

OKTATÁSI MINISZTERIUM

Érettségi írásbeli vizsgatétel megoldása

M

Kódszám: M

OM	V.20.
A5	1

Tantárgy: Turizmus és vendéglátás alapjai
(angol nyelven)

Jóváhagyta:

Soós László
osztályvezető

2005

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. 10 p

- 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 is 1,5% of the price of the trip

<i>Tourism services</i>	40 000 Fts	
<i>Costs of hostess</i>	6 500 Fts	
<hr/>		
<i>Sub-total</i>	46 500 Fts	}
<i>Organizational fee (20%)</i>	9 300 Fts	
<i>VAT on the organization fee (25%)</i>	2 325 Fts	
<i>Insurance</i>	1 200 Fts	
<i>Insurance for cancelling the trip (1.5%)</i>	697 Fts	
<i>Plane ticket</i>	60 000 Fts	
<hr/>		
<i>Sub-total</i>	120 022 Fts	
<i>Catalogue price</i>	120 000 Fts	1 p
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<i>Planned income 120 000 *25</i>	3 000 000 Fts	1 p
<i>Drawing up a chart on pre-costing</i>		1 p

2. List and characterize the forms of direct tourism enterprises! 9 p

- 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! 12 p

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



2 p

What significant tourism attractions can be found there? 4 p

- *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! 7 p

- *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! 10 p

- 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! 6 p

$$\begin{array}{r}
 \textit{net cost price or raw material value} \\
 + \textit{profit margin} \\
 \hline
 \textit{net selling price} \\
 + \textit{turnover tax or VAT} \\
 \hline
 \textit{gross selling price}
 \end{array}$$

10. Request a store to prepare a report. All calculations should be done on purchasing prices. You have the following information: 8 p

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

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

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

Result: Cl.Bal.per books- Cl.Bal.per inventory list $285\,000\text{ Fts} - 280\,000\text{ Fts} = 5\,000\text{ Fts}$ 2 p
shortage

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. 9 p
(2+7)

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! 10 p

- 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!