

ÉRETTSÉGI VIZSGA • 2019. május 15.

**TURISZTIKA
ISMERETEK
ANGOL NYELVEN**

**KÖZÉPSZINTŰ
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 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. (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**5 × 1 = 5 points**

Select the odd one out from the hotel-related lists below. Choose the one term which does not belong and explain your answer.

- a) Group rate
- Corporate rate
- Occupancy rate**
- Package rate
- Wholesaler rate

Explanation: **The occupancy rate is not a type of room rate, as it is a capacity indicator.**

- b) Group entrance
- Main entrance
- Luggage entrance
- Back entrance**
- Goods reception entrance

Explanation: **The hotel industry does not use the term “back entrance”.**

- c) **Guest room**
- Safe room
- Server room
- Luggage storage
- Textile storage

Explanation: **The guest room is a guest area, while the others are operational areas.**

- d) Executive room
- Living room**
- Family room
- Business room
- Pet friendly room

Explanation: **The living room is a room in a residential home, while the others are types of guest rooms at hotels.**

- e) Bed-sheet
- Pillow-case
- Sweat-protector sheet
- Duvet cover
- Dust cleaning cloth**

Explanation: **The dust cleaning cloth used by chambermaids is not one of the guestroom textiles.**

Only the above answers may be accepted.

Evaluation: Only the above underlined solutions and explanations may be awarded the 1 point for each question, as the answers are very obvious. A total of $5 \times 1 = 5$ points may be awarded for this question.

Question 2**4 × 1 = 4 points**

Write examples into the table by mentioning corresponding tourism type according to the fundamental objective (motivation) of travel.

Leisure tourism	MICE tourism
holiday tourism	business trip
urban tourism	event tourism
religious tourism	congress tourism
cultural tourism	incentive tourism

Evaluation: Each two correct solutions are together worth 1 point. Any other correct examples (health tourism, study tours, etc.) may also be accepted.

Question 3**6 × 1 = 6 points**

Complete the following statements with the correct terms.

- Supply** is the amount of goods and services that in the given period and at the given price producers or manufacturers are willing to produce and market.
- Groups comprising people with identical characteristics from given aspects are called **(market) segments**.
- A group of services that contain at least two of travel, accommodation or other services are called a **travel package**.
- Reception capacity** means the material and other infrastructural preparedness of tourism target areas, as well as the totality of services established in order to receive tourists.
- Tourism statistics** deals with the behaviour of people participating in tourism, as well as the accounting of and analysis of economic processes related to tourism.
- A **receipt** is a written statement which is used by the person signing it to confirm and acknowledge that they have received a specified amount of money.

Evaluation: Solutions with different wording to the above, but which are correct in terms of content may also be awarded 1 point each. A maximum of 6 points may be awarded.

Question 4**5 × 1 = 5 points**

Pair the names or landmarks corresponding to the given style.

- | | |
|-----------------|--|
| 1. Renaissance | a) Ödön Lechner |
| 2. Gothic style | b) Ják Church |
| 3. Romanesque | c) Hercules Well (Visegrád Palace) |
| 4. Baroque | d) Grassalkovich Palace in Gödöllő |
| 5. Secession | e) Architecture of the Anjou-period (14th century) |

1.	2.	3.	4.	5.
C	E	B	D	A

Evaluation: Each correct pairing is worth 1 point, with a total of 5 points to be awarded.

Question 5**5 × 1 + 2 + 2 + 2 = 11 points**

Read the following article and answer the questions.

Starting from the spring of 2019, you can also fly to Malta from Debrecen

Source: turizmus.com 23 October 2018 17:42

Malta is increasingly popular among Hungarian travellers, which is also reflected by the fact that compared to the preceding year, 28 percent more Hungarian guests arrived to the island state in 2017. Similarly to last year, this year's season once again proved to be very good – and it was this, among other things, that the Malta Tourism Authority wished to say thank you for by inviting its partners to an informal dinner as part of a cruise on the Danube in Budapest.

As the head of the representation office stated in his brief presentation, the tourism of Malta is overall increasing dynamically, with the total number of guests per year having increased by close to 1 million in the period since 2010. On account of great accessibility, there is an increasing number of people visiting the country from the Eastern European region as well. In 2017, close to 27,000 people from Hungary chose Malta as their travel destination, with the average duration of stay at 6.6 nights. Given that there are approximately 5,000 Hungarians living in the country today, relatives and friends coming to visit are also adding to the number of trips.

Malta is attempting to keep up with rising demand, demonstrated by the fact that a total of 686 new bed-places were created in 2017, with the number of bed-places to increase by another 20,000 in the near future. In addition to the number of accommodations, variety has also grown. As a new feature in the range offered by capital city Valletta, smaller palaces of the old city have been transformed into 6-8 room atmospheric 'palazzo (palace)' boutique hotels. Those looking for a different kind of romanticism can now also stay at luxury peasant houses on the island of Gozo, which have been transformed into summer-houses.

Malta continues to primarily be popular among holiday-makers (who represent 85% of inbound visitors). In addition, the English language courses of the bilingual country are also increasingly in demand, while many people are also opting for Malta as a wedding location and honeymoon destination, as the country has special supply on offer in this regard. Malta also has something new to offer in the latter area as well, because starting from this year, same-sex couples can

now officially get married in the country. This could represent serious appeal for members of the LGBT community.

Given that long weekends are becoming increasingly important to Hungarian travellers year after year and Valletta is just a two-hour flight away, the number of those who are not spending an entire week, but just a few days on the island is also growing. Valletta's "European Capital of Culture 2018" programme also serves as a good reason to visit, in line with the country's general aspiration to become more appealing as a cultural destination.

It comes as great news that the number of budget flights between Hungary and Valletta is growing: From 1 November 2018, flights will depart from Budapest on Monday, Tuesday, Friday and Saturday, and starting from 1 April 2019, flights will also be leaving from Debrecen.

a) Decide whether the statements below are true or false. Mark your answer by placing an X into the appropriate column.

Statement	True	False
The number of guests has increased by 27,000 in Malta in 2017.		X
Former palaces are being transformed into 68-room boutique hotels.		X
15% of guests arriving to Malta are not visiting the island state for holiday-making purposes.	X	
Travelling to Malta will become more difficult from April 2019, because flights will only be departing from Debrecen.		X
Study tourism is becoming increasingly popular in Malta.	X	

Evaluation: Only the above answers may be accepted.

b) Name four target groups that the Malta Tourism Authority should target with its marketing activity.

city-break visitors, visitors looking to relax/rest, holiday-makers, young people looking to learn English, honeymooners, cultural tourists, members of the LGBT community

Evaluation: Based on the articles, these are the identifiable segments, but other correct solutions may also be awarded points. Two correct answers are together worth 1 point, for a total of 2 points in this section.

c) What tools may be used to promote a given country or destination? Name four.

(image) films, television adverts, thematic publications, tourism websites, events, representation offices, etc.

Evaluation: Two correct solutions are worth 1 point. Other correct answers may also be accepted, for a maximum of 2 points in this section.

d) Characterise boutique hotels by listing four features.

located in the city-centre or near tourism attractions/landmarks, are high-quality establishments (4-5*), low room number, small size, personalised service, few services offered

Evaluation: Two correct solutions are worth 1 point. Other correct answers may also be accepted, for a maximum of 2 points in this section.

Question 6

4 × 1 = 4 points

Write the names of the dishes in the appropriate field of the table. Each dish should be placed in one – the most typical – group.

bejgli, kaiserschmarrn, falafel, flódni, couscous, kebab, matzo ball, cholent

Jewish cuisine	European cuisine	Arab/Turkish cuisine
cholent	bejgli	couscous
flódni	kaiserschmarrn	falafel
matzo ball		kebab

Evaluation: Two correct placements are together worth 1 point. A maximum of 4 points may be awarded.

Question 7**3 × (1 + 1) = 6 points**

Name the Hungaricums shown below as well as the related tourism region.

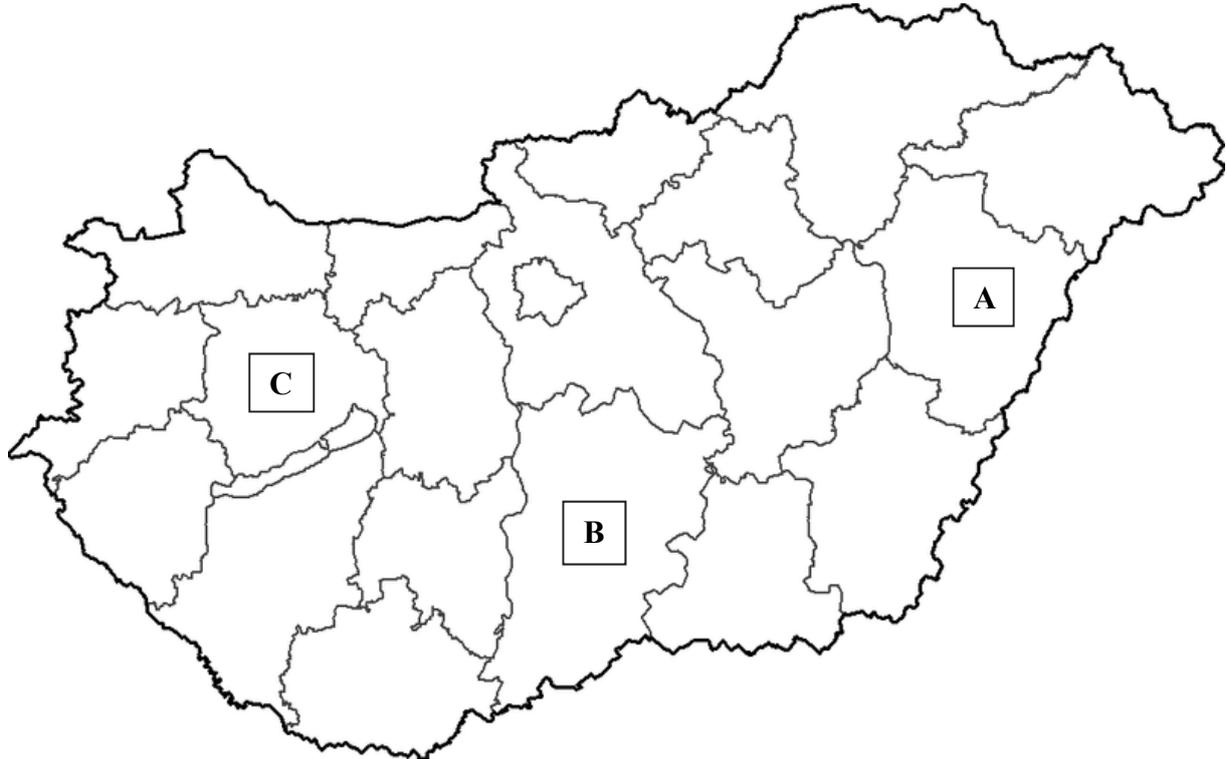
Hungaricum	Name	Region
	<p>Kalocsa folk art – drawing, embroidery and wall painting</p>	<p>Southern Great Plain</p>
	<p>The Bible of Vizsoly</p>	<p>Northern Hungary</p>
	<p>Budapest (or as a list: the banks of the Danube, the Buda Castle quarter and Andrásy út)</p>	<p>Central Hungary</p>

Sources: <https://www.szeretlekmagyarorszag.hu/ilyen-a-festett-oriastojas/>,
<http://varosvedo.hu/tag/samodai-jozsef-zugloi-helytorteneti-muhely/>
<http://kamaraonline.hu/cikk/vilagoroksegi-helyszinek>

Evaluation: For Hungaricums, solutions with different wording to the above, but which are correct in terms of content may be awarded 1 point each, however, the names of the tourism regions must be exactly as above for point each. A maximum of $3 \times 2 = 6$ points may be awarded.

Question 8**3 + 4 = 7 points**

a) Which counties do the letters indicate? Name the county seats as well.



	A	B	C
County	Hajdú-Bihar	Bács-Kiskun	Veszprém
County seat	Debrecen	Kecskemét	Veszprém

Evaluation: Each correct name is worth 0.5 points each. Only the correct solutions may be awarded points. In the case of an odd number of correct solutions, the correcting teacher should round down. A maximum of 3 points may be awarded.

b) Which of the above counties do the following statements refer to? Write the letter of the county (see previous table) into the correct field. There is more than one correct solution for some statements.

Statement	Letter of the answer(s)
The county has no wine region.	A
The county has at least two wine regions.	B, C
The county has a national park.	A, B, C
The county has a national park as well as a wine region.	B, C

Evaluation: In case of correct answers, 1 point per line may be awarded. The 1 point may only be awarded if the given letters are shown in the solution, meaning that if the examinee writes more or fewer letters in a given line, no points may be awarded for that particular line.

Question 9**4 × 1 = 4 points**

You are an intern at Hotel Pillangó, and you also work in the gift shop as a sales-person. One guest today purchased a 0.25 l bottle of 5-puttonyos Tokaji Aszú for HUF 3,500 as well as an embroidered tablecloth for HUF 9,800, of which purchase you filled out a cash receipt note as there was a power outage and you were unable to use the cash register.

Complete the business document below with the data available to you.

Data to be entered in the correct places (progressing from top to bottom):

current date, amount payable – HUF 13,300 – written with letters and numbers, in the “Text” section, 5 p. Tokaji Aszú 0.25 l, with Kalocsa embroidered tablecloth under it, in the corresponding lines the price of the products, with decimal values taken into account, and then the total (HUF 13,300) indicated.

Evaluation: Each pair of correctly entered data is worth 1 point, 8 correct data are worth a maximum of $4 \times 1 = 4$ points. Entering additional data/signatures are not worth any points.

Cash receipt note		Issuer stamp: PB	
Issuer:	Cashier should register receipt as follows: _____ from _____		Date: _____ Date of examination
Controller:	HUF, 13.300 that is: Thirteen thousand three hundred forints		
	Legal title of cash payment:	Bookkeeping account number:	Amount:
Remitter:		Tokaji aszú 5p. 0.25 l	3,500
		Kalocsa tablecloth	9,800
Accountant:			
Cashier:	Attachment: _____ pcs		13,300
B.318-102/a/V - 25x3		Signature and ID card number of Payer	

Source: <http://www.argep.hu/trend/BEVE/Beveteli-penztarbizonylat-25-x-3.html>

Question 10**5 + 3 = 8 points**

At Hotel Pillangó (1234 Nagyrét, Erdő u. 1), you are asked to help out in organising a company's end-of-year party. One of the company's managers inquired about details over the phone. 25 people are expected to attend from NAZAK company (4321 Várhely, Gát u. 15). The company is looking to rent a private room on 14 December, from 16:00 to 20:00, where they would first hold an end-of-year evaluation with a projection display, closing off the event with a celebratory dinner.

a) Calculate how much the end-of-year party would cost the company, if the rent of the Lepke event room (which has a capacity of 40) is HUF 8,000 + 27% VAT per hour, including the technical equipment, and the dinner costs HUF 6,000 per person.

Event hall: 4 hours x HUF 8,000	= HUF 32,000	<i>2 points</i>
Event hall VAT: HUF 32,000 x 0.27	= HUF 8,640	<i>1 point</i>
Dinner: 25 persons x HUF 6,000	= <u>HUF 150,000</u>	<i>1 point</i>
Total:	HUF 190,640	<i>1 point</i>

b) You and one of your intern colleagues will take part in the event as hostess/host. What is the expected appearance/attire for such occasions for male and female employees representing the Hotel? List three requirements. In addition to clothing, your answer should also refer to other accessories.

- **Attire: uniform, or if there is no uniform, white top and dark bottom.**
- **Well-groomed appearance, non-conspicuous jewellery and fragrances.**
- **Comfortable dark-coloured formal shoe.**

Evaluation: Solutions with different wording to the above, but which are correct in terms of content as well as other correct answers may also be awarded 1 point each. A maximum of 3 points may be awarded.

Question 11**4 + 4 + 4 + 2 = 14 points**

NAZAK company (see Question 10) is expecting the quotation from Hotel Pillangó for the company end-of-year party. Send out the quotation, in which you inform the company manager (Mr. András Ambrus) about the prices, and recommend technical equipment for the projection display. The hotel requires a 40% advance to be transferred to their bank account under no. 15500655-24242424 upon the order, the amount of which you should communicate to the client, and you should also request a consultation over the phone or in person for further clarification (technical equipment in the room, dinner menu, drinks consumption).

a) Draw up the quotation and write the letter.

Adhere to the requirements of business correspondence in terms of both layout and content.

Sample letter

Hotel Pillangó
1234 Nagyrét, Erdő u. 1

NAZAK

4321 Várhely, Gát u. 15

For the attn. of Mr. András Ambrus, Managing Director

RE: Quotation

Dear Mr. András Ambrus / Mr. Managing Director,

In reference to your telephone enquiry, please find attached Hotel Pillangó's quotation for the planned end-of-year event:

Date/planned time of the event: 14 December of this year.

Expected number in attendance: 25 persons

Event venue: Lepke Room (capacity of 40)

Duration of use: from 16:00 to 20:00

Technical equipment in the room: screen, projector, laptop, microphone

Expected costs: Room rental (HUF 8,000 + VAT/hour) – 4 hours x 10,160 = HUF 40,640

Dinner – 25 persons x HUF 6,000 = HUF 150,000

Total: HUF 190,640

If our offer is to your liking, we look forward to receiving your order, fulfilment of which is guaranteed after payment of a 40% advance. Please transfer the advance amount of (190,640 x 0.4 ≈) HUF 76,000 to our bank account under no. 15500655-24242424.

We are at your disposal in person or over the phone for the clarification of further details (technical equipment in the room, dinner menu, drinks consumption).

Looking forward to your reply/confirmation.

Date: Nagyrét, date of the examination

Yours sincerely,

**Name of examinee
administrator**

Evaluation:

Form-related requirements of the letter: 4 points in total:

Sender's data: 0.5 points

Addressee: 0.5 points

Specification of subject matter: 0.5 points

Salutation/greeting: 0.5 points

Letter structure is logical: 0.5 points

Saying goodbye: 0.5 points

Date: 0.5 points (may also be shown in the header)

Signature: 0.5 points

In the case of non-whole points in this section, the correcting teacher should round down.

Content sections: 4 points in total:

Date and time of event: 0.5 points

Headcount: 0.5 points

Description of services ordered (room, technical equipment): 0.5 points

Showing of total amount: 0.5 points

Calculation of advance: 0.5 points

Referral to payment by bank transfer, providing bank account number: 0.5 points

Referral to the clarification of conditions: 0.5 points

Requesting confirmation/reply: 0.5 points

b) Address the envelope below, which you will use to send the quotation.

**Hotel Pillangó
(1234) Nagyrét
Erdő u. 1.
1234**

**NAZAK
For the attn. of Mr. András
Ambrus, Managing Director**

**Várhely
Gát u. 15**

4321

Evaluation: Appropriate content and correct placement of the sender and the addressee is worth 2 points each. Partial points (whole numbers) may be awarded for incomplete or inaccurate solutions. The postal code of the sender should be accepted written in either position, but for the addressee the point should only be awarded if the postal code is in the specified position. A total of $2 \times 2 = 4$ points may be awarded for this section.

c) Business communication in practice is today often carried out via email. The text below contains terms written in *italic font*. Underline the terms that you agree with and which conform to the rules of business correspondence.

The first rule relating to email communication is related to the subject field. Experience shows that it is more expedient to send out emails *without a subject indicated/by indicating the subject*. The content of the subject should be *more specific/more general*. For the first exchange of emails, the greeting “**Dear Sir**”/”*Dear (first name)*” should be used. There is no need for a greeting if there are *several longer/several short* email exchanges.

Evaluation: 1 point may be awarded for each pair of correctly underlined answers, for a total of 2 points.

Question 12

10 × 1 = 10 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 of the following is not a main activity of hospitality?

- A. production
- B. purchasing
- C. sales
- D. consumption

D

2. Which of the following VAT rates was not used at restaurants and hotels in 2018?

- A. 5%
- B. 15%
- C. 18%
- D. 27%

B

3. Which of the following is not part of SWOT analysis?

- A. opportunities
- B. obligations
- C. threats
- D. weaknesses

B

4. Which of the following is not one of the guest types?

- A. sanguine
- B. choleric
- C. bulimic
- D. phlegmatic

C

5. Which of the following is true for plate service? C
- A. Presenting the dishes placed on the platter, waiters stand on the left side of the guest and wait until guests serve themselves from the platter.
 - B. Hot dishes are portioned onto large platters and presented to guests, then placed on serving tables, from where food is served onto plates and placed in front of guests.
 - C. The chef places the food on the plates, this is how the waiter delivers these and places them in front of the guest.
 - D. The waiter places the platters – with the appropriate serving utensils – on the guests' table from the right, and the guests serve themselves.
6. Which of the following is true for the PR activities of companies? A
- A. The objective of PR is to increase buyer confidence in the company.
 - B. PR improves the company's cost management.
 - C. Everyone is obligated to comply with PR (Public Regulation).
 - D. Internal PR targets the authorities because relations with authorities must be good.
7. Which of the following tools is the odd one out? A
- A. lemon squeezer
 - B. coffee spoon
 - C. coffeemaker
 - D. cup saucer
8. Which of the following is not a typical position in hospitality facilities? C
- A. dish-washer
 - B. chef
 - C. entertainer (animator)
 - D. waiter
9. Which of the following is not an element of the marketing mix? D
- A. price
 - B. product
 - C. point of sale
 - D. market
10. Which wine is the odd one out? B
- A. egri bikavér
 - B. egri leányka
 - C. egri merlot
 - D. egri zweigelt

Question 13**6 × 1 = 6 points**

Below is a list of online marketing tools. Pair the names with the correct description. Write the letter of the online marketing tool into the corresponding line in the table.

- A. search engine optimisation
- B. viral marketing
- C. mobile marketing
- D. company blog
- E. web analytics
- F. forum

Content of online tool/activity	Letter of tool
It is able to measure online traffic and the number of visitors (e.g. for websites), and to prepare and analyse professional performance indicators.	E
It allows companies to send messages and advertisements to consumers according to their – current – geographical locations through any mobile devices or networks.	C
It helps websites show up earlier (ranked higher) on the search results page when consumers enter certain key words in dedicated online sites.	A
A website free of form and content-related restrictions, typically used by employees of a company to post comments and entries on products and topics important for the company.	D
Allows users to have conversations and dialogues with one another. Messages are grouped according to topics, in order to make page content clearer with an easier overview.	F
A well-edited film, image or brief content that encourages online users to forward and share the marketing message as many times as possible.	B

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

Question 14**2 + 4 + 4 = 10 points**

Tourism products and destinations require special marketing activity, as this involves the sale of services in a highly complex fashion.

a) Put the following marketing tasks in order from 1 to 7. Write the number in front of the activity (*1 should mark the task to be performed first*).

- ... 4 ... Definition of the marketing strategy
- ... 7 ... Verification and potential amendment of the strategy
- ... 2 ... Determination of target group
- ... 5 ... Drawing up of the marketing action plan
- ... 1 ... Situation analysis, SWOT
- ... 3 ... Market positioning
- ... 6 ... Implementation as per the schedule

Evaluation: 2 point should be awarded for a perfect solution, otherwise 0 points.

b) What are the unique features of tourism marketing? List four.

it is linked to a geographical location or area, is seasonal in nature (summer seaside holiday or winter skiing), appeals to emotions, is also suitable for building country image, promises memorable experiences, can be thematised, etc.

Evaluation: Any four correct characteristics – even if different from the above – can be awarded 1 point each.

c) Name two indicators that measure the performance of tourism.

number of visitors (domestic, international), number of hotel guests, distribution of guests/visitors, average duration of stay, tourism income, spending, etc.

Evaluation: Any two correct indicators – even if different from the above – are together worth 1 point.