

Azonosító
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ÉRETTSÉGI VIZSGA • 2019. május 15.

**TURISZTIKA
ISMERETEK
ANGOL NYELVEN**

**EMELT SZINTŰ
ÍRÁSBELI VIZSGA**

2019. május 15. 8:00

Időtartam: 225 perc

Pótlapok száma	
Tisztázati	
Piszkozati	

EMBERI ERŐFORRÁSOK MINISZTERIUMA

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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 **identifier** 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!

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Question 1

Define the following terms.

- Tour Operator:
- Tourism reception capacity:
- Excursionist:

6 points

Question 2

Several products in gastronomy (foods and drinks) have been classified as Hungaricums. Add the name of the Hungaricum typical for the locations specified.

Szabolcs

Baja

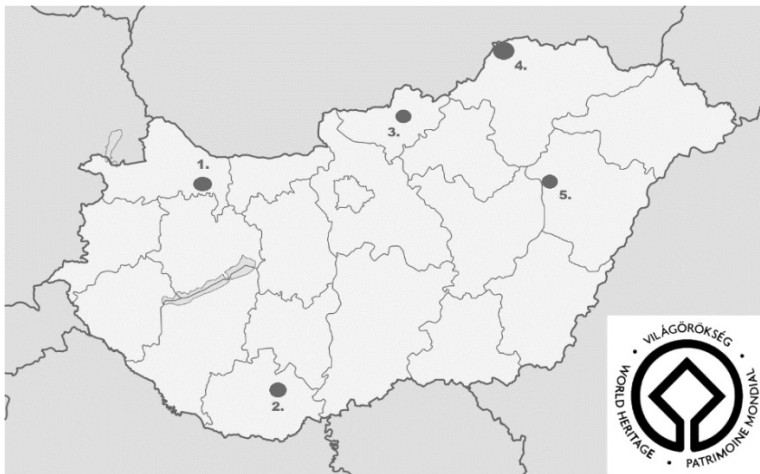
Hajdúság

Makó

4 points

Question 3

The most significant instrument to date for protecting the Earth's universal natural and cultural values was created on 16 November 1972 – this was UNESCO's World Heritage Convention. The map below shows five of Hungary's World Heritage Sites. Complete the table according to the criteria indicated. Write the name of the World Heritage Site in the first column, and in the second column the county it is located in.



Source: www.vilagorokseg.hu

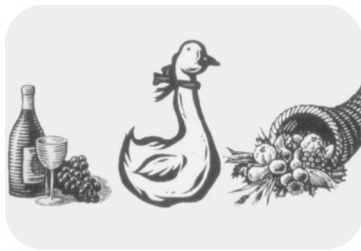
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Number	Name of World Heritage Site	County
1.		
2.		
3.		
4.		
5.		

5 points

Question 4

Culture kept alive through traditions maintains and retains several elements that allows us to draw conclusions about the lifestyles and day-to-day lives of our ancestors. The images below refer to certain Hungarian cultural events. Write the name of the festival or celebration you think they represent.



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.....



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.....



.....

5 points

Question 5

The definitions below refer to a specific food/drink name. Write the correct name into the corresponding squares.

1
2
3
4
5
6
7
8

Definitions:

- Line 1: An alcoholic beverage made from the fermented juice of apples Popular in Britain.
- Line 2: A bread that has been browned by exposure to heat, typically eaten by the British.
- Line 3: A popular ingredient in French cuisine, which must be prepared very carefully. Due to its slow speed, it is easy to catch and collect. It is typically bred and farmed.
- Line 4: One of the most renowned creations of Swiss cuisine. Cheese is melted in a pot (which is rubbed with garlic), and typically has ‘Kirschwasser‘ added to it.
- Line 5: A dish of Turkish cuisine, with ground mutton and eggplant as its main ingredients.
- Line 6: A fermented, vinegar-based liquid condiment, with ingredients including anchovy and coriander.
- Line 7: A twice-distilled French brandy, aged in oak barrels for at least two years.
- Line 8: A wine which undergoes secondary fermentation and has high carbonic acid content, with Dom Perignon hailed as having discovered it.

8 points	
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Question 6

You are helping out with a currency exchange transaction during your internship. Calculate the data requested by your boss. Show each partial calculation and result clearly. *Round data to two decimal places.*

Name	EUR	USD	HUF
starting cash balance	6 000	3 000	200 000
buy rate	297.25	269.65	-
sell rate	309.76	278.50	-

- a) EUR mean rate =
- b) USD exchange rate spread =
- c) A customer purchases EUR 2,000 from us. How does cash balance change as a result?
 EUR cash balance =
 HUF cash balance =

8 points	
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Question 7

Online room reservation is assigned increasing importance in today's world. The following logos refer to room reservation systems. Write the name of the room reservation system into the correct column of the table.



AMADEUS



GDS	Online Travel Agent

5 points

Question 8

The tables below show the room rates, room distribution and occupancy rate for Hotel Alfa. The total number of rooms at the hotel is 40.

Single room	8,800 HUF/night
Double room	15,000 HUF/night
Suite	32,000 HUF/night

Room type	Room distribution (V_m)	Occupancy rate (%)
Single room		25%
Double room	50%	25%
Twin room	20%	25%
Suite	10%	75%

Calculate the gross sales revenue the hotel generates in a day. Enter the calculation results into the table below, and show your auxiliary calculations below the table. *Disregard tourism tax for this question.*

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Question 10

You are spending your summer internship at a boarding house in the country. An elderly guest lodges a complaint to the boarding house owner concerning your appearance and behaviour. The owner was extremely polite in handling the lady's complaint. List three rules of handling complaints.

-
-
-

3 points	
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Question 11

Write an official letter, in which you order, on behalf of Fátyol Boarding House, the bath towels (30 towels of 100 cm × 180 cm) from Fehér Hattyú Textile Wholesalers as you have previously discussed over the phone, to be delivered at 10:00 in the morning of 10 June 2017. Payment method: on-site upon delivery, in cash. When writing the letter, beyond the information shown below, also take into account the form and content-related requirements for business letters. The date of the writing of the letter: 18 May 2017.

Fátyol Boarding House
3444 Fellegvár, Tó sétány 10
Telephone: 00-36-12-234-567
Fax: 00-36-12-234-568
Email: fatyolpanzio@t-online.hu

Fehér Hattyú Textile Wholesalers
2111 Holdváros, Kossuth u. 4
Store manager: Péter Horváth
Telephone: 00-36-11/123-456

Your letter:

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Question 13

Complete the missing sections of the following sentences with the correct professional term.

- A is a group in the market consisting of consumers with similar demands and requirements.
- The is the combination/sum of all tools that serve the realisation of marketing goals.
- is the collection and gathering of raw, previously unpublished data for own research purposes.

3 points	
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Question 14

You and a colleague are talking about your company's image.

- a) Define the concept of image.

Image:
.....

- b) List four criteria that help create the image.

-
-
-
-

4 points	
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Question 15

Compare two hotel types in the table below, based on the aspects indicated. Complete the table according to the criteria specified.

	City hotel	Transit hotel
Site of establishment		
Duration of stay		
Main segment		

6 points	
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Question 16

Read the following situation and answer the related questions.

The manager of Kakukk Kft. and his wife (hereinafter: salespersons) are regular guests at Hotel Csillagos.

The service used by the salespersons:

5510 Hotels and similar accommodation

3 nights between 15 and 18 June 2017, for 2 persons, HUF 32 000 net/night/double room

Tourism tax 430 HUF/person/night

Use a VAT rate of 18% for this question.

Data of the hotel where you work as an intern:

Hotel Csillagos

2222 Csillagvár, Hold u. 25

Tax number: 64583071-2-42

Buyer's data:

Kakukk Kft.

1106 Budapest, Gépmadár u. 2

Tax number: 22674313-2-28

In the preliminary order, Hotel Csillagos and the manager of Kakukk Kft. agreed that the consideration for the service used will be settled by bank transfer. The payment deadline is the 15th day from invoice issue (the time of departure).

The invoice was issued by the Front Office intern working at the hotel. Your task is to review the invoice in terms of both form and content. *Disregard the classification number and other features in this case.*

What errors have you found after reviewing the invoice? The invoice contains more than 8 errors. Correct 8 errors you find in the invoice. Correct any potential numerical mistakes by calculating the correct data. Show your auxiliary calculations as well. No additional points may be awarded if more errors are identified. *Round the data to whole numbers.*

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Invoice			Serial number: HI 6789				
Invoice issuer's name, address, bank account number, tax number: Hotel Csillagos 2222 Csillagvár, Hold u. 25 Tax number: 64583071-2-42			Buyer's name, address, tax number, bank account number:				
Payment method: Bank transfer	Date of performance: 18 June 2017	Invoice date: 28 June 2017			Payment deadline: 13 July 2017		
Name, classification number and other characteristics of product (service)	Unit of quantity	Quantity	Unit price (excluding VAT)	Value (excluding VAT)	VAT rate	Amount of output VAT	Value (with VAT included)
5510 Hotels and similar accommodation	night	3	32 000	96 000	27	25 920	121 920
Tourism tax	guest night	3	430	1 290	18	232	1 522
Invoice value excluding VAT:				97 290			
Amount of the ...18...% VAT rate:						26 152	
Invoice total:							123 442

8 points

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Question 17

Which of the following terms is the odd one out? Indicate the out-of-place term by underlining.
Explain your answer.

- Cinema
- TV
- Video
- Catalogue

Explanation:

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- Stability
- Accessibility
- Perishability
- Measurability

Explanation:

.....
.....

4 points	
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Question 18

What are the goals and objectives of Public Relations? List five.

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-
-

5 points	
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Topic	Questions	Score	
		Maximum	Scored
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	1.	6	
	2.	4	
	3.	5	
	4.	5	
	5.	8	
	6.	8	
	7.	5	
	8.	9	
	9.	5	
	10.	3	
	11.	6	
	12.	6	
	13.	3	
	14.	4	
	15.	6	
	16.	8	
	17.	4	
	18.	5	
Points scored in written examination		100	

Date

Correcting teacher

	pontszáma egész számra kerekítve	
	elért	programba beírt
Feladatlap		

dátum

dátum

javító tanár

jegyző