

TURISZTIKAI ISMERETEK ANGOL NYELVEN

EMELT SZINTŰ ÍRÁSBELI VIZSGA

2021. május 12. 8:00

Időtartam: 225 perc

Pótlapok száma
Tisztázati
Piszkozati

EMBERI ERŐFORRÁSOK MINISZTÉRIUMA

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. Solutions 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 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.
- 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

3 points

Complete the following text on Hungary with the correct terms.

Hungary is located on the northern
approximately equal distance from the and the
North Pole. It lies in Europe. Its
..... is 93,030 km².

Its population is approximately 9.7

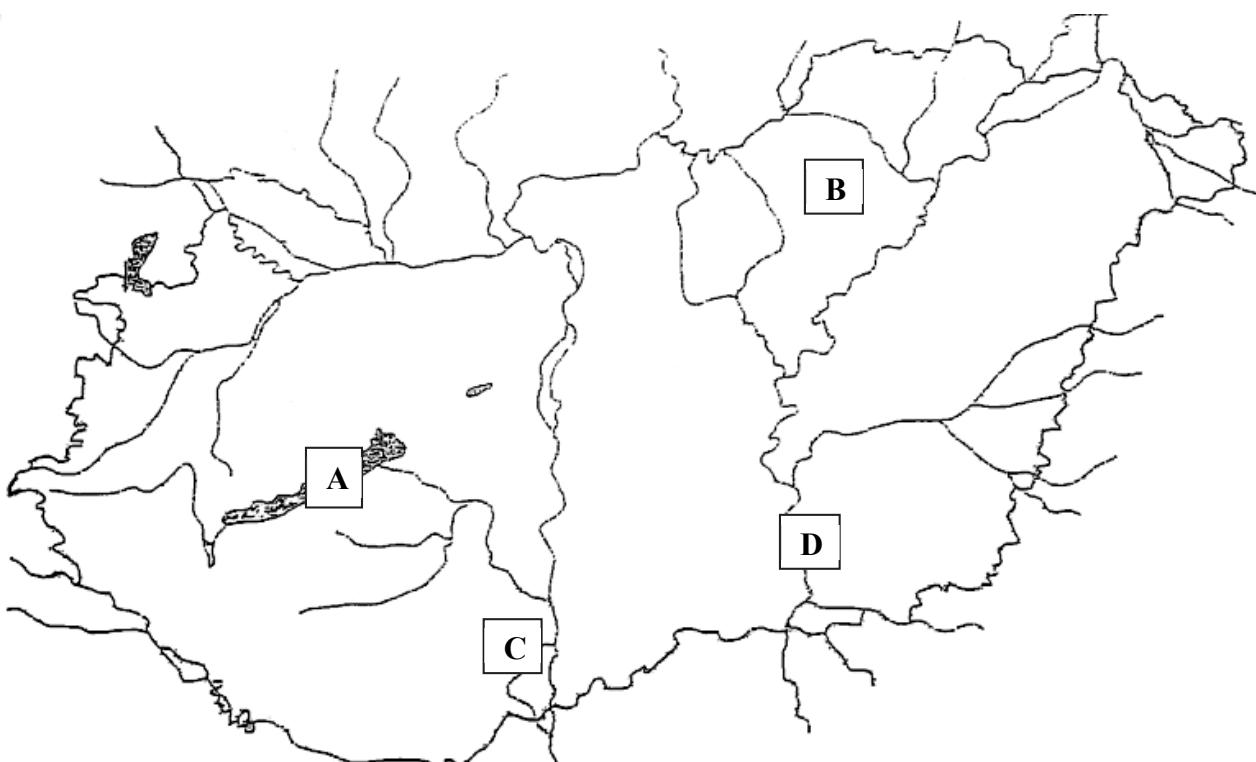
Average is 96 person/km².

Source of data: HCSO, 2019

Question 2

7 points

We have marked 4 tourism regions on the map. Complete the related table.



Letter	Name of region	Number of motorway leading to region	Names of national park(s) found in the region
A			
B			
C			
D			



Question 3

5 points

Select the odd one out. Write the letter of the out-of-place item into the box.

1. The tributaries of the Danube:

- A.) Dráva B.) Sió C.) Hernád D.) Ipoly

2. Settlements of the Western Hungary region:

- A.) Kőszeg B.) Ják C.) Sárvár D.) Orosháza

3. Settlements of the Great Plain known for their medicinal bath:

- A.) Sárvár B.) Orosháza C.) Gyula D.) Makó

4. Hills and mountains volcanic in origin:

- A.) Mátra B.) Badacsony C.) Bükk D.) Zemplén

5. Monadnocks of the Tapolca Basin:

- A.) Szt. György Hill B.) Kopasz Hill C.) Szigliget Castle Hill
D.) Hegyes-tű

Question 4

5 points

The following quotes were published in 2020 in the "Wonderful Hungary" publication published by the Hungarian Tourism Association Foundation. Where are we? Complete the texts.

a) "In , in the heart of the Bakony, is where you'll find one of the country's oldest Cistercian abbeys. The beautifully restored Baroque church is today still home to the community of monks. The abbey's monument library is also outstandingly beautiful, with visits to its inlaid grate hall allowed with supervision."

b) "If this is your first time in the , take a seat on the 'puszta' carriage departing from Mata, and you'll be guaranteed to meet grazing Racka sheep, herds of Grey Cattle and buffalos, not to mention the shepherds and herdsmen. The programme also includes a spectacular 'csikós' (horse-herdsman) show. The Shepherd's Museum uses live images to present the life of shepherds, while the Körszín (a circular barn) allows a peek inside the workshops of harness-makers, potters or shoemakers."

<input type="text"/>															
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

- c) “Although the Ottoman Turks left very few architectural remnants in Hungary, the city of has as many as three. This is where the country’s best preserved minaret rises to the sky, with incredible panorama rewarding those who overcome the 97 steps leading to the top. The experience of taking a dip under the massive golden dome of the 400-year-old Turkish bath and feeling the radon-containing medicinal water welling up from under the stone slabs of the pool under your feet is not to be missed. Imposing even in its ruinous state, the Valide Sultana Bath is well worth to walk around.”
- d) “The buildings of the Festetics Palace in offer visitors a choice of period, carriage, hunting and historical model train exhibitions. If time is not something you have much of, at least take a walk in the gigantic park of the Baroque palace, which also houses a palm house.”
- e) “The confluence of the Hármas-Körös and the Tisza is a popular recreational spot in Those with an affinity for camping site/weekend house/beach canteen-type resorts will have a wonderful time at the Körös estuary. The new visitors’ centre is fully mother and child-friendly, equipped with a coffee house, lavatories, baby-changing rooms and a kitchenette. The site offers more than just splashing, sunbathing and fishing: the Révkilátó lookout point and the pontoon bridge (which is more than 100 years old) are also popular hiking destinations. At the Körös Estuary Days event in August, all age groups are guaranteed to have fun.”

Question 5

5 points

Decide whether the statements below are true or false. Write the letters T (true) or F (false) into the box next to the statement.

- a) Lake Fertő is the westernmost of the great continental salt lakes of Eurasia.
- b) The Ipolytarnóc Fossils Nature Reserve is part of the Bükk National Park.
- c) Approximately two thirds of the Kiskunság National Park was declared a biosphere reserve by UNESCO’s Man and the Biosphere Programme.
- d) The emblem of the Körös-Maros National Park features the Great Bustard, Europe's largest land bird.
- e) The Ramsar Convention is a treaty on wetlands of international importance especially as waterfowl habitat.



Question 6

7 points

Read the source text and complete the table below it.

“The Hagia Sophia (Ayasofya in Turkish) has been functioning as a museum since 1935, is among the 10 most visited buildings in the world today and is one of Istanbul's key tourist sites. From 537, the building was the most important cathedral of the Byzantine Empire and the centre of the Orthodox Church.

After the 1453 conquest of Constantinople, the Ottoman leaders had the cathedral converted into a mosque. In the 20th century, the founder of modern Turkey, Mustafa Kemal Atatürk, had the building transformed into museum, in an effort to declare the secular nature of the young republic. The monument has featured on UNESCO's list of World Heritage Sites since 1985.”

Source: Turizmus.com Downloaded on: 13 July 2020, 13:05

- a) Place the terms listed below into the correct column of the table according to which religion they can be linked to. There are some terms that will be left out as well as some that feature in multiple columns.**

iconostasis,	Rome,	Istanbul,	Constantinople,	Mihrab,	altar,
bimah,	imam,	Quran,	Bible,	patriarch,	Pope,
prayer rug,	leaning benches,		Kaaba.		

Orthodox Church	Catholic Church	Islam

- b) Explain the meaning of the word left out, and state which religion it relates to.**

Word left out:

Meaning and the religion it can be linked to:

.....

Question 7

7 points

Read the text, examine the picture and complete the sentences below.

“The first Hungarian Episcopate was founded in Veszprém at the end of the 10th century, and has served as the seat of both Sarolt and Gisella, and it was the latter who founded the Cathedral. The castle is also among the first to be built, probably somewhere around the turn of the millennium. For nine centuries, Hungarian Queens were crowned by the Bishop of Veszprém, and the settlement was also known as the ‘City of Queens’.”



Source image and text: <https://intezet.nori.gov.hu/historical-sites/Veszprem/veszprem-var-utca/> Downloaded on: 27.10.2020

- a) The cathedral founded by Queen Gisela was in style.
 - b) From an architectural perspective, the church in the image is a because the nave is higher than the nave-aisles.
 - c) The style of the 10th century church may have 4 typical components e.g.
.....
.....
 - d) The image also shows a column. In the century by survivors of the plague. The column is in style

Question 8

8 points

Name the holidays relating to the various religions. Pair the number of the meal shown in the image with the holiday described.

- a) “The eight-day holiday (over the spring period) marks the exodus of the Children of Israel after 210 years of Egyptian slavery, leaving Egypt en-masse more than 3300 years ago. (...) The rules state that “no leaven shall be seen” and that all leaven shall be found and destroyed.”

Name of holiday: Image relating to the holiday:

- b) “Six days you shall labour and do all your work, but the seventh day (...) to the Lord your God. On it you shall not do any work (...) therefore the Lord blessed the (...) and made it holy.” (*Moses 20:9-11.*)

Name of holiday: Image relating to the holiday:

- c) “During the time of King Herod, Magi from the east came to Jerusalem and asked: Where is the one who has been born king of the Jews? We saw his star when it rose and have come to worship him.”

(*Matthew 2:1-2*)

Name of holiday: Image relating to the holiday:

- d) Its duration varies from year to year, and lasts from the Epiphany until Ash Wednesday. Involving noisy festivities, lots of jokes and fun, feasting and being merry, it is a period of searching for mates and courtship. Its origins include Pagan, Germanic or ancient Greek and Roman motifs alike.

Name of holiday: Image relating to the holiday:





3.



4.

Question 9

3 points

- a) Explain the concept of Christian pilgrimage and Indulgence.

Pilgrimage:

Indulgence:

b) Where does the Blessed Virgin Mary pilgrim train depart to every year at Pentecost?

Answer:

.....





Question 10

3 points

What Hungarikums and events can you pair to the following folklore descriptions?

- a) “Feasts are held across the country, to ensure that there is an abundance of food and drinks all year round. It was widely believed that the more they drink, the more power and health they would receive. This is a time when fattened geese can already be slaughtered and new wine can be drank.”

Hungarikum:

Event:

- b) "For example, along the Ipoly River, boys used to go to girls' homes on the evening of the day before, on a so-called *egg-hunt*. They would collect 8-10 eggs from each home where girls lived. At one of the houses – agreed on in advance – they would receive lard and it was there they would make and eat the scrambled eggs. They would scatter the broken eggshells in front of the home of a girl they were cross with. Then they would proceed with the sprinkling."

Hungarikum:

Event:

- c) “Its time was traditionally set in advance in the 18th-19th centuries, typically linked to a special day between the day of St. Michael (29 September) to the day of Simon-Judas (28 October). In several regions in the Great Plain, it started on St. Michael’s Day. In much of Transdanubia and in Transylvania, on the day of Terézia (15 October), around Balaton and Kőszeg on the day of Orsolya (21 October), and in Tokaj-Hegyalja on the day of Simon-Judas (28 October).”

Hungarikum:

Event:



Question 11

8 points

Pair the dishes with wines in line with the requirements listed. Name 1 dish for each, and recommend a good wine to pair with it. You are not required to specify a cellar or vintage, only the type of wine (grape).

- a) Dishes served cold require lighter wines that may also be chilled. You can select white, rose and light red wines.

Dish recommended:

Wine recommended:

- b) If you're grilling, roasting or baking, more robust wines also work well because additional flavours are added to the dish during preparation.

Dish recommended:

Wine recommended:

- c) It is a widely held belief that Hungarian-type fish dishes are best paired with wines of Hungarian character.

Dish recommended:

Wine recommended:

- d) In addition to fruity, cottage cheese, almond or nut deserts, sweet wines can also be offered to go with foie gras.

Dish recommended:

Wine recommended:

Question 12

9 points

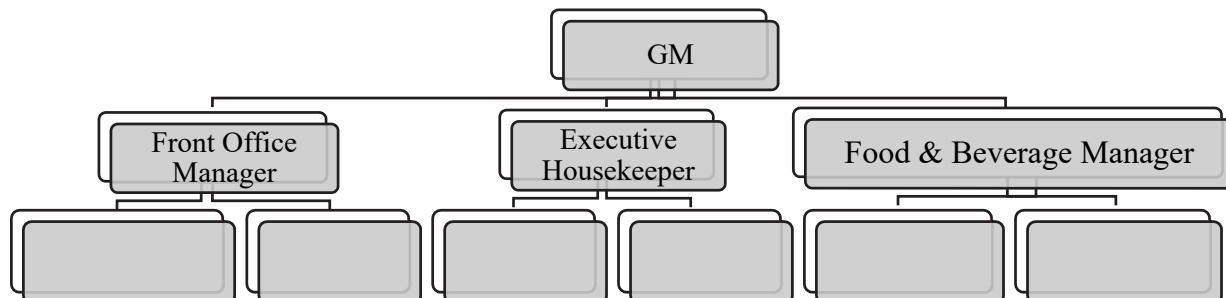
The following questions are related to accommodations.

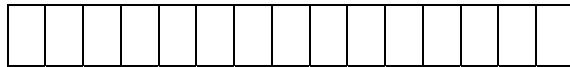
- a) Trademarks certifying quality have been developed for domestic accommodation providers. In the table below, write the name of the accommodation type(s) that the trademark certifies next to the corresponding trademark.**

Trademark	Accommodation type(s)
1-4 Sunflowers	
1-3 Crowns	
1-4 Stars	
Class I-II	
1-5 Stars	
1-3 Backpacks	

- b) You are doing your professional internship in a premium hotel. Study the jobs listed below, and place them into their correct place in the organisational structure provided. Write the number of the position into the correct place, with only one number placed in the empty positions. Attention! You do not have to use all the numbers.**

- | | | | |
|---------------------------|--------------------|---------------------------|-------------------|
| 1. Floor Supervisor | 2. Concierge | 3. Director of Finance | 4. Masseur |
| 5. Entertainer (animator) | 6. General Manager | 7. Salesman | 8. Security guard |
| 9. Maintenance worker | 10. Directrice | 11. Room service operator | |
| 12. Director of Sales | 13. Doorman | 14. Barista | |





Question 13

| 10 points

You are planning a domestic trip for New Year's Eve this year as a group of five friends. You have tour operator experience, so your friends ask you to take care of organisational tasks. Browsing the Internet, you found the offer below. Your group would be arriving late afternoon on 30 December, and would be departing on 2 January after lunch. Write an email to the competent person (info@cabernet.hu) clarifying the reservation data, the number of nights, the services required, and also ask about information that is still missing but is essential for booking.

When writing the email, do not forget to adhere to the content and format-related requirements of business correspondence.

NEW YEAR'S EVE OFFER

Hotel Cabernet, Villány

- Accommodation with buffet breakfast.
 - Welcome-drink.
 - New Year's Eve festivities until dawn, with gala dinner and entertainment programmes (live music, midnight champagne, New Year's Eve buffet at dawn, performers, fireworks) in our hotel's Cellar Restaurant and Event Hall.
 - Half-board accommodation as per the following:
 - gourmet wine-dinner with wines provided by the Mokos Winery (five-course dinner with combined wine tasting) on 30 December;
 - New Year's Eve festive dinner on 31 December with champagne, unlimited wine consumption (three types of wine), soft drinks, Mokos fruit juices, coffee;
 - whole-pig roast dinner on 1 January;
 - dinner with mixed-plate pig-slaughtering delicacies on 2 January;
 - on the other days, buffet half-board dinner.
 - Gift 2-for-1 coupon (1 per room) which can be used: at the Thermal Spa Siklós / Harkány Spa / Pécs's Zsolnay Quarter.
 - Free of charge parking.
 - Unlimited Internet use (Wi-Fi).

Your letter:

Question 14

6 points

Examine the statistical diagram below carefully and answer the questions.

- a) Decide whether the statements below are True (T) or False (F). Write your answers into the box next to the statements. If you feel the statement is false, explain your answer. No explanation is needed for statements you deem to be true.

Statements:

- A.) The number of guest nights spent by domestic nationals has dropped to about two thirds compared to the same period in the previous year.

Explanation:

.....

- B.) The number of total guest nights dropped by 47.3%.

Explanation:

.....

- C.) As every year, accommodations at Lake Balaton were best utilised in August 2020

Explanation:

.....

D.) The number of foreign guest nights dropped at a greater rate than domestic guest nights.

Explanation:

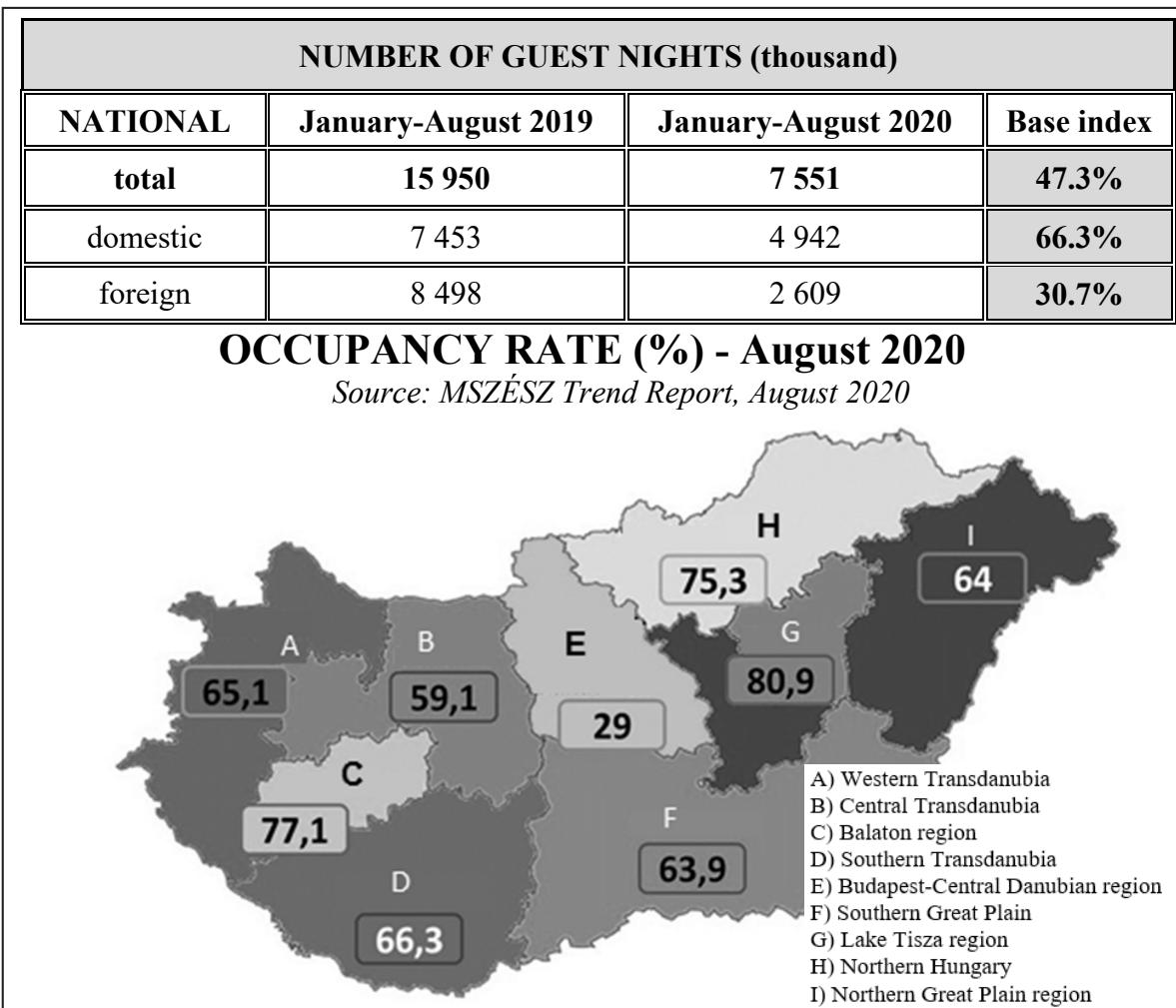
.....
.....

b) Explain the content of the occupancy rate (%) indicator.

.....
.....

c) What does the acronym MSZÉSZ stand for?

.....
.....



Question 15

3 points

List the three most important characteristics of MICE tourism.

-
-
-

Question 16

6 points

Read the source text and answer the questions. Not all the answers can be found in the text, you should also rely on what you have learnt before.

The motivation and experience of seniors in tourism in Hungary

The elderly generation is becoming an increasingly significant participant in the tourism market thanks to its purchasing power and the rise in life expectancy.

In their article published in Issue 2020/1 of the Tourism Bulletin entitled “Participation by seniors in tourism in Hungary: An investigation into motivation and tourism experience”, authors Krisztina Kolos and Júlia Kövesdi examined the travel motivations and experiences of the elderly.

The ageing of the population is a phenomenon typical of the whole of Europe, and the process is likely to strengthen in the future. According to the forecast published by the European Council in 2017, the total population of Europe is set to grow to 520 million by 2070, at the same time the working-age population (people between the ages of 15 and 64) is likely to drop considerably.

The growing role of the senior age-group confirms that uncovering the tourism needs of the segment is a key task for the tourism industry.

In the study, the authors sought to find the key travel motivations among pensioners in Hungary, and what experiences they gain during their domestic travels.

The authors emphasise that compared to more developed Western countries, the Hungarian population has less opportunities to participate in tourism, primarily due to financial and health reasons.

Taking the phenomenon as a starting point, a solution must be found to widen the travel opportunities of Hungarian pensioners.

Based on the results of the research, the senior age-group increasingly requires activity during travels. Participants of the study characterised tourism as the means to get to know new and valuable people, and to build friendships. The results also showed that the elderly do not consider travel to be a prerequisite of happiness, but unanimously felt that it contributes to maintaining intellectual and physical vitality.

Another important motivation is to relive tourism experiences from youth, i.e. nostalgia.

Source: turizmus.com, Downloaded on: 29 May 2020 10:21; Author: Márk Miskolci

<https://turizmus.com/szabalyozas-orszagmarketing/a-senior-turistak-motivacioja-es-elmenyei-magyarorszagon-1170178>

a) What is a tourism segment? Give a brief explanation.

.....
.....

b) Explain what senior tourism is and who its participants are?

.....
.....

c) Why are seniors considered to be a significant tourism segment? List two reasons.

.....
.....

d) Explain tourism motivation.

.....
.....

e) What are the possible travel motivations of the senior segment? List four.

-
-
-
-

f) Name two tourism segments that are involved in MICE tourism.

-
-



Question 17

5 points

Read the source text and use it to answer the questions.

“A turnover-boosting campaign and 7=4 and 3=2 promotions are set to launch to save the tourism of Austria and offset the negative impacts of the coronavirus pandemic.

With the help of the federal government, the Österreich Werbung (ÖW) – the national tourism organisation of Austria – has launched a domestic turnover boosting campaign lasting until the end of November. The EUR 40 million tourism campaign is launched in the spirit of the motto “a good reason to be looking ahead” and its central message is the joy of positive waiting. In the interest of increasing the tourism turnover of cities, in collaboration with the Austrian Chamber of Commerce (WKO), the ÖW is also launching a radio campaign supported with prize competitions.

Advent hotel promotion

This also marks the first time premium-category hotels in Austria have announced coordinated promotional packages for the advent period. 30 hotels joined the 7=4 and 3=2 promotions at launch with promotional advent offers, but the number of participating hotels is rising steadily. In addition to numerous Vienna hotels, establishments from Salzburg, Tirol, Linz, Graz, Kitzbühel are also participating, with some of the largest luxury brands among them.

Supporters of the promotion include American Express as well as the Austrian Tourism Bank (ÖHT). Trade organisations welcomed the collaboration. Rooms can be reserved on the official Hotelwoche website for the period between 5 December and 12 December, with breakfast or half-board.

Burgenland: unique methods to stimulate domestic tourism

The Burgenland Tourism Office (Burgenland Tourismus) offers a unique corona-insurance for guests using local tourism services. In the case of reservations in Burgenland, by way of a special insurance the Burgenland Tourism Office assumes cancellation costs due to coronavirus illness during and before the travel, and also provide coverage for any potential costs arising from an unexpected official quarantine order.

“With this unique ‘win-win’ offer, Burgenland continues to increase the feeling of safety and security of guests arriving in the state”, said Klaus Hofmann, Vice President of the Austrian Hotel Association, in welcoming the initiative by Burgenland Tourismus.

In Burgenland, on average 8 out of 10 guest nights are taken by domestic guests each year. In order to reinforce the trend, there are also plans to issue EUR 75 vouchers for the winter months to Burgenland residents, just as they did over the summer.”

Written by: Balázs Kovács Source: turizmus.com Downloaded on: 27 October 2020 13:02

a) What organisations did the Austrian national tourism organisation (Österreich Werbung) involve in its marketing campaign? How do these organisations support the campaign? Complete the table.

Name of organisation	Form of support, advertising tools

b) What does the unique "win-win" promotion featured in the text refer to? Explain your answer based on the text, by listing specific examples.

Answer:

.....
.....
.....
.....

	question number	score			
		maximum	scored	maximum	scored
Tourism geography	1.	3		25	
	2.	7			
	3.	5			
	4.	5			
	5.	5			
Cultural and religious history	6.	7		25	
	7.	7			
	8.	8			
	9.	3			
Guest reception	10.	3		20	
	11.	8			
	12.	9			
Business protocol	13.	10		10	
System of tourism	14.	6		15	
	15.	3			
	16.	6			
Marketing	17.	5		5	
Points scored in written examination				100	

date

correcting teacher

		pontszáma egész számra kerekítve
	elért	programba beírt
Feladatlap		

dátum

dátum

javító tanár

jegyző