

ÉRETTSÉGI VIZSGA • 2019. május 15.

**TURISZTIKA
ISMERETEK
ANGOL NYELVEN**

**EMELT SZINTŰ
ÍRÁSBELI VIZSGA**

**JAVÍTÁSI-ÉRTÉKELÉSI
ÚTMUTATÓ**

EMBERI ERŐFORRÁSOK MINISZTERIUMA

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**6 points**

Define the following terms.

- **Tour Operator: a travel enterprise, which purchases services from service providers in advance, at its own risk and in high volumes for purposes of resale.**
- **Tourism reception capacity: the sum of high-value material assets and various organisations that provide relatively constant capacity, which together satisfy tourism demand by providing various services.**
- **Excursionist: also called “same-day visitor”, a tourist who spends less than 24 hours at the location visited and does not use any accommodation services. The term “day tourist” may also be applied.**

We are obviously not looking for word-for-word solutions. If the examinee’s phrasing contains the gist of the above, the 2 points per definition should be awarded. In case of incomplete definitions, partial points (whole numbers) of 1 point may be awarded.

Question 2**4 points**

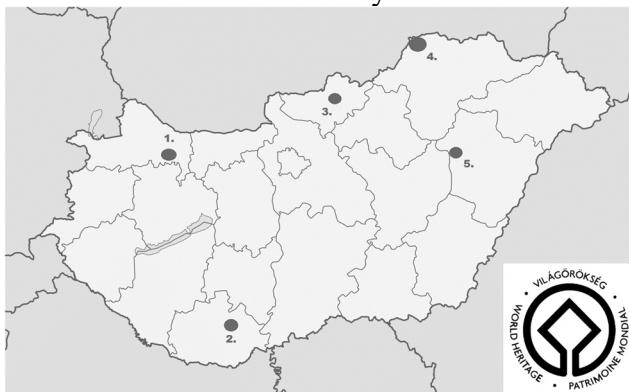
Several products in gastronomy (foods and drinks) have been classified as Hungaricums. Add the name of the Hungaricum typical for the locations specified.

Szabolcs	<i>pálinka, apple pálinka, plum pálinka</i>
Baja	<i>fish soup</i>
Hajdúság	<i>double sausage, grey cattle goulash, horseradish</i>
Makó	<i>(red) onion</i>

Each correct solution is worth 1 point. The examples listed in the Hungarian Repository of Values should also be accepted. No partial points may be awarded for incomplete answers.

Question 3**5 points**

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: <http://www.vilagorokseg.hu>

Number	Name of World Heritage Site	County
1.	Millenary Benedictine Abbey of Pannonhalma and its natural environment	Győr-Moson-Sopron County
2.	Early Christian Necropolis of Pécs (Sopiana)	Baranya County
3.	Old Village of Hollókő and its surroundings	Nógrád County
4.	Caves of Aggtelek Karst and Slovak Karst	Borsod-Abaúj-Zemplén County
5.	Hortobágy National Park	Hajdú-Bihar County

If the examinee is only aware of the locations (Hollókő, Pannonhalma), the solution still counts as correct. 1 point per line can be awarded, for a total of $5 \times 1 = 5$ points. Merely providing the name may not be awarded any points.

Question 4**5 points**

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.



Márton-nap (St. Martin's Day)



Locsolkodás (water sprinkling) / Easter



**Csaba/Gyula/Fonyód/
Budapest sausage festival**



**Mohács busójárás
(Busó-walking)**



**Debrecen Flower
Carnival**

Only the above solutions may be accepted. Each correct solution is worth 1 point.

Sources: <https://www.jegy.hu/viragkarneval-rozsa-utcai-lelato-58692> (2017.01.24.)

<https://hu.m.wikipedia.org/wiki/Busójárás> (2017.01.24.)

https://youtube.com/husveti_szokasok-locsolkodas (2017.01.24.)

<http://www.gyakorolj.hu/szokasok/marton/marton.php> (2017.01.24.)

<https://www.funzine.hu/hovamenjunk> (2017.01.24.)

Question 7**5 points**

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
Amadeus	Expedia
Galileo	Booking.com
	Szállás.hu

Only the above solutions may be accepted. Each correct answer is worth 1 point each.

Question 8**9 points**

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.*

Room type	Number of rooms (pcs)	Number of reserved rooms (pcs)	Revenue (HUF)
Single room	8	2	17 600
Double room	20	5	75 000
Twin room	8	2	30 000
Suite	4	3	96 000
Total:			218 600

Partial calculations:

Double room = $40 \times 0.5 = 20$ rooms

Twin room = $40 \times 0.2 = 8$ rooms

Suite room = $40 \times 0.1 = 4$ rooms

Single room = $40 - 20 - 8 - 4 = 8$ rooms or $40 \times 0.2 = 8$ rooms

Reserved single room = $8 \times 0.25 = 2$ rooms 1 point

Reserved double room = $20 \times 0.25 = 5$ rooms 1 point

Reserved twin room = $8 \times 0.25 = 2$ rooms 1 point

Reserved suite = $4 \times 0.75 = 3$ rooms 1 point

Single room revenue = $2 \times 8 800 = \text{HUF } 17 600$ 1 point

Double room revenue = $5 \times 15 000 = \text{HUF } 75 000$ 1 point

Twin room revenue: $2 \times 15 000 = \text{HUF } 30 000$ 1 point

Suite revenue: $3 \times 32 000 = \text{HUF } 96 000$ 1 point

Hotel's gross revenue = $17 600 + 75 000 + 30 000 + 96 000 = \text{HUF } 218 600$ 1 point

Only the above solutions may be accepted for the specified points. Merely calculating the number of rooms may not be awarded any points.

Question 9

5 points

A flagship wine is a quality wine highly typical of a given wine region, as selected by the wine brotherhood, and usually has a story or legend attached to it. For example, the flagship wine of the first Hungarian wine brotherhood – "Pax Corporis" (established in 1976) – is Vaskúti kadarka. Complete the following table: pair the name of the flagship wine with the corresponding wine region. Attention! A given wine region can only be paired with one flagship wine.

Aszú

Olaszrizling

Rajnai rizling

Bikavér

Ezerjő

Name of wine region	Flagship wine
Mór wine region	Ezerjő
Balatonfüred–Csopak wine region	Olaszrizling
Eger wine region	Bikavér
Tokaj wine region	Aszú
Pannonhalom wine region	Rajnai rizling

Only the above solutions may be accepted. All correct answers are worth 1 point each, and a total of $5 \times 1 = 5$ points may be awarded for this question.

Question 10**3 points**

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.

- **Attempt to manage the affairs so that you agree with the guest, make them feel that they are right.**
- **Remain calm, talk to the guest in a kind tone, and apologise.**
- **It is expedient to hear out the guest in a separate room/location, not to resolve the situation in front of the other guests.**
- **Hear out the guest all the way through, and do not interrupt.**

Other correct solutions may, of course, also be accepted. Each correct solution is worth 1 point.

Question 11**6 points**

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

Sample letter:

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

Re: Order

Date: 18 May 2017

Dear Mr. Péter Horváth,

In reference to our preliminary consultation over the phone, I am hereby ordering 30 bath towels of 100 cm × 180 cm for Fátyol Boarding House, with delivery at 10:00 in the morning on 10 June 2017.

The amount previously agreed on will be paid on site in cash by me or an associate on my behalf.

Please kindly confirm the order.

**Yours sincerely,
examinee's own name
administrator**

Evaluation:

The letter may be awarded 6 points if it complies with the criteria for business letters as listed below. Partial points, of course, may be awarded.

Business letters have a generally accepted structure.

The header contains the sender's name, company name, address, telephone and fax number, email address (1 point).

The inside address is a repetition of the address shown on the envelope. This contains the company name, the name of the recipient (if known) and the exact address. (1 point)

The date should be positioned on the right, below the header, but may also be shown at the end of the letter. (1 point)

The subject matter of the letter (Order) is featured after the address, typically in the "subject line", and should be brief and concise. (1 point)

The greeting can also contain a reference to the recipient's position. The greeting may also be as follows: "Dear Mr. Horváth," or "Dear Mr. Store Manager,".

A well-written business letter includes the following:

- the reason for writing the letter*
- the objective of writing the letter*
- the roads that lead to accomplishing the objective*

- *request, measure*

closing, signature

These structural elements may also be featured in as few as 1 or 2 sentences.

Maximum points may be awarded if the above criteria are complied with. For reasons of objectivity, creativity cannot be rewarded with additional points.

The absence of compliance with the above criteria results in the deduction of 1 point for each. The text of the order is worth 2 points. If the letter layout is inappropriate (incorrect structure, crossed out sections), 1 point should be deducted.

Question 12

6 points

As an expert working in the tourism industry, you must be familiar with the dietary restrictions of various religions, as well as the eating and drinking habits of other cultures. List 4 drinks or foods each typical for Christianity, Islam or Judaism.

Foods or drinks typical for Christianity	Foods or drinks typical for Islam	Foods or drinks typical for Judaism
chestnut-stuffed turkey roast, bejgli, feuerzangenbowle, angel wings (csörögefánk), lentil stew, fish soup, etc.	dates, white cheese, olives, skewered kebab, yoghurt, honey-rich desserts, etc.	unleavened bread, lamb, cabbage, gefilte fish, broth, etc.

Two correct solutions are worth 1 point. Of course, correct solutions different from the above may also be accepted. In the case of an odd number of correct solutions, the correcting teacher should round down.

Question 13

3 points

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

A **segment/target group** is a group in the market consisting of consumers with similar demands and requirements.

The **marketing mix** is the combination/sum of all tools that serve the realisation of marketing goals.

Primary market research is the collection and gathering of raw, previously unpublished data for own research purposes.

Only the above solutions or their synonyms may be accepted. All correct terms are worth 1 point.

Question 14**4 points**

You and a colleague are talking about your company's image. Define the concept of image. List four criteria that help create the image.

a) **Image: A subjective picture formed of a person or organisation; formed by competitors, business partners and consumers.**

b) Criteria that help create the image:

- **Products**
- **Price policy**
- **Advertising**
- **The design of the building, the conduct, behaviour and attire of employees, etc.**

The correct definition is worth 2 points if it sums up the essence of the term. In case of incomplete definitions, partial points (whole numbers) of 1 point may be awarded.

Two correct terms listed as criteria for creating an image are worth 1 point each. Other correct solutions may also be accepted.

Question 15**6 points**

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	city centre	near an airport/railway station/transit hub
Duration of stay	2-3 days	max. 1 day (maybe as little as a few hours)
Main segment	business tourists, city-break visitors	passengers waiting for connecting flights or waiting due to flight disasters

All correct answers are worth 1 point each, for a total of $6 \times 1 = 6$ points.

Correct solutions different from the above may also be accepted for 1 point each.

Question 16**8 points**

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.

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: Kakukk Kft. 1106 Budapest, Gépmadár u. 2 Tax number: 22674313-2-28				
Payment method: Bank transfer	Date of performance: 18 June 2017	Invoice date: (18 June 2017) 28 June 2017			Payment deadline: (3 July 2017) 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	(18) 27	(17 280) 25 920	(113 280) 121 920
Tourism tax	guest night	(6) 3	430	(2 580) 1 290	(outside the scope of VAT) 18	(0) 232	(2 580) 1 522
Invoice value excluding VAT:				(98 580) 97 290			
Amount of the ...18...% VAT rate:						(17 280) 26 152	
Invoice total: One hundred and fifteen thousand eight hundred sixty							(115 860) 123 442

Errors to be corrected:

- 1) **Buyer's name and data are missing**
- 2) **The invoice date is 18 June 2017, and not 28 June 2017.**
- 3) **The payment deadline is not 13 July 2017, but 3 July 2017 (the 15th day from invoice issue)**
- 4) **The guest nights taken into account for tourism tax are not 3, but $6 = 3 \text{ guest nights} \times 2 \text{ persons}$**
- 5) **The VAT rate for hotel service is not 27%, but 18%**
- 6) **The VAT rate of tourism tax is not 18%, as it is outside the scope of VAT**
- 7) **The VAT amount of hotel service = $96\,000 \times 0.18 = \text{HUF } 17\,280$**
- 8) **The value of hotel service inclusive of VAT = $96\,000 + 17\,280 = \text{HUF } 113\,280$**
(Or: $96\,000 \times 1.18 = \text{HUF } 113\,280$)
- 9) **The VAT amount of tourism tax = 0, and not HUF 232**
- 10) **The value of tourism tax inclusive of VAT = $430 \times 6 = \text{HUF } 2\,580$**
- 11) **Invoice value excluding VAT: $96\,000 + 2\,580 = \text{HUF } 98\,580$**
- 12) **Amount of 18% VAT rate: $17\,280 + 0 = \text{HUF } 17\,280$**
- 13) **Invoice total = $113\,280 + 2\,580 = \text{HUF } 115\,860$**
- 14) **The invoice total written with letters is missing**
- 15) **Empty lines have not been crossed out with a Z-shaped line**

1 point may be awarded for each correctly identified error, but a maximum of $(8 \times 1) = 8$ points may be awarded for this question.

Question 17

4 points

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: *A catalogue is a print media advertising tool, while the others are audio-visual advertising tools.*

Stability
Accessibility
Perishability
Measurability

Explanation: **Perishability is not one of the requirements of segmentation.**

Other logical solutions, deemed correct by the correcting teacher, may also be accepted. Each correct selection is worth 1 point, and correct explanations are worth another 1 point each. No partial points may be awarded for incomplete explanations.

Question 18**5 points**

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

The goals of Public Relations:

- **Mutual understanding**
- **Gaining and building trust**
- **Raising awareness and establishing goodwill**
- **Improving competitiveness**
- **Creating good atmosphere at the workplace**
- **Establishing good partner relationships**

Other solutions that are correct in terms of content may also be accepted. Each correct solution is worth 1 point.