross-Country Analysis in EMU, in: *Finance and Banking Developments*, NovaScience, New York, 159-168. pp. 342

**Formádi, Katalin** - Mayer, Péter 2010. Strategic development of business event management, in: Marak, J., Wyrzykowski, J. (eds.): *Conditions of the foreign tourism development in Central and Eastern Europe. Conditions, state and development perspectives of business tourism*. Vol. 11. Wyzsza Szkoła Handlowa, Wrocław, 25-35.

**Clarke, Alan** 2010. Ecotourism, in: Siever, B. (ed.) *Encyclopaedia of Business and Sustainability Volume 4 Natural Resources and Sustainability The Berkshire Encyclopedia of Sustainability*

**Kosztán, Zsolt Tibor** – Kiss, Judit 2010. Stochastic Network Planning Method, in: Elleithy, Khaled (ed.) *Advanced Techniques in Computing Sciences and Software Engineering*, Springer Netherlands, 263-268.

**Matrai, Rita** – Kosztán, Zsolt Tibor 2010. Navigation Strategies in Case of Different Kind of User Interfaces, in: Matrai, Rita (ed.) *User Interfaces*, INTECH, 11-20.

**Gaál, Zoltán** – Szabó, Lajos 2010. Erfolgreiche Mitarbeiterführung Deutsch-Ungarisch Unternehmen in Ungarn, in: Schönberger, R. – Elbert, R. (eds.) *Dimensionen der Logistik – Funktionen, Institutionen und Handlungsebenen*, Verlag Gabler

### BOOKS

**Clarke, Alan** 2010. *Europe Tourism Competitiveness: Constructing Central Europe* Veszprém, University of Pannonia Press, Contributors from University of Pannonia: Dancsecz, Gabriella – Formádi, Katalin – Gyurácz-Németh, Petra – Jancsik, András – Komlósi, Edit – Kovács, Zoltán – Lőrincz, Katalin – Mayer, Péter – Raffai, Csilla – Raffay, Ágnes

**Clarke, Alan** - Hassanien, A. - Dale, C. 2010. *Hospitality Business Development*, Oxford, Butterworth Heinemann, Contributors from University of Pannonia: Gyurácz-Németh, Petra

**Obermayer-Kovács, Nóra** – Szabó, Lajos – Uden, Lorna 2010. *Knowledge Management in Organizations - Roles and challenges of knowledge management in innovation for services and products*, University of Pannonia, Veszprém, Contributors from University of Pannonia: Balogh, Ágnes – Clarke, Alan – Csizmadia, Tibor - Csóti, Gábor - Dancsecz, Gabriella - Komlósi, Edit - Kosztán, Zsolt Tibor - Kovács, Zoltán - Mayer, Péter - O. Kovács, Zoltán –Regeczy, Dávid - Szentes, Balázs Szentgyörgyi, Szilárd – Thad Usowicz

### ARTICLES

**Kosztán, Zsolt Tibor** - Eppeldauer, George P. – Schanda, János D. 2010. Matrix-based color measurement corrections of tristimulus colorimeters, in: *Applied Optics* Vol. 49, Iss. 12, pp. 2288–2301 (ISC: 1.767)

**Formádi, Katalin** - Mayer, Péter 2010. Employee's value anticipation in event management, in: *Journal of Tourism Challenges and Trends*. Vol.2. No.2. pp.115-128

**Mayer, Péter** - Pawlicz, A. 2010. Financing Tourist Information Service. Comparative Study Of West Pomerania Province, Poland And Lake Balaton, Hungary in: *Scientific Journal of Szczecin University*, Economic Problems of Tourism, Szczecin, Nr. 14. pp. 89-101.