

NEWSLETTER

FACULTY OF ECONOMICS, UNIVERSITY OF PANNONIA
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EXPLORING CO-CREATION CONFERENCE AND INTERNATIONAL WEEK

The Faculty of Economics is organising its Second International Week as an integral part of the 'Exploring Co-creation' A learning process for Central European Tourism International Conference 16-24 September, 2010.

The conference focuses on how the concepts and practises of co-creation impact on tourism development within the Central European region. Inspired by the presentation of Professor Christine Ennew last September, the organisers want to explore the position of tourism in the experience economy. Within the experience economy, co-creation can be briefly described as including tourists and other possible stakeholders in the innovation processes of new concepts in tourism. This conference aims at investigating the underlying issues of co-creation, as a broad phenomenon. By addressing a number of aspects of and approaches to co-creation, the organisers envisage a forum for fruitful discussions on the roles and uses of co-creation in tourism from both supply and demand side perspectives.



During the international week we would like to call our students' attention to the importance of internationalisation (exploring different perspectives, sampling an international atmosphere) with the assistance of international lecturers who hold courses in foreign languages.

For the visiting lecturers we would like to provide an opportunity to experience a quick taste of the life of the Faculty of Economics and to get practical and interactive experience with Hungarian students possibly by using the Erasmus system if it is appropriate.

All interested are cordially invited to take part in our International Week.

For more info go to <http://co-creation.gtk.uni-pannon.hu>

HONORARY CONSUL OF HUNGARY AT THE FACULTY

Professor John E. Parkerson came to our Faculty to teach at an International Management course in February. He is a Director for International Programmes in Clayton State University, Atlanta, Georgia. About a year ago Clayton State University and the University of Pannonia signed an agreement, to collaborate in certain areas such as student and faculty exchanges and also joint faculty research projects.

Professor Parkerson came to our Faculty in the framework of this agreement, and in April Professor Zoltán Kovács paid a visit to Atlanta. Mr. Parkerson considers the exchange programmes extremely important and emphasises for students the significance of going and studying abroad.

Besides being a professor at the Clayton State University, he is Hungary's honorary consul for the Southeast U.S. and is constantly working to promote trade between Hungary and the region."



John E. Parkerson

As honorary consul, Parkerson is the official link between Hungary and the Southeast. On a personal level, he is also developing close friendships with a growing list of Hungarian government and industry leaders, connections he believes will eventually lead to increased trade and business relationships with the Central European country of nine million people.

MONGOLIAN NIGHT

A Mongolian Night was organised on the occasion of the 60th anniversary of the start of Mongolian-Hungarian diplomatic relations.

Among the invited guests one could find Dr. Omboosuren Erdenechimeg the Ambassador of Mongolia, Miklós Jaczkovits ambassador on behalf of the Ministry of Foreign Affairs, Asia and Pacific Ocean Department and Gombojav Munkhzaya executive director of the Mongolian National Travel LLC.

During the event those invited could listen to various presentations on the history and cultural life of Mongolia, and get an insight into the research exploring the roots the two countries share.

The event was organised with the aim of strengthening the relationship between the two countries and exploring new ways of collaboration in the tourism area. The Mongolian Night was arranged by Ágnes Bogó, executive director of the Zánka Youth Centre as part of the Travel Fair held at the University of Pannonia on April 17th-18th.

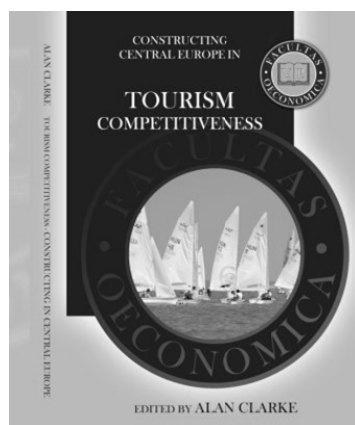


G. Munkhzaya, M. Jaczkovits, O. Erdenechimeg, Á. Birtalan, Á. Bogó

SHORT NEWS

TOURISM COMPETITIVENESS

Alan Clarke has edited a new collection of research papers that explore the complexities of tourism competitiveness in Central and Eastern Europe. The thirty contributions cover a range of disciplines, sectoral approaches. For more details contact Alan on: clarke@turizmus.uni-pannon.hu



ONLINE MARKETING COURSE

As part of building and strengthening the international endeavours of the University, the Faculty of Economics has signed the MOU (Memorandum of Understanding) with the University of Massachusetts Boston, USA. In the mutual agreement both parties express their willingness to promote student and faculty exchange and also agree about promoting an online marketing course. The course will provide a novel way of collaboration mixing students from two different cultures. The online marketing course is supposed to be launched in the 2010 fall semester. Professor Edward Romar from the University of Massachusetts Boston arrived at our Faculty to discuss the details of the programme in April.

KNOWLEDGE MANAGEMENT IN ORGANISATIONS – 5TH INTERNATIONAL CONFERENCE

The KMO 'Roles and challenges of knowledge management in innovation for services and products' is to be hosted by the Management Department, Faculty of Economics, University of Pannonia between 18th -19th of May. The conference aims at providing an international forum for authors to present and discuss research focused on the role of knowledge management for innovative solutions in industries, as well as to shed light on recent advances in knowledge-intensive service systems for organizations. The scientific objective of the conference is to identify challenging problems on the role of knowledge management on designing innovative product service systems, as well as to identify future directions research for the role of knowledge management in service innovation in academia and industrial sectors.

INTERNATIONAL STUDY FAIR

On February the 16th the 5th International Workshop was held at the University of Pannonia. The aim of the event is to advertise and to inform students personally about the short-term and long-term international possibilities, including scholarships, internships and about job opportunities through companies and organizations, which have international connections to offer places for students to go and work abroad. The Faculty of Economics also presented itself to offer and inform visitors about the international programs of the faculty. Students could also take part in a quiz, where they could win precious prizes.

A PHD STUDENT FROM TURKEY

Hi my name is Ergün and I come from Turkey. I am a PhD student. I have been working as a research assistant for 5 years at Adnan Menderes University School of Tourism and Hotel Management in Kuşadası. I got my bachelor degree in travel management and tour guiding and received my master degree in tourism management. Next term I will start to write my doctorate thesis and I need to find a unique subject in tourism marketing. Actually I had no idea about Hungary until my university's international relations coordinator Asst.Prof.Dr. Osman N. Özdoğan advised. He really liked Veszprém and University of Pannonia. After it I googled for Veszprém and I said "that is the place". I will honestly recommend students to come to the University of Pannonia.

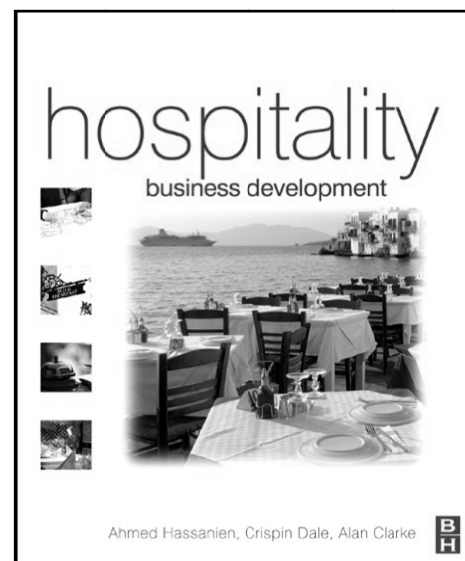
Ergün Efeđi

HOSPITALITY BUSINESS DEVELOPMENT

Professor Alan Clarke, with the help of Petra Gyurácz-Németh, has contributed to a major new text book, called Hospitality Business Development published by Butterworth Heinemann in February 2010.

The book examines the nature, and unique characteristics, of the concepts, products and services offered in the international hospitality industry. Considering the essential features of the strategic business context, in which any hospitality organisation operates, this book: relates key strategy development considerations and frameworks to product development; examines the shifting nature of demand, evaluating consumers' behaviour and the consequential impacts on consumer/product relationships; and, evaluates the critical success factors and challenges of developing new hospitality products.

This is the first book addressing hospitality business development, which has become increasingly important in the long-term success of hospitality businesses of all sizes. It explains how product innovation can become a key to organizational success and provides the reader with the skills to implement their own product development. Written by an expert author team, in-depth global cases are used to contextualise learning and illustrate practical insight.



INTERNATIONAL AFTERNOON



FROM AN ERASMUS STUDENT'S POINT OF VIEW

My name is Marcelina – Erasmus student from Poland at University of Pannonia and I would like to share with you my impressions of the International Day. All the Erasmus students were invited which we really appreciated☺.

So... It was Wednesday morning. The official part was due to begin at 1 pm but we came together earlier to get prepared. Actually, we started preparing a day before in the Hotel Magister where we were occupying the 4th floor kitchen for more than 6h☺. I must say that we had a really, really great time together. To be honest, the vast majority of us were preparing the refreshments for the first time. Nevertheless, we were all successful☺: Polish “Faworki”, Croatian “Ustipci”, Turkish “Bachlava”, Hungarian “Képviseelőfánk” or German “Prezls”. On Wednesday morning, first we got ready with Greek and Lithuanian foods in the faculty kitchen and then painted our cheeks with national flags. And finally we could participate in the event as a Big Multinational Family☺.

The International Day started with a speech by the Dean of the Faculty of Economics that was followed by some important people's performances and our Erasmus presentations. There were also two Hungarian students' presentations who took part in Erasmus programmes in Finland and Turkey. What is more, the whole programme was enlivened by quite good belly, hip-hop and ballroom dances. Some of them were real professionals. And last but not the least; we really enjoyed a raffle, especially the prizes such as wine bottles or handball game tickets.... All of us won something!

It was not only me that enjoyed this day so much. So...See you next year!



Erasmus Students

The Faculty of Economics organised its first International Day on the 17th of March. The aim of the programme was to provide the students with information about the Erasmus scholarship opportunities, the courses, and programmes offered in foreign languages by the Faculty.

The Erasmus students studying at the university also took part in the International Day and gave an introductory presentation on their countries. Among the programmes, the interested could find presentations from Thad Usowicz, Fulbright Professor at the faculty; from the representative of the University Of Applied Sciences of Bremen and they could get useful info about the international Internship opportunities to the USA.

The programme was made more colourful by belly dancing, hip-hop and salsa performances and the participants could also have a taste of different nations' cuisine.

The World Traveller's Club was also part of this event when the Dean of the Faculty, András Jancsik gave an account of his spectacular trip to Brazil. The day was finished with an international party at the students' centre.



WORLD TRAVELERS' CLUB - BRAZIL

During the summer, 2008 András Jancsik, the Dean of the Faculty visited Brazil. Being the fifth biggest country in the world, Brazil is famous not only for its size, but also for its magnificent cities, adventures with the wildlife and forms of entertainment.

Sharing his own pictures, he guided visitors through Rio de Janeiro, the Amazon Rain Forest, the moors of Pantanal, the Iguazu National Park and much more. Due to his style of presentation, the atmosphere was already friendly, which was helped by the serving of mulled wine. He told the audience about his experiences, for example how he dared to take pictures at the filming of one of the many soap-operas. This entertaining presentation proved that there is more to Brazil than the endless nightlife, carnival, football and hot beaches.

TOURISM MANAGEMENT BA

The Faculty of Economics is delighted to announce that the Department of Tourism is launching a 7-semester-long, full-time BA programme in Tourism and Hospitality 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. Tourism is the focus and the programme draws on the results and methods of many disciplines to inform the study.

The main topics of the programme are:

- trends in the supply and demand of international tourism;
- economic, social and environmental impacts of international tourism development;
- tourism and sustainable development;
- integrated tourism planning.

The programme gives the students opportunities for in-depth analysis of tourism in a number of different contexts, including economic, social, technological and environmental, set within a broad structure of management and business techniques and principles. The courses of the programme provide students with a high level of intellectual challenge as well as opportunities for gaining practical industry related experience.

The Faculty of Economics is looking forward to welcoming international students to this programme starting in the 2011 fall semester.

PROJECT PRESENTATION DAY

This year on the 26th-27th April, the Faculty of Economics organised the 4th Project Presentation Day (PPD) where more than 180 students in German and 280 students in English presented in 6 sections. The event came to exist in 2007 when Cecilia Tusa and Edit Komlósi, teaching business German and English courses at that time, thought that students needed to improve their presentation skills and teamwork. Although the course has undergone many changes, the PPD is still an outstanding part of the Comprehensive Business Studies course. Why is it so successful and effective? The reason is obvious: it teaches learners to gain self-confidence to present in a foreign language both in front of their class-mates and lecturers and also professors of the Faculty, company leaders, managers and representatives. Since 2009 students are assessed by an independent evaluation board and the result is built in to the students' final assessment.



Students at the Presentation Day

AMERICA WEEK

The America Week was organised by the American Corner in Veszprém in April 12-15. The event which is dedicated to the study of American culture and the strengthening of Hungarian-American ties was the initiation of then guest Fulbright Professor, Dr. Scott Campbell from Nazareth College, Rochester, NY in 2008 and has become a widely known, popular and successful encounter between Hungarian and American lecturers, professors, officials and professionals to the benefit of both the inhabitants of the town and its environs in general and high school and university students in particular. From diplomacy and history to civilization, arts, literature, environment, politics, business, philosophy, sociology and law these events both explored, analyzed and brought you closer to American culture from a variety of different perspectives. Those interested could also take part in the opening of the photo exhibition entitled "Welcome, Mr. President! – American Presidents in Hungary". The Opening Address was held by representatives of the American Embassy, Nazareth College and the University of Pannonia, Keynote Speech by John Balian, Cultural Attache from the American Embassy, Budapest.



John Balian, Cultural Attache, US Embassy

INTERNSHIP INTERNATIONAL

The Internship International provides internship opportunities for international students all over the United States of America. The organization "specializes in the coordination and placement of hospitality students". They work with Hotels, Resorts and Exclusive Private Golf & Country Clubs.

This year the organization got in touch with the University of Pannonia again, to offer the students a chance to gain professional experience in the USA.

The programme offers internship possibilities for students to go and work in such hotels chains as the Hyatt, the Marriott, the Intercontinental, and so on.

They offer two types of programmes. The 3-4 Months Programme is the Work and Travel Program, which takes place from May to August/ September. The 6-12 Months Program is for students and recent graduates. "Students may rotate through various departments and may gain an overall understanding of the various Departments of a US Hotel or Resort including Management and Marketing, Food and Beverage, etc". The presentations were held on the 17th March, and also at the International Afternoon.



ECIC IN LISBON

In March 2010 Professor Zoltán Gaál, Dr. Lajos Szabó and Anikó Csepregi from Department of Management took part in the 2nd European Conference on Intellectual Capital (ECIC 2010) in Lisbon, Portugal. They presented their paper "Clan, Adhocracy, Market or Hierarchy? Which is the best for knowledge sharing in Hungary?". Interest was shown in the Knowledge Sharing Research that is conducted by the Strategic Management Research Group of the Department of Management, which enabled them to invite other researchers to take part in the ongoing Research.

The ECIC 2010 was hosted by the ISCTE Lisbon University Institute in Lisbon and the Polytechnic Institute of Leiria, Portugal. There were over 100 participants from all over the world, so one could meet researchers working in the field of intellectual capital from different countries and to look for future research partners.

INTERNATIONALISATION: REFLECTIONS ON THE (COSTS AND) BENEFITS

Professor Alan Clarke was invited to hold a workshop with the senior management team of the Faculty of Economics at the University of Dalarna in Borlänge, Sweden. The aim was to raise the awareness of the new team to the joys of international cooperation through student and staff exchanges, research collaborations and joint ventures. It was a stimulating afternoon - though no one really believed the evidence of a survey of UK ERASMUS students claiming that 1 in 10 students met their future life partners through their exchanges!

ERASMUS VISIT TO SLOVENIA

Professor Alan Clarke was invited to Touristica, the Tourism Faculty of the University of Primorska in Portorož at the beginning of April. He made presentations to undergraduate and postgraduate students studying tourism, events management and the anthropology of tourism. His presentation 'Robin Hood meets Riverdance' was particularly well received – though, as Alan noted, none of the students were willing to join in with the Irish dancing!

He had useful meetings with the senior management of the Faculty and the University which could lead to further research linkages, focussed on perceptions of national tourism images in the two countries and a comparative study of wine tourism.

The Faculty enjoys excellent facilities, with a new purpose built building with fine sea views. Fortunately, Alan's visit coincided with the first sunshine of the year so the Adriatic truly sparkled and some of the discussions could take place outside, sitting by the sea!



*Krisztina Priszinger in Rovaniemi
(Finland)*

IN FINLAND WITH ERASMUS

I had the opportunity to spend a week at the University of Lapland, in Rovaniemi, Finland through the Erasmus Lecturer Exchange programme. There has been a close cooperation between the tourism departments of the Finnish and our university for years now, many colleagues of mine have already visited Rovaniemi and the Finnish Erasmus programme coordinator, Professor Seppo Aho is also a regular guest at our conferences, events and classrooms.

The journey has been an outstanding experience in many ways. From lecturer's point of view, Health Tourism taught by me, fitted very well into the module of Regional Issues in Tourism taught by Professor Aho, so the students showed great interest towards the subject, they were open-minded and cooperative and I found the interactive classes very interesting. The journey was also useful in the aspect of improving professional and personal relationships with the professor.

Of course, the personal experiences are also something to mention. One would not believe how excited an adult can get when meeting Santa Claus! The sightseeing sites might not match with those of London or Rome, but the nature is so beautiful in winter, you do not even have to travel away from town to enjoy the view, it compensates for everything. The walk on the 70 cm-wide-ice covering the River Kemi, taking the dog for a walk in the woods, the sauna in the evening, the 14-hour-long journey by train and the sparkling white snow will remain an unforgettable memory from the arctic circle.

Krisztina Priszinger

PROF. JÓZSEF BERÁCS IN MOSCOW

Professor József Berács gave lectures on Strategic Marketing and Management at the Plekhanov Russian Academy of Economics in Moscow on 11th-18th April, 2010.

Prof. Berács was invited by Olga Szaginova (Dean of the Plekhanov Graduate School) to lecture in the framework of the institute's International Week. Besides his course the professor gave a presentation for an international team of marketing professors with the title of "The advantages and importance of the marketing lecturers' international professional connections."

ERASMUS VISIT TO SWEDEN

Dr Ágnes Raffay was invited to Dalarna University in Borlänge. She contributed to courses on Destination Management and was invited to present at a University Research day. Her talk about stakeholder relationships in tourism provoked a great deal of response and some very interesting questions. She received a very warm welcome and thinks that the visit cemented a very strong relationship with the Department of Tourism.



Ágnes Raffay in Borlänge (Sweden)

JOHN E. PARKERSON'S CLASS



Prof. Parkerson's class

John E. Parkerson, Professor of Clayton State University arrived from Georgia, United States of America to the University of Pannonia, Hungary, where he presented very useful and interesting lectures for the International Management course. Mr. Parkerson – who represents Hungary as the honorary consul in the Southern States of United States of America – helped us deepen the curriculum by sharing his own experiences, which made his lectures very enjoyable.

Being a well-known and experienced businessman, he told us a lot about his own observations and introduced several American cases. Besides improving our language knowledge, he was eager to present the current business life and etiquette in practice, entertaining us with several jokes and quips.

At the classes, he urged us to build up less strict and less bounded relationship between himself and the students. His thoughtful, understanding and captivating personality will always remain an example for us: even in this rushing, business-oriented world, and building up personal relationships and contact is still really important.

We learned a lot at his lectures, and through his stories, we came to realize, how much he is recognized by professionals and what a great knowledge he possesses.

I encourage those, who are interested in Delta Airlines, to take his courses, because you can easily become familiar with the structure of the whole company, thanks to his case studies, and stories.

PROFESSOR ZOLTÁN KOVÁCS IN ATLANTA

Professor Zoltán Kovács spent two weeks in Atlanta, Georgia, United States America, where, besides teaching, he took part in promotional events to advertise the exchange partnership programme between the Clayton State University and the University of Pannonia. We asked him about his experiences.



Prof. Parkerson and Prof. Kovács

Q: How was your journey? What was your reception like?

A: I had the opportunity to experience the legendary southern hospitality. This was combined with the accuracy of the American programme organization, which created a very substantial and eventful programme. Professor Parkerson, as my host, took care of my weekend programme as well and took me to Florida.

Q: What was the aim of your visit? What did you teach and what kind of classes did you participate in?

A: The priority for my visit was teaching. At the same time, they also involved their guests in other programmes with promotional purposes. Professor Parkerson, who holds the title of the Honorary Consul of Hungary, tends to do these kinds of promotional visits properly. I made a presentation to the Rotary Club and also gave an interview to the radio station of the World Chamber of Commerce. I visited other universities, too. With the teaching; I had the opportunity to hold classes in Supply Chain Management and Competing Across Borders. Finally, I introduced the characteristics and the build-up of modern production and service management systems. I also visited the Abraham Baldwin Agricultural College, the agricultural department of the university in Tifton.

Q: Which promotional programme did you find the most useful?

It is difficult to decide. I found my trip successful in all aspects, but the full value will be visible only later. The result of the work put into education immediately showed. When, right after the class, a student comes to you to thank you for the presentation, it means instant success. In other cases, visiting institutions, meeting new people creates opportunities for further cooperation, on which you have to do further work to attain ongoing achievements.

Q: What kind of possibilities do you see in the cooperation with the Clayton State University?

All the possibilities mentioned above, the student and lecturer exchange partnerships and the joint research projects are definitely useful in the future. Due to the coordination of Professor Parkerson, these programmes also form an opportunity to join a network of colleges in the United States. This might concern the whole of our university and not only the Faculty of Economics.

Q: Please, tell us about the radio interview you were invited to at the World Chamber of Commerce.

The Chambers play an important role in the economic life of the United States of America too. I also gave out many catalogues about the Chamber of Trade and Commerce of Veszprém County. In the radio interview I introduced Hungary and also the University of Pannonia, and furthermore I spoke about the cooperation between the two universities. It was a great challenge from a language point of view to take part in such a programme.

Q: What was your presentation about the University of Pannonia and also about Hungary at the Rotary Club of Clayton County like?

It was mainly the business people, who came to my presentation, in which I introduced our university and country as well. It was really nice, the people were eager to learn more about this region. Their knowledge concerning the country was different. Some of them have already been in Hungary, for others Central- and Eastern Europe is still unknown.

Q: Thank you Professor Kovács!

A FULBRIGHT PROFESSOR AT THE FACULTY OF ECONOMICS



Thad Usowicz

The Faculty of Economics is hosting Professor Thad Usowicz for half a year during the spring semester. The Senior Fulbright Lecturer comes from San Francisco State University, California where he is an Associate Professor of Information and Data Analysis. This is his second Fulbright award; his first had been in Poland in 1995 at the University of Economics, in Poznan.

About family

I was born in Tel Aviv as a child of an American medical student from Stephan Bathory University in Vilnius, and a Polish anti-aircraft artillery officer with the British 8th Army. When I was 3 years old, we moved to the USA and I have never been back to Tel Aviv. My wife works in a hospital as a neonatologist, dealing with premature infants. She often takes part in voluntary work - the last time we went together to Tanzania for 3 weeks. I have a son, who has just finished his BSc degree and starting his MSc. degree in physics.

About education and work

I was educated in New Jersey and attended the Massachusetts Institute of Technology in Cambridge. I have a B.Sc. degree in Mechanical Engineering and two M. Sc. degrees are Management and another in Civil Engineering. After graduating I worked at Military Consulting, and then I was an ordnance officer in the US Army and assigned to Vietnam for 1 year where I was the official in charge of the largest customer based repair parts supply operation. I got my PhD degree in Medical Information Science in 1991 at the University of California, San Francisco.

About Hungary

This is my first visit to Hungary. I like to be here, it is good place to live and work. Hungarian young women are lovely and the people are very nice. I am travelling a lot and trying to explore this part of the world. I teach Project Management courses at the Department of Management with 16 students. Hungarian students are very talented and what hits my fancy is that they are willing to think and work together. I hope that I will be able to pass over my knowledge to them effectively.

Plans for the future

After I finish my Fulbright here in Veszprém, I shall work harder on getting exchange programmes started between the San Francisco State University, California and the University of Pannonia, Veszprém. As I see, American students are open to travelling around Europe and I think the University of Pannonia can be an excellent stage for their studies. And we would also be happy if we could welcome students from Hungary. My message for Hungarian students: How do you become successful? Study, study, play, study, study...until you have acquired competence, develop your sense of ethics and give acquire a concern for your colleagues and workers.

CANDY FRESACHER



Candy Fresacher

Dr. Candy Fresacher is one of the visiting professors who comes to Veszprém every year. In March 2010 she gave lectures on Improving Management Communication Skills at the Faculty of Economics.

As an American living in Vienna for over 30 years and as someone versed in both business and teaching, she has over 20 years of experience in the vocational college classroom as well as the same amount of experience in

offices, including the UN and working for an American tour operator.

She conducts seminars in Emotional Intelligence, Time and Stress Management in Austria for the PH and the UN, in Europe for ECIS and in Asia for EARCOS among others. She also teaches at the Werbe Akademie in Vienna. For the past six years, together with an Austrian business partner, she manages her own company which assists commercial enterprises in various fields of communication and tourism.

Candy is really fond of Veszprém and our Faculty. She also likes working with the Hungarian students, but as she says they are a bit afraid of speaking openly and giving their opinions in English. When her Improving Management Communication Skills course is advertised among the students it takes only a few days and the seats at the class are filled with the most enthusiastic and eager ones.

DAVID REGÉCZI



David Regéczi

David Regéczi gave lectures on Governance and Partnerships at our Faculty 12-23 April, 2010.

David is a regular visiting lecturer at the Department of Management and returns every year to Veszprém. Outside the classroom he is a policy analyst with the Dutch-based, international research and consultancy firm ECORYS. He specialises in cluster policies, public-private partnerships, foreign direct investment, and network governance.

He uses social network theory to inform both his public policy recommendations and to manage his research teams. Most recently, he completed a needs analysis and segmentation of the city and port of Rotterdam for General Electric. He is also research leader and deputy team leader for a study examining the competitiveness of the European meat processing industry. In the field of industrial clusters, he has been heavily involved in projects designed to identify and promote clusters in Kenya and Turkey.

David obtained a PhD in public policy from the University of Twente in the Netherlands, where he explored accountability and sustainable development in the context of (market-based) public-private partnerships. The case studies used for his thesis included a look at motorway construction for the M0 and M6 in Hungary, the construction of the new "Canada Line" high-speed transit system in Vancouver, Canada and the construction of the Olympic Village also in Vancouver

TRAVEL AROUND THE WORLD WITH A 19 FEET LONG SMALL BOAT

At the World Travellers' Club Áron Méder was our guest. Áron was the ninth person who has sailed around the world single handed. We could get a deep insight to his trip with his fascinating presentation filled with lot of amazing pictures from all over the world.

Why did a full-blooded young man decide to sail the world alone? The answer was very simple: "because I like sailing and I like getting to know myself better."

The young Hungarian sailor has been sailing since 1990 and in 2004 became a qualified sailing instructor. Within the last 12 years he has sailed about 10 000 sea miles on different seas. He is very interested in boat building and repairing. During the amazing voyage Áron sets out and sailed alone for 2 and a half years almost 55,000 kms over three oceans and a dozen seas. His beloved boat called Carina is only 19 feet long and was built in 1970 in Switzerland. Áron bought it in 2004 and it had to be completely refurbished and it took 1.5 years to finish the renewal. He started from Koper, Slovenia in September 2006 to Africa then to the Caribbean, Galapagos, Hawaii and Fiji where he had lived half a year, then sailed to Papua New Guinea, Australia, Bali, Singapore, Penang, Phuket, Sri Lanka, India and he arrived back to his starting point 2 and half years later.

During his trip he had to face with the huge ship traffic on the Mediterranean Sea, the amortization of Carina – what he solved easily – but the most withering thing was elimination. He had learnt to realize the beauty even in the smallest things, for example a bird landed on his boat.

He represents what multi-cultural means really. During his presentation he was speaking with unbelievable respect about the world, about the assimilation with tribes in the Caribbean region, love and peace, and always the voice coming from inside whispered that this was just a joke of his mind.

It was an amazing 3 hours filled with audacity, endurance, humour, easiness, empathy and gumpntion... thank you for it!



Áron Méder by Géza Szabó

VEN – UNIVERSITY DAYS

The VEN were organised for the 22nd time with the aim of building the university's community. Apart from the traditional shows and line-ups, one could pick among the many presenters and entertainers invited for the 6-day-long event. The VEN groups had already teamed up and were ready to fight for the title of most entertaining team. Among the many new programmes, there was still room for the usual favourites as well: the introductory shows of the VEN teams, the inverse classes, the canvasser programmes, the gala and the endless parties.

As a brand-new facility the organisers introduced the "Hangover Corner", where students could peacefully regain their shape for the upcoming night.

THE DEPARTMENT OF TOURISM IN ITALY



The group in Venice

This year the Department of Tourism visited Verona, the area of Lake Garda and the spectacular Venice.

The first day we headed to the romantic city of Verona. We saw the Arena, the third greatest amphitheatre of Italy, admired the lovely river surrounding Verona's fortress and tried to figure out how Romeo climbed up to Julia's balcony. After the sightseeing tour, everyone headed to one of the many pizzerias or ice cream bars, to get the first impression of the Italian gastronomy.

Second day, we went to see the beautiful Lake Garda. Our first destination was Sirmione, where we visited the fortress. Along the road we stopped at many romantic towns like Salo, Riva del Garda and Malcesine.

On the third day, we visited in the Veneto region Cittadella, the atmospheric Bassano del Grappa and the citadel of renaissance, Vicenza.

The last day was what everyone wanted the most: Venice. The city of the lagoon offered a great programme: we sailed through the Grande Canal and we got off at St. Mark Square. We saw St. Mark's Basilica, some of us clambered up the tower at St. Mark's Square and others took a chance to feed the pigeons, which cannot be missed, when you are in Venice! We left Italy with many happy memories and hopes to return.



NEWSLETTER

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