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TURISZTIKA ISMERETEK ANGOL NYELVEN

KÖZÉPSZINTŰ ÍRÁSBELI VIZSGA

2018. május 16. 8:00

Időtartam: 150 perc

ÉRETTSÉGI VIZSGA • 2018. május 16.

Pótlapok száma
Tisztázati
Piszkozati

EMBERI ERŐFORRÁSOK MINISZTÉRIUMA

Turisztika ismeretek angol nyelven középszint — írásbeli vizsga 1721
Important Information

Dear Examinee,

When answering the questions, make sure you adhere to the following:

a) The solutions to questions that require elaboration and calculation may also be performed on the additional sheets provided by the examination supervisor if there is no sufficient space on the examination sheet. Make sure these additional sheets are numbered, with your name indicated on all of them, and do not forget to mark the number of the question elaborated.

b) You may solve the questions using a blue or black pen. Examinations written in pencil will not be accepted.

c) Apart from writing equipment and non-programmable calculators, no other aids (e.g. course book, practice-books, etc.) may be used.

d) The questions are independent of each other, and do not have to be answered in a specific order. We suggest that before you begin, read through the whole examination and then start by answering the questions you feel are easier to answer.

e) Certain questions require the examinee to provide examples or characteristics, and the points awarded are proportionate to the number of such examples or characteristics provided. No additional points will be awarded, even if you list more than required.

f) In case of test and calculation questions, make sure any corrections you make are clearly marked and that your final answer is clear and unambiguous.

g) If you mark all available answers for test questions, no points will be awarded. If you mark more answers than the number of solutions listed in the correction-evaluation guide, the number of points awarded overall must be reduced by the number of surplus answers provided.

h) When making calculations, pay attention to the following:
   - For partial calculations, mark the name of the data or indicator calculated, the method of calculation (the mathematical operation written using the available data), as well as the result with the corresponding unit of measurement.
   - If you do not make these markings, your answer will not be accepted even if it is otherwise correct.
   - Carry out rounding as per the rounding instructions given for the specific questions.
   - The auxiliary data needed to make the calculations (e.g. VAT rate) are provided in the given question.

i) Please, make sure you write in a legible manner and provide an easy-to-follow layout for your answers.

Good luck with your examination!
Question 1  4 points
Define the following terms briefly.

a)  Excursionist/same-day visitor: …………………………………………………………………………………
………………………………………………………………………………………………

b)  Senior tourism: …………………………………………………………………………………………………
………………………………………………………………………………………………

c)  Discretionary income: ……………………………………………………………………………………………
………………………………………………………………………………………………

d)  Motivation: ………………………………………………………………………………………………………
………………………………………………………………………………………………

Question 2  6 points
Complete the missing sections of the following sentences with the correct term/terms.

a)  ……………………………………….. is the study of the relationship between food and culture; the art of cooking, gourmandism, table setting and serving food.

b)  Travels aimed at getting to know service partners, and collecting personal experiences that are utilised in work down the line This is what is called a …………………………………………


c)  ……………………………………….. is the legal tender of a given country in the money circulation of another country.

d)  The …………………………………….. in tourism means that an inflow of income generates new income at economic players, in other words is multiplied.

e)  A …………………………………….. is a vast, large area are typical of the given country, where one or more ecosystems are present which are not or hardly changed by human activities.

f)  …………………………………….. is a cash substitute instrument/monetary surrogate; a receivable payable abroad in the currency of a foreign country.
Question 3

From the possible answers to the questions below, choose the correct solution and write the corresponding letter into the box next to the answers.

1. **Which response describes guest satisfaction most accurately?**
   **Answer**
   A. the guest is satisfied with the service as a whole
   B. the guest is satisfied with the waiter’s work
   C. the guest is satisfied with the quality of the food/drinks
   D. the guest is satisfied with the prices

2. **Which answer is true?**
   A. cold starters are served after the soups
   B. soups are served before the warm starters
   C. warm starters are followed by cold starters
   D. cold starters are followed by warm starters

3. **Which of the following is not a characteristic feature of Hungarian cuisine?**
   A. the joint use of pork fat, onions and ground paprika
   B. the consumption of side dishes and stews with high carbohydrate content
   C. preparation of stew-base, roasting, steaming, thickening with roux
   D. dominant use of extra virgin olive oil

4. **Which solution is most suitable to present full business range?**
   A. menu, drinks menu, price sheet, price board
   B. menu card, drinks menu
   C. menu, wine list, chef’s daily specials
   D. buffet table, restaurant carts, children’s menu

5. **Which is not one of the rules of menu compilation?**
   A. the same basic ingredient cannot be repeated in courses following one another
   B. dishes following one another cannot be of the same colour
   C. identical flavours should not be served after one another
   D. dishes following one another should have similar colours and their method of preparation should harmonise with one another

6. **According to correct dietary guidelines, the consumption of which food/ingredient should be reduced?**
   A. vegetables and vegetable stews
   B. fatty meats
   C. fish and fish products
   D. brown bread and potatoes
7. What is the English equivalent of the Maitre d’hotel position in restaurants?
A. marshal
B. head waiter
C. butler
D. waiter

8. Which hospitality business is the following typical of: specialises in specific ingredients or wishes to revive the gastronomy traditions of certain ethnographic regions or professions?
A. csárda
B. street food vendor/grill stand
C. restaurant
D. rural hospitality

9. Which food group is steak tartare classified into?
A. cold main course
B. cold starter
C. national dish of the Tatars
D. national dish of England

10. What is a sommelier and a barista?
A. waiter, mixer
B. waiter, qualified coffee expert
C. wine expert, qualified preparer of coffee
D. wine expert, bartender

11. How many sets of tableware does Jewish cuisine use?
A. two (for meat and for milk)
B. one (for all dishes)
C. two (for meat and for vegetables)
D. two (for fruit and for milk)

12. For buffet meals, what fish dishes can be served to foreign guests?
A. Hungarian fish varieties
B. only deboned fish
C. sea fish varieties
D. any fish variety with sauce

13. What are Hungary's tourism foreign exchange revenues generated from?
A. the money spent abroad by Hungarians
B. the foreign currency amounts purchased by Hungarians for travels abroad
C. the money spent in Hungary by foreigners
D. the forint amounts of foreign currencies exchanged in Hungary by foreigners
14. What is the international pictogram for tourism information?
A. the letter “T”
B. the letter “I”
C. the phrase “INFO”
D. the phrase “TOURIST”

15. Which answer is true for the industry term "package"?
A. a package containing two services at hotels
B. a package containing at least two services at hotels or travel agencies
C. a package containing at least two services at travel agencies only
D. a package containing two services at hotels or travel agencies

Question 4 6 points
Pair up the concepts/names that logically belong together. Write the number below the corresponding letter.

A. Saint Ladislaus (Szent László)  1. Saint Emeric (Szent Imre)
B. Saint Gerard (Szent Gellért)   2. roses and bread
C. Saint Margaret        3. Máriapócs
D. Saint Elizabeth     4. Veszprém
E. Blessed Gisela (Boldog Gizella)  5. saving a Hungarian maiden, defeating the Cumans

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Question 5 8 points
The following lists each contain four correct answers. Mark these by underlining.

a) Of the concepts listed below, select primary needs.
- food, security, family, sleep, appreciation/respect, personal care and hygiene,
- friends, reproduction/procreation, self-actualisation, recognition of others

b) Select the elements of the marketing mix.
- price, consumer, point-of-sale, market, marketing communication, demand, product,
- need, supply, motivation
c) **Select the terms related to tourism tax.**

- local tax
- contribution
- value-added tax
- is payable per guest night
- tourism tax
- shipping tariff
- tax type
- central tax
- social contribution

d) **Select the elements of the basic services of hotels.**

- Wi-Fi
- dishwashing
- social media
- double room
- breakfast
- maintenance
- massage
- wake-up call
- banquet
- provision of information

**Question 6**

Place the various hotel revenues in the appropriate fields in the table.

Half board, office rent, commission fee, indemnification received, safekeeping of valuables, conference hall rent

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Question 7 6 points

The image below shows the interior of the Calvinist church in Nyírbátor. With the help of the image, answer the following questions.

What style was the church built in?
………………………………………………

This style was typical in Hungary in which centuries?
………………………………………………

What are the main characteristics of this particular architectural style? Make four relevant statements.
………………………………………………
………………………………………………
………………………………………………
………………………………………………

List two Hungarian buildings built in a similar style.
………………………………………………
………………………………………………

Question 8 8 points

Read the article and answer the questions.

All ‘walkable’ roads lead to the cellars of Tokaj (Source: turizmus.com 23 May 2017, 12:18)

At the Walk Tokaj-Hegyalja workshop conference, lectures and presentations focused on the active tourism development needs impacting the Tokaj-Hegyalja region. The conference and the active tourism development projects of the region are likely to receive a boost from the fact that the government has recently upgraded the Tokaj, Felső-Tisza and Nyírség region to a priority tourism region.

In his opening address, Member of Parliament Richárd Hörcsik emphasised the HUF 53 billion grant provided to the region by the government and highlighted the significance of cooperation. He referenced the region’s key attraction by stating that “all ‘walkable’ roads lead to the cellars of Tokaj”.

Ministerial Commissioner Dávid Héjj, Chairman of the Tokaj Wine Region Development Council, greeted participants in a letter. His message was that: “it is important that pedestrian, horse-riding, cycling, water tour organisations, public administration bodies, the national park, educational institutions, businesses as well as municipalities cooperate through a network
approach, with constructively building on the region's existing features to head in the right direction.”

Ministerial Commissioner for Wine Sector Development Eliza Kiss pointed out the significance of the settlement of Tolcsva and, among other things, emphasised that their objective is to establish a 4-season, all-year-round wine region.

Zsolt Tiffán, Government Commissioner responsible for the Ancient Dráva Programme, emphasised that from the HUF 30 billion granted for the development of Ormánság, the Szaporca Visitor’s Centre (built in 2015 and which has already accomplished great successes) is meant to stimulate the region's tourism. The facility on the bank of the River Dráva is to be developed to become a centre of water tourism, with the next objective to establish rest areas in the popular rowing paradise.

Sárospatak mayor János Aros reported on the town’s completed and in-progress development projects implemented from HUF 14 billion in application grants. He stated that the town sees its only opportunity in tourism and is looking to build on this in the future as well. In this spirit, the transformation of Végardó Bath into a 4-season facility is currently ongoing.

The mayor also sees a great opportunity in developing cycling tourism, with the completion of the Tokaj–Nyíregyháza cycling route on the horizon, while the plans for the Tokaj–Sárospatak section have also been drawn up. They are also looking to boost water tourism on the River Bodrog from Felső-Bereczki until Tokaj, a project for which they have HUF 150 million in tender funds available. In terms of equestrian tourism, they're currently focusing on mock hunts.

Dávid Strommer, the managing director of Tokaj Borvidék Fejlődésért Nonprofit Kft., emphasised that the company's activities are aimed at coordinating the development of 27 settlements in the Tokaj-Hegyalja region. Their complex plan comprises seven comprehensive points, covering cultural, tradition-preserving and gastronomy development projects as well as projects related to economy and nature, however, their primary goals are to increase the number of guest nights and to extend the tourism season. He added that the benefits of the Tokaj-Hegyalja region in the fields of gastronomy and winery are indisputable, which is why (as part of a community infrastructure project) 3 community wineries as well as 4 visitors’ centres—Sátoraljaújhely, Mád, Mezőzombor and Tokaj – in the region are being constructed from HUF 6.7 billion.

The managing director highlighted the need for expanding the programme range as well as its complexity; emphasised the need to address a wide-spread and diverse range of visitors, as well as the need for systematic thinking, to ensure that the programmes of the 27 settlements are realised by building on one another. The primary objective of the HUF 3.5 billion expenditure to be spent on World Heritage Sites is to fill the structures and buildings with content.

Balázs Veress, Director of the Aggtelek National Park, reported on the park's successful applications, and revealed that the park is planning to establish a nostalgia railway line between Tokaj-Hegyalja and Kassa, as well as creating a water tour adventure route along the River Bodrog.

As President of the Tokaj Renaissance Association, Sarolta Bárdos reported on the state of wine tourism. In her view, it would serve the wine culture of the region if the various branches of tourism were to link up and cooperate.

Questions:
1. Which Hungarian mountain range and its settlements/town are featured in the article?
2. Which ethnographic region – mentioned in the article – is not part of the Tokaj-Hegyalja region?

3. What investment projects would you implement for making the Végardó Bath a 4-season facility? List two recommendations.

4. Why are they looking to make the wine region near Tolcsva a 4-season area? Give two possible reasons.

5. What specific cycling and water tour route ideas are mentioned in the article?
   Water tour: .................................................................
   Cycling routes: .................................................................

**Question 9** 8 points

This question requires the use of your knowledge of marketing.

a) Give two examples for each of the following marketing tools.
   Outdoor advertising: .................................................................
   Target groups of external PR: .................................................................

b) You would like to launch an alternative sight-seeing tour of the city that would showcase the capital’s hidden treasures and ruin-pubs.

What target group would you aim for? Characterise this target group with four features (e.g. nationality, age, solvency, profession, number of people travelling together, etc.).

.................................................................
How would you get your advertising message across? List two possibilities.

Question 10  
3 points
You have managed to sell your alternative sight-seeing tour. Thirty individual tourists have paid the HUF 3,000/person price each. However, the members of a 20-person group purchased tickets at a 15% discount. Calculate the following data.

Revenue from full price tickets: .................................................................

The price of 1 discount ticket for group members: .................................

Total (individual and group) revenue from the tour: .............................

Question 11  
7 points
Select image group “A” or “B” and write a brief essay on the related World Heritage Site. Your essay should cover the following: name of the World Heritage Site, category of the World Heritage Site, geographical location of the sights recognised in the images (region and county), what highway or motorway they are these accessible from, brief description of World Heritage Site, sights to see.
Question 12  

13 points

You read the following advertisement in a tourism publication. Because you feel you are suitable to fill the position, write a motivational letter. Make sure you adhere to formal requirements.

Sales assistant, Hévíz

The Healing Hotel***superior in Hévíz is looking for a sales assistant to start immediately.

Requirements for the position:
- At least secondary academic qualifications in the field
- Negotiation and business correspondence-level proficiency in German and English
- User-level computer skills
- Excellent communication and negotiating skills
- Flexibility, mobility
- Self-confident demeanour

Main responsibilities:
- Regular liaising with existing partners
- Performance of sales administration tasks
- Receiving study tours, presentation of the premises
- Organisation and arrangement of hotel events and conferences
What we are offering:
− Stable and reliable company background
− Contractual employment relationship
− Dynamic, youthful team
− Continuous opportunities for advancement

Applications should be sent to the following address:
Hotel Healing 8888 Hévíz, Tavirózsa u. 2.
Rózsa Józsa HR Assistant
Question 13  2 + 3 = 5 points

Based on your motivational letter and CV, you have been invited to a face-to-face interview to Hotel Healing. You will first be meeting HR Assistant Rózsa Józsa at your interview. Present the key things you need to know about punctuality and handshakes. *Two correct statements are needed in respect of punctuality, and three concerning handshakes.*

Punctuality:

…………………………………………………………………………………………………
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Handshake:

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Question 14

Fill out the transfer order attached using the data provided in the question.

Takács Travel Tour Operators (5678 Alsórév, Kő u. 1., bank account number: 44444444-44444444-44444444, account holding bank: OTP, registered office: Alsórév, Tó u. 3.) must pay an advance payment of HUF 58,600 today to Hotel Healing’s (8888 Hévíz, Tavirózsa u. 2.) bank account under no. 6767676-8888888-00000000 to secure a meal for its group no. HNY171030.

Source: https://www.barat.hu/img/p/12005-113699.jpg
Examination sheet aimed at evaluating knowledge in the field of tourism, hospitality and accommodations, tourism marketing and business administration, as well as the ability to apply this knowledge.

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**Points scored in written examination 100**