

*Abstracts***Vehrer Adél – Kalmár Brigitta – Tirner Daniella****Career motivation and community development in the community coordination BA of Győr**

In our study we present the career choice motivations of the community coordination BA students of Széchenyi István University in Győr, as well as their cultural and community experiences and attachments. We also examine the need to build a community around their own professional expertise. Community means for us a group of people who cooperate permanently with each other in order to achieve their common goals. Our research was carried out using an online questionnaire in autumn 2020. We want to use our research results in marketing activities related to the recruitment campaign, and we plan to continue to use the lessons learned from the results in the field of community coordination contributing to the development of students which, as a result of common symbols and joint actions, will hopefully give them a lasting sense of professional identity beyond the degree.

Keywords: culture; community; motivation

Mónika Pilkhoffer**A construction accident and its impact – The career of Gyula Piátsek, a master architect from Pécs**

Two workers died and 10 other suffered injuries of diverse severity in an accident at a construction in Pécs city. The news itself would not be of particular interest since accidents at constructions often took place in the Dualist era. Nevertheless, due to publication of the complete criminal trial, the events are available for a proper reconstruction. The present article introduces what impact the unfortunate event had on the career of Gyula Piátsek. The piquancy of the story is that the master architect, having been accused of negligent homicide due to the collapse of the wall of the edifice under Széchenyi square 16., accused the Budapest based architect Adolf Lang who created the plans of the city hall, that his wall designs were too thin, which may cause the collapse of the structure as in the case of the Stein Palace in the capital city back in 1875.

Keywords: master architect dynasty; construction accident; court hearing

Richárd Bércesi

**The Middle School of of the First Danube Steamship Company
(DGT/DSC): the Hungarian Royal Coal Mining School, Pécs (Pécs-
Bányatelep, 1896-1940)**

The topic of my publication is the first secondary education school established in 1896 in the Pécs mining district and run by the First Danube Steamboat Shipping Company (hereinafter called FDSSC) called Royal Hungarian Coalmining School, which is the part of my research of mining history based on my personal interest.

I was interested in several questions: Why and how did the FDSSC take charge of the education of the Pécs mining district? Where and when was the secondary school of the company established? Was it – similarly to primary education organisations solely sustained by the company? How was it set up? Who had the possibility to learn at the school? Did students have to pay a tuition fee? Were there coed classes at the institution? How did the secondary education law of 1883 command over Hungarian schools? How has education policy changed during the Horthy era? Did the management or the FDSSC differ from any other schools' running policies? If the answer is yes, in what way and why?

What was the institute's policy towards the Serbian invaders? How were the school's circumstances affected by the integration of the First Danube Steamboat Shipping Company into the Reichswerke Hermann Göring conglomerate (In Hungarian: „Hermann Göring Művek”) after the Anschluss that happened on the 12th of March 1938? What has happened to the institute?

So to sum up, I came to the conclusion that the Hungarian Royal Coalmining School operated by the FDSSC had a very special role within the history of Hungarian education: the maintainer had the rights to make all the key management decisions by means of special privileges from the state. After 1938 the institution was subject to strong aspirations of Nazi ideologization coming from Germany. The school's running was finally taken over by the Ministry of Religious and Public Education in 1940 after its fate having been sealed by the opposition in 1918 similar to that against the Serbians and the high costs of maintenance.

Keywords: First Danube Steamboat Shipping Company; secondary education institution; operation

Róbert Oláh

János Arany's years in Nagykőrös (1851–1860) in the light of his correspondence I. – The history of antecedents (1849–1851)

János Arany's life and works were approached from countless perspectives not only by the present biographers and researchers but also by the contemporary ones, as well as by close or even distant family members. The poet's life path can be interpreted through considering the several settlements' influence he had lived in. Szalonta, Debrecen, Kisújszállás, Geszt, Budapest and of course Nagykőrös can be called "milestones". In each case, we need to know that his stations had not only positive sides but also negatives according to the natural order of life. However, it is necessary to consider these effects with criticism, as the given conditions cannot be simply identified with a longer or larger stage in a person's life. Although the given conditions may influence one's life stage, cannot control it totally.

My aim is to present the years of Nagykőrös with such an approach by which I can present Arany's personality, a little further away from his works, describing him as a thinker, who demonstrates another face in his writings in the light of his contemporary private correspondence. I owe a lot to the critical editions of the poet's life and works, they provided me the possibility for endless syntheses beyond accurate sources. The recipients, the frequency, and the content of the letters all point to the stage of the poet's life when he had to cope with new goals in a new city, not only in the capacity of a husband or a father, but also serve the nation in such an environment where all means and manifestations of open rebellion could result in the most severe punishment. But Arany found a way to do it, so using his lines, the milieu of "the heart of the Great Plain", including the City of Arany: Nagykőrös and its unforgettable literary world, can become a faithful presentation of the national events of the 19th century.

Keywords: János Arany; correspondence of the years in Nagykőrös; 19th century spirit

Renáta Anna Dezső

Multiple critiques of multiple intelligences

Howard Gardner, the John H. and Elisabeth A. Hobbs Professor in Cognition and Education at the Harvard Graduate School of Education received the 2020 Distinguished Contributions to Research in Education Award, the premier honor from the American Educational Research Association – in the very year when his alma mater celebrated its centennial. Professor Gardner, whose academic career started as that of a psychologist, received this award for his outstanding achievement and success in education research concerning his theory of multiple intelligences– MI, which suggests that human intelligence should be differentiated into modalities, rather than be accepted as a general ability.

Although the gardnerian theory is well-known, accepted and applied in every day educational venues world-wide, it has met several critical comments throughout the past four

decades. The aim of the present study is to give an overview of these critiques for the Hungarian speaking audience of educators applying MI theory. In this contribution I do not intend to interpret the birth, the characteristics, the possible educational adaptations, or the actualities of MI – as I have done so in my previous work. I am referring to the concept of intelligences in this paper, using plural, due to the theorist's initial intentions. My analysis outlines the main sources of relevant international literature in order to widen the related professional horizon of Hungarian speaking educators about the critical phenomena related to MI.

Keywords: multiple intelligences; critiques; overview

Bálint Fodor

The alternative model of productive learning

For decades, one of the main recurring elements of criticism targeted at Hungarian public education has been the inability to adequately prepare students to enter the world of work. While most educational systems of the 20th century attempted to mirror the structure of societies, and to model expected social behaviours, yet the problem has prevailed: lexical knowledge still overweighs the knowledge about how to live a productive personal life. “Finally, you are going to step out into Life” – a commonplace that can usually be heard at Hungarian proms. What an empty statement, indeed! What does Life mean? What does this Life bring for the young adult leaving school – may it be a job, a family, or the conscious everyday existence of the individual?

We can think of the alternative model of productive learning as a representation of productive life. Just as in the world of education, society also deserves a proper model, which can describe a way to successfully advance through one's studies, as well as to provide guidance for successful, productive, individual growth. Therefore, the alternative model of productive learning cannot merely be interpreted in the educational, but also in the personal and social dimensions as well. We can apply the model to a primary school class, to a kindergarten activity, to a university course, to a corporate training – or even to our own personal development.

Keywords: productive learning; alternative model; intelligence theory

Angelika Szabóné Mojzes

The role of positive error culture in public education – Practical aspects

In this study, I demonstrate the role of positive error culture in public education, I flash out how important it is to be filled among modern pedagogical methodologies. This is a very interesting issue, because only this model has been used by business sector, in public education for about twenty years. It is very popular in the United States, East Asia, but more and more European countries are adapting its education policies to their own systems.

The aim of the publication is to outline foreign examples of the extent to which it could be used in Hungarian public education. In comparison, the presentation of the concepts of regional and international surveys on the topic, in connection which I undertook to show how this could be adapted into Hungarian educational practice. Since my research so far has been organized around this topic, I feel it is important to show as many researchers as possible who are committed to the profession how much more effective Hungarian public education would be in the long run if a positive error culture application appeared here as well. I know this would also require a significant investment from the teaching community, as these methods need to be mastered, but it would benefit both teachers and students in the long run.

At the end of my paper I also give a short summary of the topic. I believe that my article is a start of series of professional debate and I will convince many participant about the need for change.

Keywords: positive error culture; public education; innovation

Gergely Horváth – Vivien Lilla Boda

The practise of individual mentoring and reflections of mentorees

In our research we focus on our primary school mentorees with whom have been working with for our academic semesters, since the launch of the „Tanítsunk Magyarorszáért!” („Let’s Teach for Hungary!”) program. The mentor program provides equitable service for students of small villages, with mostly disadvantaged socio-economic background with the work of university students. The international and Hungarian literature on mentoring provides an understanding on the program. In the last semester of our mentoring work, we were curious about our mentorees’ perspectives of our activities. An emphasis was also given to highlighting the good practises that students would highlight based on their experience. In the research we expected that our mentorees would stress the importance of the mentor-mentoree relationship and give recommendations for amend the mentoring methods applied in the two-year long process. In the inquiry a questionnaire was applied that aimed to help the mentors’ work and to analyse the mentor-mentoree relationship. The questionnaire consisted of three sections: for completing two phases, short

answers were needed and in case of the third section a 5-point scale was applied. The qualitative data of the research were coded and analysed to highlight the successful aspects of mentoring. In the research 14 out of 18 mentorees have participated. The research introduces the perspectives of students about the mentoring process of the four semesters between 2019-2021. The results of the case study highlight the importance of a quality mentor-mentoree relationship, which gives suggestions to mentors who participate in the program and share experience and good practises with those who are interested in the program.

Keywords: mentoring; equity; peer helping

Andrea Lukács – Helga Dorner

Lifelong learning, correspondence of organisational trainings and knowledge management based on a case study conducted at a Hungarian SME

Small and medium-sized enterprises (SMEs) in Hungary have only limited information about their own situation in the field of adult education practices and knowledge management. Our case study-based research examines knowledge management systems of SMEs, building on previous international and national studies. This case study in which we used a mixed research methodology (questionnaires, interviews, and document analysis), describes our first results, and highlights how organizational learning and employees' professional development are connected and how this can be supported by a well-designed knowledge management system. Our results are also relevant for research on adult education and organizational learning.

Keywords: knowledge management; learning organization; lifelong learning

Fruzsina Morcz

Knowledge management, higher education and the music industry – and knowledge that is at least as valuable, than what is “taught in classrooms”

The definition of the creative industries is linked to British cultural research and cultural policy. Most of the literature on relevant tertiary programs examines British courses. Music industry is one of these sectors. The number of studies on German, Australian and North American music industry education is surprisingly low. The current article reviews critiques of creative and music management education in higher education, with the main focus on courses based in England. These programmes have been subject to constant, determined and loud criticism since their inception. Opinions of industry representatives, renowned educational researchers, and complaints from graduate students all suggest

that creative industries' course leaders do not pay enough attention to the development of skills required in the labor market, either when planning or operating courses. A significant proportion of educators see a vocational turn as a threat to academic work and to the development of critical thinking. Building on theories by Robert J. Sternberg and his colleagues, the author refutes the primacy of academic knowledge over tacit knowledge in creative industry training. Sternberg and colleagues proved that there is a direct correlation between tacit knowledge and professional success in the labor market, as well as between tacit knowledge, expertise, practical intelligence and successful intelligence. The study points out that the transformation of attitudes towards tacit knowledge, which plays a decisive role in labor market success in the music industry, the transfer of tacit knowledge in an organized framework, is the key to the long awaited prestige of tertiary music business courses.

Keywords: knowledge management; higher education; music industry

Boróka Viktória Musztyné Báfai

Regional characteristics of human resource management in light of the 2005-2010-2016 Cranet Surveys

The role of human resources within the organization has gained more and more importance in the last decades, and its contextual nature has become more important in today's globalizing world. However, in this regard contrasting viewpoints are present in the literature. Some authors assume the existence of a best practice desirable for every organization, many studies state that the field of HRM is just the one that reflects local contextual characteristics and for that very reason there it is the least expected for a universally applicable model to develop. Our research uses the data of three surveys (2005, 2010, 2016) conducted by the Cranfield Network. Through the analysis we try to visualize the typical features of the HRM practice of examined country groups. On the one hand we suppose that regional differences appear, while on the other hand the existence of directional similarities among the countries attributed to internationalization is also presumed. According to the results of the research differences among regions represented by country groups are shown in all examined HR fields. Analysis has shown the existence of change in identical direction in the majority of examined areas, while in some cases all country groups have demonstrated the same directional similarity. The research aims to support the viewpoint according to which the external environment – being that culture and traditions as well – plays an important role in the formation of HR practices. Through this assumption we wish to present a general idea about the regional characteristics of HRM along with the similarities and differences of the examined country groups that might contribute to the reconsideration of the HR function from a practical aspect.

Keywords: human resource management; comparison; Cranet

Csaba Nyikes – Tamás Vámosi – László Poszpischil
Crisis management and organizational responses

The study reviews the main European and Hungarian employment policy and labor market responses to the pandemic crisis, the interventions included in them and their direction. The crisis has fundamentally changed the conditions in the work processes, because of the disruption caused by declining market demand. Interventions could be effective where the response was rapid, flexible organizational frameworks provided the basis, and communicated the essence and direction of decisions. The process also required a redesign of the organizational culture. HR received a different focus, retaining, motivating and improving the mental state of the workforce became more important tools than before. Primarily using statistical sources, the study highlights the contradictions in the use of Hungarian employment policy instruments, which have more contributed to employee and organizational uncertainty.

Keywords: labor market; crisis management; employment policy

Árpád Ferenc Papp-Váry

Country brand rankings during the COVID-19 pandemic – "One thing is important: To be good now"

Brand rankings have long been common in the world of products and services: rankings of the top 100 global brands are released by Interbrand and BrandZ-Kantar-WPP among others. For example, the top five brands of the Interbrand 2020 list are Apple, Amazon, Microsoft, Google and Samsung, followed by the first non-technological brand, Coca-Cola. The situation is similar in the case of the BrandZ-Kantar-WPP 2020 ranking, with the order of the top five being Amazon, Apple, Google, Microsoft and Visa.

Like classic brand rankings, country brand rankings are also available. Moreover, there is a new one almost every year, such as the Anholt Nation Brands Index, the FutureBrand Country Brand Index, the Anholt Good Country Index, the Bloom Consulting Country Brand Ranking (Tourism Edition and Trade Edition), the Young&Rubicam Best Countries, the Reputation Institute Country RepTrak and the Global Soft Power Index. It is impossible to discuss all of these in a single article, and not all of them have published a fresh country brand ranking that was created during the COVID-19 pandemic, therefore we only scrutinize the first three of them.

One of the aims of the publication is to present their methodology, dimensions and factors for the first time in Hungarian, as well as the results of the individual rankings, with special regard to how they changed in 2020.

The other purpose of this writing is to highlight that the basis of a good country brand and a good country image is in fact nothing more than the good country itself – similar to a classic brand, where the starting point is a good product and service.

Keywords: brand rankings; country brand; country branding

Marianna Bődő – Árpád Ferenc Papp-Váry

**Do micro-regions deserve a grand brand? The brand building of
Magyarkanizsa in Vojvodina as a good practice**

In recent years, several micro-regions have become increasingly involved in brand building. With the help of marketing, they want to show their values, thereby making their area more attractive to tourists and increasing the pride of their inhabitants. In their case, the tourism offer is closely related to their natural treasures, traditions and historical heritage. Rural, eco- and adventure tourism (as increasingly popular forms of leisure) open up new opportunities for them, which contributes to the development of micro-regions and at the same time provides a source of livelihood for those living there. However, there is big competition for tourists and it is expected to be even bigger after the pandemic. In this fiercely competitive situation, the question arises as to what might be the pull that sets a particular micro-region apart from others, in which context it may be better or provide more than its competitors. In the study, we present a good example of this, a good practice that may be inspiring for other micro-regions as well. In the period 2019-2020, Magyarkanizsa (Kanjiža) in Vojvodina, Serbia came up with a tourism marketing strategy that targeted both Serbian and Hungarian travellers. Thanks to the project, Magyarkanizsa stood out among the micro-regions of Vojvodina, and in July and August 2020, when the epidemiological restrictions in Serbia were eased, a large number of visitors came to the area. The micro-region made good use of the fact that the impact of the coronavirus boosted the value of nearby destinations, and successful marketing activities have led to many people from Budapest to Belgrade choosing Magyarkanizsa as a holiday destination. The increased interest in the area is also supported by social media statistics, which are presented in detail in this article.

Keywords: place marketing; destination branding; marketing strategy

Annamária Sütő – Tímea Németh – Balázs Sütő – András Trócsányi

Willingness among young people to get the coronavirus vaccine and its impact on tourism, hospitality and entertainment industries in Pécs and Baranya

The new type of coronavirus (SARS-CoV-2) infection started in the second half of 2019 from Wuhan, China, and on March 4, 2020, the first infected patient was diagnosed in Hungary. Rapid and drastic lockdown was implemented in the country, as in many countries in Europe and the world. The result was a significant economic downturn, which is still having an impact to this day. The end of the pandemic is not yet predictable, but vaccination may be the solution to control it. However, the willingness to vaccinate is variable in the Hungarian population, especially among young people, who in turn play a significant role in the tourism, hospitality and entertainment industries of Pécs and Baranya. The aim of our research was to scrutinize the willingness of young people to get the COVID-19 vaccine, and how this will affect the tourism, hospitality and entertainment industries of Pécs and Baranya. A mixed research method was applied, including an online questionnaire, targeting Hungarian and international young people aged 15-30, and semi-structured interviews were conducted with stakeholders living in Pécs and Baranya as well as with academic staff of the University of Pécs and the head of the National Laboratory of Virology.

Based on the results, the propensity to get vaccinated was 56% among young people, however, if the elimination of current restrictions depended on vaccination, 71% of young people would be willing to be vaccinated. The majority of respondents will plan to spend significantly more when the pandemic is over, compared to their previous spending. This will help relaunch the economy of Pécs and Baranya, especially tourism, hospitality and the entertainment industries.

Keywords: COVID-19; willingness to get vaccinated; young people

Viktória Bene

The current state of the population information in Hungary in 2020

In an emergency situation, by tightening the rules of conduct, by authorities, the vulnerability of the population is strengthened and, therefore, providing information to the public requires special attention. In all cases, the given information must be in synchronistic with the socialisation differences of the population, because the people in different social strata are not able to follow the changes with the same intensity. Information can be provided through multi-layered and intergenerational communication processes. In view of the time-sensitivity of the speed and spread of the information dissemination during events of danger effective reach has to be planned. It is more difficult to reach the elderly population, the possibility of providing them with the most appropriate information should be explored, in addition to the need of the young population to support development.

As part of my research, in 2020 I conducted a public online questionnaire survey, which examined the information habits of the population, the perceived preparedness for emergencies and the need for improvements in emergency communication. I have looked at the current state of informing the public through statistics. My research objective has been to explore the public's readiness preparedness for the exceptional circumstances generated by the COVID-19 pandemic and to assess whether the population demands an improvement in getting relevant information using both modernised and traditional modes of communication channels.

Keywords: communication; statistics; emergency