TURISZTIKA
ISMERETEK
ANGOL NYELVEN

KÖZÉPSZINTŰ
ÍRÁSBELI VIZSGA

JAVÍTÁSI-ÉRTÉKELÉSI
ÚTMUTATÓ

EMBERI ERŐFORRÁSOK MINISZTÉRIUMA
Guidelines for evaluating the performance of examinees

(for correcting teachers)

Dear Evaluating Colleague,

During the correction of the written examination papers, please take the following into account:

1. Answers provided in the correction-evaluation guide can only be awarded the points indicated.
   a) Maximum points can only be awarded for perfect solutions without any errors.
   b) 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 may be awarded, even if the examinee has listed more than required.
   c) The indicated points can only be broken down further if specifically indicated. Resulting points may only be whole numbers.
   d) During correction, all partial points awarded for partial solutions, as well as all errors and mistakes have to be indicated and marked.
   e) Solutions corrected by the examinee for certain – e.g. test – questions can only be accepted if the examinee has clearly marked their final answer.
   f) If the examinee marks all available answers for test questions, no points may be awarded. If they 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. The total number of points awarded may not be negative.

2. The examinee may use a calculator for calculation questions, but must indicate the following for each auxiliary calculation:
   – the name of the data or indicator calculated,
   – the method of calculation (the mathematical operation written using the available data),
   – the result with the corresponding unit of measurement.
   a) The points due for the various auxiliary calculations must also be awarded if the examinee has merged or separated certain steps, or has performed calculations differently. The examinee may perform the auxiliary calculations in a different order than what is shown in the evaluation guide.

Have a successful evaluation!
Question 1 4 x 1 = 4 points
Define the following terms briefly.

a) Excursionist/same-day visitor: *a tourist who spends less than 24 hours at the location visited without spending the night.*
b) Senior tourism: *comprises the travels of the third generation (the elderly).*
c) Discretionary income: *Discretionary income is the amount of an individual's income that is left for spending freely, for any purpose, after obligatory expenses (such as food, public utilities, etc.) have been paid.*
d) Motivation: *Internal sense of lack/motivation, unsatisfied need that encourages the individual to act. (The need for variety is a fundamental tourism motivation.)*

Evaluation: *Different answers, with content similar to the above, may also be accepted for 1 point each.*

Question 2 6 x 1 = 6 points
Complete the missing sections of the following sentences with the correct term/terms.

a) Gastronomy 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 **study tour**.
c) **Foreign currency** is the legal tender of a given country in the money circulation of another country.
d) The **multiplier effect** in tourism means that an inflow of income generates new income at economic players, in other words is multiplied.
e) A **national park** 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) **Foreign exchange** is a cash substitute instrument/monetary surrogate; a receivable payable abroad in the currency of a foreign country.

Evaluation: *Only the above answers may be accepted for 1 point each.*

Question 3 15 x 1 = 15 points
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?  
   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  
   Answer  
   **A**
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”  

B

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  

B

Evaluation: Only the above indicated solutions may be accepted for 1 point each.

Question 4  
6 x 1 = 6 points

Pair up the concepts/names that logically belong together.

| 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 |

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
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<td>5.</td>
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<td>2.</td>
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<td>3.</td>
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Evaluation: Only the above answers may be accepted for 1 point each.

Question 5  
4 x 2 = 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**

*Evaluation*: Two points may be awarded for four correct answers for each question, in other words, two correctly underlined solutions are worth 1 point. In the case of an odd number of correctly underlined solutions or for incorrect solutions, the correcting teacher should round down. No points may be awarded if the examinee has underlined more than 4 solutions.

**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

<table>
<thead>
<tr>
<th>Room’s Division revenues</th>
<th>F&amp;B revenues</th>
<th>Other revenues</th>
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<tbody>
<tr>
<td>commission fee</td>
<td>half board</td>
<td>office rent</td>
</tr>
<tr>
<td>safekeeping of valuables</td>
<td>conference hall rent</td>
<td>indemnification received</td>
</tr>
</tbody>
</table>

*Evaluation*: Only the above solutions may be accepted. Each correctly completed column is worth 1 point.
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?
**Gothic** – 1 point

This style was typical in Hungary in which centuries?
**From the 14th-15th century /end of the 13th century until the beginning of the 16th century** – 1 point

What are the main characteristics of this particular architectural style? Make four relevant statements.
- appearance of lancet windows, larger windows, thinner walls, ribbed vaults, slim columns/clustered columns, turrets, rose windows, tracery windows, lead-framed, colourful quarrels and windows – 2 points. Two answers are together worth one point; in the case of an odd number of correct solutions, the correcting teacher should round down.

List two Hungarian buildings built in a similar style.
- **Pannonhalma Basilica, Matthias Church – Budapest, Franciscan (Goat) church – Sopron, Visegrád Citadel**… – 2× 1 points

Evaluation: the points specified must be used and no additional points may be awarded. For subsections 3 and 4, answers different to those in the correction-evaluation guide may also be accepted provided they are correct.

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 Hőrcsik** 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 Hejj, 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, Mát, 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?  
   Zemplén  
   1 point

2. Which ethnographic region – mentioned in the article – is not part of the Tokaj-Hegyalja  
   region?  
   Ormánság  
   1 point

3. What investment projects would you implement for making the Végárdó Bath a 4-  
   season facility? List two recommendations.  
   E.g. construction of indoor pools, establishment of a day-clinic, creation of a sauna  
   world, etc.  
   Each correct answer may be awarded 1 point each, with maximum 2 points awardable.

4. Why are they looking to make the wine region near Tolcsva a 4-season area? Give two  
   possible reasons.  
   E.g. very few visitors during winter, the majority of visitors arrive for the summer  
   or the harvest period, etc.  
   Each correct answer may be awarded 1 point each, with maximum 2 points awardable.

5. What specific cycling and water tour route ideas are mentioned in the article?  
   water tour: adventure route along the River Bodrog, from Felső-Bereczki to Tokaj  
   cycling: Tokaj−Nyíregyháza route, Tokaj−Sárospatak section  
   Two answers are together worth one point; in the case of an odd number of correct  
   solutions, the correcting teacher should round down. A maximum of 2 points may be  
   awarded.

Question 9  
4 x 2 = 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: billboards, light advert, transport advertisement, boards, building  
   displays, etc.

   Target groups of external PR: guests/travellers, sales partners, suppliers, press,  
   competitors, authorities, local residents, organisations, etc.

   Evaluation: all correct answers are worth 1 point each, for a total of  
   2 x 2 = 4 points.

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.).  
   foreigners-domestic residents, young, active, solvent, students in higher education,  
   fresh graduates, individual and small-group guests, etc.
How would you get your advertising message across? List two possibilities.

**online, Facebook (and other social media sites), blogs, viral marketing, short videos, YouTube, etc.**

*Evaluation: Each correct idea is worth 1 point, for a maximum of 2 points.*

**Question 10**  
3 x 1 = 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: \[30 \times 3,000 = \text{HUF 90,000}\]

The price of 1 discount ticket for group members: \[3,000 \times 0.85 = \text{HUF 2,550}\]

Total (individual and group) revenue from the tour: \[20 \times 2,550 = 51,000 \text{ and } 51,000 + 90,000 = \text{HUF 141,000}\]

*Evaluation: the correct writing up, result and measurement unit for all three operations is worth 1 point each.*

**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.

Source: [http://www.falusiturizmus.hu/](http://www.falusiturizmus.hu/)  
Source: [http://pecsiegyhazmegye.hu/images](http://pecsiegyhazmegye.hu/images)
A: Pécs, Early Christian Necropolis, tombs – 1 point, cultural category - 1 point, Southern Transdanubia region, Baranya County, - 1 point can be accessed from Highway 6 or the M6 motorway. - 1 point
Brief description: Early Christian remnants from the 4th century/from the time of the Roman Empire – 1 point, painted, decorated memorial chapels and burial sites in the vicinity of the Pécs Cathedral. Examples: Jug Chamber, mausoleum, Peter and Paul Chamber, Cella Septichora/chapel with the seven apses, two-storey memorial chambers, scenes from the Garden of Eden, depictions of Adam and Eve. – Two correct answers are together worth 1 point. A maximum of 2 points may be awarded. In the case of an odd number of correct solutions, the correcting teacher should round down.

B: Hortobágy National Park – The Puszta (Wilderness) – 1 point, cultural category-cultural landscape– 1 point, Northern Great Plain region, Hajdú-Bihar County– 1 point, can be accessed from Highway 4 or the M3 motorway. – 1 point Brief description: unique natural values: vegetation in the Puszta, unique features of the aquatic world of the Puszta, presentation of life and lifestyle in the Puszta (wilderness). Alkaline grasslands, tumuli, ancient Hungarian domesticated animals and livestock (gray cattle, Racka sheep, ‘parlagi’ poultry, mangalitza), Nine-holed Bridge, Bridge-Fair event, Hortobágy csárda, Shepherds’ Museum, riding shows, etc. – Two correct answers are together worth 1 point. A maximum of 3 points may be awarded. In the case of an odd number of correct solutions, the correcting teacher should round down.

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

Evaluation of the exercise: Motivational letter (13 points in total)
Name of recipient company: 1 p
Name of HR staff member: 1 p
Subject: motivational letter, accompanying letter 1 p
Polite greeting: 1 p
Reference to source/vacancy advertisement: 1 p
Why are you suitable for the position? Convincing argument (listing three arguments), a maximum of 3 p.
Listing specific positive characteristics that relate to the given position, maximum 3 p
Closing thoughts: 1 p
Date and signature: 1 p

Question 13 2 + 3 = 5 points

Based on you 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 – For official negotiations and meetings, punctuality, to the minute, is obligatory. If we are arriving from more a distant location and travel time is uncertain or unpredictable, we should make sure that we are near the meeting’s location earlier, drive around the block a few times or wait in the car until sufficient time passes to arrive punctually. 2 points

Handshake – The hand must be clean and well-groomed as this reveals a lot about personality, habits, lifestyle and character. Handshake rules are the opposite of greeting rules: those who greet first must wait until the other party extends their hand to shake. Generally: women offer handshakes to men, or persons of higher authority to persons of lower status.
Disregarding or not accepting a handshake offends the other party. A handshake should be a firm, brief and simple movement. The parties look into each other's eyes while shaking hands. Looking away during a handshake is just as offensive as not shaking an offered hand or smoking while shaking hands. For persons sitting down prior to a handshake, it is polite to stand up to shake the offered hand. 3 points

Evaluation: Two correct statements are needed in respect of punctuality, and three concerning handshakes for the 1 point each.

Question 14 8 x 1 = 8 points
Fill out the transfer order attached using the data provided in the question.

Takács Travel Tour Operators (5678 Alsórév, Kö u. 1., bank account number: 44444444-44444444-4444444444, 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. 67676767-88888888-00000000 to secure a meal for its group no. HNY171030.

Source: https://www.barat.hu/img/p/12005-113699.jpg

Evaluation: correct data entered into the appropriate fields may be awarded 1 point each.
Date of the order: day of the examination
Name and registered office of the payment service provider holding the account of the payer: OTP, Alsórév,
Tó u. 3
Name of the payer: Takács Travel Tour Operators
Bank account number of the payer: **44444444-44444444-44444444**
Name of the beneficiary: **Hotel Healing**
Amount: **58,600 Can only be accepted with correct decimal values.**
Bank account number of the beneficiary: **67676767-88888888-00000000**
Comment: **Group no. HNY171030 meal advance payment**