Tantárgy: Turizmus és vendéglátás alapjai
(angol nyelven)

Jóváhagyta:
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osztályvezető

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NEMZETI SZAKKÉPZÉSI INTÉZET
1. Calculate the catalogue price and the planned income of a travel agency on the basis of the following data. Draw up a chart on pre-costing.

- The number of people travelling: 25
- Plane ticket: 60 000 Fts/person
- Tourism services (cost of accommodation, half board, transfer): 40 000 Fts/person
- Costs of hostess (accommodation, meals, travelling, insurance): 6 500 Fts/person
- Organization fee: 20%
- VAT on the organization fee: 25%
- Insurance: 1 200 Fts/person
- Insurance for cancelling the trip: 1.5% of the price of the trip

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Tourism services</strong></td>
<td>40 000 Fts</td>
</tr>
<tr>
<td><strong>Costs of hostess</strong></td>
<td>6 500 Fts</td>
</tr>
<tr>
<td><strong>Sub-total</strong></td>
<td>46 500 Fts</td>
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<tr>
<td><strong>Organizational fee (20%)</strong></td>
<td>9 300 Fts</td>
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<tr>
<td><strong>VAT on the organization fee (25%)</strong></td>
<td>2 325 Fts</td>
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<tr>
<td><strong>Insurance</strong></td>
<td>1 200 Fts</td>
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<tr>
<td><strong>Insurance for cancelling the trip (1.5%)</strong></td>
<td>697 Fts</td>
</tr>
<tr>
<td><strong>Plane ticket</strong></td>
<td>60 000 Fts</td>
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<tr>
<td><strong>Sub-total</strong></td>
<td>120 022 Fts</td>
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<tr>
<td><strong>Catalogue price</strong></td>
<td>120 000 Fts</td>
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<tr>
<td><strong>Planned income</strong></td>
<td>3 000 000 Fts</td>
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2. List and characterize the forms of direct tourism enterprises!

a. travel agencies
   sell trips directly to consumers bought from tour operators

b. tour operators
   buy services in large quantities from suppliers and sell them in bulk; usually don’t sell them directly to customers

c. information bureau
   they work on a non-profit basis in most cases; are set up at important venues, popular resorts

3. Define the following concepts!

   - Timeshare tourism: an option to use a holiday home for a specific period; it can be changed or transferred freely
   - Green tourism: also called ecotourism; it is a particular form of non-damaging tourism; participants minimize their impact on the environment; they appreciate the value of a nature reserve and flora and fauna
   - Religion tourism: tourist demand for holy places, places of pilgrimage is constant; short length of stay; not seasonal; participants only buy a minimum number of services
Catering activity: *a special activity of catering, meeting external demand; production and sale don't take place at the same venue*

4. List the characteristic features of demand for catering! 5 p
   - It appears effectively (real demand)
   - Flexible (can be influenced by adequate recommendation)
   - Seasonal (season influences the extent and composition of demand)
   - Sensitive to changes in incomes and prices
   - Difficult to influence (a great number of guests have confirmed eating habits)

5. What does a guide report include? 8 p
   - Name of the sending travel agency
   - Tour code number
   - Date of arrival and departure
   - Number of passengers
   - Guide’s name
   - Composition of the group, range of interest
   - Unexpected events, necessary steps
   - Evaluation of services provided to the group (meals, transportation, accommodation)
     (other good solutions are also acceptable)

6. Draw the contours of Balaton Uplands National Park in the country map! 6 p

![Map of Balaton Uplands National Park]
What significant tourism attractions can be found there?  
- Wine-growing area  
- Lake Balaton  
- Cultural events  
- Natural rarities  
- Cycle path  
- Castles  
(other good solutions are also acceptable)

7. Group the catering units according to the sphere of business!  
- Catering units serving hot food  
- Confectioneries  
- Drink bars  
- Other catering units  
- Amusement places with music  
- Discos  
- Catering facilities at workplaces

8. Write two examples for each tourism attraction!  
   - World Heritage Sites (in Hungary)  
     a, (it should be corrected optionally)  
     b,  
   - Thermal water / medicinal water (in Hungary)  
     a, (it should be corrected optionally)  
     b,  
   - Wine-growing regions (in Hungary)  
     a, (it should be corrected optionally)  
     b,  
   - Extreme sports  
     a, (it should be corrected optionally)  
     b,  
   - Natural rarities  
     a, (it should be corrected optionally)  
     b,  

9. Complete the following formula!  

\[
\text{net cost price or raw material value} + \text{profit margin} + \text{turnover tax or VAT} = \text{gross selling price}
\]
10. Request a store to prepare a report. All calculations should be done on purchasing prices. You have the following information:

- Opening balance as at January 1: 250 000 Fts
- Purchases from supplier A: 1 400 000 Fts
- Purchases from supplier B: 775 000 Fts
- Return to supplier B: 25 000 Fts
- Issue to production: 1 000 000 Fts
- Return from production: 45 000 Fts
- Issue to the bar: 1 120 000 Fts
- Scrapping: 40 000 Fts
- Closing balance as at January 31: 280 000 Fts

Increase: $1 400 000 \text{ Fts} + 775 000 \text{ Fts} + 45 000 \text{ Fts} = 2 220 000 \text{ Fts}$

Decrease: $25 000 \text{ Fts} + 1 000 000 \text{ Fts} + 1 120 000 \text{ Fts} + 40 000 \text{ Fts} = 2 185 000 \text{ Fts}$

Closing balance per books: $250 000 \text{ Fts} + 2 220 000 \text{ Fts} - 2 185 000 \text{ Fts} = 285 000 \text{ Fts}$

Result: Cl. Bal. per books - Cl. Bal. per inventory list = 5 000 Fts

11. Define and describe a typical American catering unit with a hot kitchen, which is mostly popular among young people and usually a member of a large chain.

Name: Fast food restaurant
Description:
- Selection of food and drinks is restricted
- The beverages available are soft drinks or beer
- Same image (same external, internal appearance)
- Same choice of food and drinks
- Pleasant atmosphere
- Reasonable prices
- Fast, polite service
  (other good solutions are also acceptable)

12. List the forms of competitiveness in tourism and write an example for each!

a. Regional or local competitiveness - Sóstó
b. National competitiveness - Mátra
c. Absolute international competitiveness – Budapest
d. Relative international competitiveness – Balaton
e. Auxiliary international competitiveness – Dunakanyar

The pass mark requires at least 34 points
The excellent mark requires at least 86 points
The teacher correcting the exam papers shall make a proposal for the distribution of score according to various marks!
Exam papers written by pencil cannot be accepted!